

Tobacco Mtg 180
6/4

Chicago tobacco control mtg.

- FDA jurisdiction

- Preemption - what is Admin. position.

have defeated most - only one ~~case~~ that
passed was Delaware -

- excise tax

-

Preemption - not sure if FFDCA requires preemption
- need U and A. -

^{Campaign}
Novella, Matt - had a significant measure

Dubin on the Cmt. -

Late June - Prop 99 -

June 9th - Pres. praising Prop. 99
voters for passing it -

FACSIMILE TRANSMISSION

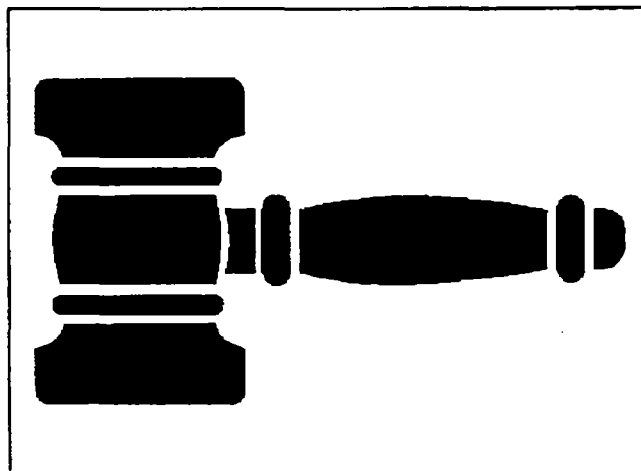
U.S. Department of Health and Human Services
200 Independence Avenue, SW
Room 713-F H.H. Humphrey Building
Washington, DC 20201

6-A-97

TO: Elizabeth Dye FROM: Andrew D. Hyman
Office of the General Counsel
Telephone: 202/690-6318
Facsimile: 202/690-7998

FAX: 456-7431
~~7028~~
7431

WAV



No. of pages: 3

MESSAGE:

As discussed. Sorry for the
delay.

-Cuey

Resolution No. 28

Submitted by:

The Honorable Jean Harris
Mayor of Eden Prairie

REDUCING TOBACCO USE BY YOUNG PEOPLE

1. **WHEREAS**, 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; and
2. **WHEREAS**, in the last few years, the United States has experienced dramatic increases in tobacco use by youngsters, with the percentage of eighth- and tenth-graders who smoke increasing 34 percent between 1991 and 1995; and
3. **WHEREAS**, the President has established a goal of cutting in half tobacco use by children and adolescents over seven years; and
4. **WHEREAS**, the Food and Drug Administration of the U.S. Department of Health and Human Services has issued regulations to establish 18 as the minimum age for purchasing tobacco products, ban cigarette vending machines and self-service displays, ban free samples and the sale of single or small packages of cigarettes, limit the appeal of tobacco products to children by ~~a series of restrictions on~~ *except in places available to adults only* advertising, and ~~require~~ *considering* the six tobacco companies with a significant share of sales to children to undertake a national campaign to educate young people about the health risks of using their products; and
5. **WHEREAS**, while all states have laws which ban the sale and distribution of tobacco products to people under 18, enforcement of those laws has been inconsistent, with more than 90 percent of tenth-graders surveyed in 1995 saying it was "fairly easy" or "very easy" to obtain cigarettes; and
6. **WHEREAS**, the Substance Abuse and Mental Health Services Administration of the U.S. Department of Health and Human Services has issued regulations to implement the Synar

Amendment which requires states and territories to enforce their youth access laws through such methods as random spot checks of retail establishments,

7. NOW, THEREFORE, BE IT RESOLVED that The United States Conference of Mayors supports the Administration's initiatives to reduce access to cigarettes by young people, to educate them on the health risks of using tobacco and to enforce laws prohibiting the sale and distribution of tobacco products to people under 18.

Projected Cost: None

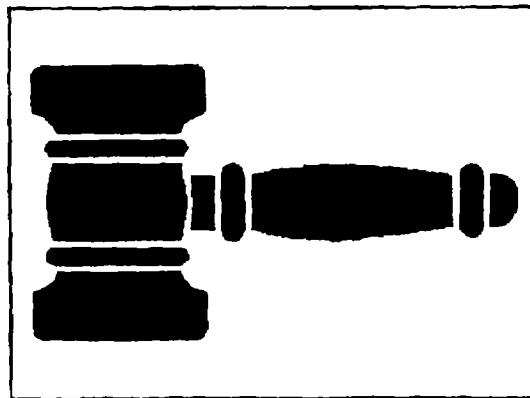
U.S. DEPARTMENT OF HEALTH & HUMAN SERVICES
OFFICE OF THE GENERAL COUNSEL

PHONE: (202) 690-6318

FAX: (202) 690-7998

DATE: February 7, 1997

TO: **ELIZABETH DRYE**
456-5573 *7:21*



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 is the FDA press release on their outreach efforts using a quote from the State of the Union.

No. of Pages (including cover): 4

February 7, 1997

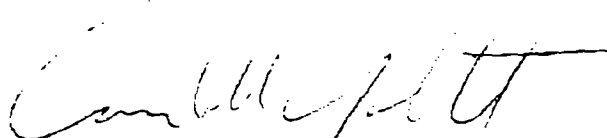
EXPEDITEP R E S S R E L E A S E 2 N D C L E A R A N C E - Draft
#30

Chief of Staff
Melissa Skolfield
Victor Zonana

The attached press release was originally drafted and circulated earlier this week, in a form that featured a call by the President to retailers regarding tobacco sales to minors.

Per Andy Hyman's communications with the DPC, the White House has no objection to a release announcing the FDA training, and they are fine with our citing the President's tobacco statement from the State of the Union. However they are not able in the next day to clear the release or a new Presidential quote as it was **ORIGINALLY** drafted by FDA.

The attached release follows the White House guidance in announcing the FDA training which begins next week.



Campbell Gardett
HHS Press Office

cc: Andy Hyman - 722A
ES

DRAFT*(revised)*

30

Tobacco outreach, page 1

draft
2/7/96
P97-?
DATEPrint Media: Larry Bachorik
Broadcast: Linda Ruckel
Consumer Affairs*(tele Ncs. to be added)***FDA LAUNCHES NATIONWIDE OUTREACH
TO PROTECT CHILDREN FROM TOBACCO PRODUCTS**

The Food and Drug Administration today launched a nationwide outreach effort to retailers, parents, and community leaders about the provisions of the FDA rule to protect children from tobacco products. The first provisions of the rule -- making 18 the age for the purchase of tobacco products nationwide and requiring photo IDs for anyone under 27 -- become effective February 28, 1997.

As President Clinton said in his state of the Union address, "it's critical to protect our children by standing firm in our determination to ban the advertising and marketing of cigarettes that endanger their lives."

The FDA will hold 10 regional outreach meetings around the country in the next three weeks and one national televised outreach meeting, and will mail to more than 400,000 retailers information about the provisions of the new FDA rule. In addition, informational brochures for retailers and consumers will be distributed nationwide, and a toll-free telephone number (1-888-FDA-4KIDS) has been established for retailers to obtain further information.

In addition to the public education campaign, FDA will enforce the new rule by working with state and local officials in conducting spot checks of retail outlets. The nationwide toll-free telephone number has also been designed so that anyone can report

- more -

DRAFT #30 (revised)**Tobacco outreach, page 2**

potential violations. Retailers can be subject to penalties of \$250 or more for selling tobacco products to minors.

"We are going to work with store owners to make sure they understand their responsibility not to sell tobacco products to anyone under 18," said Health and Human Service Secretary Donna E. Shalala. "Our kids deserve a life free from the deadly disease that comes with using tobacco."

Nearly 3,000 young people become regular smokers each day, and nearly 1,000 of these children and adolescents will die early from their use of tobacco products.

"Nicotine addiction begins as a pediatric disease," said FDA Commissioner David A. Kessler, M.D. "We will be vigorous in our enforcement efforts: Our children deserve that."

The regional meetings will be held between February 11 and February 27 in Atlanta, Baltimore, Boston, Boulder, Chicago, Detroit, Houston, Los Angeles, Miami, and Seattle. On February 18, the national teleconference will be televised in an additional 25 cities around the country.

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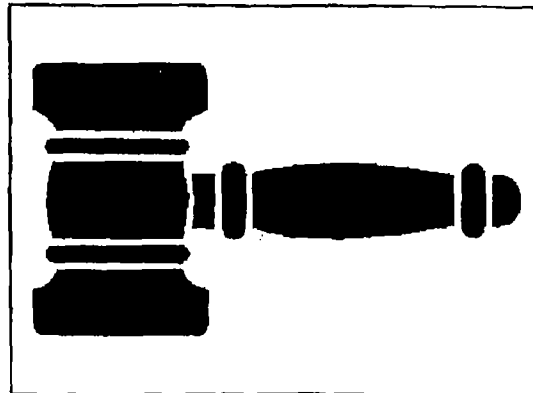
DEPARTMENT OF HEALTH & HUMAN SERVICES
OFFICE OF THE GENERAL COUNSEL

PHONE: (202) 690-6318

FAX: (202) 690-7998

DATE: June 20, 1996

TO: JEN O'CONNOR



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

COMMENTS: Attached is a calendar noting things like events, meetings, and publications relating to tobacco.

No. of Pages (including cover): 6

cc
McHester
Wick
Drye
what should we
capitalize on
guys?
Jem

**Calendar of Significant Tobacco-related Events
June-November**

MEETINGS, CAMPAIGN RELEASES, AND PRESS CONFERENCES

EVENT	DATES	LOCATION	DESCRIPTION
Tobacco Free Heartland Conference	June 12-14	Omaha, NE	In conjunction with the Region VII Cardiovascular Disease Conference
National Association of County and City Health Officials (NACCHO) Annual Meeting	June 12-16	Bellevue, WA	Annual Meeting. CDC is sponsoring a tobacco control session.
Prevention Center - Meeting with Columbia University	June 18	New York City, NY	Meeting will continue a series of discussions with Columbia University on the role of tobacco advertising in youth tobacco use and ways to counteract.
CDC and University of North Carolina Prevention Center's Second Annual Tobacco Summer Institute	July 8-12	St. Louis, MO	Training workshops with a focus on: Youth & Tobacco, Tobacco Advertising, Media & Policy Advocacy, Epidemiology & Evaluation, Environmental Tobacco Smoke, Tobacco Pricing, Managing State & Local Programs, and Coalition Building. Brochure became available in March.
StoP Network Conference	July 12-13	Orlando, FL	Youth Leadership Conference.
Stop the Sale... Prevent the Addiction Video Conference**	July 17	Iowa (available at sites throughout Iowa)	Conference will stimulate activity in local communities throughout Iowa around the issue of youth access and enforcement. The target audiences are law enforcement, local government officials, substance abuse prevention specialists; public health community and voluntary health organizations, etc.
National Medical Association Conference	July 29-August 3	Chicago, IL	Potential first meeting of the Leadership Forum to discuss tobacco prevention and the African American community.
HHS - Healthy Women 2000 Conference on Young Women and Tobacco	September 12 OR October 3 (tentative)	Washington, D.C. OR Boston, MA (tentative)	Cosponsored by AMWA, RWJ, and Parke-Davis in collaboration with HHS's Office of Women's Health, NCI and CDC.

SENT BY :
 6-20-96 : 11:17 : OGC IMMEDIATE OFFICE : 94565820 : # 3 / 6

EVENT	DATES	LOCATION	DESCRIPTION
AHCPR Conference	September 17-18	Washington, D.C.	Focus on smoking cessation guidelines.
84th FDI Annual World Dental Congress	September 28	Orlando, FL	Second section for World Dentistry Against Tobacco Annual General meeting. Speakers include Dr. Alaa Lopez (WHO) and Dr. Robert Mecklenburg (USA).
STAT Annual Youth Conference	October 4-6	Austin, TX	Annual conference
Workshop on Strengthening Collaboration on Tobacco or Health Issues Among WHO Collaborating Centres**	November 5 - 8	Atlanta, GA	WHO will convene a conference in Geneva, Switzerland of Collaborating Centres for the purpose of stimulating improved communication and coordination among the Centres in efforts to strengthen global tobacco control. This workshop could also form a matrix for the interaction of related WHO Centres, such as those concerned with substance abuse, health education, and cancer control.

* Item has been edited
 ** New Item

**Calendar of Significant Tobacco-related Events
June-November**

June 12, 1996

PUBLICATIONS

PUBLICATION	DATE	DESCRIPTION
NCHS - <i>Monthly Vital Statistics Report</i> , "The Advance Report of Final Natality Statistics, United States: 1994"***	June 27	This annual report presents the latest final data on birth patterns in the United States, with current and trend data on teen births, births to unmarried mothers, low birth weight and preterm births, maternal risk factors including smoking, method of delivery, and other aspects of maternal and infant health.
DHHS - <i>Health, United States, 1995</i> **	June	The 20th annual report on the health status of the Nation will be submitted to Congress by Secretary Schalala. This report presents the latest trend data on health status and determinants, utilization of health resources, health care resources, and health care expenditures. This year's report includes a chartbook on women's health.
MMWR Surveillance Summary - "Release of 1995 YRBS Data"	June/July	1995 national, state, and local YRBS data which includes tobacco.
MMWR - "Cigarette Smoking Among Adults -- United States, 1994"	July 12	Will present yearly update of cigarette smoking prevention and quitting behavior for U.S. adults.
<i>Journal of the National Cancer Institute</i> , "Race and the Incidence of Cigarette Smoking among Adolescents in the United States"***	Aug. 21	Using the 1988 and 1993 TAPS, 4,122 African-American and white adolescents who had never tried smoking at time 1 (1988) were followed for 4 years (1993). This study finds that the odds of smoking among whites was 1.6 times the odds of smoking among African-Americans.
MMWR - "Worksite Smoking Policies - United States, 1991 and 1994"***	August 30	Comparison of worksite policies using National Health Interview Survey 1991 and 1994 data.

PUBLICATION	DATE	DESCRIPTION
"Smoking and Pregnancy" (Advance Data - 2 reports)	August 30	Overall trends in smoking for women during pregnancy and a separate report which examines the correlates of smoking for particular population subgroups. Data are from the National Health Interview Survey, based on household interviews.
<i>American Journal of Public Health</i> "The Relationship Between Cigarette Smoking and Education Revisited: Implications for Categorizing Educational Status."**	October	Using data from NHIS, this study demonstrates that persons with 9-11 years of education (rather than those with 0-8 years of education) are the most likely to be current, ever and heavy smokers and the least likely to have quit smoking, even after controlling for age, sex, race/ethnicity, poverty status, employment status, marital status, geographic region, and year of survey.
<i>MMWR</i> - "Prevalence of Cigarette Smoking Among 14 - 18 Year Old Secondary School Students - Budapest, Hungary, 1995"***	To be determined	Will report that high rates of smoking among youth in an Eastern European country and their brand preferences. Some comparison is made to US rates.
<i>MMWR</i> - "Minors' Access to Tobacco - California, 1995"***	To be determined	First published statewide survey of minors' access to tobacco using compliance check methodology.
<i>MMWR</i> - "Access to Cigarettes in Vending Machines by Minors - Florida, 1996"***	To be determined	Compliance check methodology used to access minors' access to cigarettes from vending machines in Broward County.
<i>IHS Primary Care Provider</i> - "Evaluation of a Televised Tobacco Use Cessation Program: Tobacco Free Alaska - Alaska, 1995"***	To be determined	Will report on a survey that was conducted among primary care providers in Alaska to determine their awareness, participation, and impressions about a televised tobacco-cessation course.
<i>MMWR</i> - "Evaluation of a Televised Tobacco use Cessation Program: Tobacco Free Alaska -- Alaska, 1995"	To be determined	Will report on a survey that was conducted among primary care providers in Alaska to determine their awareness, participation, and impressions about a televised tobacco-cessation course.
<i>American Journal of Obstetrics and Gynecology</i> - "Women and Smoking: An Update for the 1990's"***	To be determined	Will summarize the current data on smoking prevalence, reviews quitting techniques, covers topics of particular interest to physicians caring for women, and suggests ways in which physicians may become more active in preventing smoking among teens.
<i>Health Psychology</i> - "Validation of Susceptibility as a Predictor of Who Takes up Smoking in the United States"	To be determined	Study finds that susceptibility to smoking was an independent, stronger predictor of experimentation than the presence of smokers among either family or the best friend network.

PUBLICATION	DATE	DESCRIPTION
<i>CDC Tobacco Databook</i>	To be determined	Document is a one-stop resource providing a broad-based compilation of the most current and commonly-used national statistics on tobacco use and its resulting health and economic costs in the United States.
<i>Surgeon General's Report on Tobacco Use Among U.S. Ethnic Groups</i>	To be determined	First Surgeon General's Report to explore, exclusively, the use of tobacco among African Americans, American Indians/Alaska Natives, Asian Americans/Pacific Islanders, and Hispanics in the United States.

* Item has been edited

** New Item

CAMPAIGN for TOBACCO-FREE Kids

Calendar of Upcoming Events

July

2-7

Church of the Brethren. *Annual Conference*. Cincinnati, Ohio.

* 8-12

University of North Carolina/Centers for Disease Control and Prevention. Summer Institute on Tobacco Issues. *Tobacco Use Prevention*. St. Louis.

12-13

STOP Network Conference. Orlando, FL.

14-16

National Women's Resource Center, American Medical Women's Association. *4th Annual Resource Link Conference*. "Change and challenge for the woman of the 21st century." Washington, D.C. Contact: Angie Callaghan, 703-836-8761.

16-21

National Institute for Dispute Resolution. *The Eleventh Annual National Association for Mediation in Education Conference*. "Partnerships in Action: Building Caring Schools and Communities." Baltimore, MD. Contact address: 1726 M Street, NW Suite 500, Washington, DC.

19-Aug 4

Olympic Games. Atlanta.

24-27

Association of Schools of Public Health. *Dean's Retreat*. Nantucket, MA.

* 27th

Tobacco Products Liability Project. *Conference*. Boston, MA.

27-31

National Conference of State Legislatures. *Annual Meeting*. St. Louis, MI.

* 27-Aug 3

National Medical Association. *Convention*. "Leadership forum on tobacco prevention and the African American community." Chicago, IL.

31-Aug 4

National Black Nurses' Association. *Annual Meeting*. Chicago, IL.

August**1st**

Alliance for Justice. *Summer Public Interest Forum*. Janet Reno will be speaking. Washington, DC. Contact: David Booth, 202-882-6070

1-2

Y-ME National Breast Cancer Organization and the Boston Market @. *Breast Cancer and the Family Conference*. Chicago Illinois. Contact: Kristina Paylou, Y-ME Director of Public Education, 312-986-8338

1-4

University of Colorado School of Nursing. *21st National Primary Care Nurse Practitioner Symposium*. "Pathways to Health: Nurse Practitioners, Partnerships, Power, and Politics." Keystone, CO. Contact number: 303-270-7436.

1-7

World Alliance for Breastfeeding Action and La Leche League International. *World Breastfeeding Week*. Contact: Rebecca Magalhaes, 708-519-7730, fax: 708-519-0035.

4th

Closing Ceremonies of the Olympic Games. Atlanta.

7-10

NaSHEC - National School Health Education Conference. *Youth Conference on Health*. Miami, FL.

*** 10-14**

Southern Legislative Conference. *50th Annual Meeting* and Tennessee's Bicentennial celebration. On the 13th, there will be a Golf Tournament sponsored by R.J. Reynolds Tobacco Company. Contact: Tennessee Host Committee, 615-741-3774. Nashville, TN.

*** 12th**

KS Smokeless Kids Initiative. Expocentre. (White House info.)

14-18

The Bowman Gray School of Medicine of Wake Forest University. Joint meeting: 3rd Annual Consortium of Southeastern Hypertension Centers; 21st Annual Southeastern Conference on Cardiovascular Health; 22nd Annual North Carolina Health Promotion Symposium. *"Overcoming the Attackers: Fighting Heart Disease and Stroke on All*

* Specific tobacco-related events

Fronts. Raleigh-Durham, NC. Contact: Southern CVD Conference, 1996 Registration-Division of Health Promotion, PO Box 27687, Raleigh, NC 27611-7687. 919-715-2122

21-22

American Cancer Society. *Regional Meetings*. "Partnerships for Cancer Control in Undeserved Populations." Salt Lake City, UT.

25-28

National Association of Community Health Centers. *27th Annual Convention and Community Health Institute*. San Francisco, CA. Contact number: 202-659-8008

September

* 8-10

Department of Health and Human Services, Centers for Disease Control and Prevention. *Kids Can... Trash Tobacco Advertising Conference*. San Francisco. Contact: Dianne Hargrove Roberson, 504-568-7210. Another contact number: 916-327-5429.

* 12th

American Medical Women's Association, Robert Wood Johnson Foundation, and others. "Healthy Women 2000." *Conference on Young Women and Tobacco*. Washington, DC. Optional date and place: October 3rd, Boston, MA.

* 17-18

Society for Research on Nicotine and Tobacco. *AHCPR Smoking Cessation Guideline-Goals and Impact*. Washington, DC. Contact number: 301-718-8440.

18-19

American Cancer Society. *Regional Meetings*. "Partnerships for Cancer Control in Undeserved Populations." Boston, MA.

*19-20

American Public Health Association. *Symposium on Substance Abuse*. Washington, DC. Contact: Floria Danziger, American Bar Association Committee on Substance Abuse, 202-662-1784.

20-22

Oncology Nursing Conference. *Annual Conference*. Houston Texas. Contact: University of Texas M.D. Anderson Cancer Center, 713-792-2222.

24-27

Harvard School of Public Health Center for Risk Analysis. *Analyzing Risk: Science, Assessment and Management Course*. Boston, MA. Contact number: 617-432-1171.

* Specific tobacco-related events

25-27

Association of State and Territorial Health Officials. *Annual Conference*. "Forging Public Health Partnerships." Baltimore. Contact number: 202-546-5400.

*** 28th**

Society of Otolaryngology and Head Neck Nurses. *20th Congress*. Washington, DC. Contact number: 904-428-1695

84th FDI Annual World Dental Congress. *World Dentistry Against Tobacco Annual General Meeting*. Orlando, FL.

30th

Coalition for America's Children. 1996 *Silent March*. Contact: Tina Johnston, 718-442-3484.

October

American Dental Hygienists Association. *National Dental Hygiene Month*. Contact: Public Relations, 312-440-8900.

American Academy of Pediatrics. *Child Health Month*. Contact: Division of Member Communications. 708-228-5005, ext. 7943 or 7134, fax: 708-228-5097.

American Cancer Society. *Breast Cancer Control Month*. Contact number: 404-320-3333, or 800-ACS-2345.

American Lung Association. *Healthy Lung Month*. Contact: Peter Vigliarolo, 212-315-6743.

American Academy of Family Physicians. *Family Health Month*. Contact: AAFP Order Department, 800-944-0000, or 800-274-2237.

American School Health Association. *Conference*

March of Dimes Birth Defects Foundation. *National Campaign for Healthier Babies Month*. Contact: Publications Coordinator, 914-997-4600.

National Breast Cancer Awareness Month. Contact: Program Coordinator, 212-581-2200.

1-4

National Association of Children's Hospitals and Related Institutions. *Annual Meeting*. La Jolla, CA.

3-6

National Coalition for Cancer Survivorship. *Annual Meeting*. Albuquerque, NM. Contact: Deborah Ash, 301-650-9127.

* Specific tobacco-related events

*** 4-6**

Stop Teenage Addiction to Tobacco. *Conference of the Tobacco Control Movement*. Austin, Texas. Contact number: 413-732-STAT

6-12

American Lung Association. *Flu and Pneumonia Campaign*. Contact: Peter Vigliarolo, 212-315-6743.

7th

U.S. Department of Health and Human Services, Health Resources and Services Administration, Maternal and Child Health Bureau. *Child Health Day*. Contact: Public Affairs Specialist, 301-443-8041, fax: 301-443-4842.

Alliance for Justice. *Fist Monday 1996* regional symposia. Washington, DC, and other States. Contact: Nan Aron, 202-822-6070.

7-8

American Heart Association. *American Heart Walk*. Contact: 800-AHA-USA1

8-11

National Black Child Development Institute. *26th Annual Conference*. "The Power Within: Strengthening Our Communities." New Orleans, Louisiana. Contact number: 202-387-1281, or 1-800-556-2234.

11-12

American Cancer Society. *Wisconsin - Statewide meeting on Comprehensive School Health Education*. Madison, Wisconsin.

15-17

Society of Public Health Education. *Annual Meeting*. New York City.

17-20

Society of Teachers of Family Medicine and American Academy of Family Physicians. *18th Annual Conference on Patient Education*. Nashville, Tennessee. Contact number: 816-33-9700.

17-21

American Public Health Association. *Annual Meeting*. New York City.

***18-20**

Oral Health America. *Oral Health 2000 Consortium; Access, Education, and Leadership*. Topic: "National Spit Tobacco Education Program". Scottsdale, Arizona. Contact number: 800-523-3438.

20-26

National Federation of State High School Associations. *National High School Activities Week*. Contact: Lois Charley, 816-464-5400, fax: 816-464-5571.

* Specific tobacco-related events

23rd

National Federation of State High School Associations. *National Youth Health Awareness Day*. Contact: Lois Charley, 816-464-5400, fax: 816-464-5571.

*** 23-24**

National Cancer Institute. *ASSIT Training*. Contact: Mimi Henry, 301-496-8584.

23-29

National Center for Health Education. *National Health Education Week*. Contact: Lynne Whitt, Director of Marketing and Development, 212-334-9470.

27-31

American College of Chest Physicians. *The 62nd Annual Scientific Assembly and the XVIII World Congress on Diseases of the Chest*. San Francisco, CA. Contact number: 847-498-1400.

29-31

Pennsylvania Academy of Family Physicians and Alternative Therapies in Health and Medicine. *Symposium "Patients: at the Intersection of Alternative Healthcare and Conventional Medicine."* Philadelphia, PA. Contact: Barbara Mayer, InnoVision Management Services. Phone number: 800-452-4467, ext. 342; or 800-899-0573; fax 714-362-2020.

November

National PTA. *Child Safety and Protection Month*. Contact: Health and Welfare Program Manager, 312-670-6782, fax: 312-670-6783.

American Diabetes Association. *National Diabetes Month*. Contact: National Office, 703-549-1500 ext. 272 or 303.

*** 1st**

Smoke Free Charlottesville. *Teens as Teachers Training*. Charlottesville, VA.

4-8

American Association of Diabetes Educators. *National Diabetes Education Week*. Contact number: 800 338 DMED.

*** 5-8**

World Health Organization. *Workshop on Strengthening Collaboration on Tobacco or Health Issues Among WHO Collaborating Centers*. Atlanta, GA.

*** 9th**

Coalition for Tobacco-Free Arizona and Arizona Department of Health Services, Impact Grant. *Statewide Youth Summit*. Prescott, AZ.

* Specific tobacco-related events

* 13th

Maryland State Council. *Maryland Cancer Symposium*. "Tobacco and Cancer Prevention." Baltimore, MD.

* 14-17

American Psychological Association, Society of Addiction Medicine, and others. *Conference on Nicotine Addiction*. Washington, DC.

* 15-17

Smoke Free Coalition. *Statewide Teen Training in Tobacco*. Nissawa, MN

* 16th

American Cancer Society. *Great American Smokeout*. Contact: 800-ACS-2345.

16-18

Association of Schools of Public Health. *Annual Meeting*. New York City.

17-21

American Public Health Association. *124th Annual Meeting and Exposition*. "Empowering the Disadvantaged: Social Justice in Public Health." New York City. Contact number: 202-789-5600.

December

3-5

Association of State and Territorial Health Officials. *The 11th National Conference on Chronic Disease Prevention and Control*. "Chronic Disease Prevention and Control: Building Healthier Communities through Partnerships and Linkages." Phoenix, Arizona. Contact number: 404-633-6869.

* Specific tobacco-related events

1997

April

23-27

Intercultural Cancer Council. *Conference*. Washington, DC.

June

22-25

Central Conference of American Rabbis. *Convention*. Denver, CO. Contact number: 212-684-4990.

August

*** 24-28**

10th World Conference on Tobacco or Health. Beijing, China.

7/23/96

MN

* Specific tobacco-related events

OPTIONS FOR TOBACCO EVENTS

Tarmac events: Tarmac events in targeted cities can be organized around themes (i.e. what different groups are doing to stop sales or advertising in communities or youth activism etc). *Tarmac trips*
Youth projects and organizations, sporting groups, Assist groups, Smoke-Free class 2000 groups can participate in these events.

Youth "Tobacco Free" reports: Any principle can meet with groups to discuss their sting operations, as well as their efforts to convince other teens be "Tobacco Free" *9/10 times can find group in a location.*

Town Hall meeting: A series of Town Hall meetings can be organized with youth and others affected by tobacco use.

- Summer camp visits
- Back-to-School "town halls"
- Roundtable with families that include victims of tobacco addiction

Sporting Events: Several sporting events including events in the major and minor league baseball, soccer and football as well as the Olympic games can serve as a venue for "Tobacco Free" or NSTEP events.

- Major League Baseball games
- Minor League Baseball games
- U.S. Women's Soccer Teams games

*Aug 4th
is Attack!
Mardi Gras
Tobacco!*
*World Series
playoffs*

School/playground billboard tours: Principles can visit schools who have taken action against kids smoking or schools with tobacco billboards close to them to discuss the advertisement's impact on the students.

Back to School events: During Back to School events that both the principles and the Cabinet are involved in, there should be a standard discussion of tobacco.

Vending machines or tobacco advertising removals: A principle can participate in the removal of a vending machine or tobacco related products or advertising from a store or another easily accessible area for youth or near a school or park.

Surgeon General Koop: Event with former Surgeon General Koop and /or other former Surgeon Generals.

Smoggers

Anniversary of the Tobacco Rule event: August 10, 1996

****The Olympic Team will be coming to the White House on Aug 9 for a photo-op and event.**

- PSA option

Girl Scouts: Event or photo-op with Girl Scouts receiving merit badges on smoking prevention.

Running on first badge?

Sept. 11

Conferences/Report releases: Speak at Women's Health conferences and Youth conferences throughout the fall. Participate in the announcements of publication or reports on tobacco and health.

- Aff. Am. Physicians

- National Medical Association Conference - July 29-Aug 3
- HHS- Healthy Women 2000 Conference on Young Women and Tobacco - Sept 12
- STAT Annual Youth Conference Austin, TX - Oct 4-6
- Journal of the National Cancer Institute - report on "Race and the Incidence of Cigarette Smoking among adolescents in the United States."
- American Journal of Obstetric and Gynecology "Women and Smoking: An update for the 1990's" - This includes teens.
- MMWR - "Minors' Access to Tobacco - CA 1995" — *late Aug/Sept.*
- MMWR - "Minors' Access to Tobacco - FL 1995" —
- CDC Tobacco Datebook - Economic Costs
- Surgeon General's Report on Tobacco Use Among U.S. Ethnic Groups

— timing

— timing

PRESIDENT WILLIAM J. CLINTON

*Russell
Horowitz
Dennis Burke*

REMARKS ON

CHILDREN'S TOBACCO INITIATIVE EVENT

THE WHITE HOUSE

AUGUST 23, 1996

[Acknowledgments: Vice-President Gore; Sec. Shalala, FDA Comm. David Kessler (FDA), Asst. Sec. Phil Lee (HHS), Reps. Dick Durbin, Marty Meehan; C. Everett Koop; Anna Santiago, Neil Stewart McSpadden (kids on stage)

Not present, but worked very hard on issue: Sens. Frank Lautenberg, Paul Wellstone; Rep. Henry Waxman.]

I want to start by thanking Linda Crawford for your courage and for your commitment to carry on your husband's legacy.

From your tragedy -- and the tragedies of so many other American families -- we see more than ever how important it is to do everything in our power to protect our children from the dangers of tobacco use. Your presence here today is an inspiration to us all, and I thank you, and your son, Victor Crawford, Jr., for being here.

Nothing we do as a nation is more important than helping parents to pass on their values to their children. We all have a duty to protect our children, to give them the brightest possible future, and to teach them right from wrong.

Over the past four years, my administration has acted, wherever we could, to help parents protect their children from behavior or influences that can bring them harm, whatever their source.

So we have given parents the V-chip, to help them protect their children from inappropriate TV programs.

We have doubled resources^I for anti-drug programs at our schools. *and vetoed R. efforts to get these* We have enforced a zero tolerance policy *Progr.* to keep guns out of schools. We are requiring states to enforce anti drinking-and-driving laws. We defended drug-testing of student athletes.

And we are working to bring order and discipline into our children's lives by encouraging communities to impose community-based curfews and enforce truancy laws.

I am profoundly concerned by the rise in tobacco and drug use by our nation's young people. We know that when young people take the first step of risky behavior by smoking, they are more likely to engage in other risky behavior. So we must press forward, as a nation, to keep our children from harm and to teach them about the consequences of their actions.

Today we are taking direct action to protect our children from tobacco -- especially advertising that hooks our children on a product that may shorten their lives.

Cigarette smoking is the most significant public health threat facing our people. More Americans die each year from smoking related diseases than from AIDS, car accidents, murders, suicides and fires -- **combined.**

Today, like every day, 3000 young people will start smoking -- and 1000 of them will die early as a result.

The vast majority of people who smoke start in their teens. If they don't start smoking in the schoolyard, very likely they never will.

The epidemic of teen smoking is no accident. Our children are bombarded daily by massive marketing campaigns that play on their vulnerabilities. Joe Camel promises that smoking will make you cool. Virginia Slims models whisper that smoking will help you stay thin. T-shirts and sports sponsorship send the message that healthy and vigorous people smoke -- that smoking is fun.

One year ago this month, we launched a comprehensive strategy to kick tobacco out of the lives of America's children. My administration proposed strong restrictions on the 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, the tobacco companies, and tens of thousands of children. We have carefully considered the evidence. It is clear that this 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 has to be in black-and-white, with no pictures.

Fifth, tobacco 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 sports events.

Finally, the FDA will soon take steps to require the tobacco industry to educate children about the real dangers of smoking.

With the action we are taking today, Joe Camel and the Marlboro Man will be out of our children's lives forever. A generation of children will be safer and healthier as a result.

Let me be clear: cigarettes are a legal product for adults. Adults have the maturity to decide whether to smoke, and the right to do it. Many, many good people farm tobacco, and they have a right to make a living for themselves and their families.

I am determined that they will not bear the brunt of the actions we take today; they will not be cast aside.

Cigarette companies have a right to market their products to adults. But we must draw the line on children. We have the obligation to protect them from influences that are stronger than they are.

This action is also a tribute to the work of many of you here today: parents, teachers, doctors, public officials, and kids themselves. You have organized a massive grassroots movement throughout America to educate and inform people about the dangers of smoking.

You have staged teach-ins and "Kick Butts Days" across the country, and used positive peer pressure to teach that smoking isn't cool. I thank you for the work you do every day to protect America's children from tobacco use.

We must give America's young people every opportunity to make the most of their lives. And that is why we have tried so hard to give them real alternatives, and to encourage them -- and their parents -- to take personal responsibility. That is how America meets its challenges; that is how we protect our values.

Thank you very much.