

NAATPN
NATIONAL AFRICAN AMERICAN TOBACCO PREVENTION NETWORK

“Tobacco, Menthol and the Tobacco Products Scientific Advisory Committee”

2010 Institute
Emory Conference Center
Atlanta, Georgia
October 4-6, 2010

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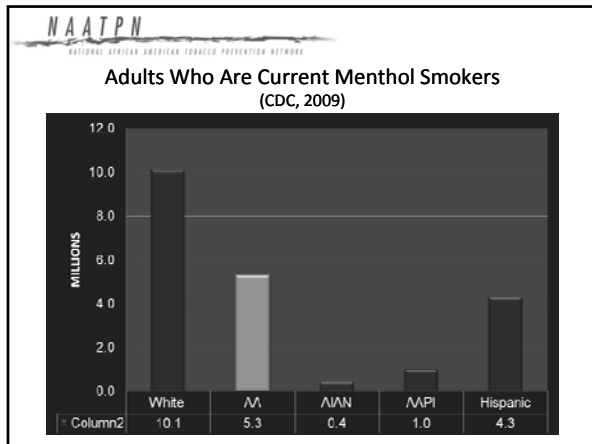
NAATPN’s Founding Mission

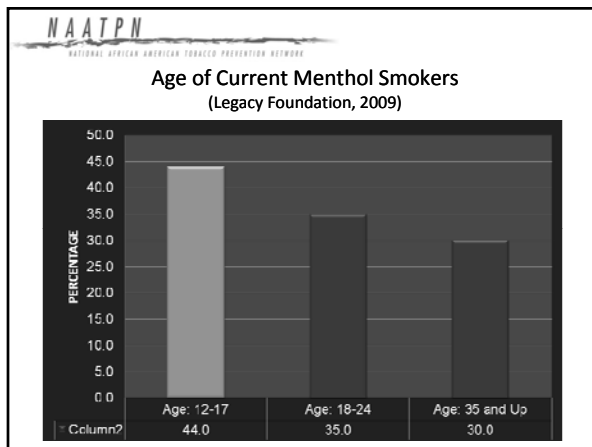
“To serve as a national organization dedicated to facilitating the development and implementation of comprehensive and community competent tobacco control programs to benefit communities and people of African descent”

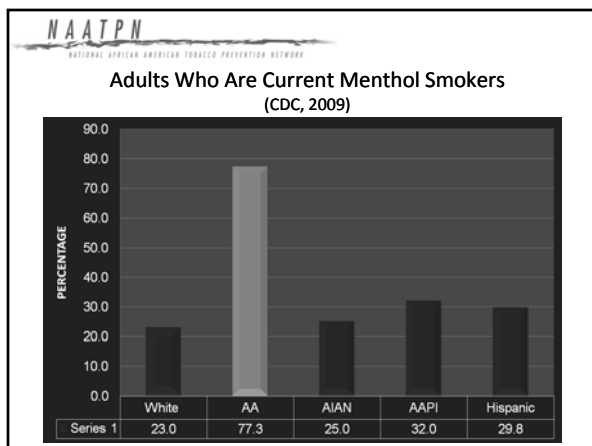
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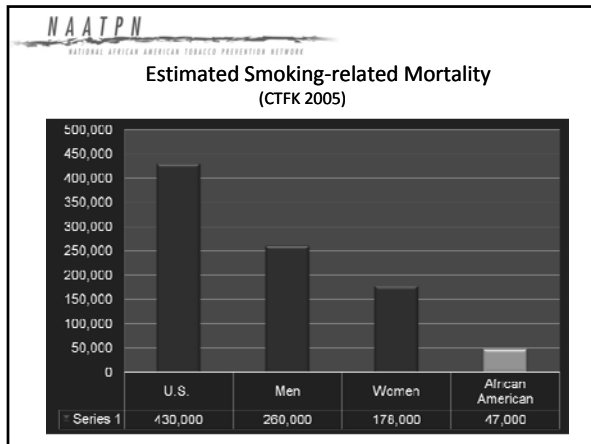
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The Result?









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“The National African American Tobacco Prevention Network is withdrawing its support for H.R. 1108 in its present form. NAATPN is committed to assisting with the development of legislation that ultimately results in FDA regulation of tobacco products, but is not willing to do so at the expense of African Americans who currently suffer disproportionately from their use”.

- From NAATPN's Revised Position Statement on H.R. 1108 – Released May 28, 2008 -

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- **Added Menthol Provision (Section 907):**
- (e) **Menthol Cigarettes.**---
- “(1) **REFERRAL; CONSIDERATIONS.**--- Immediately upon the establishment of the Tobacco Products Scientific Advisory Committee under Section 917(a), the Secretary shall refer to the Committee for report and recommendation, under section 917(c)(4), the issue of the impact of the use of menthol in cigarettes on the public health, including such use among African Americans, Hispanics and other racial and ethnic minorities. In its review, the Tobacco Products Scientific Advisory Committee shall address the considerations listed in subsections (a)(3)(B)(i) and (b).
- “(2) **REPORT AND RECOMMENDATIONS.**--- Not later than 1 year after its establishment, the Tobacco Products Scientific Advisory Committee shall submit to the Secretary the report and recommendations required pursuant to paragraph (1).
- “(3) **RULE OF CONSTRUCTION.**--- Nothing in this subsection shall be construed to limit the Secretary’s authority to take action under this section or other sections of this Act applicable to menthol.

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Family Smoking Prevention and Tobacco Control Act

• **111th Congress:**

H.R. 1256 – passed in House in April by veto-proof margin

S. 982 – passed in Senate in June by veto-proof margin

Signed by President Obama on June 22, 2009

New Restrictions on:

- Forging and Counterfeiting
- Illegal smuggling
- Labeling
- Advertising
- Flavorings (except *tobacco* and *menthol*)

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Family Smoking Prevention and Tobacco Control Act

• **Labeling for Cigarettes:**

WARNING: Cigarettes are addictive

WARNING: Tobacco smoke can harm your children

WARNING: Cigarettes cause fatal lung disease

WARNING: Cigarettes cause strokes and heart disease

WARNING: Smoking during pregnancy can harm your baby

WARNING: Smoking can kill you

WARNING: Tobacco smoke causes fatal lung disease in non-smokers

WARNING: Quitting smoking now greatly reduces serious risks to your health

MUST OCCUPY 50% OF FRONT AND REAR PANELS OF THE PACKAGE

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Family Smoking Prevention and Tobacco Control Act

• **Labeling for Smokeless Tobacco:**

WARNING: This product can cause mouth cancer

WARNING: This product can cause gum disease and tooth loss

WARNING: This product is not a safe alternative to cigarettes

WARNING: Smokeless tobacco is addictive

MUST OCCUPY 30% OF 2 PRINCIPLE DISPLAY PANELS OF THE PACKAGE

Family Smoking Prevention and Tobacco Control Act

- **Advertising:**
 - Randomly displayed every 12 months in equal quantities
 - Rotated quarterly in alternating sequence
 - Equal geographic distribution in U.S.
 - States can impose specific bans or restrictions on the *TIME*, *PLACE* and *MANNER*, but not the content of the advertising or promotion of cigarettes or smokeless tobacco

What We Do Know About Menthol Cigarettes?

(2nd Conference on Menthol in Cigarettes – October 2009)

- They are starter products for youth
- They account for 25% of the cigarette market = ~ \$19 billion
- For a longtime were, and now will be the only “flavored” cigarette marketed by the tobacco industry
- Was first promoted to have medicinal effects
- Disproportionately targeted at ethnic/racial minorities and in communities with less education and income
- Makes it easier to begin smoking, causes deeper addiction, and makes it harder to quit

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What We Need To Do About Menthol Cigarettes?

(2nd Conference on Menthol in Cigarettes – October 2009)

- Advocate to FDA to ban menthol in all tobacco products
- Have cessation programs ready for those that want to quit
- Be ready to respond to attempts to recapture former smokers
- Seek ways to control other menthol-related compounds that might replace menthol

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What We Need To Do About Menthol Cigarettes?

(2nd Conference on Menthol in Cigarettes – October 2009)

- Focus on efforts to hook children and other unlawful activities
- Restrict advertising in your local communities (manner, time, placement)
- Keep FDA and NAATPN informed of happenings in your local community
- Ensure new disparities aren't created as we get rid of the current ones

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How To Contact:

William S. Robinson, MA

Executive Director
NAATPN

400 West Main Street, Suite 415
Durham, NC 27701
1- 888-7- NAATPN
919- 680- 4000
919- 680- 4004 (fax)
www.NAATPN.org
thenetwork@naatpn.org
