

U.S. Food and Drug Administration Center for Tobacco Products

Vision Statement

To make tobacco-related death and disease part of America's past, not America's future and, by doing so, ensure a healthier life for every family.

Mission Statement

To protect Americans from tobacco-related death and disease by regulating the manufacture, distribution, and marketing of tobacco products and by educating the public, especially young people, about tobacco products and the dangers their use poses to themselves and others.

Core Values

Passion for Our Mission: We are committed to improving the health of the American people by reducing tobacco-related death and disease.

Trust: We have a responsibility to provide the American public with factual and accurate information about tobacco products.

Integrity: We are guided by the principle that effective policy and regulation must always be grounded in accurate and timely science.

Results-driven and Accountable: We believe that we share both a collective and individual responsibility to assure that our work improves the public health.

Respect: We recognize the uniquely important role played by every member of our team and everyone's right to a work environment that respects individual dignity and welcomes the free expression of ideas and values while encouraging innovation.

Team-focused and Diverse: We are committed to collaboration and the belief that we can achieve together what none of us can accomplish alone. We know that, to be successful, our team must reflect the rich diversity of the American people.

Work/Life Balance: We understand that work is only one aspect of our lives and that every team member has the right to pursue a fulfilling private life.

