

# Center for Tobacco Products Inaugural Year and Looking Ahead



Presented by  
Lawrence R. Deyton, M.S.P.H., M.D.  
Director, Center for Tobacco Products

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# Overview

- Public Health Imperative
- Timeline – Inaugural Year
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# FDA Tobacco Control Goals

- Prevent youth tobacco use
- Help adults who use tobacco to quit
- Promote public understanding of contents and consequences of use of tobacco products
- Develop science base and begin meaningful product regulation to reduce the toll of tobacco-related disease, disability, and death

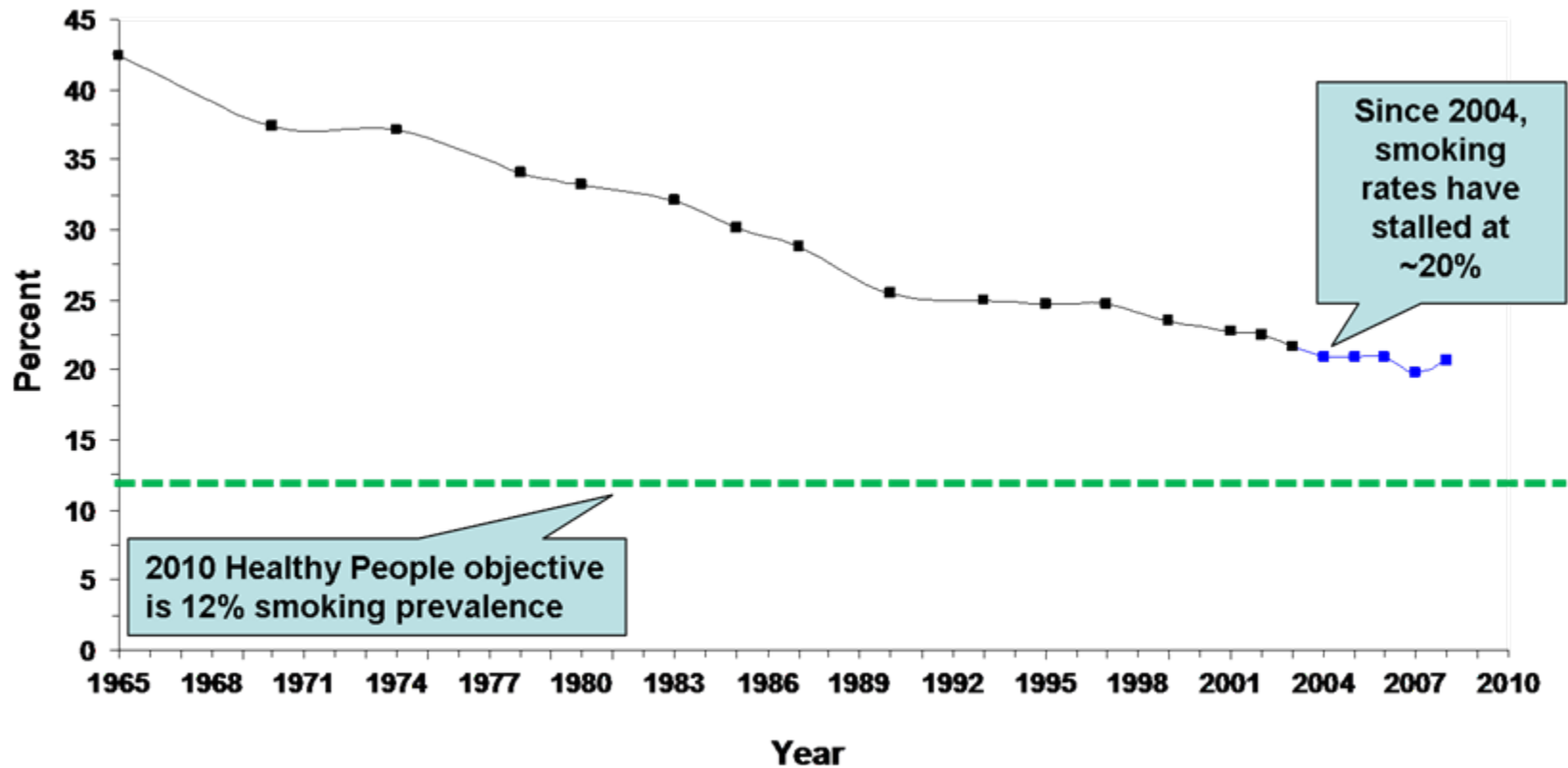
# Tobacco Use in the United States

- Leading preventable cause of death in the United States
- Approximately 443,000 deaths yearly from cigarettes
- Approximately 50,000 deaths yearly in nonsmokers due to secondhand smoke exposure
- 8.6 million smokers have at least one serious illness due to smoking
- Smokers who die lose about 14 years of expected life
- For every death, another 20 Americans suffer from a tobacco-related disease or disability
- \$193 billion annual in lost productivity and medical costs attributed to tobacco use

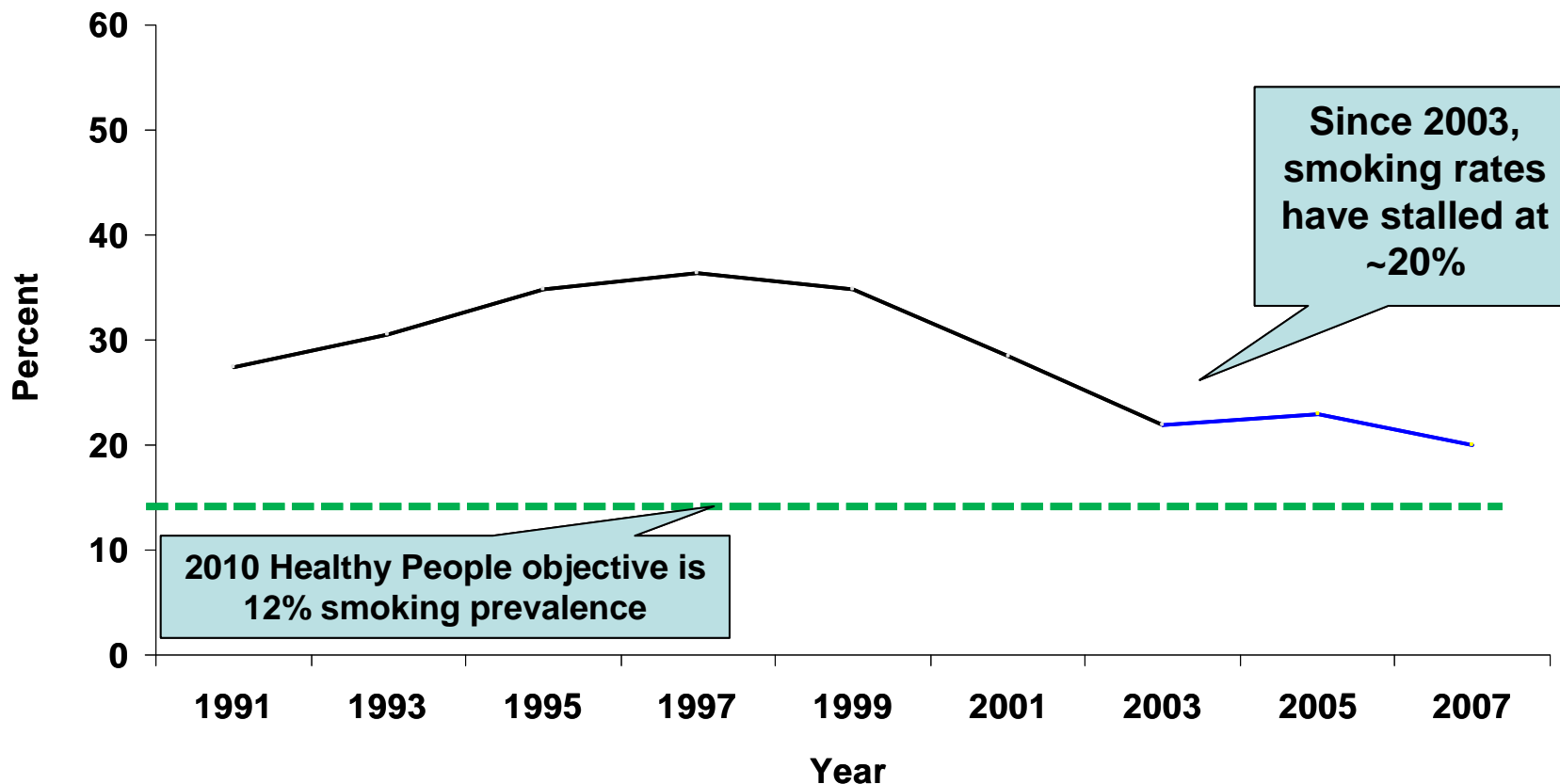


Source: CDC

# After Decades of Progress Decline in Adult Smoking Rates Has Stalled



# Cigarette Smoking\* Trends Among 9th-12th Graders, U.S., 1991-2007



\* Smoking on 1 or more of the previous 30 days.  
Source: Youth Risk Behavior Surveillance Survey

# Youth Tobacco Use is NOT Decreasing

- 20-25% of high school students report current use
- 4,000 kids start smoking and 1,000 kids become regular smokers every day
- 90% of adult smokers start tobacco use as a teen
- Many of these kids will become addicted before they are old enough to understand the risks and will ultimately die too young of tobacco-related disease
- Scientists have found that tobacco promotion leads to adolescent tobacco use

# Timeline – Inaugural Year Highlights

- September 22, 2009: Announced and began enforcing the flavored cigarette ban
- March 19, 2010: Issued final rule restricting access and marketing of cigarettes and smokeless tobacco products to youth
- June 22, 2010: Effective date for rules that limit the sale, distribution, and marketing of cigarettes and smokeless tobacco to protect the health of children and adolescents
- June 22, 2010: Effective date for provisions that prohibit the advertising or labeling of tobacco products with the descriptors “light,” “mild,” or “low” or similar descriptors
- June 22, 2010: Requirements that new, larger health warning labels for smokeless tobacco products begin to rotate on labels, labeling, and advertising and begin to be displayed on smokeless tobacco packaging



# Upcoming –Tobacco Product Standards

- Passage of the Tobacco Control Act is a significant new component of the larger goal of tobacco control
- Presents opportunities for all of us in public health to increase action on tobacco control at every level
- Established a new standard for FDA to regulate tobacco products based on a public health and population health standard
- Secretary may adopt tobacco product standards if found to be appropriate for the public health
- The Secretary may not:
  - Ban a class of tobacco products currently on the market
  - Reduce nicotine yields to zero

# Upcoming – Modified Risk

- The light and low legacy
- The Act prohibits any advertising claims suggesting that a product poses a lower risk to users, unless the manufacturer can prove that the product will:
  - significantly reduce harm and the risk of tobacco-related disease to individual tobacco users AND
  - benefit the health of the population as a whole

# Upcoming – Graphic Warning Labels

- Graphic warning labels required on all cigarette packages and ads by October 2012
- Warning and graphics to occupy top 50% of front and back display panels on pack
- Already required in the UK, Australia and Canada
- Research suggests that images with higher emotional impact are more strongly predictive of intention to quit

# Examples – Graphic Warning Labels



# Looking Forward

- FDA continues implementation of the Tobacco Control Act
- Actions we are taking are grounded in science and are open and transparent with participation by various stakeholders
- FDA is committed to ensuring tobacco industry, retailers, state and local officials, public health advocates, and the public understand this law, the FDA's actions, and how they are intended to protect the public health

# Contact Us

- Mailing Address: Center for Tobacco Products, 9200 Corporate Blvd, Rockville, MD 20850
- Main Phone Number: 1-877-CTP-1373
- For General Consumer Inquiries: [AskCTP@fda.hhs.gov](mailto:AskCTP@fda.hhs.gov)
- For Media: 1-877.CTP.1373, option 2. Your call will be routed immediately
- For Tobacco Industry Questions: [TobaccoIndustryQuestions@fda.hhs.gov](mailto:TobaccoIndustryQuestions@fda.hhs.gov)
  - For Small Business Industry Questions: [smallbiz.tobacco@fda.hhs.gov](mailto:smallbiz.tobacco@fda.hhs.gov)
  - For Regulatory Submissions: Use the CTP mailing address but please put Attn: Document Control Center
- For Formal Correspondence and Speech and Meeting Requests: [ctpexecsec@fda.hhs.gov](mailto:ctpexecsec@fda.hhs.gov) Also submit a proposed agenda and attendee list.
- To contact the Ombudsman about complaints and disputes, please email [Les.Weinstein@fda.hhs.gov](mailto:Les.Weinstein@fda.hhs.gov) or call 301-796-9239