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Kick Butts Day (Underage Tobacco Use)

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HHS FACT SHEET

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

August 23, 1996

REDUCING CHILDREN'S USE OF TOBACCO: A CHRONOLOGY

February 25, 1994: The Food and Drug Administration (FDA), responding to a petition asking FDA to regulate low-tar and low-nicotine cigarettes, writes a letter to the Coalition on Smoking or Health stating that the Agency will consider the question of whether it has jurisdiction over nicotine-containing tobacco products.

March 25, 1994: Food and Drug Commissioner David A. Kessler, M.D., testifies before the Subcommittee on Health and the Environment of the House Committee on Energy and Commerce on FDA's preliminary evidence -- including industry patents and analyses of nicotine-to-tar ratios -- that cigarette companies control the levels of nicotine in a manner that creates and sustains addiction in the vast majority of smokers.

April 14, 1994: The Subcommittee on Health and the Environment of the House Committee on Energy and Commerce hears testimony from the chief executives of seven tobacco companies on the industry's views on nicotine addiction and on industry practices with regard to nicotine, and each executive denies that nicotine in tobacco products is addictive.

April 28, 1994: The Subcommittee on Health and the Environment of the House Committee on Energy and Commerce hears testimony from two former Philip Morris scientists, Victor DeNoble and Paul Mele, on their company-sponsored research establishing the addictive properties of nicotine.

June 21, 1994: Food and Drug Commissioner David A. Kessler, M.D., testifies before the Subcommittee on Health and the Environment of the House Committee on Energy and Commerce on evidence developed by the FDA of the cigarette industry's manipulation of nicotine, specifically one company's breeding of high nicotine levels in one strain of tobacco and the use of chemical compounds in cigarettes to enhance nicotine delivery to smokers.

August 2, 1994: FDA's Drug Abuse Advisory Committee holds a public hearing on the addictiveness of nicotine-containing tobacco products and concludes that products currently marketed contain nicotine at levels sufficient to create and sustain addiction in consumers.

August 10, 1995: President Clinton announces the proposed FDA rule to reduce the access and appeal of tobacco products to children and adolescents and his goal of reducing children's use of tobacco products by 50 percent within seven years of final Agency action. The rule is published the next day in the Federal Register and a public comment period begins.

January 2, 1996: The public comment period for the proposed FDA rule closes, with a total of more than 95,000 different comments -- more than 700,000 pieces of mail -- received.

January 18, 1996: The Department of Health and Human Services and the Substance Abuse and Mental Health Services Administration issue the final Synar Rule designed to ensure that states and territories adopt and enforce laws prohibiting the sale or distribution of tobacco products to children.

March 18, 1996: FDA re-opens the public comment period for the limited purpose of seeking comments on the statements of three former Philip Morris employees about that company's manipulation of nicotine in the design and production of cigarettes and to seek comments on further explanations of certain provisions in the proposed rule.

April 19, 1996: The limited comment period closes.

August 23, 1996: President Clinton announces the publication of the final FDA rule to restrict access and reduce appeal of tobacco products for children and adolescents and FDA's proposal to mount a national mass-media campaign for young people on the dangers of tobacco use.

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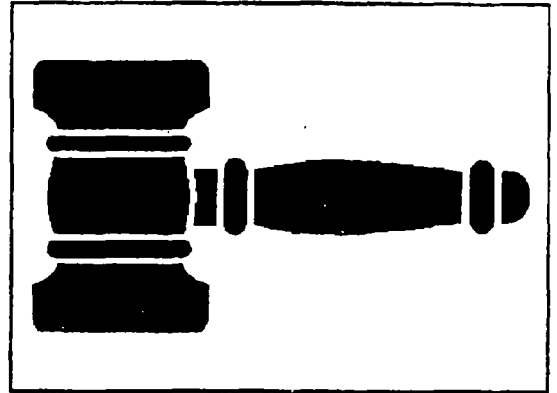
Contact: Jim O'Hara
(301) 443-1130

U.S. DEPARTMENT OF HEALTH & HUMAN SERVICES
OFFICE OF THE GENERAL COUNSEL

PHONE: (202) 690-6318
FAX: (202) 690-7998

DATE: February 25, 1997

TO: ELIZABETH DRYE
fax: 456-7028



FROM: ANDREW D. HYMAN
Special Assistant to the General Counsel
U.S. Department of Health and Human Services
Office of the General Counsel, Room 707F
200 Independence Ave., SW
Washington, D.C. 20201

COMMENTS: Youth access info:

Widespread youth access to tobacco remains a serious problem in our country. National data from the 1995 Youth Risk Behavior Survey show that over three-quarters of high school students under age 18 who had purchased cigarettes in the previous month had not been asked by the clerk to show proof of age. In this same survey, students reported that their most common source of cigarettes was purchasing them from stores. Other national data from the 1993 Teenage Attitudes and Practices Survey found that 62% of smokers aged 12-17 years usually bought their own cigarettes.

Numerous local studies in which underage minors attempted to buy cigarettes have documented the ease with which minors are able to purchase cigarettes from both vending machines and over-the-counter retail outlets. Minors were usually able to purchase cigarettes in over half of attempts from over-the-counter outlets and over 90% of the time from vending machines. Other local studies have shown that enforcement of minors' access laws, especially laws requiring the retailer to check for proof of age, can significantly reduce the percentage of retailers who sell cigarettes to minors.

No. of Pages (including cover): 1

HHS FACT SHEET

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

August 23, 1996

KEY ELEMENTS OF PRESIDENT'S PLAN TO REDUCE CHILDREN'S USE OF TOBACCO

President Clinton today established the nation's first-ever comprehensive program to protect children from the dangers of tobacco and a lifetime of nicotine addiction with the publication of the Food and Drug Administration's final rule on tobacco and children, and with FDA's initiation of a process to require tobacco companies to educate children and adolescents -- using a national multi-media campaign -- about the dangers of cigarettes and smokeless tobacco.

This comprehensive and coordinated plan is intended to reduce tobacco use by children and adolescents by 50 percent in seven years. It builds on previous actions taken by Congress and others such as the ban on television advertising and state laws to prohibit the sale or use of tobacco by children. It follows recommendations by the American Medical Association and the National Academy of Science's Institute of Medicine. Experts have consistently recommended that the keys to achieving the goal are reducing access and limiting the appeal to children. This ambitious initiative accomplishes that objective while preserving the availability of tobacco products for adults.

Reducing Easy Access by Children

Children and adolescents continue to have easy access to tobacco products. In 13 studies reviewed by the Surgeon General, minors were successfully able to buy cigarettes 67 percent of the time. Of the nine studies of vending machines, illegal sales were successful on average 88 percent of the time. The FDA rule will:

- Require age verification and face-to-face sale (except for mail orders), and eliminate free samples, and the sale of single cigarettes and packages with fewer than 20 cigarettes.
- Ban vending machines and self-service displays except in facilities where only adults are permitted, such as certain nightclubs totally inaccessible to persons under 18.

Reducing Appeal to Children

Tobacco products are among the most heavily advertised and promoted products in the United States, with the tobacco industry spending more than \$6 billion annually. Children and adolescents are widely exposed to and influenced by this advertising and promotion. One study found that 30 percent of 3-year-olds and 91 percent of 6-year-olds could identify "Joe Camel" as a symbol of smoking. Another study found that 86 percent of underage smokers who buy their own cigarettes purchase one of the three most heavily advertised brands. The FDA rule will:

- Ban outdoor advertising within 1,000 feet of schools and publicly-owned playgrounds. Permit black-and-white text-only advertising for all other outdoor advertising, including billboards, signs inside and outside of buses, and all point-of-sale advertising. Advertising inside "adult only" facilities like nightclubs can use color and imagery.
- Permit black-and-white text-only advertising in publications with significant youth readership (under 18). Significant readership means more than 15 percent or more than 2 million. There are no restrictions on print advertising below these thresholds.
- Prohibit sale or giveaway of products like caps or gym bags that carry cigarette or smokeless tobacco product brand names or logos.
- Prohibit brand-name sponsorship of sporting (including teams and entries) or entertainment events, but permit it in the corporate name.

Educating Children About Real Dangers of Smoking

In addition to the rule and its provisions aimed at reducing access and appeal, the FDA will propose to require each of the six tobacco companies with significant sales to children to educate young people about the real health dangers associated with the use of tobacco products. This national multi-media campaign, including television spots, would be monitored for its effectiveness.

The FDA will initiate the process under Section 518 of the Federal Food, Drug, and Cosmetic Act, which allows the FDA to require companies to notify consumers about the unreasonable health risks of their products.

Focusing on Children

In reviewing the more than 95,000 individual comments received from the public during the comment period, the FDA made a number of changes aimed at more narrowly targeting the rule to its goal: reducing the use of tobacco products among children and adolescents under 18. Changes include:

- Vending machines and self-service displays will be allowed in facilities where only adults are permitted. By removing vending machines and self-service displays from sites accessible to children, the rule's goal will still be achieved, and the Agency will closely monitor the effectiveness of this provision for two years to determine if additional restrictions are necessary.
- Mail-order sales will be permitted. This provision will allow adults in rural or isolated areas to have access to these products. There was little evidence presented that children use mail order at the present time, but the Agency will monitor future trends.

- Advertising using color and imagery will be permitted in "adult only" facilities totally inaccessible to persons under 18, provided that the advertising is not visible from the outside and is not removeable.

Some state and local laws that are different from, or in addition to, this rule will be preempted under this rule. However, the Agency is establishing an expedited process for state and local government to apply for waivers for more stringent laws or regulations. The FDA believes the requirements it is establishing set an appropriate floor but as a matter of policy, the Agency should leave open the possibility for state or local governments to adopt more restrictive requirements. State laws not related to the rule -- such as local bans on smoking in restaurants -- will not be affected.

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Contact: Jim O'Hara
(301) 443-1130

KNOW THE RULES

Starting February 28, 1997

- ◆ No sales of cigarettes or smokeless tobacco to anyone under 18.*
- ◆ Photo ID check required for anyone under 27.

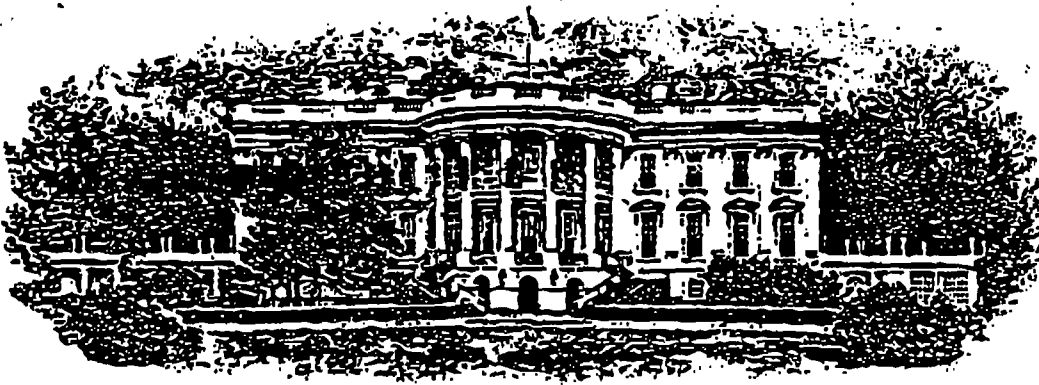
Starting August 28, 1997

- ◆ No vending machines or self-service displays except in places that never have anyone under 18 present. (Products sold only in a direct, face-to-face exchange.)
- ◆ No sales of single cigarettes ("loosies") or packs with fewer than 20 cigarettes ("kiddie packs").
- ◆ Coupons for cigarettes and smokeless tobacco redeemable only by adults in a store, not through the mail.
- ◆ No free samples of cigarettes or smokeless tobacco.
- ◆ No outdoor ads for cigarettes or smokeless tobacco (including on store windows) within 1,000 feet of a school or public playground.
- ◆ Tobacco ads generally must be in black text on a white background without pictures or colors. Color or picture ads are permitted only:
 - In any publication with a youth readership of 15% or less and fewer than 2 million youth readers; or
 - In places that never have anyone under 18 present.
- ◆ No give-away of any gift or item to anyone in exchange for a tobacco proof-of-purchase or as part of a sale of cigarettes or smokeless tobacco.
- ◆ No sale or give-away of hats, t-shirts, or other items identified with a tobacco brand.

Starting August 28, 1998

- ◆ No sponsorship of any sporting or other event, team, or entry identified with a tobacco brand. But, sponsorship in the corporate name is permitted.

* The age may be higher in your state.



**THE WHITE HOUSE
OFFICE OF CABINET AFFAIRS**

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Washington, D.C. 20500
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FAX COVER SHEET

DATE:

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TO:

Terry Edmonds

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FROM:

Log @ Cab. Affairs

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(Including Cover Sheet)

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MESSAGE:

CAMPAIGN FOR TOBACCO-FREE KIDS

ANNA SANTIAGO

1996 Advocate of the Year

Anna Santiago attends Highland Park High School in Highland Park, Illinois. She is an excellent student with a history of participating in extracurricular school activities.

As a result of her eighth grade involvement with a club called Problem Solving, Anna received the CAMPAIGN FOR TOBACCO-FREE KIDS' 1996 Advocate of the Year Award. This honor was bestowed upon her for her leadership role in battling teenage tobacco use with a team of classmates and teacher Susie Greenwald. The group's mission took them to the Highland Park City Council, where they proved that local merchants were selling tobacco products to minors. As a result of their lobbying efforts, the Council passed an ordinance that prohibited the sale of tobacco products to teenagers.

Last August, Anna was invited by the Clinton Administration to be present with President Clinton when he signed the FDA rule that limits the sale of tobacco products to minors. Anna was with the President in both the Oval Office and during the Rose Garden ceremony; the signing was featured on C-SPAN.

Anna and several classmates, along with their Problem Solving teacher, were present at the Kids Convention in Chicago, Illinois, in August, 1996, to demonstrate their support of prohibiting the sale of tobacco products to minors. As a result, Anna was asked by the Illinois Coalition Against Tobacco (ICAT) to be the youth representative at ICAT's November, 1996 fundraiser.

Anna has been interviewed numerous times about her work in fighting tobacco. Her efforts have been featured in many publications across the country, including "Junior Scholastic," "Junior Scholastic Math & Science," "Sports Illustrated for Kids," "16" magazine and "Teen" magazine.

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Draft 4/14/97 8:30pm

PRESIDENT WILLIAM J. CLINTON
REMARKS ON KICK BUTTS DAY
ANDRIES HUDDER JUNIOR HIGH SCHOOL
BROOKLYN, N.Y.

April 15, 1997

Acknowledgments: Principal Julia Bove.

Rep. Chuck Schumer: Whether it's taking on the NRA and passing assault weapons ban, fighting for crime bill/100,000 police, or taking on tobacco subsidies, Rep. Schumer is a tireless fighter for the health and safety of New Yorkers.

Rep. Major Owens: National leader for education and for New York.

NYC Public Advocate Mark Green: Thanks for creating Kick Butts Day all across USA. From being first official to ask to ban cartoon figures in tobacco ads -- to his fight for at risk and uninsured kids -- a leading national fighter for children.

Thanks also to Campaign for Tobacco Free Kids (Bill Novelli), who sponsor Kick Butts days all across the country.

And thank you to Ayana Harry [*Eye-ya-na Harry*] [*8th grader who will give the results of their survey of tobacco ads in the vicinity of the school*].

I am delighted to join with the young people here at Andries Huddie [*An-drees Hud-dy*], around New York City, and all across America, for my second annual “Kick Butts Day.” All of you should be very proud of the work you have done to take on the tobacco companies and their marketing campaigns that convince kids to start smoking.

It's hard growing up today; you are bombarded by millions of sophisticated images that try to sell you on doing what's cool, what's sexy, what's grownup, even if it isn't good for you. Adults tell you all the time to resist peer pressure. But sometimes standing up to millions of dollars of advertising pressure can be just as hard. It takes courage and moral backbone. And that is what you are showing here today.

You may not realize it, but you are beginning a habit – a good habit, one that will stick with you throughout a lifetime – the habit of service. You have found out that when you and your friends put your heads together to make your community a better place, it makes a difference; it's fun; it builds a community that cares.

Today is also National Youth Service Day, and here in Brooklyn, AmeriCorps members are helping kids who need it, giving them extra help with homework, tutoring, or just an older person to talk to. Some of them are here today, and I would like to salute and thank them.

Here is why I believe that the citizen service here in Kick Butts Day is so important. All of you have the brightest future any generation of Americans has ever had. The great changes in technology and science, that you learn about here in school, will open opportunities your parents can only dream of. The growing links between all the nations of the world will make America the strongest nation on earth.

All this can be yours in the 21st century. But if you do not grow up healthy and strong, if you do not stay away from the influences that can ruin your life, all this opportunity will mean nothing.

Tobacco kills more people than AIDS, alcohol, car crashes, and drugs combined. And today, like every day, across America 1000 teenagers will start a habit that will cut short their lives. You are just entering adolescence; you probably sometimes feel that your bodies are indestructible. But study after study shows that kids who think they can kick the habit at age 15 are still smoking at 25 and 35 and beyond. But someone who doesn't start smoking in their teens, will very likely never smoke.

In towns and cities all across the country, people are coming together in a great movement to protect young people from tobacco.

Kick Butts Days are a critical part of this movement. We have heard about what you and other young people have done here in New York already. Kids from Queens who will go to Times Square this afternoon to ask pedestrians to pledge not to smoke. Kids from Edward R. Murrow High School who educate shopkeepers about selling to minors. Students from the Heart of Harlem project who are tracking the tobacco ads in their community. Hundreds of other projects, here and around the country, by young people, for young people.

Many state and local officials have done what they can, taking the tobacco companies to court and trying to protect young people, and banning vending machines and free samples, and protecting indoor air quality as you have done in New York. I am very pleased that later this month, City Council Speaker Peter Vallone will introduce legislation to protect children from tobacco ads near New York's schools. He's here today, and I want to thank him, too.

And last August, the national government said that we would do our part. We issued tough new rules that will stop the marketing of tobacco in a way that lures young people.

We said: From now on, no tobacco ads and billboards near schools . . . no to Joe Camel in magazines read by teens . . . no to cigarette vending machines.

Working together, will put Joe Camel and the Marlboro Man out of reach of our kids forever.

In the time since we first began to act to stop tobacco from marketing their products in ways that reach children, the tobacco companies have not given up. And sometimes it seems that the marketing campaign has gotten more sophisticated than ever.

Virginia Slims is now sponsoring CDs and concerts. Joe Camel cartoons are now on the packets of cigarettes, not just in ads. And toy race cars are still emblazoned with tobacco brand names -- for all those middle aged people who play with toy cars.

But now, despite this lavish marketing campaign, the tobacco industry's stone wall is beginning to crack. For years, the tobacco companies said that they did not seek to sell their product to children. For years, they swore to Congress that nicotine was not addictive. But then, last month, one of the tobacco companies changed its story.

Here is what the President of this tobacco company now says, and I quote: “[we] acknowledge[] that the tobacco industry markets to ‘youth,’ which means those under 18 years of age, and not just those 18-24 years of age.”

And the President of Liggett also admitted what we all know is true: that nicotine is addictive. To all the other tobacco companies, I have this to say: We’ve heard the truth from one cigarette company. Let’s hear the truth from all. Sell your products to adults, if you wish. But draw the line on kids.

I am confident that this cause will prevail. We will continue to do our part. And I hope all of you will continue to do your part. Take responsibility; keep your eyes peeled and your minds sharp; don't fall for peer pressure or advertising pressure. And remember that you can make a difference.

In closing, let me tell you about someone who stood up for what he believed in, who changed this country forever. Fifty years ago, at Ebbetts Field just a few miles from here, Jackie Robinson became the first person of color to play major league baseball. He broke the color barrier, and that sound is still being heard today.

Tonight, I will participate in a special ceremony during the Mets-Dodgers game at Shea Stadium marking the half century that has passed since Jackie Robinson's first game in the major leagues. Jackie Robinson was a winner in every sense. He was not only a great ballplayer; his winning attitude helped him excel in everything he tried to do -- as a husband and father, as a businessman, as a crusader for education and human dignity. Your actions today show that you too have a winning attitude. By saying "no" to tobacco, you are saying "yes" to your future. You are giving yourselves a better chance to make the most of your God-given abilities.

Keep standing up for what you believe in -- and we'll win this fight. Thanks, and God Bless.

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

August 23, 1996

REMARKS BY THE PRESIDENT
DURING THE ANNOUNCEMENT OF FOOD AND DRUG
ADMINISTRATION RULE ON CHILDREN AND TOBACCO

The Rose Garden

1:52 P.M. EDT

THE PRESIDENT: Thank you very much. Thank you, Linda, for your courage and your commitment to carry on Victor's legacy and your own crusade. Thank you, Mr. Vice President, Secretary Shalala, General McCaffrey. I'd like to say a special word of thanks to Commissioner Kessler and to Phil Lee, the Assistant Secretary of HHS. In different ways they have a great triumph today. Thank you, Dick Durbin, for being the first member of Congress ever to talk to me about this issue. Thank you, Marty Meehan. Thank you to my former colleagues, the Attorneys General. Mr. Kelly, I know you're retiring this year as the Senior Attorney General of America, and we served together back in the dark ages and I can't imagine a more fitting capstone to your career than the fact that you've been a part of this and we thank you. Thank you, Mark Green.

I thank all the medical professionals who are here. I thank all the young people who are here, including Anna Santiago and Neal Stewart McSpadden, who came out here with us. I want to say a special word of thanks to three members of Congress who are not here, but who deserve to be because of their work on this issue -- Senator Lautenberg of New Jersey, Senator Wellstone of Minnesota, and Congressman Henry Waxman of California. Thank you, Joe Califano, for beating on me about these issues all these years we've been friends and long before I ever became President. Thank you, sir. (Laughter.)

Thank you, Dr. Koop, for everything you have done to try to bring some sanity into the health policy of this country. This has been a great week for you -- we had the Kassebaum-Kennedy bill a couple of days ago and this today. Maybe you can design an encore for us over the next month or two. (Laughter.) But you have been a great force for good in this country and we're grateful to you.

If I might, I'd like to say just a couple of personal words to some people who really deserve an enormous amount of credit for this decision. The Vice President was altogether too

modest and too restrained, but the first time we began to discuss this was about the time the FDA opened their inquiry. And he looked at me and I looked at him and I said, well, you know what this might lead to? And he said, I certainly hope so. (Laughter.) And I said, well, you know -- I shouldn't say this, this is our private conversation -- I said, you know, it really isn't an accident that nobody else has ever tried to do this. (Laughter.) It's not an accident. This is not going to be one of those freebies, you know. (Laughter.)

And he began to talk about his sister who died of lung cancer, and how much he loved his sister. We've had so many conversations about his sister that -- not just about this, but about her life, the fact that she was one of the very first Peace Corps volunteers -- that I feel almost that I know her personally. And I could see in his eyes this determination to redeem the promise of her wonderful life. And I would also like to thank Nancy Gore Hunger's husband, Frank Hunger, who now serves as our Assistant Attorney General for the civil division. Thank you for being here, Frank. I know this is a great day for you.

I'd like to thank my wife, who has been talking to me about this issue for 20 years; and my wonderful daughter, who convinced my mother to quit smoking on her eighth birthday -- something I was never able to do.

So each of us has a personal journey here that has brought us to this point. But today we are here as a nation, to try to help our parents do a better job in raising their children to be strong and healthy and good citizens, and to do our duty in that regard. We've tried to do a lot of things to help our kids over the last four years, and to help parents raise their children. We've worked hard on cultural issues, supporting things like the V-chip and educational television.

We had a big increase in support for anti-drug programs in our schools and for drug treatment. And we vetoed efforts to reduce those, although we should be investing more. We have a zero tolerance policy to keep guns out of school; we're requiring our states to enforce anti-drinking and driving laws; we defended drug testing cases involving student athletes; we've worked to bring order and discipline into our children's lives by encouraging and giving support to communities that try things like community-based curfews and school uniforms and tougher enforcement of truancy laws.

We know, however, that in spite of all the things that are going right in this country -- with the economy up and more jobs, with the crime rate down, with fewer people on welfare and food stamps, dramatically higher percentage of our young children immunized -- that we have continued to see substantial rises in tobacco and drug use among our young people. We know that while the scientific evidence is clearly unclear, children who do smoke cigarettes are much more likely to engage in other risky behavior, including the use of marijuana and cocaine.

So we have to keep pressing forward to deal with these challenges, every one of them. And I want to thank General McCaffrey for being willing to give up his four stars and magnificent campaign to take on the drug fight for America's children and America's future. I thank you, sir.

Today we are taking direct action to protect our children from tobacco and especially the advertising that hooks children on a product. I hear from time to time politicians say that they don't really think advertising has much to do with it. And whenever I hear one say that I say, well, how come we're all spending so much money advertising when we run for office then? (Laughter.) If it's immaterial, let's just pull it all off and see what happens to us. (Laughter.)

Cigarette smoking is the most significant public health problem facing our people. More Americans die every year from smoking related diseases than from AIDS, car accidents, murders, suicides and fires combined. The human cost doesn't begin to calculate the economic costs -- the thing that galvanized the legal claims of the Attorney Generals, the absolutely staggering burdens on the American health care system and on our economy in general.

But make no mistake about it, the human cost is by far the most important issue. For every day, even though it's illegal, 3,000 of our young people start smoking, and 1,000 of them will die earlier than they would otherwise die as a result. The vast majority of people who smoke in America today started when they were teenagers. If they don't start smoking when they're on a schoolyard, it's very likely they never will.

This epidemic is no accident. Children are bombarded daily by massive marketing campaigns that play on their vulnerabilities, their insecurities, their longings to be something in the world. Joe Camel promises that smoking will make you cool. Virginia Slims' models whisper that smoking will help you stay thin. T-shirts and sports sponsorships sends the message that healthy and vigorous people smoke and that smoking is fun.

A year ago this month, we launched a comprehensive strategy to kick tobacco out of the lives of our children. We proposed strong restrictions on advertising, marketing and sales of cigarettes to children. In the year that followed, the FDA received a torrent of comments from the public -- more than 700,000 -- by far the largest outpouring of public response in the FDA's history. The FDA has heard from doctors, scientists, tobacco companies and tens of thousands of children. We have carefully considered the evidence. It is clear that the action being taken today is the right thing to do, scientifically, legally, and morally.

So today we are acting. First, young people will have to prove their age with an ID to buy cigarettes. Second, cigarette vending machines will be banned from anywhere children and teenagers can go. Third, children will be free of tobacco advertising on billboards near their schools and playgrounds, and billboards in other locations will be restricted to black and white, text only messages. Fourth, if a tobacco ad is in a publication children and teenagers are likely to read, it also has to be black and white with no pictures. Fifth, companies will no longer be permitted to target young people with marketing gimmicks like T-shirts and gym bags. Sixth, cigarette companies may no longer use brand names to sponsor tennis tournaments, auto races and other sporting events.

Finally, the FDA will soon take steps to require the tobacco industry to educate our children about the real dangers of smoking. There is abundant evidence of both these troubling trends that a lot of young people simply don't believe there's any risks to their health.

With this historic action we are taking today Joe Camel and the Marlboro Man will be out of our children's reach forever. (Applause.)

I want to be clear -- we've said it before, let's say it again -- cigarettes are a legal product for adults. They have a perfect right to decide whether to smoke. There are many, many good people who have been farming, growing tobacco for generations in their families. They have a right to make a living for themselves and their families, and they will continue to do so. But let's be honest: We hope that over the long run, if we can dramatically reduce rates of smoking among children, the overall consumption of cigarettes will decline. If that happens, these good people who farmed the land and worked hard should not be left behind. And all of us who have sought this course have a responsibility to help them if they face difficulties. (Applause.)

The cigarette companies still have a right to market their products to adults. But today we are drawing the line on children, fulfilling our obligation as adults to protect them from influences that too often are stronger than they are.

As I said before, I want to say again, this action is a tribute to so many of you who are here today. To the parents, the teachers, the doctors, the public officials. Dr. Bristow, I particularly want to commend the AMA for its writings in its journal, its relentless efforts to educate the American people through the physicians of this country. But I'd like to pay special tribute to the children of America who have joined this crusade, who have organized and led a massive grass-roots movement throughout America to educate and inform people about the dangers of tobacco smoking for children.

They've staged teach-ins and "Kick Butts" days all across the country. They have used positive peer pressure on people who could care less what a lot of us old fogies think to teach their fellow students that smoking is not cool. So I want to thank these children for the work they have done to save their generation. (Applause.)

A lot of the work we do around here we know will only be fully manifest in people's lives in the future. We know we can't guarantee the success of any individual or family, but we have to guarantee them the tools and conditions that will enable them to make the most of their own lives. Today we take a real step to make sure that they have those lives in full measure. We have today met our responsibility to help our country protect its values, protect its children, and ensure its future.

Thank you all for what you've done. (Applause.)

END

2:07 P.M. EDT

HHS NEWS

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

FOR IMMEDIATE RELEASE
August 23, 1996

Contact: Jim O'Hara
(301) 443-1130

PRESIDENT CLINTON ANNOUNCES HISTORIC STEPS TO REDUCE CHILDREN'S USE OF TOBACCO

President Clinton today announced the nation's first comprehensive program to prevent children and adolescents from smoking cigarettes or using smokeless tobacco and beginning a lifetime of nicotine addiction. The President's announcement comes a little more than a year after the Food and Drug Administration (FDA) issued its proposed rule to reduce the access and appeal of tobacco products for children and adolescents.

The FDA rule-making on children and tobacco prompted the largest outpouring of public response in the Agency's history with more than 95,000 individual comments received, totaling more than 700,000 pieces of mail when form letters are counted. The final rule was put on display today at the Federal Register and will be published in the Federal Register next week.

Each day, almost 3,000 young people in the United States become regular smokers, and nearly 1,000 of them will die prematurely from diseases related to tobacco use. Each year, more than 400,000 Americans die from smoking-related diseases, more Americans than are killed each year by AIDS, alcohol, car accidents, murders, suicides, illegal drugs, and fires combined.

-More-

In the past four years, the United States has experienced dramatic increases in tobacco use by youngsters. Between 1991 and 1995, the percentage of eighth- and tenth-graders who smoke increased 34 percent. In 1995, more than a third of 12th-graders reported smoking in the past month, and daily smoking in that group was up to 21.6 percent. Among 10th-graders, current use was up to 27.9 percent, and daily use was up to 16.3 percent.

The President's goal is to cut in half tobacco use by children and adolescents over the next seven years.

"This is the most important public health initiative of our generation," said Health and Human Services Secretary Donna E. Shalala. "Our children's futures are at stake. President Clinton's action will ensure that children get their information about tobacco from their parents -- and not from Joe Camel."

The President's initiative to protect children is based on the final FDA rule that will make it harder for young people to buy cigarettes and smokeless tobacco and will reduce the appeal of tobacco products to children under 18. The rule is based on the Agency's finding that cigarettes and smokeless tobacco products are delivery devices for nicotine, an addictive drug. In addition to the rule, the FDA will propose to require tobacco companies to educate children and adolescents about the health risks of tobacco use as part of the President's initiative. This national mass media campaign would be monitored for its effectiveness.

Cigarettes and smokeless tobacco products remain legal products that can be marketed and sold to adults, 18 years and older.

"Nicotine addiction is a pediatric disease that often begins at 12, 13, and 14 only to manifest itself at 16 and 17 when these children find they cannot quit," said Commissioner of Food and Drugs David A. Kessler, M.D. "By then our children have lost their freedom and face the prospect of lives shortened by terrible diseases."

The President's initiative follows the recommendations of major medical and scientific organizations such as the American Medical Association and National Academy of Science's Institute of Medicine. It is a prevention strategy based on reducing children's access to tobacco products and limiting the appeal of these products to children. The tobacco industry spends more than \$6 billion annually on advertising and promotion.

Besides the final rule, the FDA will propose to require tobacco companies to provide strong educational messages for children on the real dangers of smoking and using smokeless tobacco. This national multi-media campaign would include television spots, and it would be monitored for its effectiveness. FDA intends to begin consultations about this campaign with the nation's six tobacco companies with a significant share of sales to children. Under Section 518 of the Federal Food, Drug, and

Cosmetic Act, the FDA may require companies to inform consumers about the unreasonable health risks of their products.

"We have to tell our children the truth about the diseases caused by smoking," Kessler said. "For too long we have sent conflicting messages to our children and then have acted surprised when they begin to smoke."

In reviewing the public comments and developing a final rule, the FDA made a number of changes to more narrowly tailor provisions to children. For instance, there was little evidence presented that mail-order sales are used by children and adolescents, while they are used by adults in rural areas. Similarly, vending machines in facilities totally inaccessible to persons under 18 will accommodate adults while preventing easy access by young people.

The FDA rule reduces children's easy access to tobacco products by:

- Requiring age verification by photo ID for anyone under the age of 26 purchasing tobacco products; *
- Banning vending machines and self-service displays except in "adult" facilities where children are not allowed, such as certain nightclubs totally inaccessible to anyone under 18; and
- Banning free samples, the sale of single cigarettes, and packages containing fewer than 20 cigarettes.

effective
2/28/97

effective
2/28/97

- MORE -

* 2/28/97 - the rule also makes it against federal law to sell cigarettes & smokeless tobacco to people under 18. That is already state law in all 50 states.

The FDA rule limits the appeal of tobacco products to children by:

- Prohibiting billboards within 1,000 feet of schools and playgrounds. Other advertising is restricted to black-and-white text only; this includes all billboards, signs inside and outside of buses, and all advertising in stores. Advertising inside "adult only" facilities like nightclubs can have color and imagery.
- Permitting black-and-white text-only advertising in publications with significant youth readership (under 18). Significant youth readership means more than 15 percent or more than 2 million readers under 18; there are no restrictions on print advertising below these thresholds.
- Prohibiting sale or giveaways of products like caps or gym bags that carry cigarette or smokeless tobacco product brand names or logos.
- Prohibiting brand-name sponsorship of sporting or entertainment events (including teams and entries), **but** permitting it in the corporate name.

effective
2/29/98

These provisions will be phased in between six months and two years from the date of publication in the Federal Register to give businesses adequate time to comply.

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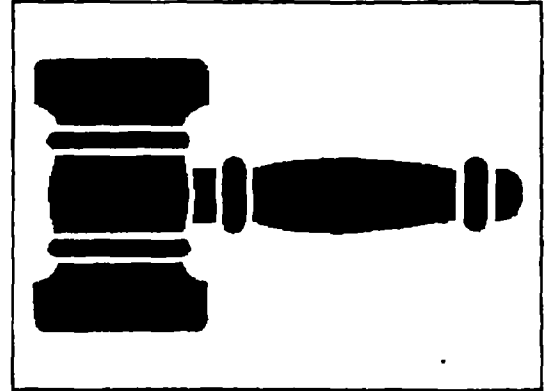
U.S. DEPARTMENT OF HEALTH & HUMAN SERVICES
OFFICE OF THE GENERAL COUNSEL

PHONE: (202) 690-6318

FAX: (202) 690-7998

DATE: February 27, 1997

TO: ELIZABETH DRYE



FROM: ANDREW D. HYMAN
Special Assistant to the General Counsel
U.S. Department of Health and Human Services
Office of the General Counsel, Room 707F
200 Independence Ave., SW
Washington, D.C. 20201

COMMENTS: Attached are my edits to the remarks along w/some inserts.

No. of Pages (including cover): 4

DRAFT

**PRESIDENT WILLIAM J. CLINTON
TOBACCO REGULATIONS ANNOUNCEMENT
THE WHITE HOUSE
FEBRUARY 28, 1997**

INSERT 1

Thank you, Anna Santiago for the power of your example and for that warm introduction. I also want to thank the Vice President and Secretary Shalala for their outstanding commitment to this effort. And I want to offer a special word of thanks to David Kessler, the finest FDA Commissioner we have ever had, for your outstanding service to our nation, and especially for your leadership in this effort to protect our young people from the dangers of tobacco. Because of your actions over the last six years, more AIDS and cancer patients are getting better drugs faster. More people are getting better information on their food labels. And every American can go to bed knowing that the food on their tables and the medicines in their cabinets are safe. You have left a great legacy of progress and all Americans should be grateful for your service.

We are all here today to help ensure that Anna Santiago and every young person in this country has a chance to live out their dreams. They can only do that if they choose to live positive and healthy lifestyles, and if we give them the support they need to make that choice. Most of us have an instinctive urge to protect our young people from danger. We teach them to look both ways before crossing the street. We tell them not to touch a hot stove. We make sure they bundle up before going out into the cold. We should wrap that same protective arm around them when it comes to smoking.

alcohol + illegal drugs

More Americans die every year from smoking related diseases than from AIDS, car accidents, murders, suicides and fires combined. Today, it is estimated that 4.5 million of our children and adolescents smoke, and ~~another~~ 1 million use smokeless tobacco. And the problem is getting worse. Smoking rates among eighth graders have risen 50 percent in the last six years. One out of every three young persons who picks up this deadly habit will have their lives shortened from the terrible diseases caused by smoking. We, as parents, as leaders and as citizens have a moral obligation to do what we can to protect those precious young lives.

That is why last August, the FDA took bold action to protect our children from the dangers of tobacco. We set a goal of reducing tobacco use by children and adolescents by 50 percent in seven years. To do that, we initiated the nation's first-ever comprehensive effort to restrict access and limit the appeal of tobacco to children.

INSERT 2

Today is the first day that some of these rules take effect. First, we are making the law of the land what already is the law in every state -- no sale of tobacco products to anyone under the age of 18. Second, we are now requiring ~~age verification by photo ID for anyone under the age of 27 before the purchase of tobacco products~~. From now on, in every store in America, our children will be told "no ID, no sale." By requiring ID checks for anyone under 27, store clerks and managers will no longer have to guess the age of those seeking to buy cigarettes. Studies show that minors succeed in buying cigarettes over-the-counter nearly 70 percent of the time. That simply must stop. With this new requirement to check IDs, we will help keep cigarettes out of reach of our young people while giving

*retailer to verify by photo ID
the age of anyone under 27.*

inform
store clerks and managers a tool to make sure they are not violating the law by selling to minors.

outreach effort
Over the last three weeks, we have conducted a massive nationwide ~~education campaign~~ to let retailers know how they can comply with these new rules. We have even prepared this new guide [hold up brochure] and made it available to ~~500,000~~ retailers across the country. I call on every retailer in every community across this country to join with us in this important effort to protect our children. Parents must continue to be the first line of defense. But it is up to all of us to make these rules work. Let me be clear -- cigarettes are a legal product for adults. If they want to smoke, they can still do so. But, we must draw the line at our children.

Thank you.

2/20/81
INSERT 3

INSERTS FOR PRESIDENT'S REMARKS

Insert 1:

Tragically, among children alive in America today, over 5 million will die an early and painful death simply as the result of a decision made as an adolescent.

Insert 2:

And this is much needed. According to a CDC study, as recently as 1995, over 75% of smoking teens who purchased cigarettes were NOT asked for proof of age.

Insert 3:

Additionally, we mailed 350,000 letters to retailers describing the Regulation and inviting them to attend one of many town meetings taking place nationwide.

HHS FACT SHEET

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

August 23, 1996

CHILDREN'S FUTURE AT RISK FROM EPIDEMIC OF TOBACCO USE

President Clinton's initiative to reduce tobacco use by children is the result of an investigation by the Food and Drug Administration into industry practices and an extensive review of successful measures in preventing children from using tobacco products. After the proposed rule was published on August 11, 1995, the public was invited to comment until January 2, 1996. The Agency received more than 95,000 different comments, totaling more than 700,000 pieces of mail. The subsequent review and analysis of those comments, as well as the Agency's initial work, provide a solid base for the FDA's measures to reduce access and limit appeal of tobacco products for children.

Today, an estimated 4.5 million children and adolescents smoke in the United States, and another 1 million use smokeless tobacco. Each year, another 1 million young people join the ranks of regular smokers, and nearly one out of every three young people who smoke will have their lives shortened from the terrible diseases caused by smoking.

This public health crisis is worsening. Children are starting to smoke at younger and younger ages: Today, the average teenage smoker begins to smoke at 14 1/2 years old and becomes a daily smoker before age 18. And those children soon regret this loss of

freedom. The Gallup Poll in 1992 found that 70 percent of smokers between the ages of 12 and 17 regret beginning to smoke and 66 percent want to quit.

Children at Risk

Children are becoming addicted to nicotine. More than 80 percent of all adult smokers had tried smoking by their 18th birthday and more than half of them had already become regular smokers by that age. Although only 5 percent of daily smokers surveyed in high school said they would definitely be smoking five years later, close to 75 percent were smoking 7 to 9 years later. Of the almost 3,000 young people who become regular smokers each day, nearly 1,000 of them will have their lives shortened from tobacco-related diseases.

Costs of Smoking Staggering

Health care costs associated with tobacco use are rising. The Centers for Disease Control and Prevention estimated that in 1993 the health care costs associated with smoking totaled \$50 billion: \$26.9 billion for hospital costs; \$15.5 billion for doctors; \$4.9 billion in nursing home costs; \$1.8 billion for prescription drugs, and \$900 million for home-health care expenditures. The Office of Technology Assessment calculated the social costs attributable to smoking in 1990 at \$68 billion. The calculation was based on \$20.8 billion in direct health care costs and \$6.9 billion in lost productivity from

sickness and disabilities and \$40.3 billion in lost productivity from premature deaths.

Benefits Outweigh Costs

Protecting the future health of our children provides a benefit that will continue to pay dividends for our society. The annual benefits from reduced disease caused by smoking are projected to be \$28 to \$43 billion. These benefits are achieved through annual net medical cost savings of \$2.6 billion, annual morbidity-related productivity savings of \$900 million, and annual benefits of reduced mortality of \$24.6 to \$39.7 billion. Under the final rule, manufacturers of tobacco products are projected to have one-time costs of \$78 to \$91 million and annual operating costs of \$2 million. Retailers are projected to have one-time costs of \$96 million and annual costs of \$78 million, compared to the \$45 billion to \$50 billion spent annually on tobacco products at the retail level.

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Contact: Jim O'Hara
(301) 443-1130

Straight Talk on Drugs (DRAFT)

(Format)

Time Element

:06:00 Pre-Recorded Open

(Montage of kids) Anncr: "This is a Special Presentation from ABC News: Straight Talk on Drugs! Featuring America's kids and America's President in a dialogue about drugs. (Kids: "It's our turn to ask questions") Now...live from the historic East Room of the White House...ABC's Peter Jennings!

:06:45 "Good morning. Welcome to Washington D.C. and the home of the president. We're here in this special place because of a problem that's hurting more of our children at younger ages: drug abuse. It's a problem that affects you....wherever you are listening to this broadcast. And instead of bringing together the adults who study drug use, we've brought together the kids who deal with it.

In this East Room of the White House we have boys and girls from around the country. Some have tried drugs, others are drug-free. But all of them are at risk. Consider this: two-point four million...that's million...young Americans will use drugs this year alone. Whether you are a parent worried your kid could become a user, and you should be worried, or a kid concerned you may have a problem...in this next hour, you are going to get straight talk on drugs.

✱ Part of this straight talk will come from the man who lives here with his family. President Bill Clinton. Good morning Mr. President:

- Why did you want to speak to America's kids?

✓ :07:45 (President chats with Peter about why he feels this broadcast is important; mentions new HHS produced PSAs featuring Olympic gold medal gymnast Dominique Dawes. ~~She will be there, though currently has no speaking role.~~)

Dominique one line

:08:30 PJ: Drug abuse used to be associated with high school kids, but the age of first-time users is dropping. Middle Schools are reporting more drug-related problems. The proportion of eighth-graders using illicit drugs has almost doubled since 1991. Let's get a first-hand report from Mickisha (muh-KEE-sha) Bonner. Mickisha is president of her eighth grade class at Garnett Patterson Middle School here in Washington D.C. Mickisha:

- How have drugs affected your school?
- Mickisha, what's your question for the president?

10:00 PJ: There are so many different drugs for kids to abuse. Do you really know what marijuana or cocaine do to your mind, or body? We weren't completely sure, so we asked ABC's Jim Hickey to tell us.

TAPED HICKEY PIECE/SCRIPT IS ATTACHED (:50 seconds)

:10:50 PJ: (Playing off Hickey closing line) What's the "ultimate price"? Death. Let's meet someone who came very close to losing his life two-weeks ago. We're happy to see he's recovered. Brandon Power was at a middle school dance in Woburn (wu-burn), Massachusetts where a classmate had stashed a large bowl of pills. Brandon and 13 of his friends ate about 80 of those pills...enough to make them collapse into a coma. All 14 boys and girls have recovered. The pills were prescription muscle relaxants that one of the kids apparently stole from the mail of an ill neighbor.

- Hello Brandon. Why did the doctors say you're lucky?
- What did you think you were taking that night?
- Pres. asks question of Brandon.

:13:00 PJ: Brandon: do you have a question for the president?

:13:50 PJ: (Question to Amy Powers:)

- Brandon's mother, Amy, is here, Ms. Powers, you told us before this broadcast you believe what happened to your son could happen to anyone his age. Why?

:15:00 PJ: INHALANTS. Let's meet George Margaritis, currently in rehab in Baltimore.

- George, what sort of products would you inhale?
- How old were you?
- Has inhaling made some things more difficult to do, like thinking and speaking?

:16:00 PJ: Mr. President can anything be done about the problems inhalants are causing?

:16:30 SLOW FADE UP OF MUSIC BEGINS UNDER PJ.

:16:30 PJ: If you'd like more information on inhalants, or any of the drugs we're discussing, you can call our toll-free number for a free pamphlet. It's called "How to raise drug-free kids" and you can have it by calling 1-800-ABC-D-DAY. That's 1-800-ABC-D-DAY. What are the signs a child is using drugs or alcohol? You'll hear them, next.

TAPE: (("Straight Talk on Drugs continues live from the White House, after this."))

17:00 BREAK RUNS 3:10

20:10 TAPL: ((Welcome back to the White House and ABC's Straight Talk on Drugs...featuring kids asking President Clinton OUR questions. Now here's ABC's Peter Jennings."))

20:15 PJ: In a minute we'll find out what signs of drug use parents should look for. But what about kids whose *parents* use drugs. Alfred Aranda was in that situation. His father was a gang member and Alfred remembers when he was a little boy gang members would hang out at his house in Los Angeles getting high with his father. At 14, Alfred, you were dealing drugs.

- What happened when you were 15?
- Why did you give up drugs and gangs?
- Do you have advice for kids listening to us who may be doing drugs?
- Alfred's now 18. He's in school and working. Keep up the good work. Alfred. What's your question for President Clinton?

21:30 PJ: Mr. President, let's hear from Matthew Migliore, a 12-year-old from Detroit.

- Matthew, what's your question?

22:30 PJ: I believe our next question deals with the international drug trade. From P.S. 169 in Bayside, New York, here's Michael Zuchelli.

- Michael, what's your question for the president?

24:00 PJ: (Dan Bresnyan (bres'-knee-an) is 17-years-old. He knows how addictive crack is, he's a patient at Phoenix House in NY.

- Dan, how tough is it to quit crack?
- Dan, has a two-year-old daughter. What will you tell her about drugs, and at what age will you tell her?
- Dan, what would you like to ask President Clinton?

26:00 All parents fear their children will try drugs. But what are the signs for of troubling behavior? Brian Berthiaume (bur-th-yoom) founded the Phoenix school in Montgomery County, Maryland. It's one of a handful of public schools educating and treating substance abusers exclusively. Brian, every parent you see at Phoenix school has a son or daughter addicted to drugs or alcohol.

- Were they late picking up hints of drug use?
- What are some clues every parent should watch for?

28:00 PJ: Brian, I know you've brought along one of Phoenix School's success stories. Her name is Ally Breggin. But you only get to be successful at Phoenix School by suffering through an addiction.

- Ally...when you were a 13 year-old eighth-grader what kinds of drugs were you using?
- However many drugs you took...however much alcohol you drank...was it ever enough? (No, tried to kill herself).

The good news is, Ally is alive and happy, and sober for over three-years. And, she has a question for you Mr. President.

PJ: When "Straight Talk On Drugs" returns we want to ask you, are movies and music partly to blame for illegal drug use?

:30:00 (TAPE: ANNCR: YOU CAN RAISE DRUG-FREE KIDS AND WE CAN HELP. CALL 1-800-ABC-D-DAY FOR A FREE COPY OF THE BOOKLET, "HOW TO RAISE DRUG-FREE KIDS." THAT'S 1-800-ABC-D-DAY.
KID: STRAIGHT TALK ON DRUGS CONTINUES LIVE FROM THE WHITE HOUSE, AFTER THIS."

30:15 BREAK #2 RUNS 3:10

33:15 TAPE: ((Welcome back to the White House and ABC's Straight Talk on Drugs...featuring kids asking President Clinton OUR questions. Now here's ABC's Peter Jennings.)))

:33:00 PJ: The average tenth-grader spends xx-hours a week watching TV, and xx-hours a week listening to music. Maybe those of you here in the East Room listen and watch more. But what message does the media give about drugs? Once again, here's ABC's Jim Hickey to tell us.

33:20 TAPED HICKEY PIECE/SCRIPT IS ATTACHED (:65 seconds)

34:25 PJ: Let's find out what you think...do movies and music and TV make drug use seem cool? (KIDS RAISE THEIR HANDS; PJ PICKS A FEW FOR ANSWERS)

35:30 PJ: Media's effect.

36:30 PJ: (Question for President)

- What should a young person do if their friend is trying drugs? Tell their parents? Confront them? Pres answers then asks kids in audience what they would do. (3 RANDOM ANSWERS)

38:30 PJ: Let's meet someone who had a tough situation similar to the one we just discussed. His mother and his father were both abusing substances. Ryan Parke is 14...he's from Sacramento, California.

- Ryan, did seeing your parents' problem upset you?
- How did it affect your behavior (SHOPLIFTING & VANDALISM)

- Now you've got a "Big Brother." Tell us, Ryan, who you feel about Jeff Hoffman, your mentor.

(PRES CAN ASK RYAN QUESTION)

41:00 PJ: Sitting next to Ryan is his Big Brother, Jeff Hoffman.

- Jeff, you know first-hand what it's like to have a tough childhood. Tell us about yours?
- What does it mean to be a Big Brother?

:45:30 PJ: We'll hear some more questions from America's Kids and meet a young man who's been tempted by drugs, and decided it was a temptation he could do with out.

46:00 (TAPE: ANNCR: YOU CAN RAISE DRUG-FREE KIDS AND WE CAN HELP. CALL 1-800-ABC-D-DAY FOR A FREE COPY OF THE BOOKLET, "HOW TO RAISE DRUG-FREE KIDS." THAT'S 1-800-ABC-D-DAY.
KID: STRAIGHT TALK ON DRUGS CONTINUES LIVE FROM THE WHITE HOUSE, AFTER THIS.)

46:15 BREAK #3 RUNS 3:10

49:25 TAPE: ((THIS IS ABC'S STRAIGHT TALK ON DRUGS! IT'S OUR TURN TO ASK PRESIDENT CLINTON QUESTIONS ABOUT OUR NATION'S DRUG CRISIS. WE'RE LIVE HERE AT THE WHITE HOUSE WITH ABC'S PETER JENNINGS!))

49:00 PJ: And our very special guest here in the East Room is President Clinton. Mr. President, Michael Smith grew up in Springfield, Massachusetts. He's got a single mom, not a lot of money, drugs in his neighborhood to tempt him.

- Michael, have you ever tried drugs.
- Michael, joined the Boys Club when he was 7. Now he's 17. What's happening at the Boys and Girls Clubs in America that might interest the kids here today, Michael?
- Michael, what's your question for the President?

:53:00 PJ: Final questions from kids; sums up broadcast high-points; asks kids in audience if they feel any differently about drugs.

:56:00 Previews/plugs Jennings Report

:57:00 Final chat with Pres.

:58:00 PJ: :30-second closing remarks.

:58:30 Announcer close

:59:00 Program concludes

draft
2/25/97
8 a.m.

10

**PROTECTIONS FOR CHILDREN FROM TOBACCO
TAKE EFFECT TODAY**

The Clinton Administration's plan to reduce children's use of tobacco products kicks off today with the first provisions of the Food and Drug Administration's final rule on youth and tobacco taking effect. These provisions make 18 the age for the purchase of tobacco products nationwide and require photo IDs for anyone under 27.

The Administration's efforts come in the face of grim statistics: each day, almost 3,000 young people in the United States become regular smokers, and nearly 1,000 of them will die prematurely from diseases related to tobacco use. In the past four years, the United States has experienced a startling rise in tobacco use by youngsters. Between 1991 and 1995, the percentage of eighth- and tenth-graders who smoke increased 34 percent. Today, the average teenage smoker begins to smoke at 14 1/2 years old and becomes a daily smoker before age 18.

President Clinton announced the final FDA rule to protect children from tobacco on August 23, 1996, slightly more than a year after the Agency proposed a number of ways to reduce adolescents' use of tobacco products. During that year, the FDA reviewed and analyzed