



What can communities do about these new industry products?

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Legislative Action at the Federal Level

- Support FDA's authority to regulate Cigars, Little Cigars, Cigarrillos and all smokeless. Submit comments on regulatory process to Center for Tobacco Products (CTP) of FDA
- Support FDA lowering nicotine content of all new products and require content to be explicit
- Support GRAPHIC warning labels on these products and all advertising/marketing restrictions, coupons, giveaways, promotions
- Defend funding and purview of CTP in Congress
- Support raising federal taxes on these products not just cigarettes. "Equitable"



Administrative Action at the Federal Level

- Demand that FDA remove MENTHOL from cigarettes and all tobacco products!
- Advocate for CDC to MONITOR these products by adding these to the BRFSS, ATS and YTS
- Advocate for SAMSHA, NIDA, NCI to include these products in their research and surveys NHANES, etc.
- Advocate for NAQC to ask about the use of these products in all Quitlines



Legislative/Administrative Action at the State Level

- Advocates can push States to regulate the time, place and manner of advertising of these products at the state level, by proposing Legislation and/or administrative action
- Advocates can push States to raise taxes and “equalize” taxes with cigarettes
- State can require licensing of retailers of these products
- Advocates can push states to include cigars, LL and cigarillos and other products in their programs and counter-advertising

Legislative/Administrative Action at the Local Level

- Assure that all tobacco products are BEHIND THE COUNTER, including little cigars, cigarillos and all smokeless products.
- Promote that media campaigns focus on these new products and that all communities are taken into account when doing youth access visits.
- Promote training on these new products at all statewide and local training programs
- Monitor these products with Youth Advocates and in communities of color and LGBT communities.

