



# **Campaign for Tobacco Free Kids**

## ***Key Opportunities for Tobacco Prevention and Cessation in the U.S.***

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Executive Director  
February 6, 2007***



# Mission

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- **Reduce Tobacco Use and Its Toll on Health by:**
  - Preventing youth from starting to smoke
  - Helping smokers quit
  - Protecting everyone from secondhand smoke



# Tobacco Use in the United States Remains Unacceptably High

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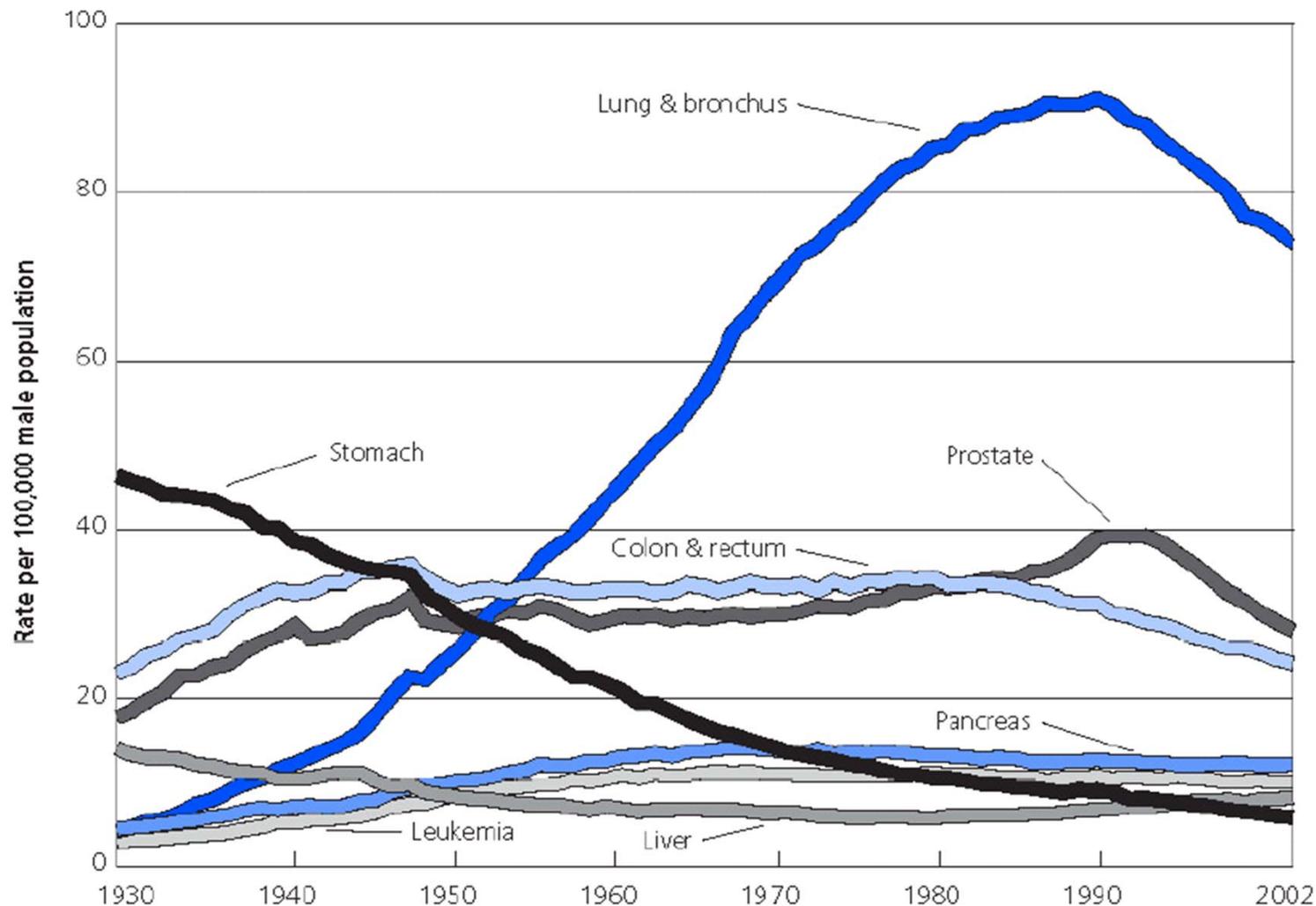
## ADULTS

- In 2005, about 45 million adults in the U.S. smoked cigarettes (20.9%)

## KIDS

- In 2005, about 3.75 million high school students smoked (21.9%)
- **Everyday in America:**
  - More than 4,000 kids try their first cigarette
  - Another 1,000 kids become new daily smokers
- 90% of all long term smokers start as teenagers or younger.

### Age-Adjusted Cancer Death Rates,\* Males by Site, US, 1930-2002



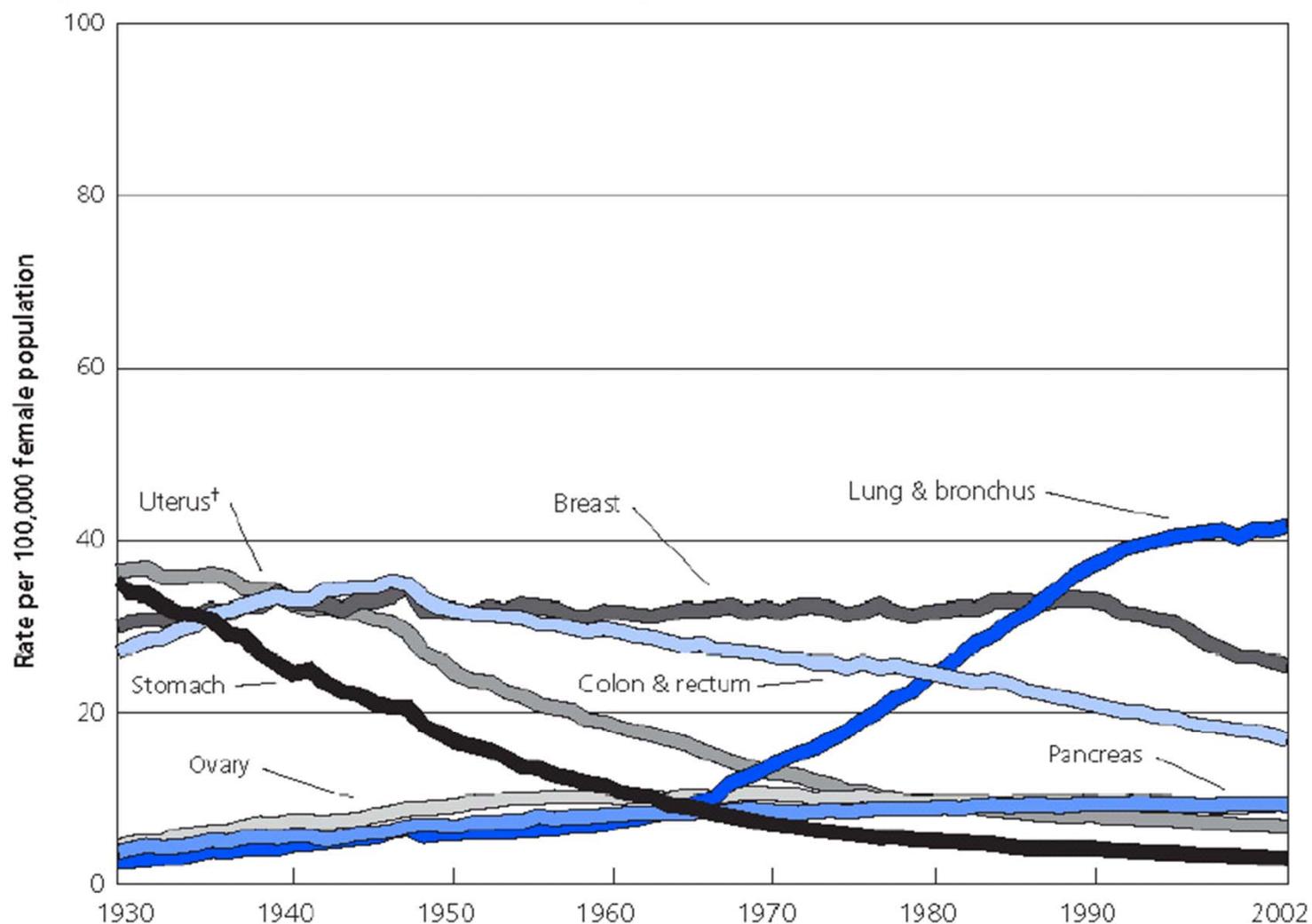
\*Per 100,000, age-adjusted to the 2000 US standard population.

**Note:** Due to changes in ICD coding, numerator information has changed over time. Rates for cancer of the liver, lung and bronchus, and colon and rectum are affected by these coding changes.

**Source:** US Mortality Public Use Data Tapes 1960 to 2002, US Mortality Volumes 1930 to 1959, National Center for Health Statistics, Centers for Disease Control and Prevention, 2005.

American Cancer Society, Surveillance Research, 2006

## Age-Adjusted Cancer Death Rates,\* Females by Site, US, 1930-2002



\*Per 100,000, age-adjusted to the 2000 US standard population. †Uterus cancer death rates are for uterine cervix and uterine corpus combined.

**Note:** Due to changes in ICD coding, numerator information has changed over time. Rates for cancer of the lung and bronchus, colon and rectum, and ovary are affected by these coding changes.

**Source:** US Mortality Public Use Data Tapes 1960 to 2002, US Mortality Volumes 1930 to 1959, National Center for Health Statistics, Centers for Disease Control and Prevention, 2005.

American Cancer Society, Surveillance Research, 2006



# Population-based Policies Reduce Smoking

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- Tobacco Excise Tax Increases
- Smoke-free Laws
- Funding for Comprehensive Tobacco Prevention & Cessation Programs

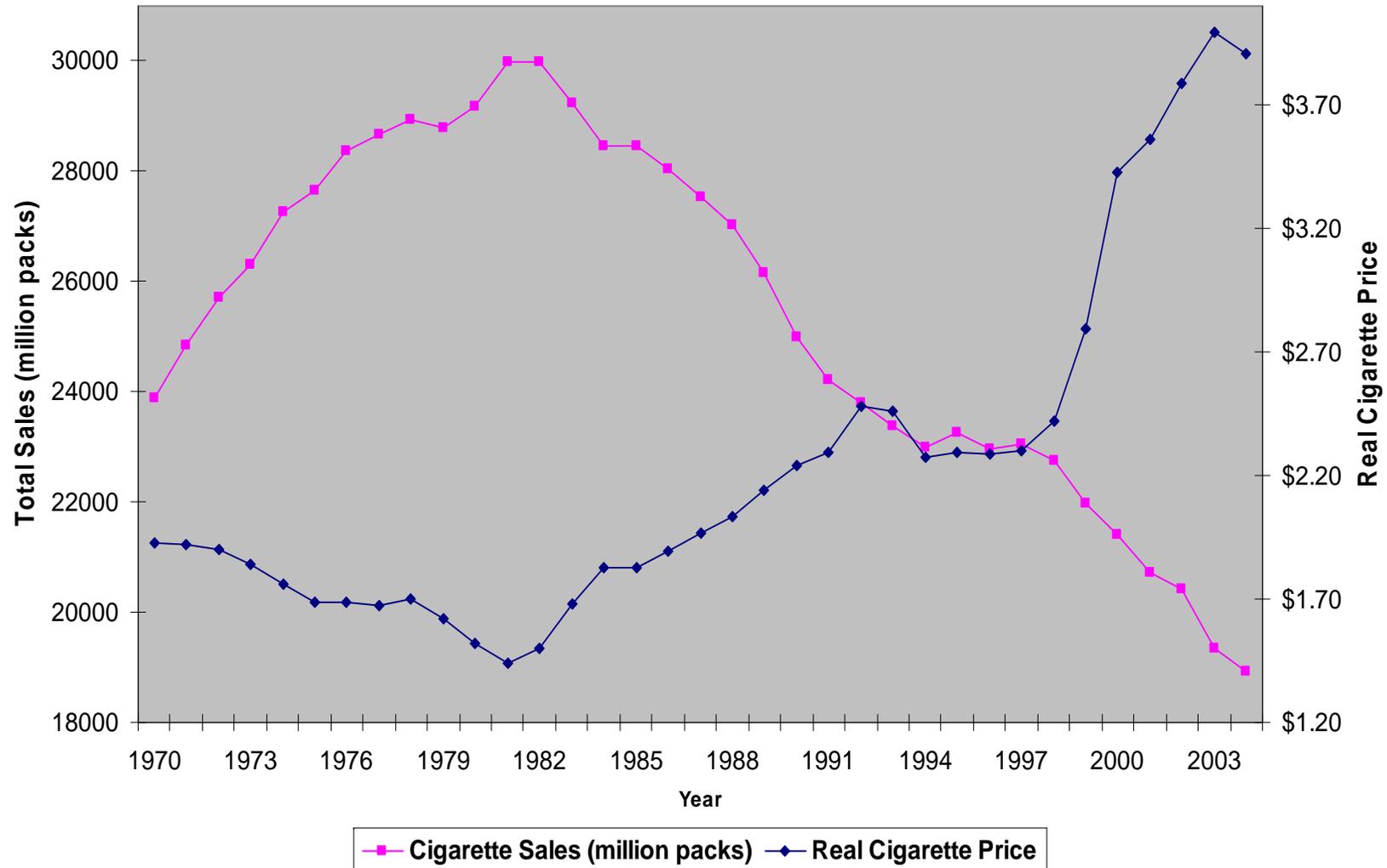


## Effects of a 10% Tobacco Tax Increase

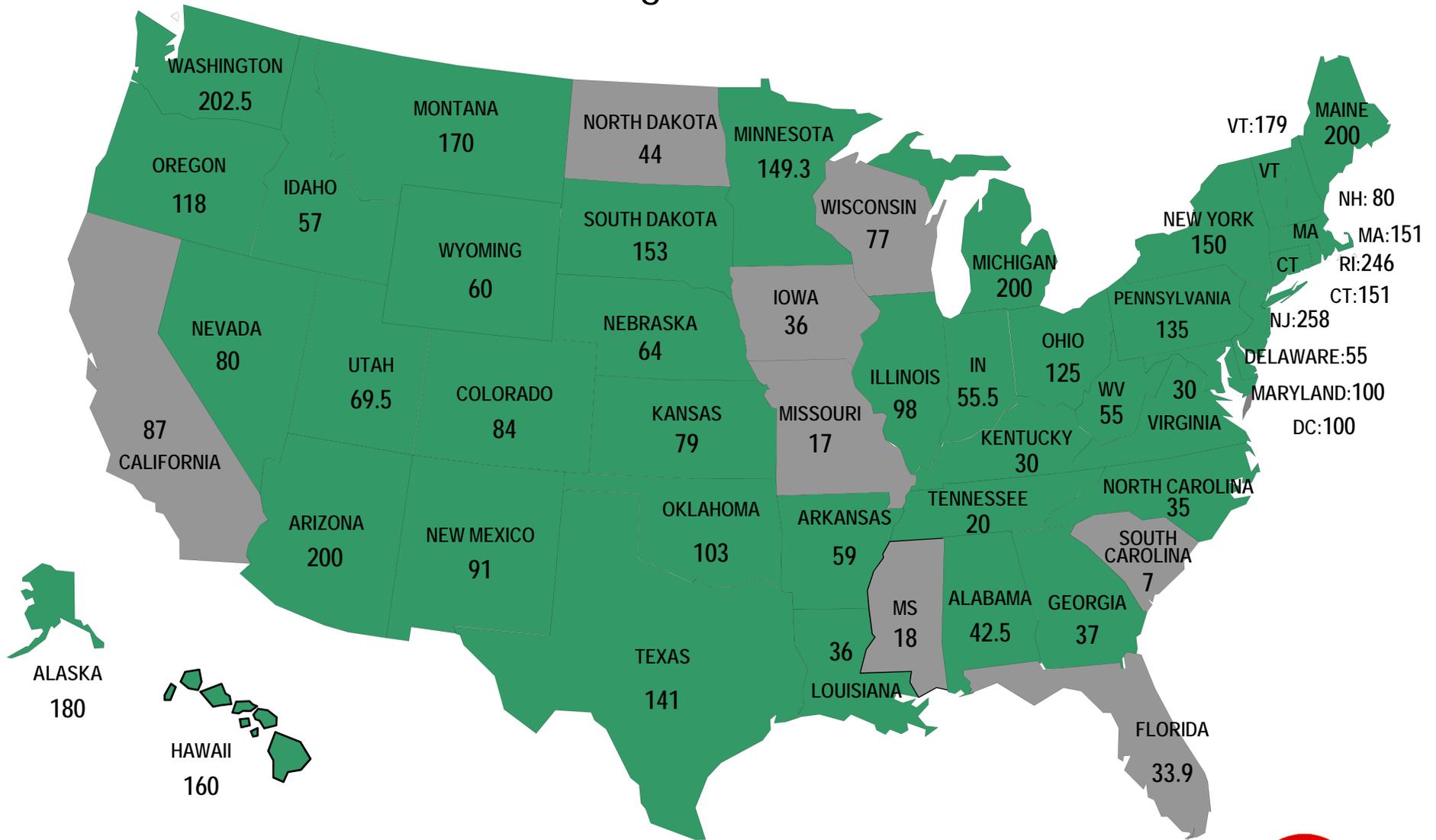
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- Nearly 7% decline in youth prevalence
- A 2% decline in adult prevalence
- A 4% decline in overall consumption

## Total Cigarette Sales and Cigarette Prices



# Recent Cigarette Tax Increases



 States that have recently passed or implemented a cigarette tax increase (since 1/1/2002)

TX's & SD's tax rates are effective 1/1/07. AZ's tax rate is effective 5/1/07. The second phase of the VT tax increase (an additional 20-cents) will be effective 7/1/07, bringing the VT tax to 199 cents per pack.



December 2006



# Effects of Smoke-free Laws

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- Protection from secondhand smoke
- Prompt more smokers to try to quit
- Increase the number of successful quit attempts
- Reduce the number of cigarettes that continuing smokers consume
- Discourage kids from starting

## **What do Government Health Authorities Say?**

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“The debate is over. The science is clear: Secondhand smoke is not a mere annoyance but a serious health hazard that causes premature death and disease in children and nonsmoking adults.”

*[Source - Richard Carmona, Surgeon General, June 27, 2006]*

The ***U.S. Surgeon General*** concluded that smoke-free laws:

“... have been shown to decrease daily tobacco consumption and to increase smoking cessation among smokers.”

*[Source - U.S. Department of Health and Human Services (HHS), Reducing Tobacco Use: A Report of the Surgeon General, 2000]*

## What do Government Health Authorities Say?

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The ***National Cancer Institute*** concluded that:

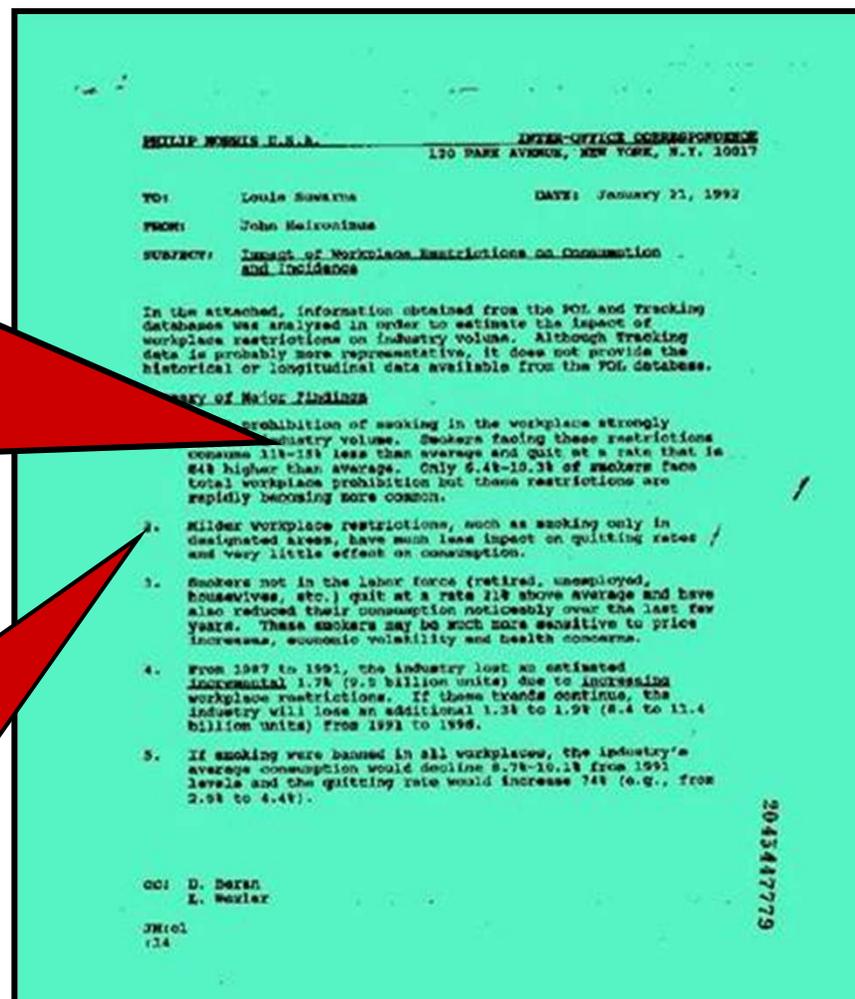
“... workplace smoking restrictions are accompanied by an increase in cessation attempts and a reduction in number of cigarettes smoked per day by continuing smokers.”

*[Source - National Cancer Institute, Population Based Smoking Cessation: Proceedings of a Conference on What Works to Influence Cessation in the General Population, Smoking and Tobacco Control Monograph No. 12, NIH Pub. No. 00-4892, November 2000]*

# Impact of smoke-free workplace policies on cigarette consumption and smoking prevalence

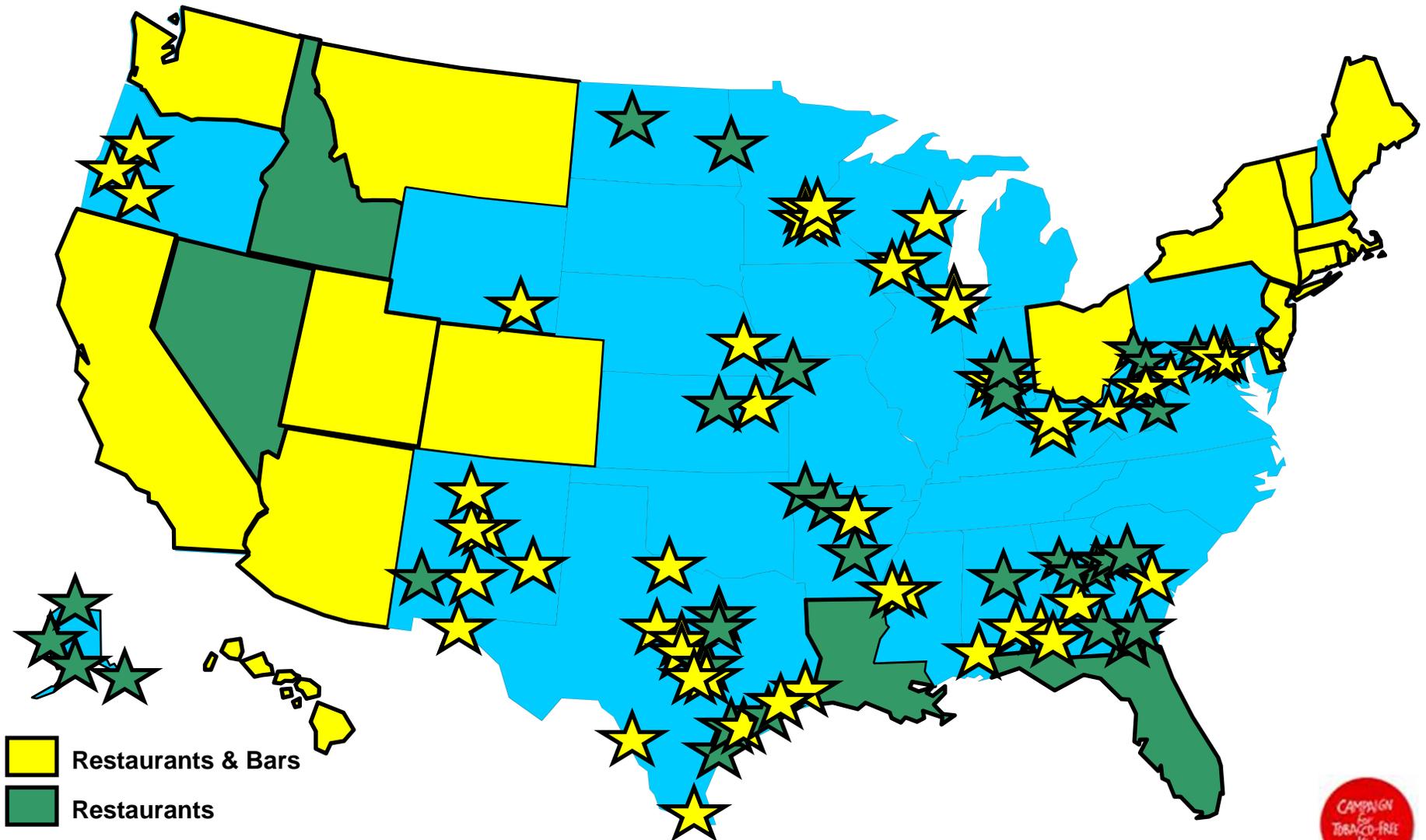
**“1. Total prohibition of smoking in the workplace strongly affects Industry volume. Smokers facing these restrictions consume 11%-15% less than average and quit at a Rate that is 84% higher than average.”**

**“2. Milder workplace restrictions such as smoking only in designated areas, have much less impact on quitting rates and very little effect on consumption.”**



*Philip Morris internal document  
January 22, 1992*

# Smoke-Free Laws



Restaurants & Bars  
Restaurants

\* Arizona law effective 5/1/07

\* The Montana and Utah laws extend to bars in 2009.



November 2006

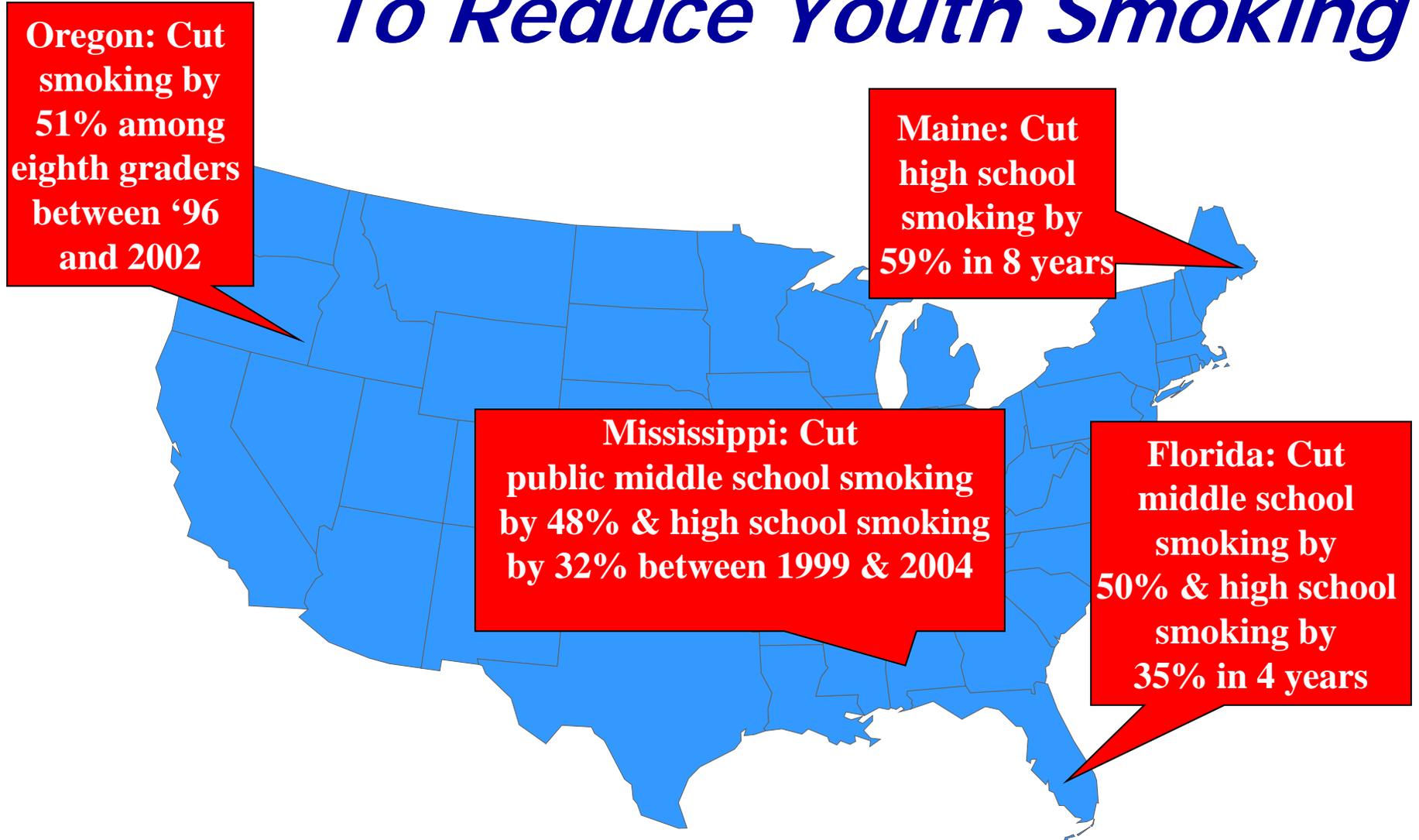


# Essential Elements

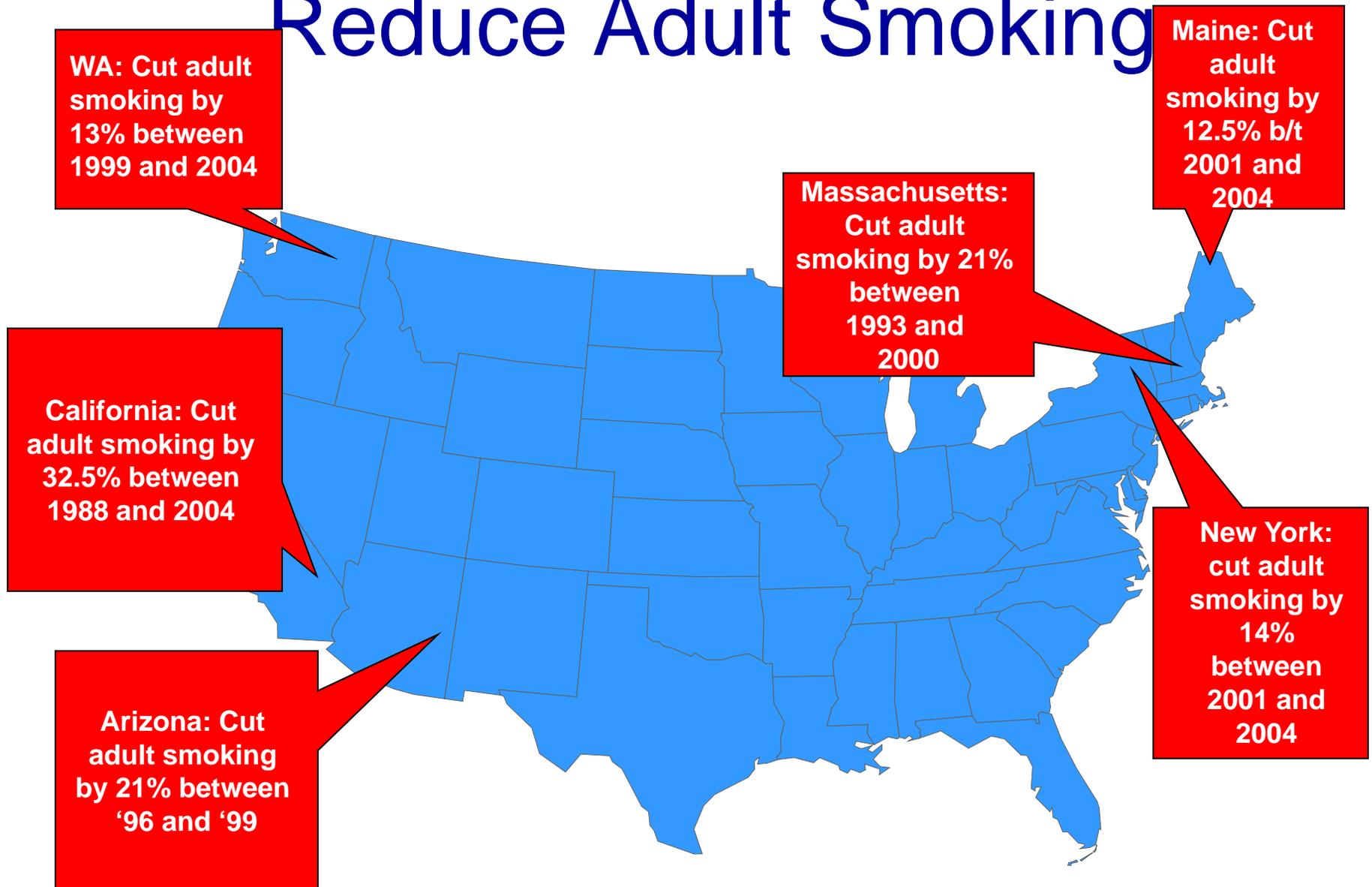
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- Community-Based Programs
- Public Education (Media)
- Helping Smokers Quit
- School-Based Programs
- Enforcement
- Evaluation

# Comprehensive Programs Work *To Reduce Youth Smoking*



# Comprehensive Programs Reduce Adult Smoking



**WA: Cut adult smoking by 13% between 1999 and 2004**

**Maine: Cut adult smoking by 12.5% b/t 2001 and 2004**

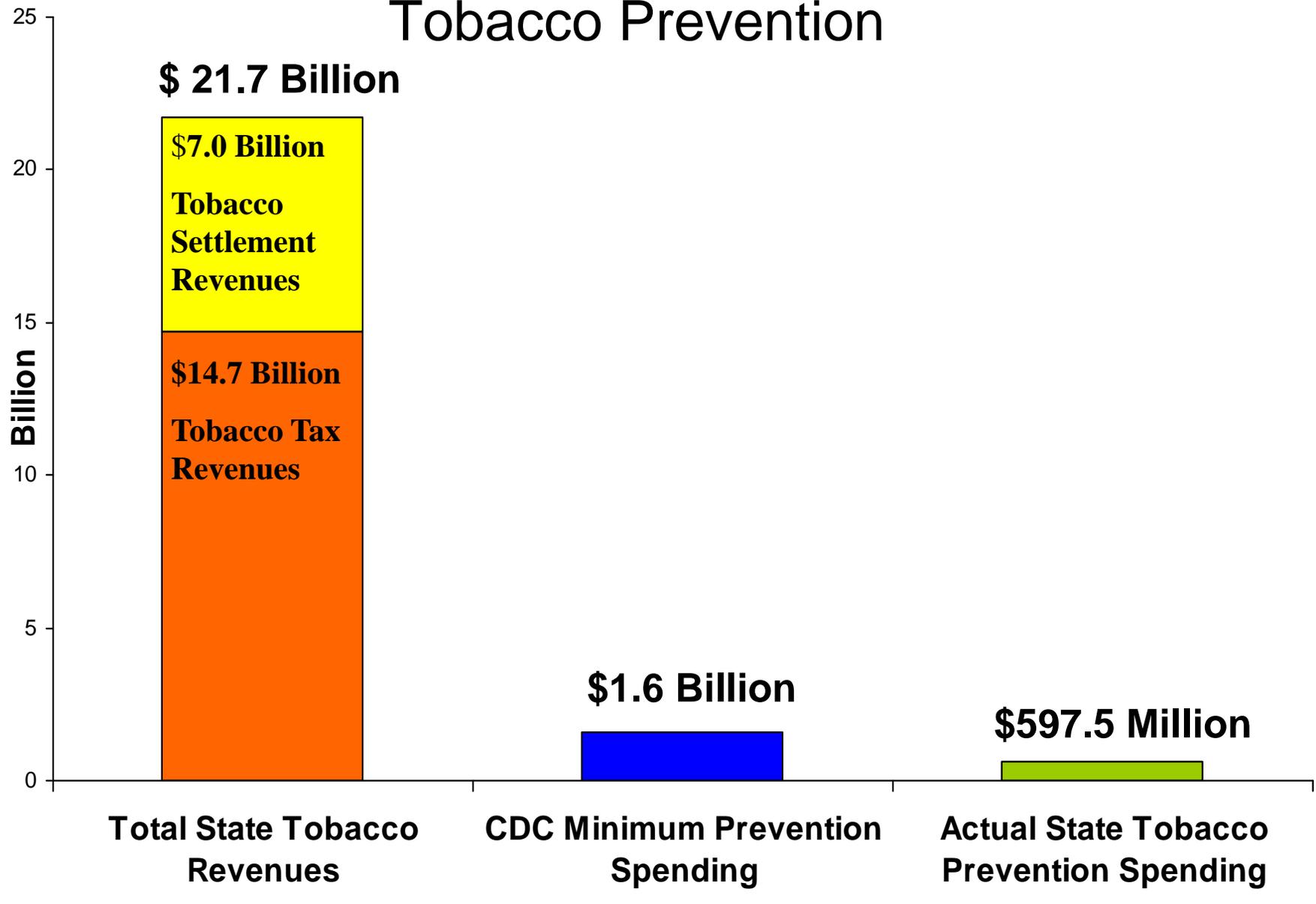
**Massachusetts: Cut adult smoking by 21% between 1993 and 2000**

**California: Cut adult smoking by 32.5% between 1988 and 2004**

**New York: cut adult smoking by 14% between 2001 and 2004**

**Arizona: Cut adult smoking by 21% between '96 and '99**

# FY 2007 Tobacco Money for Tobacco Prevention





**Ingredients:** enriched macaroni product (durum wheat flour, wheat flour, niacin, ferrous sulphate, thiamin mononitrate [vitamin b2], folic acid), cheese sauce mix (whey, granular and cheddar cheese [milk, cheese culture, salt, enzymes], whey protein concentrate, salt, sodium tripolyphosphate, citric acid, sodium phosphate, yellow 5, yellow 6).

## FDA REGULATION OF CONSUMER PRODUCTS MEANS . . .

*Regulating how products are manufactured, marketed and sold*

- Product review and safety testing
- Ingredient review and disclosure
- Removal of harmful substances
- Manufacturing guidelines to ensure cleanliness and safety
- No defective or misbranded products
- Truthful packaging and advertising
- *EXAMPLE: A new ingredient in Macaroni & Cheese must be declared safe for consumption and listed on the box*

## TOBACCO PRODUCTS ARE EXEMPT FROM FDA PROTECTIONS

- NO product review
- NO ingredient review
- NO ingredient disclosure
  - The ammonia, arsenic and other toxic chemicals found in cigarettes remain *unregulated* and *unreported* to consumers
- *EXAMPLE: A new ingredient in Marlboro cigarettes can simply be added to the product - no tests needed, no disclosure necessary, no questions asked*



### NOT DISCLOSED

Smokers are exposed to Hydrogen Cyanide, Ammonia, Arsenic, Butane, Nicotine, Carbon Monoxide, Formaldehyde, and 40 other chemicals known to cause cancer.

# LOW TAR CIGARETTES

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A CASE EXAMPLE OF THE NEED FOR  
REGULATION

**NEWEST RELEASE!**

# U.S. GOV'T REPORT



## CARLTON IS LOWEST.



Box-  
less than  
0.01 mg. tar,  
0.002 mg.  
nicotine.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Box: Less than 0.5 mg. "tar", 0.05 mg. nicotine av. per cigarette, FTC Report Dec.

**Considering  
all I'd heard,  
I decided to  
either quit  
or smoke True.**

**I smoke True.**

The low tar, low nicotine cigarette.  
Think about it.

© 1994 Philip Morris Inc.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

King Regular: 11 mg. "tar", 0.9 mg. nicotine (100's); Menthol: 12 mg.  
"tar", 0.9 mg. nicotine av. per cigarette. FTC Report: Nov. '75.

CAMPAIGN  
for  
TOBACCO-FREE  
Kids®

# NCI Smoking and Tobacco Control Monograph 13 Reveals Low-Tar No Safer



- 2001 study found “light” and “low-tar” cigarettes no less harmful than other brands
- Tobacco industry deliberately marketed low-tar cigarettes to prevent smokers from quitting
- Tobacco companies deliberately developed low-tar products which tested safer by machines but were just as dangerous when actually smoked



# WHY DIDN'T LOW TAR CIGARETTES REDUCE THE RISK OF DISEASE

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- The Government underestimated the complexity of the product and the ability of the manufacturer to change the product in ways not reflected in the machine tests
- The Government underestimated the power of addiction and the ability of manufacturers to increase the addictive nature of its products in ways that were not easily discovered

# New Products Old Tricks

New so-called “reduced risk” products  
being marketed to smokers  
as a “healthier” alternative



# Is History Repeating Itself?

**Considering all I'd heard, I decided to either quit or smoke True. I smoke True.**

**The low tar, low nicotine cigarette. Think about it.**

Warning: The Surgeon General Has Determined That Cigarette Smoking is Dangerous to Your Health.

King Regular: 11 mg. "tar," 0.9 mg. nicotine av. per cigarette by FTC Method. Ultra Light: 6 mg. "tar," 0.5 mg. nicotine av. per cigarette by FTC Method.

**SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.**

**WARNING:** Smoking is addictive and dangerous to your health. Reductions in carcinogens (PAHs, nitrosamines, and catechols) have NOT been proven to result in a safer cigarette. This product produces tar, carbon monoxide, and other harmful by products.

OMNI Kings and 100s: 11 mg. "tar," 1.0 mg. nicotine. Light Kings: 10 mg. "tar," 0.8 mg. nicotine. Ultra Light 100s: 6 mg. "tar," 0.5 mg. nicotine av. per cigarette by FTC Method.

Reductions in carcinogens are in comparison to similar competitive brand styles.

**Reduced carcinogens. Premium taste.™**

**If you smoke, please consider Omni.**

Introducing the first premium cigarette created to significantly reduce carcinogenic PAHs, nitrosamines, and catechols, which are the major causes of lung cancer in smokers.

**NEW!**

© 2003, White Plains, NY, USA

# THE BEST CHOICE FOR SMOKERS WHO WORRY ABOUT THEIR HEALTH IS TO QUIT.



## HERE'S THE NEXT BEST CHOICE.

### A new cigarette that may present less risk.

Extensive scientific studies show that compared to other cigarettes,

- Eclipse may present less risk of cancer.
- Eclipse produces less inflammation in the respiratory system, which suggests a lower risk of chronic bronchitis, and possibly even emphysema.

### The concept is simple. Heating instead of burning.

Eclipse consists of less of many of the compounds found in cigarette smoke that are believed to contribute to the risk of cancer and other diseases.

How?

The concept is simple. Eclipse generally heats tobacco rather than burning it. Heated air then releases the smoke and flavor as you puff. Smoke you can see and flavor you can taste.

### Let's talk about taste.

Many of the people in our product trials were pleasantly surprised by the taste of Eclipse. And people who switch say they smoke no more than they did before — and that they'd never go back to their old brand again.

### Making a smoker's life easier.

With Eclipse, you can enjoy smoking without a lot of the hassle.

- Eclipse reduces secondhand smoke by 85%.
- No lingering odor in your hair, clothes, home or car.
- No messy ashes.
- No visible stains on walls, glass or draperies.

### Eclipse isn't perfect.

Eclipse is still a cigarette, so there are a few more things you should know.

We don't claim that Eclipse presents less risk of cardiovascular disease or complications with pregnancy. There is some evidence suggesting that compared to some cigarettes Eclipse may pose less risk to smokers of developing cardiovascular disease. However, other evidence suggests that smokers who switch have not shown any further increase in their health risk by switching to Eclipse.

As everyone knows, all cigarettes pose health risks, including Eclipse. Consult your doctor/health-care provider about your health.

Eclipse is not for everyone. It takes a little getting used to — for most, about a week. But we've seen smokers with the biggest mouths go on to become the biggest fans. People who choose to smoke with less hassle, less smell and possibly less risk.

Doesn't that sound better to you?

### Sent directly to you with a MONEY-BACK GUARANTEE.

Eclipse isn't sold in stores, but shipped within 48 hours. Your first carton will arrive specially boxed at a limited introductory price.

So if you get this unconditional money-back guarantee. Give Eclipse a good try — at least a week or so — and if it's not right for you, just give us a call. We'll send you a full refund right away, no strings attached.

This is not a cigarette for people who want to avoid the risks of smoking. This cigarette is without risk. And it's not for people who want to quit.

This is for smokers who have been waiting for a cigarette that responds to certain smoking-related diseases, including cancer.

We called Eclipse a new cigarette from N.J. Reynolds Tobacco Company. And while it's not an alternative to quitting, it's a better way to smoke.

## MONEY-BACK GUARANTEE

AVAILABLE BY MAIL ONLY



GET YOUR FIRST CARTON FOR ONLY \$23.95 (plus \$3.00 tax). SATISFACTION GUARANTEED OR YOUR MONEY BACK.

To order, or get more information, call toll free 1-877-558-4312

## SPECIAL INTRODUCTORY OFFER

OFFER RESTRICTED TO SMOKERS 21 YEARS OF AGE OR OLDER

# THE TRUTH ABOUT “REDUCED RISK” PRODUCTS

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January 11, 2002

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## **Tobacco Industry Unleashes New Generation of Deceit**

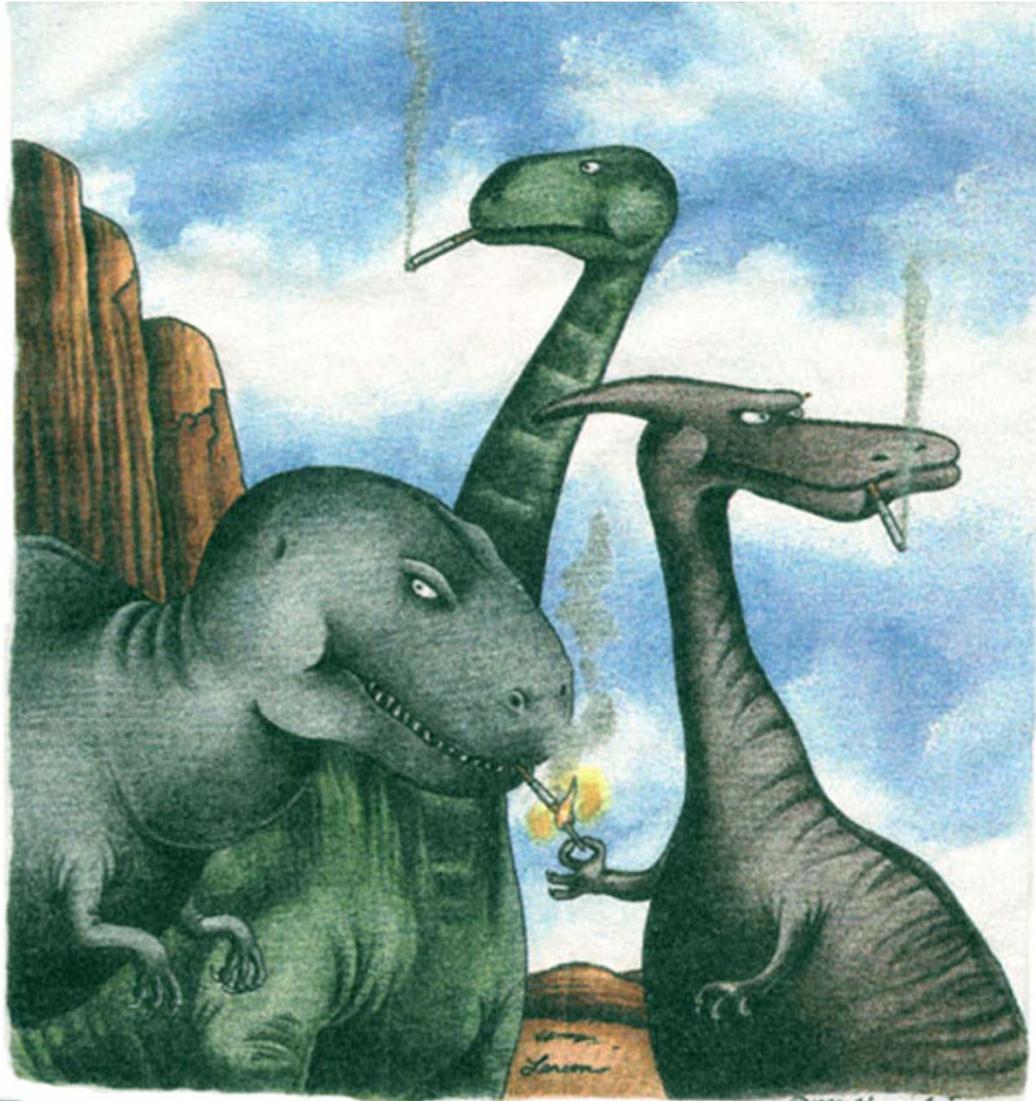
**“[It] will not kill them as quick or as much as other brands,” Bennett LeBow, CEO, Vector, Manufacturer of new Omni cigarettes.**

CAMPAIGN  
for  
TOBACCO-FREE  
Kids®

# Other Products That Contain Nicotine Are Subject To FDA Regulation

- Rigorous review for safety and efficacy
- Rigorous marketing standards





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The real reason dinosaurs  
became extinct.



# FDA Regulation is Key

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- Prohibit marketing
  - that influences kids
  - that mislead adults
- Product regulation
  - eliminate or reduce harmful components
  - nicotine levels
  - “reduced risk” claims
  - disclosure of ingredients, including in smoke
- New health warnings – including graphic warnings
- Ban candy and other flavorings and misleading terms like “light” and “low tar
- Allow states to ban/restrict when/where/how tobacco products are advertised



# Federal Lawsuit - Background

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- September 1999 – Department of Justice files suit against major cigarette companies
- Alleged 50 year conspiracy to defraud/deceive American public
- Millions of documents
- Over 1000 orders issued by Judge Gladys Kessler
- Nine month trial with 84 witnesses, ended June 2005



# After Trial Concludes, 6 Groups File Motion to Intervene

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- Public health intervenors argued that “...interest of public health organizations and their members are no longer being adequately represented in the case...”
- Judge Kessler granted the request.
  - “in a case of this magnitude... it will serve the public interest for major public health organizations, who have long experience with smoking and health issues to contribute their perspectives on what appropriate and legally permissible remedies may be imposed should liability be found.”
- Intervenors: American Cancer Society, American Heart Association, American Lung Association, Tobacco-Free Kids Action Fund, Americans for Nonsmokers’ Rights and National African American Tobacco Prevention Network.



# Judge Kessler's Decision

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- 1,700 pages, issued August 2006
- Companies engaged in 50 year fraud – that is continuing.
- “Defendants have marketed and sold their lethal products with zeal, with deception, with a single-minded focus on their financial success, and without regard for the human tragedy or social costs that success exacted.”



# Judge Kessler's Decision

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“The evidence in this case clearly establishes that Defendants have not ceased engaging in unlawful activity... For example, most Defendants continue to fraudulently deny the adverse health effects of secondhand smoke which they recognized internally; all Defendants continue to market “low tar” cigarettes to consumers seeking to reduce their health risks or quit; all Defendants continue to fraudulently deny that they manipulate the nicotine delivery of their cigarettes in order to create and sustain addiction; some Defendants continue to deny that they market to youth in publications with significant youth readership and with imagery that targets youth....”



# Judge Kessler's Decision

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“...Their continuing conduct misleads consumers in order to maximize Defendants' revenues by recruiting new smokers (the majority of whom are under the age of 18), preventing current smokers from quitting, and thereby sustaining the industry.”



# Remedies Proposed by DOJ and/or Intervenors

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- Require payment of \$4.8 billion annually to fund a comprehensive smoking cessation program, available to all smokers who want to quit.
- Require the companies to pay \$600 million annually to fund public education campaigns on youth prevention, light/low tar cigarettes and secondhand smoke.
- Prohibit practices the companies have used to market to children, deter smokers from quitting and mislead the public about harms of smoking.
- Set annual targets for reducing youth smoking rates, and provide for significant fines if targets aren't met.



# Our Response?

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- Is our response commensurate with the level of harm caused by tobacco use and that will continue to occur unless we intervene?
- We have proven strategies and critical regulation, but there is much more we need to know. For example:
  - NCI has funded vitally important research, but if FDA can regulate nicotine levels and other carcinogens in cigarettes and smokeless tobacco, is NCI prepared to advise FDA?
  - NCI research on community based prevention paved the way for our current efforts, but we have growing disparities in tobacco use among population groups and we don't know the most effective ways to reach them.
  - States have billions of dollars in tobacco taxes and settlement funds, and the DOJ lawsuit could produce \$5 billion a year for cessation treatment services. But, state legislators know that, at best, 25-30% of smokers who follow current recommendations for quitting will succeed. Research to improve cessation methods could encourage substantial new treatment resources to avert tragedy for 45 million adult smokers.