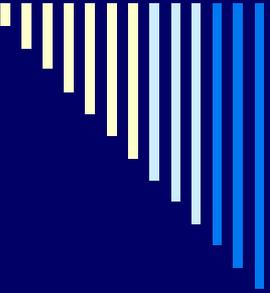


*Conducting the Community
Scan: Using the Information to
Strengthen the FDA's
Tobacco Control Act and
Protect Our Youth*

Linda Nordeen

Teri Wilson

**Michigan Department of Community Health,
Tobacco Section**

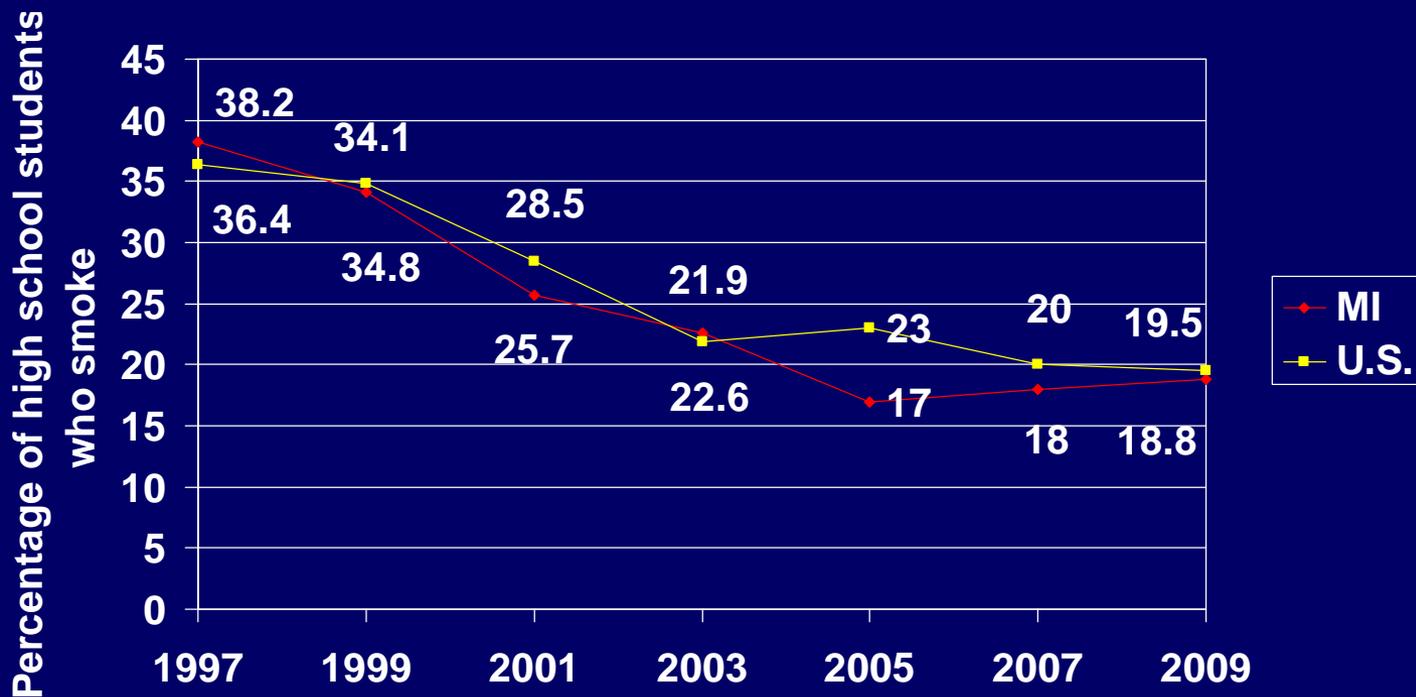


Introduction

- Status of youth tobacco use in MI and US
 - The Family Smoking Prevention and Tobacco Control Act
 - Community Scan
-

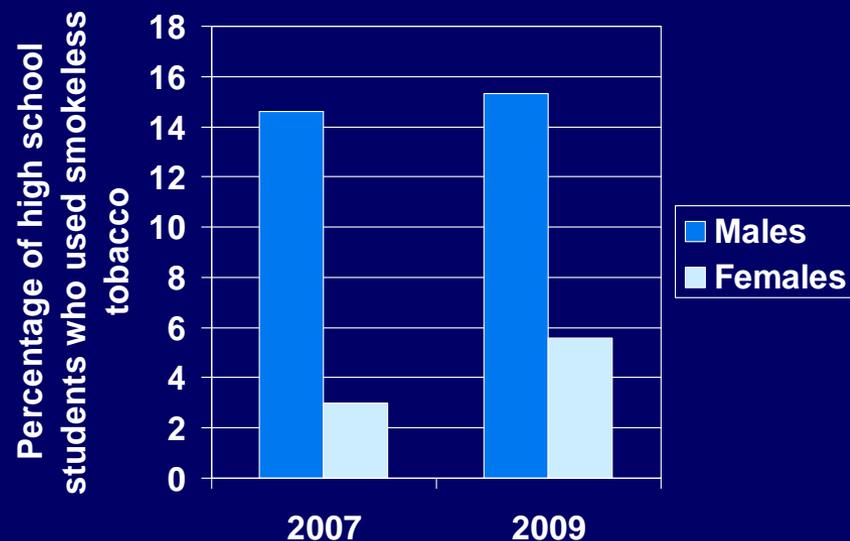
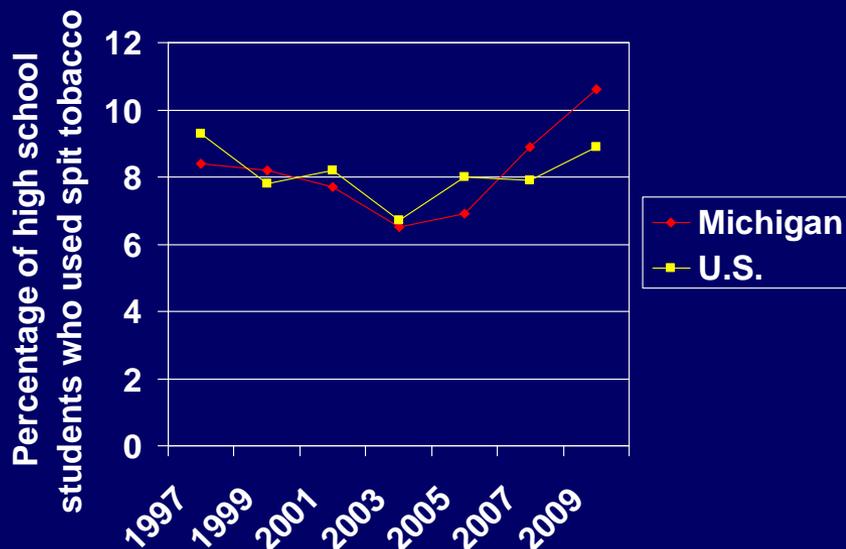
Youth Smoking

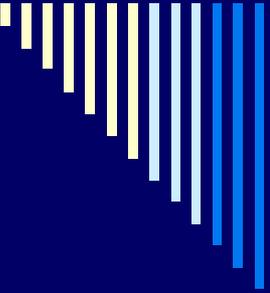
- Continues to decrease
- Slow rate ↓ (2003-2009)



Smokeless Tobacco Use

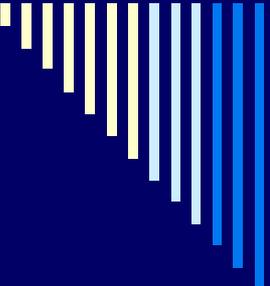
□ Use of dip, snuf or spit tobacco





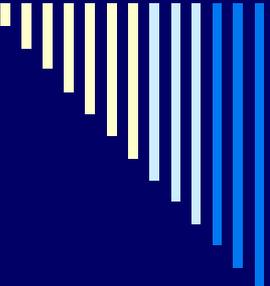
Overview of FDA Restrictions

- Common acronyms
 - Restrictions on tobacco product sales and marketing as of June 22, 2010
 - Reporting violations
-



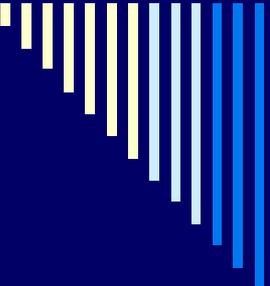
Common Acronyms

- CTP: FDA's Center for Tobacco Products
 - FSPTCA: Family Smoking Prevention and Tobacco Control Act
 - TCA: (Family Smoking Prevention and) Tobacco Control Act
 - YTA: MI's Youth Tobacco Act
 - POS: Point-of-sale
-



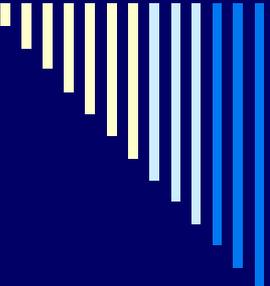
Delayed Start Dates – STILL IN LITIGATION

- All advertising in magazines and at POS must be in black text on white background only except in adult-only facilities and in magazines with less than 15% or fewer than 2m youth readers
 - No outdoor advertising within 1000 feet of schools, parks or playgrounds
-



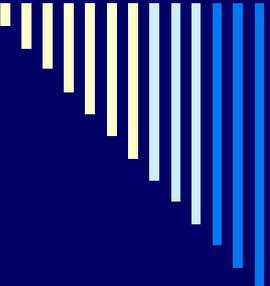
TCA Restrictions as of June 22, 2010

- ❑ No vending machine sales unless machine is located in an adult-only facility
 - ❑ No self-service displays of CIGARETTES and SMOKELESS TOBACCO except in adult-only facilities. NOTE: this restriction does not apply to cigars
 - ❑ No sales of cigarette packs of fewer than 20 cigarettes
-



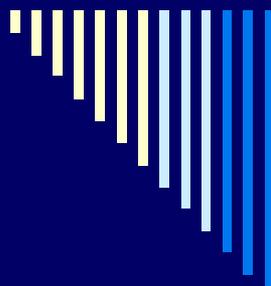
TCA Restrictions as of June 22, 2010

- ❑ No branded sponsorship of athletic or cultural events by cigarette or smokeless manufacturers, distributors or retailers*
 - ❑ No branded product tie-ins (t-shirts with brand name/image) with purchase of cigarettes or smokeless tobacco
-



TCA Restrictions as of June 22, 2010

- No free samples of cigarettes and limited free samples of smokeless tobacco allowed in temporary adult-only facilities in certain restricted situations
 - Larger, stronger warning labels are required on all smokeless tobacco packages and in all smokeless tobacco product advertisements
-



TCA Restrictions as of June 22, 2010

- ❑ No tobacco products sales to anyone under 18; retailers must verify age of purchasers who appear under the age of 27
 - ❑ The words “light,” “low,” “mild,” and other similar descriptors are prohibited in all advertising, labeling and marketing of cigarettes and smokeless tobacco
 - ❑ Except for menthol or tobacco flavors, artificial and natural characterizing flavors are banned from all cigarettes and their component parts
-

What Products are Covered by the Ban?



Flavored Cigarettes



Flavored Roll-Your-Own Tobacco



Flavored Cigarette Rolling Papers

Flavored Cigarettes & So-Called “Little Cigars” = Banned

Flavored True Little Cigars, Blunts, & Large Cigars = Not Banned



I
Cigarette



So-Called
“Little Cigar”

has a filter, paper includes bits of tobacco that makes them look like brown cigarettes

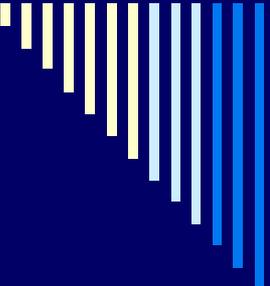


True
Little Cigar

size of cigarettes, but wrapped in whole leaf and without a filter



Blunt or
Large Cigar



Reporting Violations

- Report flavored tobacco violations:

Call the hotline: 1-877-287-1373

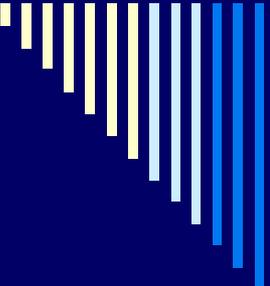
Send a letter: 9200 Corporate Blvd, Rockville,
MD 20850-3229

link to online report form at:

<http://www.accessdata.fda.gov/scripts/email/TobaccoProducts/flavoredCigarettes.cfm>

- Other TCA violations:

Call 1-877-287-1373 and press #3



FDA Inquiries

□ Center for Tobacco Products

- Limited knowledge on the availability of these products
 - Type of stores
 - Location
 - Placement
 - Advertising
-



Community Scan

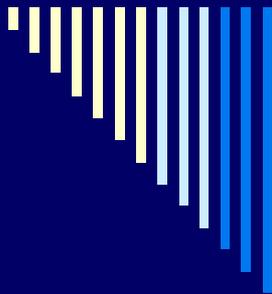
□ Assessment

- Availability of these products
 - Type, brand, & flavor
 - Type of venue selling these products
 - Placement of advertisements
 - Tools (2)
 - Per venue
 - Cumulative data collection
 - All venues
-

Emerging nicotine products

- Youth are being targeted to use these products
 - Snus, dissolvable, strips, sticks, e-cigarettes, Nicogel





Community Scan Tool -Per Venue

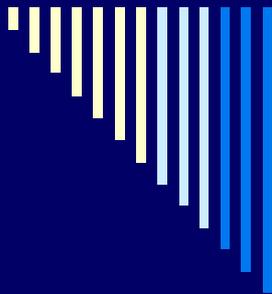
Community Scan for Tobacco Products and Marketing To detect the presence of old & new generation tobacco products in your community

Location (County and City): _____

Name of the observer: _____ Agency: _____

Type of Product & Marketing Venues*	Other Tobacco Products(OTP)	New Tobacco Products		
	List any OTP such as Loose leaf, Spit tobacco, Hookah tobacco, dry(sniffing),or others	List the new product & the brand (e.g.Camel Snus,Camel Dissolvable, Malboro Snus, e-Cigarettes, other Snus brands, Nico geletc and any other)	New Product & Brand	Flavor (e.g.mellow, peppermint..etc)
Gas station				
Convenience store				
Grocery store				
Drug store/Pharmacy				
Tobacco Shop				
Restaurant/Bar				
Community college/ University campuses				
Billboard				
Internet				
Others				

*Please use extra copies of this form when you visit more than one type of a venue listed above (e.g. more than one gas station)



Community Scan Tool

-Cumulative (all venues)

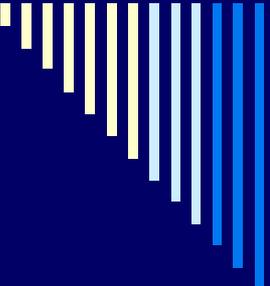
Cumulative database: Community Scan for Tobacco Products and Marketing

To be submitted with the Tri-annual report

Location (County and City): _____

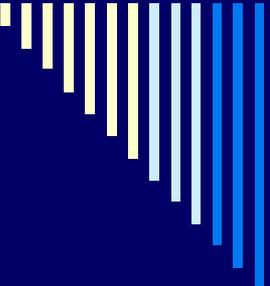
Agency: _____

Type of Product & Marketing Venues	How many venues were scanned?	Types of Other Tobacco Products(OTP)	New Tobacco Products		
			What is the New Product? & the Brand	Flavor	Marketing Ads/Signs (E or I)
Gas station					
Convenience store					
Grocery store					
Drug store/pharmacy					
Tobacco Shop					
Restaurant/Bar					
Community College/University campuses					
Billboard					
Internet					
Other					



Next Steps for Advocates

- Conduct community scan
 - Identify gaps in TCA and YTA
 - Report gaps to FDA and MDCH Tobacco Section
 - Share info with your community and local and state elected officials
 - News to Use
 - Youth tobacco use slides
 - Results from your local community scans
 - Sign up for CTP listserves at <http://www.fda.gov/TobaccoProducts/ResourcesforYou/ucm176164.htm>
-



Resources and Assistance

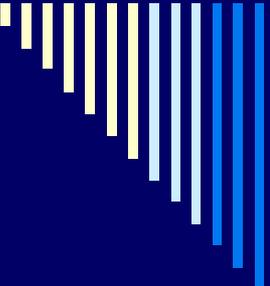
The CTP welcomes inquiries and feedback on all tobacco-related activities. Below is a list of additional ways to contact and communicate with CTP.

- By Email
 - Consumer questions: AskCTP@fda.hhs.gov
 - Tobacco industry questions: TobaccoIndustryQuestions@fda.hhs.gov
 - Small business industry questions: smallbiz.tobacco@fda.hhs.gov
 - Formal correspondence, speech, and meeting requests: ctpexecsec@fda.hhs.gov

- Through their call center: 1-877-287-1373 (7:30 am to 6:00 pm Eastern)

- Submit comments on proposed rules, dockets, and guidance documents through the public comment process at www.regulations.gov

- [Register](http://www.fda.gov/TobaccoProducts/ResourcesforYou/ucm176164.htm) for weekly updates “This Week in CTP” at <http://www.fda.gov/TobaccoProducts/ResourcesforYou/ucm176164.htm>



Resources and Assistance

Questions about the community scan?

Teri Wilson –

scorciawilsont@michigan.gov

Questions about the TCA?

Linda Nordeen –

nordeenl@michigan.gov
