



# University of Maryland School of Public Health

## HLTH246 – The U.S. Tobacco Epidemic

**Semester:** Fall 2019  
**Section:** 0101  
**Classroom and** SPH 0302  
**Time:** MWF 11:00AM to 11:50AM  
**Course webpage:** *ELMS*  
**Instructor:** Azieb Kidanu, MPH, CHES      **Office Hours:** MWF By Appointment  
**Office:** SPH 1242F  
**Email:** bch-kidanu@umd.edu

**Course Description:** Tobacco use is the leading cause of preventable disease and death in the United States. This course will present a broad overview of the tobacco epidemic and provide students with an opportunity to examine this public health issue from the local, state and national levels. Students will learn about the history, health effects, economic costs, policy, surveillance, disparities, and prevention of tobacco use in the United States from an interdisciplinary public health perspective. Additionally, students will learn about the new and emerging tobacco products such as electronic cigarettes/vaping devices and waterpipes/hookahs. The seminar-style course will feature guest lecturers from tobacco prevention, control and research organizations in the Washington, DC Metropolitan area.

**Course Pre- and Co-requisites:** There are no required or recommend requisites for this course.

### Course Learning Objectives:

Upon completing this course, the student will be able to:

1. Describe the history and current state of the U.S. tobacco epidemic, including the major public health milestones.
2. Describe the patterns of tobacco use among U.S. youth, young adults, adults and disproportionately affected subpopulations.
3. Identify the different types of tobacco products and explain the various health consequences of active and passive tobacco exposure.
4. Evaluate different programs and interventions used for tobacco prevention and control at the local, state and national levels.

### Program Competencies Addressed in this Course:

The following competencies for the BS in Community Health and Public Health Science are addressed in this course:

1. Identify individual and community level needs for health promotion and disease prevention
2. Identify principles of community health that are needed for the development of effective health promotion and disease prevention strategies.
3. Describe how to advocate for effective community health initiatives at the local, state and federal levels.
4. Identify strategies that effectively incorporate cultural competence within health promotion and community health initiatives.

### **Required Texts and Other Readings:**

Required: There are no required textbooks for this course. All required readings (articles) will be posted via ELMS. These readings will supplemental the content covered in lecture AND may appear as content on the final examination.

Recommended: There are no recommended textbooks for this course.

**Course Communication:** Communication for the class will be managed via the ELMS site and the University's email system. Students are responsible for keeping their email address up to date or for redirecting or forwarding email to another address. Failure to check email, errors in forwarding email, and returned email (from "full mailbox" or "unknown user" errors for example), will not excuse a student from missing course announcements, messages, deadlines, etc. Email addresses can be quickly and easily updated at [www.my.umd.edu](http://www.my.umd.edu) or in-person at the Student Service Counter on the first floor of the Mitchell Building. For technical support for University email: <http://www.helpdesk.umd.edu> or call 301-405-1400.

**Contacting instructor:** The best way to get in touch is through EMAIL and by setting up an appointment through email via [bch-kidanu@umd.edu](mailto:bch-kidanu@umd.edu). Voicemail messages cannot be expected to be returned. Please include "HLTH246" in the subject of all emails as the instructor teaches multiple courses.

**Course Requirements and Expectations:** This course is taught through lecture, readings, and interactive classroom activities. *Students are expected to attend class, as this will enhance the learning experience for themselves and their classmates.* In-class assignments are reflected in the student's grades and makeup of in-class assignments will be prohibited.

Personal Technology Use Policy: The instructor permits and encourages the use of laptops and tablets to assist students in taking notes and in seeking further clarification of course material during the lectures. Use of personal technology must be conducive to the learning environment and not a distraction to the instructor and other students. Please silence all sounds on electronic devices including cellphones. If an individual must answer or make a call during the class period due to an emergency, please respectfully step out of the classroom. Audio and video recording of lectures is prohibited. However, individuals that require audio or video recording for disability support services should consult with the instructor to make arrangements.

**Use of Course Assistance Websites and Online Group Forums:** Course assistance websites, such as CourseHero and others, are not permitted resources for SPH courses, unless the professor explicitly gives permission for you to use one of these sites. Material pulled from these sites can be deemed unauthorized material and a violation of academic integrity. These sites offer information that might not be accurate and more generally stifle the learning process. In addition, it is understandable that students may use one of a variety of online or virtual forums for course-wide discussion (e.g., GroupME, WeChat, etc.). Collaboration in this

way regarding concepts discussed in this course is permissible. However, collaboration on graded assignments is strictly prohibited. Examples include: asking classmates for answers on quizzes or exams, asking for access codes to clicker polls, etc. Additional information on academic integrity is found in **University Course Related Policies**, below.

**University Course Related Policies:** All University of Maryland-approved course policies are provided at the following website: <http://www.ugst.umd.edu/courserelatedpolicies.html>  
Policy descriptions, resources, and links to official policy documents are provided for:

**Academic Integrity:** What is cheating? What is plagiarism? What is the Honor Pledge?

**Code of Student Conduct:** What behavior is prohibited?

**Sexual Misconduct:** What to do in case of sexual harassment or sexual assault.

**Discrimination:** Procedures to prohibit discrimination, complaints about discrimination, harassment, and retaliation.

**Accessibility:** Information about disability support services (DSS) and accommodations.

**Attendance, Absences, or Missed Assignments:** The student must notify the instructor in a timely manner (typically first week of class). Read this prior to Schedule Adjustment date.

**Student Rights Regarding Undergraduate Courses:** What should I find in the course syllabus? Am I allowed to see my exams after they are graded?

**Official UMD Communication:** Use of email, communication with faculty, communication about cancelled class meetings, and weather-related or other urgent notifications.

**Mid-Term Grades:** Provided for 100 and 200 level courses, and all student athletes.

**Complaints About Course Final Grades:** Questions about course grades should first be addressed to the course instructor.

**Copyright and Intellectual Property:** Who owns the work that I produce in class?

**Final Exams:** Final exams are scheduled by the University.

**Course Evaluations:** The School of Public Health is committed to the use of student course evaluations for improving the student experience, course and curriculum delivery, and faculty instruction.

**Campus Resources:** ELMS, counseling, learning workshops, tutoring, writing help, questions about graduation, adding or dropping classes, withdrawing from the semester, etc.

### **Course Procedures and Policies:**

**Absence Policy:** In accordance with university policy, if you are absent for a single lecture due to illness or some form of personal or family emergency, this absence will be considered “excused” and the instructor will accept a note from you, attesting to the date of the illness/incident, along with an acknowledgement that the information is true. Whenever feasible, you should contact the instructor in advance. In the case of religious observances,

athletic events, and planned absences known at the beginning of the semester, the student must inform the instructor during the schedule adjustment period. All other absences must be reported as soon as is practical. Multiple or prolonged absences, and absences that prevent attendance at a major scheduled grading event like an exam or test, will require written documentation from an appropriate health care provider/organization.

**Events that justify an excused absence include:**

- Religious observances
- Mandatory military obligation
- Illness of the student or illness of an immediate family member
- Participation in university activities at the request of university authorities
- Compelling circumstances beyond the student's control (e.g., death in the family, required court appearance)

Absences stemming from work duties other than military obligation (e.g., unexpected changes in shift assignments) and traffic/transit problems do not typically qualify for excused absence. For complete information on the university's absence policy see:

<http://www.president.umd.edu/policies/v100g.html>

*Also, tardiness (arriving late to lecture) is disruptive to the class and interrupts lecture activities. Please inform the instructor ahead of time if you know you will be late to the class.*

**Late work and Missed Exams / Assignments: Late work and/or missed exams may not be made up for any other reason except a documented medical/health/emergency reason.** Late or incomplete work must be made up within one week of the missed assignment if a legitimate excuse (determined by University policy and the instructor) is documented at or before the next class period. Special arrangements for making up missed work must be made in advance with the instructor. If you cannot make a class or an exam due to illness or some other legitimate reason, you must contact the instructor by email before the missed class period. **You will earn a zero on any assignment or exam that is not submitted/completed a week after the due date.**

**Religious Observances:** The University System of Maryland policy provides that students should not be penalized because of observances of their religious beliefs; students shall be given an opportunity, whenever feasible, to make up within a reasonable time any academic assignment that is missed due to individual participation in religious observances. It is the student's responsibility to inform the instructor in advance of absences for religious observance.

**Special Accommodations / Disability Support Services:** If you have a documented disability and wish to discuss academic accommodations for test taking or other needs, you will need documentation from Disability Support Service (301-314-7682). If you are ill or encountering personal difficulties, please let the instructor know as soon as possible. You can also contact Learning Assistance Services (301-314-7693) and/or the Counseling Center (301-314-7651) for assistance.

**Inclement Weather / University Closings / Emergency Procedures:** In the event that the University has a delayed opening or is closed for an emergency or extended period of time, the instructor will communicate to students regarding schedule adjustments, including rescheduling of examinations and assignments due to inclement weather and campus emergencies.

**Major Graded Assignments:**

**Tobacco Industry Documents Reflection Paper (250 points):** This is an individual writing assignment that consists of a two to three-page (single-spaced) paper summarizing the critical review of tobacco industry documents. Students will select an objective or specific research question to explore on tobacco that can be answered by reviewing industry documents. They may evaluate the knowledge of tobacco companies on topics such as marketing and consumer perceptions, initiation, smoking topography, nicotine dependence, health effects, cessation, etc. Students must provide evidence *directly* from the tobacco industry documents to support the answer to the selected objective or research question. **Detailed assignment instructions will be posted on ELMS.** Students are encouraged to reach out to the instructor in advance of the assignment due date (no later than two weeks) if they have questions about the assignment.

**Documentary Write-up (30 points):** Students will submit written responses following the viewing of various documentaries and videos in lecture. These assignments require course attendance and will be submitted at the end of the lecture period. Students will earn 6 points for each assignment.

**ELMS Weekly Reflection (420 points):** Each week students will submit a written reflection (300-500 words) on the course content covered in lecture, as well as any assigned online video lectures and/or articles. There will be 14 weekly reflections each worth 30 points. **Detailed assignment instructions will be posted on ELMS.** Responses are due via ELMS on Sundays at 11:59 PM. Assignments submitted late will be graded as zero.

**Examination (300 points):** There will be one, cumulative examination at the final of the semester.\*\* The exam may be a mixture of multiple choice, true/false, short answer and essay questions. The content for the examination will be drawn from lectures (by the instructor and guest speakers), documentaries and assigned course readings. The final examinations are scheduled by the campus in the first weeks of the semester and often do not occur during typical class days/times. That schedule is provided to students as soon as possible. Students are expected to attend the final exam as scheduled and should plan accordingly.

**Major Graded Assignments:**

<b>Assignments</b>	<b>Points</b>	<b>Due Date</b>
Industry Documents Reflection Paper	250	Monday, November 25 <sup>th</sup> , 2019
ELMS Weekly Reflection (14)	420	Please see course schedule summary
Documentary Write-Up (5)	30	Please see course schedule summary
Final Examination	300	December TBA, 2019
<b>Total Possible Points</b>	<b>1000</b>	

**Grading Procedures:**

96–100	A+	76–79.99	C+
93–95.99	A	73–75.99	C
90–92.99	A-	70–72.99	C-
86–89.99	B+	66–69.99	D+
83–85.99	B	63–65.99	D
80–82.99	B-	60–62.99	D-
		<59	F

Note: Final course grades are determined by the instructor in accordance with information detailed in this course syllabus. The final letter grade will be assessed using the above grading procedures.

**There will be no “adjustments” or “rounding” if a student is “borderline” between letter grades.**

**HLTH 246 FALL 2019 COURSE SCHEDULE SUMMARY**

<b>Session</b>	<b>Date</b>	<b>Topic</b>
1	M- 8/26	Tobacco 101
2	W- 8/28	Tobacco Products: Traditional, New and Alternative Products
3	F- 8/30	<a href="#">ELMS YouTube Lecture/Scholarly Readings + Weekly Reflection 1</a>
	<b>M- 9/2</b>	<b>Labor Day—No Class</b>
4	W- 9/4	Health Consequences of Tobacco Use
5	F- 9/6	<a href="#">ELMS YouTube Lecture/Scholarly Readings + Weekly Reflection 2</a>
6	M- 9/9	Tobacco Initiation, Dependence & Cessation
7	W- 9/19	<a href="#">Documentary: Addicted Incorporated (2011)</a>
8	F- 9/13	<a href="#">ELMS YouTube Lecture/Scholarly Readings + Weekly Reflection 3</a>
9	M- 9/16	<a href="#">Documentary: Addicted Incorporated (2011)</a>
10	W- 9/18	<a href="#">Guest Lecture: E-cigarette Use Perceptions and Patterns in the U.S.—Dr. Julia Chen, NIH/NIMHD</a>
11	F- 9/20	<a href="#">ELMS YouTube Lecture/Scholarly Readings + Weekly Reflection 4</a>
12	M- 9/23	Tobacco Industry Marketing
13	W- 9/25	<a href="#">Guest Lecture: The Menthol Debate—Dr. Joanne D’Silva, Clearway Minnesota</a>
14	F- 9/27	<a href="#">ELMS YouTube Lecture/Scholarly Readings + Weekly Reflection 5</a>
16	M- 9/30	<a href="#">Documentary: Tobacco Under Fire (1994)</a>
17	W- 10/2	<a href="#">Guest Lecture: Truth Campaign, Dr. Jessica Rath, Truth Initiative</a>
18	F- 10/4	<a href="#">ELMS YouTube Lecture/Scholarly Readings + Weekly Reflection 6</a>
19	M - 10/7	Tobacco Litigation: The Master Settlement Agreement
20	W- 10/9	Secrets Revealed: Tobacco Industry Documents
21	F- 10/11	<a href="#">ELMS YouTube Lecture/Scholarly Readings + Weekly Reflection 7</a>
22	M-10/14	Tracking Patterns of Tobacco Use in the US: Surveillance and Measurement Tools
23	W-10/16	State, Local and National Tobacco Control Programs
24	F- 10/18	<a href="#">ELMS YouTube Lecture/Scholarly Readings + Weekly Reflection 8</a>
	M- 10/21	<a href="#">Documentary: Frontline "Smoke in the Eye" (1999)</a>
25	W- 10/23	<a href="#">Guest Lecture: Tobacco Policy &amp; Regulation— Brooke Torton &amp; Blair Inniss, UMD Public Health Law</a>
26	F- 10/25	<a href="#">ELMS YouTube Lecture/Scholarly Readings + Weekly Reflection 9</a>
27	M- 10/28	<a href="#">Documentary: E-Cigarettes—Miracle or Menace? (2016)</a>
28	W- 10/30	<a href="#">Guest Lecture: Lung Cancer Screening—Dr. Randi Williams, PostDoc Research Fellow, Georgetown</a>
29	F- 11/1	<a href="#">ELMS YouTube Lecture/Scholarly Readings + Weekly Reflection 10</a>
30	M- 11/4	Tobacco Risk Communication: Health Warnings, Labels & Campaigns
31	W- 11/6	<a href="#">Guest Lecture: Anti-Tobacco Campaigns—Samantha Stanley, UMD</a>
32	F- 11/8	<a href="#">ELMS YouTube Lecture/Scholarly Readings + Weekly Reflection 11</a>
33	M- 11/11	Examining JUUL’s Role in the Youth Nicotine Epidemic [ <a href="#">Documentary Write-Up</a> ]
34	W- 11/13	<a href="#">Guest Lecture: Smoke-free Tobacco Policy—Dr. Heather Platter, NIH/NCI PostDoc Fellow</a>
35	F- 11/15	<a href="#">ELMS YouTube Lecture/Scholarly Readings + Weekly Reflection 12</a>
36	M- 11/18	<a href="#">Guest Lecture: Tobacco Use Prevention Policy—Shannon Quinby, Tobacco 21</a>
37	W- 11/20	<a href="#">Guest Lecture: Assessments of Tobacco Retail Environments—Dr. Craig Fryer, UMD</a>
38	F- 11/22	<a href="#">ELMS YouTube Lecture/Scholarly Readings + Weekly Reflection 13</a>
	<b>M- 11/25</b>	<b>Thanksgiving Holiday—No Class—Tobacco Industry Documents Research Paper Due</b>
	<b>W- 11/27</b>	<b>Thanksgiving Holiday—No Class</b>
	<b>F- 11/29</b>	<b>Thanksgiving Holiday—No Class</b>
39	M- 12/2	<a href="#">Guest Lecture: Tobacco Health Disparities—Dr. Liliانا Phan, PostDoc Research Fellow, Georgetown</a>
40	W- 12/4	The Future of The U.S. Tobacco Epidemic & Careers in Tobacco Prevention & Control
41	F- 12/6	<a href="#">ELMS YouTube Lecture/Scholarly Readings + Weekly Reflection 14</a>
42	M- 12/9	Review Day
	<b>TBA</b>	<b>FINAL EXAM</b>