

## Research proves snuff is still very dangerous stuff

High school- and college-age smokers who look to smokeless tobacco as a steppingstone to quitting are in for a rude awakening—this “lesser of two evils” will still cause cancer and other significant health risks.

Dr. Scott Tomar, department chairman and professor of community dentistry at the University of Florida’s College of Dentistry, and University of Missouri researcher Dorothy K. Hatsukami published a study in the November issue of *Nicotine & Tobacco Research* that outlined the hazards facing young smokers who are presented with the alternative of smokeless tobacco products.

“Even among pack-a-day smokers in high school, the perception was that smoking was riskier than smokeless tobacco,” said Tomar in a UF podcast interview.

Tomar explains that while smoking does result in higher instances of cancer, there is no research supporting the idea that someone who switches to smokeless tobacco re-



Kristen Bartlett Grace

ally reduces their risk. “There is no published evidence that smokeless tobacco is an effective method of quitting smoking. It does not pass even the most liberal definition of evidence-based medicine or public health,” he said.

The American Cancer Society points out on its Web site that smokeless tobacco users report as much difficulty quitting the habit as smokers quitting cigarettes, possibly due to the high levels of nicotine in smokeless tobacco. An average dose of nicotine from snuff is 3.6 mg and is 4.5 mg from chewing tobacco, compared to 1 to 2 mg from a cigarette.

“Smokeless tobacco use deals only with the chemical aspect of addiction, and compared to pharmaceutical nicotine products,

it is far more dangerous,” Tomar explained.

Even so, young adults are more likely to use smokeless tobacco than their older counterparts, according to 2007 research by the Centers for Disease Control and Prevention. While only 3 percent of adults use smokeless tobacco on a regular basis, 8 percent of high school and 3 percent of middle school students use these products. This is down from the almost 10 percent reported in the CDC’s study of high school smokeless tobacco use in 1997.

Keeping in mind the steady decline in smokeless tobacco use in the last 10 years, Tomar believes that young people, especially adolescent and young adult men, are still exposed to risk by tobacco advertising.

“The major manufacturers continue to market their products in ways that continue to appeal to that audience, and there is a very real danger that those young people will interpret these harm reduction messages as implying the products are harmless,” he said.

By Kimberly Crus

## Seen & Heard

### Professor recognized with Mooney Award

Ken Sassaman, associate professor of anthropology, has been awarded the Mooney Award from the Southern Anthropological Society for his book “People of the Shoals: Stallings Culture of the Savannah River Valley.” The annual James Mooney Award recognizes distinguished anthropological scholarship concerning the South and Southerners.

### Professor is national fiction award finalist

David Leavitt, professor of English, recently was named as one of four finalists in the 2008 PEN/Faulkner Award for Fiction. Leavitt received the award for “The Indian Clerk,” a historical fiction novel. Leavitt is the author of six other novels and four collections of short fiction.

### Students earn scholarships

College of Agriculture and Life Sciences graduate students Amy Daniels and Tim Durham have been selected to receive full scholarships to the Philippines this summer to attend the Rice Short Course offered by the International Rice Research Institute (IRRI). Amy Daniels is a NASA Research Fellow and doctoral candidate in interdis-

ciplinary ecology, and Tim Durham is a doctor of plant medicine candidate. They will be joined by eight other graduate students from across the United States to study sustainable agriculture in the tropics.

### Alumnus in Japan making global news

UF alumnus and Japan Gator Club member Sachio Semmoto recently was featured in two international magazines. Semmoto — who earned a master’s and doctorate degree in engineering at the University of Florida — was profiled in the Feb. 7 issue of *The Economist* and the March 24 issue of *Forbes*.

Both magazines touted his entrepreneurial spirit and business success within the telecom industry.

### Professor elected to national council

Linda Bartoshuk, a professor of community dentistry and behavioral science, was recently elected to a three-year term of the Council of the National Academy of Sciences (NAS). The NAS is charged with



Linda Bartoshuk

providing independent advice, outside the framework of government, to the nation’s leaders on science, technology and medicine issues affecting U.S. policy decisions.

### Professor receives high marketing honor

Joseph W. Alba, UF distinguished professor of marketing, has received one of the highest honors in the field of marketing research, the Paul D. Converse Award. Alba currently serves as chair of the department of Marketing.

The Paul D. Converse award, established in 1946 by the American Marketing association, is granted to individuals who have made outstanding contributions to marketing scholarship. The award acknowledges enduring contributions to marketing through one or more journal articles, books, or a body of work. A contribution is considered for the award only after it has been available for five years to marketing academics and/or practitioners, according to the award’s Web site.



Joseph W. Alba

registration begins at 7 a.m. Open to the public. Call 800-284-6472 for more information.

**April 13**  
UFPA presents **Itzhak Perlman**. Phillips Center, 7:30 p.m. Reserved seating \$40-\$65. Open to the public. Visit the Phillips Center Box Office or call 352-392-2787 for tickets.



## Top Stories

# New emergency test planned for April 18

The University of Florida will conduct a test of its emergency communications system on April 18 to ensure that all components are operating smoothly.

The University of Florida Police Department and the Office of Environmental Health and Safety will work with other campus entities to test a three-pronged system that utilizes text messaging, e-mail alerts and an automated telephone notification system. This is the first time for all three systems to be tested simultaneously.

“No one system can reach everybody, but by using these three systems we’ll be able to contact a larger proportion of the university community in order to provide information and ensure campus safety,” said University Police Department Lt. Mitch Welsh.

The text messaging system, supported by Mobile Campus, was tested on Jan. 15. There was an 86 percent success rate of messages delivered within 50 minutes to the 41,383 registered phones. Since Jan. 15, the university and Mobile Campus have worked to increase delivery rate and speed, while also recognizing that additional methods of communication are vital to reaching every member of the university community.

“I believe that the University of Florida thinks of this the right way—texting isn’t the end-all-be-all, but it is a great method of communication that should be part of a multi-pronged strategy for a campus emergency,” said David Liniado, chief executive officer of Mobile Campus.

In addition to the text message, the communications test will include a mass e-mail to all UF e-mail addresses. The e-mail will give details of the emergency, and the precautions necessary to ensure safety.

“Our hope is to see how quickly an emergency e-mail can be issued, while determining its effectiveness,” said Welsh.

The third part of the test is an automated telephone notification system for specific campus areas that may be affected

by a crisis. The message will be broadcast through each phone in the designated building, detailing the proper emergency procedures. The third notification method to be tested is university hopes to eventually incorporate campus resident cell phones, due to a lack of residence hall phones.

Similar tests will be conducted about once a semester to maintain and strengthen current communication systems, said Marc Hoit, interim chief information officer with the Office of the Provost.

“Each test is going to increasingly replicate an emergency, to make sure we’re prepared for every situation,” he said.

To help refine and improve the system, anyone who does not receive a text or an e-mail on April 18 should report the discrepancy at <http://www.it.ufl.edu/emergency-test/>. The buildings selected for the automated telephone notification test will be chosen at a later date.

By Kimberly Crus



Kristen Bartlett Grace

A student reviews his text messages between classes.

## Madeleine Albright visits UF campus

Former Secretary of State Madeleine Albright recently spoke at the University of Florida about the five big issues she feels are going to impact the next president of the United States, as well as her experience as a United Nations ambassador and secretary of state.

Albright spoke for an hour on March 26 to approximately 200 people in the Pugh Hall Ocora about the issues she raises in her most recent book, “Memo to the President Elect: How We Can Restore America’s Reputation and Leadership.” The book utilizes her extensive knowledge and experience in politics to highlight national and international concerns that the next president will have to address.

“I think this is going to be the most difficult presidency that any of us has ever seen,” she told the audience.

In her book and speech, Albright suggested that the next president should put together a diverse team that will help him or her battle terrorism, control nuclear weapons, restore the good name of democracy, mitigate the negative effects of globalization, and affect change in regards to global warming and energy policy.

For more details about Albright’s speech, please go to the expanded story in the online version of Inside UF at <http://insideuf.ufl.edu/>. The online newsletter also may be accessed by clicking on the blue “InsideUF” on UF’s homepage, [www.ufl.edu](http://www.ufl.edu).

By Kimberly Crus

**April 2**  
Goerings Bookstore presents “**The Avenue Coffee House: UF Professors and Their New Books.**” Goerings Bookstore, 8 p.m. Free and open to the public. Call 352-372-3975 for more information.

**April 3**  
UFPA presents “**Diavolo.**” Phillips Center, 7:30 p.m. Reserved seating \$20-\$30. Open to the public. Visit the Phillips Center Box Office or call 352-392-2787 for tickets.



**April 4**  
Department of Philosophy presents “**Evolution of Morality Speaker Series.**” Griffin-Floyd Hall, 4 p.m. Free and open to the public. Call 352-392-2083 ext. 311 for more information.

**April 5**  
The Harn Museum of Art presents “**Mind-Sight.**” Harn Museum of Art, 10 a.m.-1 p.m. Free and open to the public. Call 352-392-9826 for more information.

**April 6**  
Friends of Music presents “**A Night at the Opera.**” University Auditorium, 6-10 p.m. Admission fee and open to the public. Call 352-376-6046 for more information.

**April 8**  
University Relations/Community Relations presents “**Community Campus Council Breakfast Meetings.**” UF Hilton, 7:30 a.m. Open to the public. Call 352-392-4567 for more information.

**April 10**  
UFPA presents **Jazz Ambassadors of the United States Army Field Band**. Phillips Center, 7:30 p.m. Call 352-392-1900 for ticket information.

**April 11**  
Final deadline to add or drop classes. Call 352-392-1374 for more information.

**April 12**  
Children’s Miracle Network presents “**5th Annual Spring Trail Ride.**” Florida Horse Park,

## UF Voices

### Winning the lottery

One of the most inspiring stories I have heard in a long time relates to the priceless value of education and how this can affect alumni, the loyalty they feel for their alma mater and others whose lives they touch.



Glen F. Hoffsis

This story is at the heart of the largest gift the College of Veterinary Medicine has ever received — some \$6 million, which was received by the college just before the end of December 2007. We project that after state matching funds are received, the gift will add \$12 million to the college endowment. Endowments such as this are critical in this time of decreasing state budgetary support and will position us to better attract and retain top faculty. It will also help us serve an area of critical need — food supply veterinary medicine.

The gift came from the estate of two hard-working cattle ranchers from near Lake Okeechobee. Harriet Weeks and her daughter, Robin, both retired school teachers, struggled to make a living on their cattle ranch. They attributed much of their success to their veterinarian, Dr. Mike McNulty, a 1984 graduate of our college. Through the years, Dr. McNulty provided health and production management services to the Weekses, and they saw this as vital to sustaining their enterprise.

Some years ago, Dr. McNulty commented to Robin that he was going to purchase a lottery ticket on his way home. She then told him he had already won the lottery with his veterinary education. That comment had a powerful effect on Dr. McNulty. As he reflected on it, he came to more fully appreciate the truth of her statement. One day Robin Weeks announced to Dr. McNulty that she wanted to leave her estate to the College of Veterinary Medicine to further the institution that had served him so well. The rest is history.

It’s important to remember the theme behind this story and the resultant gift: Education really is the winning lottery ticket.

Glen F. Hoffsis

Dean, College of Veterinary Medicine

## Happenings

Listings in this section are a sampling of events at the University of Florida, compiled from entries listed in the full calendar that appears on the Web at [calendar.ufl.edu](http://calendar.ufl.edu). To submit an event online, visit <http://calendar.ufl.edu/submit/>.

## Note This

### Institute offers development session

The UF Leadership Development Institute will present “Developing the Next Generation of Global Academic Leaders” at 3 p.m. on April 9 at Reitz Student Union, Room 282. Ron Kirsch, executive director, and Susan Herrera, assistant director of the institute, will present a model for developing the next generation of global leaders. Seating is limited. Please e-mail Glenn Ketcham, [gketcham@ehs.ufl.edu](mailto:gketcham@ehs.ufl.edu), to reserve a seat.

### APA now accepting nominations

The Academic & Professional Assembly (APA) is accepting nominations for the 2008-09 slate of officers. Nominate yourself or others (with their approval) by e-mailing past president Diane Craig, [ddcraig@ufl.edu](mailto:ddcraig@ufl.edu), by April 11.

The slate will be introduced at the APA’s business meeting at 3:30 to 5 p.m. on April 24 at Reitz Student Union, room 282. An online election, open to all APA members, will follow.

Open positions include president-elect, secretary/treasurer, membership chair, program chair, and publicity chair. Serving on the APA board requires a commitment of three to six hours per month. Specific information about each officer’s duties and responsibilities is available at <http://apassembly.ufl.edu/bylaws.htm>.

### Read-A-Thon seeks volunteers

Celebrate reading by sharing a story, poem or excerpt from a favorite book during the George A. Smathers Libraries’ Read-A-Thon. The event will be held from 11 a.m. to 2 p.m. on April 14-17 at the Plaza of the Americas between Library West and Smathers Library East.

The Read-A-Thon is a lively, fast-paced and casual celebration of reading during National Library Week. Volunteers will read for 10 minutes, in accordance with specific daily themes.

The second annual “Edible Book Contest” on April 16 will coincide with the Read-A-Thon. Anyone may enter an “edible book” to be judged and later eaten. Prizes will be given in various categories.

For more information, and/or to sign up for the Read-A-Thon and the Edible Book Contest, visit <http://www.uflib.ufl.edu/readathon>.