What can communities do about these new industry products?

Jeannette Noltenius, MA, PhD
National Director, NLTCN
jnoltenius@sswdc.com
www.latinotobaccocontrol.org
(202) 328-1313
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.