

E X E C U T I V E O F F I C E O F T H E P R E S I D E N T

05-Jun-1996 11:51am

TO: Shana E. Tesler

FROM: Julia F. Bator
 Presidential Correspondence

SUBJECT: RE: Tobacco kids you asked Seth about

Markham is done and you should get a cc. I don't recognize the other name.

Students of Markham Elementary School
10531 Southwest Capitol Highway
Portland, Oregon 97219

Dear Students:

I understand that many of you worked to have a billboard advertising cigarettes removed from outside your school. I commend your enthusiasm, and I'm glad to know that you are aware of the dangers of tobacco use.

Studies show that some 3,000 young Americans begin smoking every day. I am very concerned about this issue, and I have asked the Food and Drug Administration to propose rules to limit minors' access to tobacco and to restrict tobacco advertising aimed at children. I believe that these proposals -- such as banning cigarette vending machines, getting rid of billboards like the one near your school, and eliminating misleading ads that glamorize smoking from the magazines that kids read most -- will help our nation's young people to look forward to happier, healthier lives.

I hope you will continue to speak up for what you believe. Working together, we can help your generation to grow up in a safe, smoke-free environment.

September 29, 1995

Dr. David L. Rosenbloom
Join Together
Boston University School
of Public Health
441 Stuart Street - Sixth Floor
Boston, MA 02116

*Copy to
Carol Rance
(Carol - this
was forwarded
to Staff Secretary)*

Dear David:

Hillary shared with me a copy of your August 2 letter and pamphlet outlining your strategies to help control tobacco use. Thank you very much for offering your insight and suggestions concerning this urgent health issue.

As you know, since your letter was written I announced a strategy designed to limit children's access to tobacco products. Many of your ideas are represented in the proposed regulations published by the Food and Drug Administration. Under the proposed regulations:

- o tobacco purchasers will be required to prove their age with identification;
- o cigarette vending machines, which effectively circumvent any ban on sales to children, will be prohibited;
- o outdoor advertising for tobacco products will not be allowed within 1,000 feet of schools or playgrounds, and outdoor advertising outside the 1,000-foot limit will be restricted to a text-only, black and white format;
- o publications with significant youth readership will be permitted to advertise tobacco products solely in a text-only, black and white format; and
- o the tobacco industry will fund an annual campaign to teach children about the dangers of tobacco use.

You are right that we have to be careful not to let the tobacco industry or other opponents cloud the debate on these issues. My proposals do not constitute a ban on smoking or a threat to the First Amendment. Rather, they are common sense steps that will help us forge a better future for our children.

Thank you very much for your letter and valuable insights. I look forward to working with you as we seek to create a healthier America.

Sincerely,

Bill Clinton

all
Phil Caplan
6-2702

THE WHITE HOUSE
OFFICE OF DOMESTIC POLICY

CAROL H. RASCO
Assistant to the President for Domestic Policy

To: Jennifer O'Connor

Draft response for POTUS
and forward to CHR by: ☒

Draft response for CHR by: _____

Please reply directly to the writer
(copy to CHR) by: _____

Please advise by: _____

Let's discuss: _____

For your information: _____

Reply using form code: _____

File: _____

Send copy to (original to CHR): _____

Schedule ? : ☐ Accept ☐ Pending ☐ Regret

Designee to attend: _____

Remarks: _____

A * Jim Davidson SD 94
Rel from

David Rosenbloom- Wrote a letter to Mrs. Clinton about tobacco that she forwarded to you. Concerning the importance of "reduction in the use of tobacco." He feels that, "there is no more urgent public health issue." He outlines regulation, enforcements, and price incentives that he feels are the ways to "permanently prevent and reduce tobacco use." He also encloses a pamphlet regarding fighting tobacco use.

THE WHITE HOUSE

August 15, 1995

Dr. David L. Rosenbloom
Join Together
Boston University School
of Public Health
441 Stuart Street - Sixth Floor
Boston, Massachusetts 02116

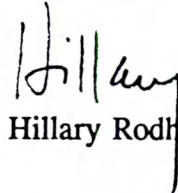
Dear David:

I appreciated receiving your recent letter. Congratulations to Alice on her new venture. Tell her I wish her the very best in this ambitious undertaking.

Thank you for your sharing your concern and suggested strategies regarding the smoking issue. Your ideas on this very important matter are helpful. I am directing a copy of your letter to the President.

With kindest regards and gratitude for your loyalty and support, I remain

Sincerely yours,

A handwritten signature in dark ink, appearing to read "Hillary", with a long vertical line extending downwards from the end of the signature.

Hillary Rodham Clinton

The White House
Office of Presidential Letters and Messages



Facsimile from Seth Masket
Voice: (202) 456-5514; FAX: (202) 456-2806

No. of Pages (including cover): 4 Date: 9/27/95

To: JENNIFER O'CONNOR

Voice: 6-6350 Fax: 6-2464

Comments: YOU HAD ASKED TO SEE NON-STANDARD TOBACCO
LETTERS. PLEASE LET ME KNOW IF THIS WILL DO. I
WORKED ON IT W/ CHRIS CERE

129015

SHANE PENDERGRASS
LEGISLATIVE DISTRICT 13A
HOWARD COUNTY

COMMITTEE
ECONOMIC MATTERS



HOUSE OF DELEGATES
ANNAPOLIS, MARYLAND 21401-1991

ANNAPOLIS OFFICE
208 LOWE HOUSE OFFICE BUILDING
ANNAPOLIS, MARYLAND 21401-1991
PHONE (410) 841-3205
(301) 858-3208

HOME ADDRESS
8705 DEEP SMOKE
COLUMBIA, MARYLAND 21046
PHONE (301) 498-6632

August 25, 1995

President Bill Clinton
White House
1600 Pennsylvania Avenue
Washington, DC 20500

Dear President Clinton:

I have been following your stand against teenage smoking. As the mother of a 16 year old daughter and a 12 year old son, I strongly support efforts to limit teenagers' access to tobacco products. I greatly admire your position on this issue. I know that it is a difficult one.

In 1994, I and other members of the Howard County Council passed a resolution urging all businesses, excluding taverns, to remove or limit access to tobacco vending machines. We are currently being sued by Allied Vending. Previously in Maryland, the Montgomery County Council passed a law that determined where cigarette vending machines could be placed. A vending company sued Montgomery County and won.

This year, as a member of the Maryland House of Delegates, I am proposing a law enabling the Howard County Government to restrict the location of cigarette vending machines. I believe it is a small, achievable goal.

I would welcome any support you may be able to lend. If it would be beneficial to you, I would be pleased to share a photo or press opportunity with you on this important issue.

I look forward to hearing from you.

Sincerely,

Shane Pendergrass
Delegate

DRAFT OF BC LETTER

INITIALS: BC / sem /

DOCUMENT TITLE: /slr/p/pendergrass.s.sem

DRAFT DATE / LETTER DATE: Sep 27 1995 /

CORRESPONDENCE #: 2489365

CLEAR WITH:

WHCC:

CC: Nancy Hernreich
Chris Cerf
Jennifer O'ConnorCORRESPONDENCE ADDRESSED TO:
The Honorable Shane Pendergrass
House of Delegates
209 Lowe House Office Building
Annapolis, Maryland 21401-1991

APPROVAL/ENCLOSURES/SPECIAL INSTR:

Dear Shane:

Thank you for your letter regarding our effort to limit children's access to tobacco products. I'm sorry that I've been unable to respond to you until now, but I enjoyed speaking with you recently, and I'm glad to know of your continued involvement with this vital issue.

Adults are capable of making their own decisions about smoking. Overwhelming evidence shows, however, that children are particularly susceptible to tobacco marketing. Some 3,000 boys and girls take up smoking every day, and millions will ultimately lose their lives to it. If we are to ensure a healthy future for our children, we must act now to stop them from smoking.

I have therefore authorized the Food and Drug Administration to propose rules to limit minors' access to tobacco as well as the promotion and advertising that enhance the appeal of tobacco products among young people. Under the proposed regulations:

- o tobacco purchasers will be required to prove their age with identification;
- o cigarette vending machines, which effectively circumvent any ban on sales to children, will be prohibited;
- o outdoor advertising for tobacco products will not be allowed within 1,000 feet of schools or playgrounds, and outdoor advertising outside the 1,000-foot limit will be restricted to a text-only, black and white format;
- o publications with significant youth readership will be permitted to advertise tobacco products solely in a text-only, black and white format; and
- o the tobacco industry will fund an annual campaign to teach children about the dangers of tobacco use.

Meanwhile, I appreciate hearing about your efforts in this endeavor within the House of Delegates. While I'm not familiar with the specifics of your proposal, I welcome any efforts that will help us forge a better future for our children. I look forward to your help as we seek to create a healthier America.

THE WHITE HOUSE

WASHINGTON

September 19, 1995

Mr. John M. Doe

Title

Organization

Business Adr1

Business Adr2

Business City, BState BZip-BZip9

Dear John:

Thank you for your message regarding our effort to limit children's access to tobacco products. I have heard from many concerned people on this issue, and I appreciate your input as we work to protect the health of young Americans.

Adults are capable of making their own decisions about smoking. Overwhelming evidence shows, however, that children are particularly susceptible to tobacco marketing. Some 3,000 boys and girls take up smoking every day, and millions will ultimately lose their lives to it. If we are to ensure a healthy future for our children, we must act now to stop them from smoking.

I have therefore authorized the Food and Drug Administration to propose rules to limit minors' access to tobacco as well as the promotion and advertising that enhance the appeal of tobacco products among young people. Under the proposed regulations:

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- o publications with significant youth readership will be permitted to advertise tobacco products solely in a text-only, black and white format; and
- o the tobacco industry will fund an annual campaign to teach children about the dangers of tobacco use.

These proposals do not constitute a ban on smoking or a threat to the First Amendment. Rather, they are commonsense steps that will help us forge a better future for our children. I appreciate knowing your views on this issue, and I hope you will work with us as we seek to create a healthier America.

Sincerely,


(9/19/95)

August 2, 1995

David L. Rosenbloom, Ph.D.
Project Director

Cecilia Dawkins, Ph.D. -
Deputy Director

Janice Ford Griffin
Deputy Director

Hillary Rodham Clinton
Office of the First Lady
Executive Office of the President
1600 Pennsylvania Ave., NW
Washington, DC 20500

cc Chris
Jennings
8/21 ✓
jen O'Connor
- anyone else?

Dear Hillary:

It was great to see you and the President at the Austin police station in Chicago. That was a fine and important event. Alice sends her love. She has news. She is opening her own law firm in a few weeks. No one up here knows yet, but she wants you to know.

I write with some unsolicited advice on the rapidly moving issue of tobacco. The President is absolutely correct to take leadership on this. Nearly one quarter of all the deaths in the country can be related to the use of tobacco. There is no more urgent public health issue.

As an outside observer I have a sense of too many things happening at once. There is lots of shouting and lots of action, but the overall issue and how it affects the average person may be getting lost. There is a risk that the issue will get framed in a way that limits the President's options. He needs to set the stage for a comprehensive approach to tobacco so that symbols --such as "government interference" and "regulation"-- do not dominate the debate.

There should be a clear and simple strategic goal: a permanent reduction in the use of tobacco and economic dependence on tobacco:

Kids who don't smoke should never start
Adults who smoke should get help to stop or smoke less
Farmers who grow tobacco should get help to grow something else
Retailers who sell tobacco products, mostly small ma and pa stores, should get help in diversifying their businesses

There are many tools available to both the public and the private sectors at the federal, state and local levels to achieve this strategic goal. Regulating cigarettes as a drug to control the level of nicotine is only one, and may not be the most important. In any event, it should not become the focus of the debate.

JOIN TOGETHER
is funded by
a grant from
THE ROBERT
WOOD JOHNSON
FOUNDATION
to the
BOSTON UNIVERSITY
SCHOOL OF
PUBLIC HEALTH.

A partial list of the tool kit to permanently prevent and reduce tobacco use includes:

Regulation (some federal, some state or local and some private)

- of nicotine levels
- of advertising and promotion and packaging
- of location and method of sales
- of areas where a person may smoke

Enforcement of existing regulations, especially at the state and local levels

- on age of buyers
- on sales locations near schools
- on vending machine sales

Price incentives

- tax cost of cigarettes, or components in their manufacture
- subsidies or bonuses for shifting from growing tobacco
- insurance cost breaks for non-smokers and people who quit
- coverage for treatment for smokers

Research on tobacco addiction and treatment

Public awareness, education and attitude change

Export controls to stop the spread of the disease

There has already been an enormous amount of action against tobacco at the community and citizen level, where the industry lobbies are the weakest. For example, more than 150 Massachusetts towns have passed stronger tobacco regulations in the past two years. The typical local format for action is a coalition of concerned citizens that draws up the plan and jawbones the public agencies into action. These groups can be supported by better public policy and by recognition from the President.

Groups like the American Medical Association, The Cancer Society and the Parent Teachers Association are already active. The voluntary groups work together in formal and informal ways. Uniting them with Presidential leadership and challenging them to develop a strategy and monitor progress can be a very powerful counterbalance to the industry's Lock hold on parts of the Congress. Perhaps such a coalition can play a role in debating if and how regulating cigarettes as a drug will help achieve the overall goal of reducing tobacco use.

The President might invite the industry to participate, if they accept the basic premise and goals. If they don't accept the goal that use of tobacco must decline very substantially then the President will be in a strong position to paint the industry and its

political supporters into a lonely corner. He and others will be able to use big tobacco as a prime example of how money corrupts public policy and public health.

I believe that an important part of an effective strategy will be to plan for success in reducing smoking. The big tobacco companies have already done that by diversifying. The people who remain most economically vulnerable to a decline in the industry are small farmers who grow tobacco, and their suppliers, and retailers, and their suppliers, who rely on tobacco sales to stay in business. I think the President can reach out to those victims of the tobacco economy by promoting transition help for them.

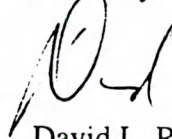
People who smoke are also victims who need support and sympathy. A campaign against tobacco must be a campaign to help its principal victims, almost all of whom have tried to stop. We can't make them into pariahs because the industry will be able to mobilize its victims to be its defenders.

I think the President should keep his distance from the spate of criminal investigations of the industry. I think he should say that if the companies broke laws, they should be indicted, convicted and punished. The industry has more than adequate means to defend itself. However, the investigations are all beside the main point and goal: preventing and reducing the use of tobacco.

The pernicious effect of tobacco industry money on public policy should be a major and continuing focus of the President's bully pulpit. He can use the industry's record --and the deadly results --as a rallying cry for change in the overall system of political finance and lobbying. He will be strengthened in this effort, in my opinion, if he is also leading the substantive effort to permanently reduce tobacco use and to help its victims.

As always, Alice and I remain available to help you in any way we can. Please feel free to call on us.

Sincerely,

A handwritten signature in dark ink, appearing to be 'DL' or 'D.L.', written in a cursive, stylized manner.

David L. Rosenbloom

Coalitions Called on to Help Enforce Ban on Tobacco Sales to Minors

Only one-quarter of substance abuse coalitions are actively involved in tobacco issues, and about 20 percent do not address it at all, according to a Join Together survey. But alcohol, drug and tobacco coalitions have much to learn from each other, and federal legislation might well be the force that unites them.

When Congress reorganized the Substance Abuse and Mental Health Services Administration in 1992, it included tough language about controlling tobacco sales to minors. The Synar Amendment — named after then-Rep. Michael L. Synar (D-Okla.) — requires each state to: have a law prohibiting the sale of tobacco to youth under age 18;

enforce the law; and perform yearly, random and unannounced inspections to monitor sales. The penalty for not complying with enforcement and inspection is high: reducing substance abuse block grant money to states by 10 percent in the first year, 20 percent the second year and 40 percent the third year. Moreover, 100 percent of the money is at risk if the state law does not meet the intent of the Synar Amendment. The total substance abuse block grant allocation for fiscal year 1995 is \$1.2 billion.

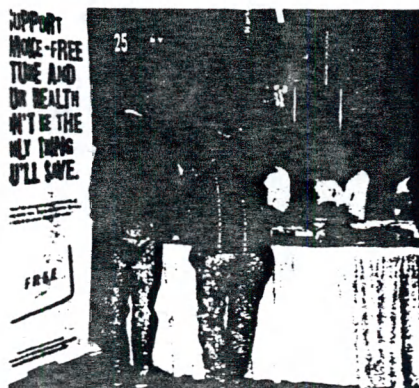
"The biggest problem is getting the inspections done in places that sell tobacco," said Gail Held, director of the division of

continued on page 6

State Antitobacco Programs Work with Local Coalitions

The good news is that smoking is declining in the United States, and the better news is that in Massachusetts and California it has recently dropped three times more than the national average. This is due to strong legislative measures in both states that raised the tax on tobacco products by \$.25 — and tied much of the new revenue directly to tobacco control programs. Massachusetts passed its legislation in 1992 and California in 1988.

"The increased tax alone had an effect," said Kevin Goebel, manager of legislative programs for Americans for Nonsmokers' Rights (ANR) in Berkeley, "but that



Volunteers from the Gloucester Prevention Network collected signatures at the Liberty Tree Mall in Danvers from teens signing up for a discount card in exchange for a pledge for a smoke-free future.

dropped off in a year or so." The real drop, according to both Goebel and Gregory Connolly, director of the Massachusetts Tobacco Control Program (MTCP), takes place on the local level with the help of community coalitions.

Local Coordination Key in Massachusetts

Massachusetts takes a top-down approach, integrating its state plan with community-level

activities. "Coordination is important," said Connolly, noting that MTCP can accomplish more by having local groups working together on the same program than if they operated singularly.

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INSERT

Fighting Back:

Treating Nicotine Addiction
in Vallejo, Calif.

Promising Ideas from

Fighting Back

*Please share this issue
with your colleagues.*

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VIEWPOINT

by Laurie Leiber

*Viewpoint is a new column.
The opinions expressed here
are that of the writer, and not
necessarily of Join Together.*

Beer Makers' Halloween Tricks Are For Kids

Halloween was once a children's holiday. Since 1983, when Coors declared itself "the official beer of Halloween," beer makers have used their immense promotional resources to redefine Halloween as a drinking holiday. Unlike their parents, the current generation of trick-or-treaters is exposed to store displays, billboards, television and print advertising that use Halloween symbols to market beer.

It is no surprise that children are attracted to the colorful eye-catching promotions that include jack-o-lanterns, black cats, bats, spider webs and familiar costumed characters. While industry representatives claim that the Halloween-theme beer ads are intended for adults, parents and prevention specialists agree that using a children's holiday to market beer is unethical and must be stopped.

The Hands Off Halloween campaign is designed to convince the

beer industry that the time has come to give Halloween back to the children. You can help the beer makers get the message this Halloween. If you would like to sponsor a Hands Off Halloween press conference, call the Center on Alcohol Advertising at (510) 649-8942, fax (510) 649-8970, or send e-mail to HN4491@handsnet.org. Those sponsors selected by the campaign will choose the place, identify speakers and/or contact local media. The campaign will provide press materials, including full-color samples of Halloween-theme beer ads and other visuals. National media coverage will be coordinated by a public relations firm.

Laurie Leiber is the director of the Center on Alcohol Advertising in Berkeley, Calif., a project of the Trauma Foundation, which is dedicated to reducing or eliminating alcohol promotions to youth.

We are looking for your viewpoints on other substance abuse topics. Please fax a two-paragraph summary of your column idea to: Diane Barry, Join Together, (617) 437-9394, or send it by e-mail to HN1858@handsnet.org

Later this summer, Join Together will convene its **fifth policy panel** to explore how **federal block grants** can best support **community strategies** against **substance abuse**. Your input about your **level of participation** in state plans and **federal block grant applications** will be very valuable to the panel.

Please fill out the enclosed reader poll question. We will share your responses with the panel and report back to our readers in the fall issue.

*Please return the enclosed card.
Thanks!*

Strategies is published quarterly by Join Together, a national resource center for communities fighting substance abuse, funded by a grant from The Robert Wood Johnson Foundation to the Boston University School of Public Health.

PROGRAMS	CONTACT PERSON
Leadership Training.....	Dan Merrigan
Join Together Online.....	Chris Carter
Public Policy Panels.....	Bob Downing
Technical Assistance in Coalition Development and Management.....	Roberta Leis
Publications and Communications.....	Diane Barry
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Cecilia Dawkins Deputy Director	DBA Design Associates Design and Layout
Janice Ford Griffin Deputy Director	

JOIN TOGETHER

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(617) 437-1500

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Advice for Coalitions from a Former Tobacco Lobbyist

No grassroots level is too remote or too small to be a part of the fight against tobacco," said Victor L. Crawford, lawyer and former lobbyist for the Tobacco Institute. "That's where you get the strongest antitobacco regulations."

Crawford's advice is based on his experiences as a lobbyist — and as a cancer patient. Now suffering from throat, lung and bone cancer, Crawford has gone public about the tactics used by tobacco lobbyists. He said that as a lobbyist he lied about the safety of tobacco products, used evidence he didn't believe in — for example, questionable studies that no one challenged him on — and did anything he could to defeat legislation that would hurt the industry, and if he couldn't defeat it, then damage it.

Crawford was featured on "60 Minutes" and in the *Washington Post Magazine*, and recently lobbied the Maryland legislature to pass one of the toughest bans against indoor smoking in the nation.

He served terms in the Maryland House of Delegates and Senate from 1967 to 1982, was on eight governors' commissions and received numerous achievement awards for civic activities in the state.

Q: WHAT SHOULD COALITIONS KNOW ABOUT HOW THE TOBACCO LOBBY WORKS?

A: The tobacco companies are most vulnerable at the local level. The mayor, city council members and other elected officials listen to the people in the community who voted them into office — not to a high-price fancy lobbyist who they don't know. I got beaten on the local level, even in Montgomery County where I had been elected as a state senator and delegate. My advice to community coalitions is to concentrate locally. Whipsaw a township win to a municipal win, to a county win, and then to a statewide win.

Q: WHAT ARE EXAMPLES OF EFFECTIVE LOCAL ORDINANCES?

A: There are many things that can be done at the local level — for example, limiting or prohibiting smoking in restaurants, office buildings and public places, and banning cigarette vending machines that sell to minors or to anyone at all. You don't see beer or whiskey sold in vending machines. Why cigarettes?

Q: HOW WOULD YOU COMPARE THE TOBACCO LOBBY TO THE ALCOHOL LOBBY?

A: The tobacco lobby is more sophisticated because it has a harder product to sell. Alcohol in moderation — and if you don't drive — won't kill you. Cigarettes are a killer. Half a million people die a year from smoking. Cigarettes have no redeeming value, except that they've been a part of American history. They are more addictive than cocaine and would undoubtedly be illegal [if they were a new product today].

Q: WHAT TECHNIQUES WORK BEST FOR THE TOBACCO LOBBYISTS?

A: First there is the Chicken Little, the-sky-is-falling-in argument that focuses on the dire consequences of antismoking legislation. "We will lose billions of dollars in restaurant customers and convention trade."

Then there is the patriotism argument. The last refuge of a scoundrel is the flag. "I work hard all day to earn money to live the American dream, and all I want is a cigarette and you say I can't have one. What happened to personal freedom and the right to choose? It's a free country." That's a good constitutional argument, but there is no constitutional right to become an addict. ♦



Victor Crawford

"Coalitions should concentrate their efforts locally. The tobacco companies are most vulnerable at the local level."

Gregory Connolly

Massachusetts Tobacco
Control Program
Department of Public Health
150 Tremont St. 2nd Floor
Boston, MA 02111
Tel: (617) 727 3150
Fax: (617) 727-1579

Kevin Goebel

Americans for
Nonsmokers' Rights
2530 San Pablo Ave.,
Suite J
Berkeley, CA 94702
Tel: (510) 841-3032
Fax: (510) 841-3071
E-mail:
ai3034.partners@ksinet.com

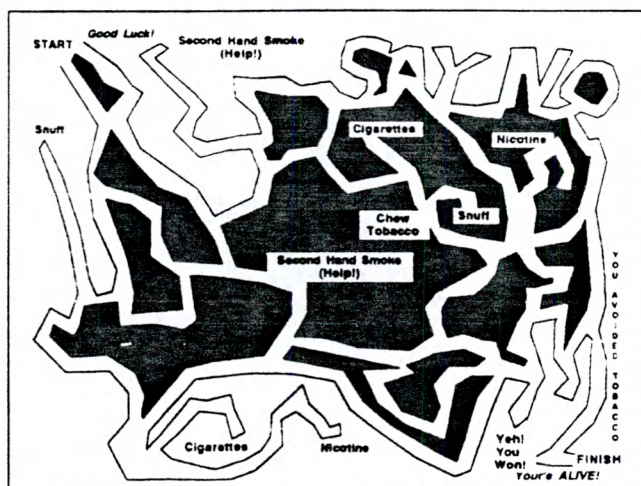
**PRACTICAL ADVICE FOR
COMMUNITIES**

**"Tobacco Free Youth: How to
Reduce Sales to Minors in Your
Community"** gives coalitions step-
by-step advice about curbing
tobacco sales to youth through
undercover buying operations,
community and merchant educa-
tion, enforcement strategies and
more. The information, which is
based on the experiences of three
California coalitions, can be
adapted to fit the needs of coali-
tions nationwide.

The manual includes press
releases, education packets, sam-
ple questionnaires and model leg-
islation. You can order a copy,
which costs \$22.50 plus \$4.50
for shipping, by writing to the
Distribution Center, Health
Promotion Resource Center,
1000 Welch Road, Palo Alto, CA
94304-1885, calling (415)
723-0003, faxing (415) 725-6906
or sending an e-mail message to
distribution@scrdp.stanford.edu.

Antitobacco Programs *continued from page 1*

This spring, at 10 malls across the state,
participating stores began giving a 10 per-
cent discount off clothing, CDs and other
items to youth under age 18 who sign up for
a Smoke-Free Card. "Youth culture is the
mall, and in just a few months 20,000 kids
signed up for the card," said Connolly. In
addition to discounts, the card gives the teen-
agers an 800 number to call to learn more
about antitobacco peer leadership groups, or
how to quit if they are already smokers.



**This tobacco education maze was developed
by Gloucester youth for the S.U.N. Club.**

Other ways to reach youth are through
the statewide *Generation Why* newsletter
and S.U.N. Clubs (for Stop Using Nicotine),
in which teenagers work with elementary
school kids on "fun" tobacco prevention
activities such as word games involving the
chemicals in tobacco. As an example of how
local coalitions can team up with state initia-
tives, a group of 8th grade girls, who had
spearheaded a cigarette vending machine
ban when they were in the 4th grade, are
working with the Gloucester Prevention
Network to put out the newsletter and work
in the local S.U.N. Club (see p. 5).

Connolly sends local press clips around
the state to 29 coalitions. "When groups in
one part of the state read about what groups
have done in a different part of the state," he
said, "there is a good chance that the ideas
will be picked up and disseminated."

California's Broad Reach

"Media campaigns and community-based
programs are changing the climate in
California, and smoking is becoming more
socially unacceptable," said Goebel. In
1988 before California's cigarette tax
increase, 26.5 percent of adults in the state
smoked; today, only 19 percent smoke.

One program, Teens as Teachers, has
trained more than 1,400 high school stu-
dents to work with 10,000 elementary
school children on the hazards of smoking.
"This is a double-whammy," according to
Goebel: Both the younger kids
and older ones get an antismok-
ing message.

"We also have a lot more local
ordinances restricting or elimi-
nating smoking in the workplace
and in restaurants," he added.
"Before the tax increase, there
were no 100 percent smoke-free
ordinances in the state, and now
there are 200."

Because California is so cultur-
ally and ethnically diverse, the
state has funded programs to
reach special groups. "There are
radio and television ads in more than a
dozen different languages," according to
Goebel. The gay and lesbian community in
San Francisco has also been targeted for spe-
cial programs. From a data collection pro-
ject carried out by the Coalition of Lavender
Americans on Smoking and Health, the state
learned that smoking is 61 percent higher
among gay men in San Francisco than
among heterosexual males. Based on this
data, a multimedia campaign was developed
to attract gay smokers to join smoking cessa-
tion programs.

"Data are important for two reasons," said
Goebel. "First, if you can't show there is a
problem, you won't get funding. And sec-
ond, data can help you on public policy
issues. If you can document that teenagers
can easily buy cigarettes at stores and in
vending machines, then local policy makers
are more likely to do something about it.
When there is something controversial,
you've got to make your case as strong as
possible." ◆

Staying Clear, Sober and Smoke-Free in Vallejo, Calif.



Do you want to know what 'clear' means? Well, it means that I'm in recovery from nicotine. As a matter of fact, it's seven months now," said a woman involved with the Vallejo Fighting Back Tobacco Integration Project (TIP).

TIP, a one-year effort funded by The Robert Wood Johnson Foundation and completed last December, studied the interest and need for adding nicotine to the treatment of other addictions, as well as to the array of strategies used by a comprehensive, communitywide, substance abuse coalition.

"Historically, the disciplines of substance abuse prevention and treatment have done little to address problems resulting from nicotine addiction. Similarly, efforts to prevent and treat nicotine addiction have been organizationally separated from other efforts to confront alcohol and drug problems," said Sarah Kuh, project director for TIP.

Putting Theory into Practice

There is mounting evidence that the theory of including nicotine dependence with other drug treatment is an idea whose time has come. "I must admit at first I tried to distance myself from the TIP staff, thinking that they don't know a thing about recovering folks. I didn't want to hear their lectures about cigarettes. After all, I've been clean and sober now for a few years, and my cigarettes are all I have left to calm my nerves," said one woman who works in the recovery field and wishes to remain anonymous.

She began to warm up to the idea when she was at one of Vallejo's Recovering Task Force meetings. A TIP staffer spoke with her about his own struggle with nicotine and asked for her ideas on how to get TIP information to the recovery community. This got her thinking about her own nicotine addiction. She eventually set a date to stop smoking, and TIP put her in touch with telephone support.

Getting people to stop smoking was just one benefit of TIP. According to Fighting

Back Project Director Jane Callahan, the project helped identify three areas of focus for integrating smoking prevention and cessation into coalition activities. These areas are people in recovery, youth and countering pro-tobacco influences in the community.

One TIP initiative was the youth video project on tobacco and alcohol advertising, in which young people in the community took photos of billboards, magazines, posters and displays inside stores to show how strategic placement of alcohol and tobacco products can play a part in encouraging youth to drink and smoke. From the photos, the youth developed a slide show as a community organizing tool to help get other youth involved.

Getting a Coalition Buy-In

Even though TIP is over, the Vallejo coalition learned a great deal (see sidebar) and is still committed to working on tobacco issues. It is participating in Operation: Storefront, an initiative of the California Department of Health Services to survey tobacco advertising in places where tobacco is sold. Teams of youth and adults from the coalition are randomly selecting stores to visit and are keeping a tally of where tobacco advertisements are placed — such as on the window — and other factors that could better entice youth to try tobacco products.

"In coalitions like Fighting Back, the leadership has to buy-in to the need to address tobacco with other drugs," Kuh noted. "Approximately 80 percent of the people in recovery smoke. It is tragic to see them fight so hard to rebuild their lives from one addiction and then have them die from addiction to nicotine."

For more information contact:
Jane Callahan, project director
Vallejo Fighting Back Partnership
555 Santa Clara Street, Vallejo CA 94590
Tel: (707) 648-5230
E-mail: HN1986@handsnet.org

LESSONS LEARNED FROM TIP

- Build alliances and coalitions between the tobacco control community and those working with alcohol and illicit drug abuse, rather than having them work in two separate spheres of influence.
- Make sure the issue of tobacco is a good fit with coalitions dealing primarily with alcohol and other drugs. If tobacco is not seen as a real problem, the integration will not be comprehensive or genuine.
- Include smokers in the planning process. This helps gain insights into the problem of addiction, and also compassion. Sometimes smokers are the most vehement supporters of interventions against the tobacco industry.
- Understand what the tobacco industry does with its marketing and promotion of tobacco. Coalitions need to overcome the message sent by the tobacco industry that smoking is not so bad.

Promising Ideas from Fighting Back

New ideas are being tested in Fighting Back sites across the country. Here are some recent developments that can be replicated in other communities. A contact person is listed for further information. Each of these ideas can be adapted to fit a community's needs.

Smoke-Free Schools in Columbia, S.C.

Nearly two years ago, the Richland School District One Board of Commissioners voted unanimously to ban the use of tobacco products by students, faculty and staff on school grounds. The effort began when Richland Fighting Back's Policy Development Committee agreed to support and promote **a districtwide ban of all tobacco products at school.**

The ban received wide approval from community organizations such as the American Cancer Society, Alliance for a Smoke-Free South Carolina and South Carolina Coalition for Public Health. In addition, members of Fighting Back's Youth Committee passed around petitions in their high schools, and in less than three days, they received hundreds of signatures in favor of the ban.

"We believe that tobacco is another drug, just like cocaine, alcohol or marijuana," said Youth Committee Chair Erica Neal, a recent graduate of Keenan High School. "The effect on your health may not be as immediate as the others, but the life-long addiction and health-related illnesses caused by smoking are much worse."

CONTACT: Jack Claypoole, Fighting Back, Lexington/Richland Alcohol and Drug Abuse Council
P.O. Box 50597
Columbia, SC 29250
Tel: (803) 733-1390
E-mail: HN2129@handsnet.org

Newark's Interfaith Commitment to Drug Prevention

Scores of people laid down their cigarettes, sought treatment and promised to stay away from alcohol, tobacco and other drugs during Newark Fighting Back's Interfaith Clergy Alliance Spiritual Renewal Concert held in May.

The primary goal of the concert, which attracted some 5,000

people, was to inspire Newarkers to resist drug use, to encourage those with drug and alcohol addictions to seek help and to demonstrate the commitment of neighborhood churches to work with drug prevention and drug treatment organizations. An important participant at the concert was Rev. John P. Keep, a former cocaine addict and dealer who was able to reverse his life through his religious conviction. Many of those in his 30-member choir share similar and equally powerful testimonies.

Local drug prevention and treatment organizations also participated in the celebration to talk with people wishing to enroll in or request detoxification or patient services. Eight people signed up for treatment on the spot.

CONTACT: Lobi Scott-Pickers
Newark Fighting Back,
33 Washington Street, Third Floor
Newark, NJ 07102
Tel: (201) 242-8200
E-mail: HN1765@handsnet.org

Kansas City, Mo., Bans Single Cigarette Sales

"We have seen this taking place for years and it was time to do something about it," said Clara Maddox, community committee chair for the Kansas City American Stop Smoking Intervention Study (ASSIST). What Maddox was referring to was the **sale of cigarettes in bowls on a store counter**, displayed just like candy. "Many of them ended up in the hands of our young people, who then became addicted," said Maddox.

Until recently, there was nothing to prevent merchants in Missouri from opening packages of cigarettes and selling them one at a time, until Project Neighbor-H.O.O.D. got involved and mobilized the community to fight back. Under a Kansas City ordinance that went into effect Dec. 18, 1994, merchants caught selling single cigarettes

could face a \$500 fine or six months in jail. The ordinance is the first of its kind in Missouri.

CONTACT: Keith Brown
Project Neighbor-H.O.O.D.
1900 Vine
Kansas City, MO 64108
Tel: (816) 842-8515
E-mail: HN1869@handsnet.org

Milwaukee Zip Code Targeting Project Taps the Media

Mario, age 9, enters an inner-city store and comes out with a pack of cigarettes. "See, it was easy," he says, and smiles while a video camera rolls.

When kids are the messengers, it really doesn't matter what the medium is. People tend to listen. But the message Mario gave was so powerful that *The Milwaukee Journal* picked up the story and ran a page one headline: "It was easy." Local network affiliates aired similar stories.

The video, produced with the help of the film department at the University of Wisconsin at Milwaukee, is part of the Zip Code Targeting Project established by Milwaukee County Fighting Back to help five area community organizations **build drug prevention partnerships within their zip code.** One of the Zip Code Project's most visible efforts is its media partnership model, involving close alliances with news editors and other members of the media. This strategy has resulted in more than 250 media stories on substance abuse over the last two years, according to Fighting Back project director James Mosley.

CONTACT: James Mosley, Fighting Back, Department of Human Services
1726 North 1st, Milwaukee, WI
53212 Tel: (414) 374-7882
E-mail: HN1985@handsnet.org

Jacqueline Jones, communications director of Fighting Back, contributed this article to Strategies.

Uphill Battle in Battle Creek

Their work is cut out for them, and the Tobacco Reduction Coalition of Calhoun County is ready for an uphill battle. Thirty percent of adults in Battle Creek and Calhoun County, Mich., smoke; the national average is 25 percent. And the last time the coalition and the police department did a "sting" to see if retailers would sell cigarettes to youth under age 18, as many as 60 percent of the stores got stung.

The biggest hurdle, though, is the preemption clause passed last year stating that no city or county in Michigan can enact its own legislation regulating tobacco or its use. "We are raising awareness about tobacco control in Battle Creek, and we need to get the whole community to support this," said Kathy Bloch, the coalition's coordinator. "The preemption makes it difficult to get that support."

Difficult — but not impossible. Bloch reported that the coalition's activities have already resulted in making the two local malls

smoke-free, placing five tobacco prevention billboards around the community designed by two 8th grade students at Athens Middle School, and running a how-to-go-smoke-free workshop for local businesses.

At a two-day Community Exchange held in Battle Creek on June 20-22 and run by Join Together, the coalition realized it needs to broaden its reach into the community. Some ways to do this that emerged from the Community Exchange included: getting youth more involved; setting up tobacco stings; using the media more effectively to create greater awareness; and bringing together neighborhood groups and other organizations working on tobacco, alcohol and other drug issues.

"There are many groups in Battle Creek that can work together on a stronger common agenda," said Tammy Cadet of Join Together. "We hope this will be the long-term outcome of the exchange." ♦



TO LEARN MORE ABOUT THESE COALITIONS, CONTACT:

Kathy Bloch

190 E. Michigan Ave.
Battle Creek, MI 49017
Tel: (616) 996-2846
Fax: (616) 996-1489

Phil Salzman

Gloucester Prevention Network
96 Main St.
Gloucester, MA 01930
Tel: (508) 281-0311
Fax: (508) 281-0375
E-mail: HN5161@handsnet.org

Gloucester Leads a Win Against Cigarette Vending Machines

A class assignment at the O'Maley Middle School in Gloucester, Mass., led to a city-wide ban of cigarette vending machines. When the youngsters were asked to do something about tobacco that would make a difference in their lives, four girls began to plan the vending machine ban "because that is where their friends were getting cigarettes," said Katie Olsen, youth leadership advisor at the Gloucester Prevention Network (GPN).

With guidance from their teachers and the coalition, the girls contacted their ward counselor, held public meetings and got 750 signatures on a petition for the city to ban all cigarette machines. An ordinance was passed in August 1993 calling for the city-wide ban.

The girls got another lesson in policy making," recalled Phil Salzman, director of GPN. "Bar owners were upset with the ordinance and felt it was inappropriate as a way to stop minors from getting cigarettes because people

under age 21 are not allowed in bars anyway."

A compromise was reached a few months later: All cigarette vending machines were eliminated from the city in establishments where people under age 21 were permitted; and in places closed to minors, such as bars, vending machines must have a lock device, which can be opened by remote control by the bartender — only after it is determined that the person getting cigarettes is old enough to purchase them. "Gloucester learned to stand behind its youth. Kids know what they need to do for their own age group," Salzman said.

Working on tobacco issues demonstrates how important policy is for coalitions, according to Salzman. "Education alone will not do the job," he said, noting that policy changes — for example, prohibiting smoking in the workplace or on planes and banning vending machines — also are needed. ♦



Synar Amendment *continued from page 1*

state prevention systems at the Center for Substance Abuse Prevention. "Law enforcement agencies have serious crimes to handle and the state alcohol and drug agencies typically are not in the enforcement business."

Monitoring at the Local Level

One solution, according to Held, is for coalitions to work with state officials by monitoring tobacco sales on the local level. This is being done in North Carolina, Indiana and several other states. In North Dakota, local coalitions are focusing on enforcement and are working with city attorneys to develop a penalty system for stores that violate the law.

"Coalitions also can help by getting the leadership in the community to agree that selling tobacco to youth is not acceptable. Get the Chamber of Commerce to let its membership know this," suggested Held.

Synar, who was awarded the 1995 John F. Kennedy Profile in Courage Award for his stands against tobacco and for gun control — positions that contributed to his losing his eight-term seat in Congress — calls this "third-party validation." According to

Synar, "we need to work with groups such as the 4-H and the Boy and Girl Scouts, which are not automatically perceived as having a vested interest on one side. We need to broaden our appeal."

Which coalitions fit in with this agenda? "We'll take our allies where we can get them," Synar commented.

Problems Ahead

"State agencies agree philosophically that kids shouldn't smoke," said Held. But a recent report from the Inspector General of the Department of Health and Human Services (HHS) revealed that in one-quarter of the states, enforcement takes place in only some localities, and 30 percent of the states report no enforcement at all.

"There is no effective war against tobacco unless there is enforcement," said Synar. "It is impossible to fight the almost \$5 billion-a-year advertising and promotion campaigns from the tobacco industry. Since we cannot compete with them on the demand side, we decided to work on the supply side and keep tobacco from children through enforcement on the local level." ♦

PANELS MEMBERS:

Donald Fraser, chair, former mayor of Minneapolis

Dennis Flannigan, council member, Pierce County Council, Tacoma, Wash.

David Mazzone, district judge, U.S. District Court in Massachusetts and member of the U.S. Sentencing Commission

Claire McCaskill, prosecuting attorney, Jackson County, Mo.

LeRoy O'Shield, 15th district commander, Chicago Police Department

Sam Quintana, chief public defender, Santa Fe, N.M.

Barbara Socarras, correctional probation supervisor, Department of Corrections, Dade County, Fla.

Elizabeth Stanley-Salazar, vice president and director of operations, Phoenix House programs in California

Michael Walker, executive director, Task Force on Violent Crime, Cleveland, Ohio

The Criminal Justice System and Your Community



How can the criminal justice system be more effective in helping communities reduce substance abuse in their neighborhoods? A new

national panel convened by Join Together has begun to explore this question, and over the next few months, will continue to meet and also hold a public hearing to get suggestions from leaders around the country.

"Reducing the damage to communities from drugs requires closer cooperation between communities and the criminal justice system," said Donald Fraser, panel chair and former mayor of Minneapolis.

Readers of *Strategies* have shared some of their ideas on policy changes that would make police, courts and probation more effective in reducing substance abuse in their community. In response to a query in the Spring issue, we

had 260 replies. These will be forward to the policy panel.

Here are some of your recommendations from the Spring issue:

- Mandatory assessment for adults and juveniles found under the influence — *Cheryl Sosa, Jefferson County, AOD Council, Beaumont, Texas*
- Strict follow-through on laws and enforcement — *Stephanie Koch, RN, Westford School, Westford, Vt.*
- Have police, courts and probation work with AA groups — *Tony Machukay, member of an Indian community, Laveen, Ariz.*
- Treatment in prerelease and in jails, and also more juvenile diversion programs — *Victor Capoccia, Center for Addictive Behavior, Salem, Mass.* ♦

Youth Scream Out Against Smoking



For 19 years, the American Cancer Society (ACS) has sponsored the Great American Smokeout on the third Thursday in November to foster community-based activities that encourage cigarette smokers to stop smoking for at least 24 hours. Each year, more than 8 million smokers report that they either quit or reduced the number of cigarettes they smoked that day.

This year, youth in grades 6 through 8 will join the community activities in the first Great American SmokeScream. At 2 p.m. eastern standard time, Elizabeth Bridgers, ACS director of national communications explained, "youngsters across the country will scream out for 20 seconds about their outrage at smoking and tobacco products."

Why a change in direction from adult smoking cessation? "We're looking at the youth market because that is where the tobacco industry focuses its marketing," said Bridgers. "The key is to get people at the front end — before they start smoking. Then we won't have to teach them how to stop."

The Texas Experience

The idea of a communitywide scream started last year with the Texas division of the ACS and 300 junior high schools across the state. "The beauty of this program is that there is great flexibility and each community can handle its scream the way it wants to," said Danny Ingram, vice president for ACS communications in Texas.

In Houston, for example, cheerleaders from different schools made up cheers on antismoking, held a cheerleading competi-



Cheerleaders from Houston's Milby High School scream out against smoking.

tion — and screamed. In Austin, athletes from local universities came to junior high schools, told the kids how important it was for their performance on the field that they not smoke — and screamed. And in Wichita Falls, the junior high schools challenged each other to see which could yell the loudest, as measured by decibel meters.

To promote the nationwide event, ACS is distributing a SmokeScream Countdown video that coalitions can show to encourage community groups to get involved in tobacco control issues.

To learn more about the Smokeout and SmokeScream and what coalitions can do, call 1-800-ACS-2345. ◆

Stop Teenage Addiction to Tobacco (STAT) is a national resource for communities working on tobacco control for youth. It sponsors counter-advertising campaigns, gives technical assistance and provides a strong voice on tobacco policy issues.

When RJR Nabisco started its Camel Joe ad campaign in 1988, STAT warned that the likely effect will be an increase in youth smoking. It followed up with a Say No To Cancer Joe bumper sticker and a Say Goodbye to Camel Joe video.

STAT publishes a quarterly newsletter, a community organizers' manual and other educational material. Contact STAT by writing to 511 East Columbus Ave., Springfield, MA 01105, calling (413) 732-7828 or faxing (413) 732-4219.

GOAL: SMOKE-FREE YOUTH

When former Surgeon General C. Everett Koop rallied for a smoke-free society by the year 2000, the American Cancer Society (ACS), American Heart Association (AHA) and American Lung Association (ALA) picked up the challenge and formed a coalition to graduate a tobacco-free class of seniors nationwide that year. The Smoke-Free Class of 2000, which started in 1988 with children entering the 1st grade, has distributed antitobacco educational materials to more than 120,00 teachers and 2 million students nationwide.

Now about to enter the 8th grade, these youngsters have learned not only about the health risks from smoking but also about self-esteem, personal decision-making and community organizing. Students in New Mexico, for example, organized a take-your-legislator-to-lunch day, in which the youngsters talked with state legislators from their area about the need for a law to ban the sale of tobacco to minors. In 1993, the legislature enacted the ban.

"New Mexico was the last state to do this, so the kids wanted their state to be the first to do something — to have a state-wide regulation making all schools and school activities tobacco-free," Gail Joyce, project director of Smoke-Free Class of 2000, recalled. With help from teachers, the youth met with local officials from the state's department of education, made presentations in English and Spanish and achieved what they sought. Last year, the tobacco-free schools regulation was passed.

Call 1-800-562-4447 to get more information about the Smoke-Free Class of 2000.

You Didn't Ask But — Strategic Resources for Coalitions

SHOPPING BY MAIL

For more information about membership in **Gifts in Kind America**, write to the organization at 700 N. Fairfax St., Suite 300, Alexandria, VA 22314, call (703) 836-2121 or send an e-mail to gika_membership@gika.caais.com

"Drug-Free for a New Century:

A Chart Book, a CSCAP

Statistical Bulletin, is free from the National Clearinghouse for Alcohol and Drug Information (NCADI), P.O. Box 2345, Rockville, MD 20847-2345, call 1-800-729-6686 or send an e-mail to info@prevline.health.org It will be available in mid-August.

Ask for publication number PHD699.

For a free copy of ***"Responding to Drug Use and Violence,"***

write to the Office of National Drug Control Policy Drugs and Crime Clearinghouse at P.O. Box 6000, Rockville, MD 20849-6000, call 1-800-666-3332 or send an e-mail to askncjrs@aspensys.com

Gifts in Kind America

From computer software to coffee mugs to exercise videos and an assortment of items for pregnant women and their babies, Gifts in Kind America makes merchandise available to more than 50,000 nonprofit groups worldwide. All donated items must be used for the care of people who are ill or needy, or for youth. These criteria fit the agenda of most substance abuse coalitions.

For example, donated sweatshirts, T-shirts and cosmetics could be used as incentives for people to participate in coalition activities or as prizes for winners of communitywide contests. Another way Gifts in Kind America can help coalitions is by freeing up money that otherwise might have to be spent on computers.

Last year, the organization distributed more than \$118 million in product donations. On average, members received \$22,800 worth of goods. With a \$65 annual membership to Gifts in Kind America, coalitions receive a monthly list of available donated items. Requests for products can be made as often as they are needed. There is a low-cost administrative fee for each request.

Drug-Free for a New Century: A Chart Book

CENTER FOR SUBSTANCE ABUSE PREVENTION, 1995

The Center for Substance Abuse Prevention (CSAP) raises more than 30 questions — and provides answers to them — in charts that are easy for coalitions to duplicate and use as overheads in lectures, reproduce in community newsletters, send as attachments to letters to the media, hand out at meetings or use in any other way that will help spread the prevention message. The idea behind the chart book is to help foster public- and private-sector discussions about substance abuse prevention.

How successful have we been in reducing drug use? According to a CSAP chart, between 1979 and 1993, illicit drug use

declined 50 percent. Charts cover primary prevention strategies and goals, local successes, trends in public opinion on legalizing marijuana (a drop of 60 percent over the last 20 years of people who think marijuana should be legal), documentation of physical, psychological and social problems associated with marijuana use and more. All charts list the original source of the information and display CSAP's Prevention WORKS! logo.

Responding to Drug Use and Violence: Helping People, Families and Communities

OFFICE OF NATIONAL DRUG CONTROL POLICY, 1995

For many coalitions, one of the biggest problems in applying for federal substance abuse money is knowing which grants are available and who to contact. "Responding to Drug Use and Violence: Helping People, Families and Communities" should answer these and other questions for coalitions looking for federal money. This directory and resource guide of public-sector drug control grants — an update of a 1991 guide — briefly describes all the federal substance abuse grant programs, including the purpose of the grant, eligibility, type of grant (e.g., demonstration, formula or discretionary), current appropriation levels and who to contact in Washington and in each state.

The grant programs listed are managed by the Departments of Education, Health and Human Services, Housing and Urban Development, Interior, Justice, Labor, Transportation and Treasury, and the Corporation for National Service and the Ounce of Prevention Council. The guide also includes an overview of the federal grant making process and the flow of funds among the various levels of government.

These resources are representative of materials for coalitions on substance abuse. Publication in Strategies is not intended as an endorsement.

THE WHITE HOUSE

WASHINGTON

2 October 1995

Mr. Michael J. Drake
President
Hoop Hopper Properties, Inc.
P.O. Box 22875
Little Rock, Arkansas 72221

William D. Novelli
Director

Coordinating Committee to Prevent Tobacco Use by Youth
1707 L Street, NW Suite 400
Washington, DC 20036
(202) 296-5469 • (202) 659-8484 FAX

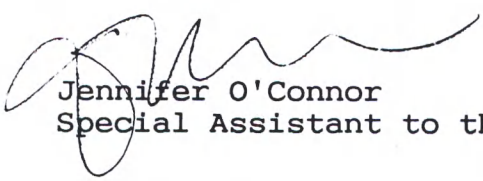
Dear Mr. Drake:

Carol Rasco, Assistant to the President for Domestic Policy, passed on to me your package regarding Hoop Hopper and your public service announcement plan. Thank you very much for your enthusiasm and support.

Bill Novelli, founder of the public relations firm Porter Novelli, is heading a coalition that is supporting the President's initiative, and is putting together a public relations campaign. The effort he heads is supported by the Robert Wood Johnson Foundation, the American Medical Association, the American Heart Association, the American Lung Association and other non-profit organizations. I understand he has a creative team working on media ideas already. I have met with him and discussed your proposal and he will get back to you. If you wish, you can follow up with him directly at 202/296-5469.

I look forward to working with you as we try to improve the health of American kids and families.

Sincerely,



Jennifer O'Connor
Special Assistant to the President

cc: The Honorable Jimmie Lou Fisher

EXECUTIVE OFFICE OF THE PRESIDENT

26-Sep-1995 03:51pm

TO: Jennifer M. O'Connor

FROM: Carol H. Rasco
Economic and Domestic Policy

CC: Carol H. Rasco for file

SUBJECT: Tobacco

I have a package I am forwarding to you consisting of the President's response to the State Treasurer in Ark. regarding a tobacco issue. In the letter he says he is referring the issue to me; therefore the gentleman involved in this issue on whose behalf the Treasurer wrote the President has now called her asking to visit with me. I assume I should tell him he will need to talk with you?

There is a very good chance the Treasurer will be here for the Ark. event on Friday and will no doubt ask POTUS about it.

Please advise.

Thank you.

EXECUTIVE OFFICE OF THE PRESIDENT

29-Sep-1995 09:52am

TO: Jennifer M. O'Connor

FROM: Carol H. Rasco
Economic and Domestic Policy

SUBJECT: RE: Tobacco and Ark Treasurer

It would be helpful if you could do a letter to the man making the offer with a cc to Jimmie Lou, the treasurer. I will tell her if she asks me today (since I feel fairly certain she will be here at the Ark. Day events) that you are handling it, that you are writing the guy. That then takes it out of the part of me that is seen as an Ark. connection and I won't be taking calls and having to bug you.

Thanks so much.

Draft a note to
Drake, cc to Fisher
saying Carol Rasco passed on package
re Hep HEPH. Thanks her for
introduction & support. Bill
Novelli, founder of Parker Novelli
is leading coalition
supporting the President's
initiative, and is
putting together a public
relations campaign

ME

130563
61-001

THE WHITE HOUSE
WASHINGTON

September 14, 1995

The Honorable Jimmie Lou Fisher
Treasurer of the State of Arkansas
State Capitol Building
Little Rock, Arkansas 72201

C O P Y
from ORM

Dear Jimmie Lou:

Thanks for your letter of August 30 and for the Arkansas Razorback hats. I appreciate your sending them.

Thanks, too, for letting me know about your work with Michael Drake and Hoop Hopper Properties, Inc., and for your idea of using Hoop Hopper to reduce smoking by young people. I've shared your letter with Carol Rasco, Assistant to the President for Domestic Policy, for her consideration.

I hope you're well, and I look forward to seeing you soon.

Sincerely,

Bill

✓cc gift unit
C Rasco

950915



JIMMIE LOU FISHER
TREASURER

STATE OF ARKANSAS
OFFICE OF THE TREASURER OF STATE
LITTLE ROCK 72201

August 30, 1995

Ms. Carolyn Huber
The White House
1600 Pennsylvania Avenue
Washington, DC 20500-2000

Dear Carolyn:

Enclosed is a letter (along with some Razorback hats) to the President. I would appreciate it if you would give him all this information for me.

The letter is concerning Hoop Hooper Properties, Inc. which has created a teenage grasshooper to be a role model for kids. I am on the board of Hoop Hooper Properties and we would like to let the President know that we would love to have Hoop Hooper as a national spokesperson for the war on smoking by youngsters and teens. Also attached is an editorial that was in the Arkansas Democrat-Gazette today about the Presidents war on smoking for teens.

I really appreciate your assistance in this matter. If you have any questions, please do not hesitate to call.

Sincerely,

A handwritten signature in cursive script, appearing to read "Jimmie Lou Fisher".

Jimmie Lou Fisher

JLF:mcm
Enclosure



JIMMIE LOU FISHER
TREASURER

STATE OF ARKANSAS
OFFICE OF THE TREASURER OF STATE
LITTLE ROCK 72201

August 30, 1995

The Honorable Bill Clinton
President of the United States
1600 Pennsylvania Avenue
Washington, DC 20500-2000

cc gift unit
C 2410

Dear President Clinton:

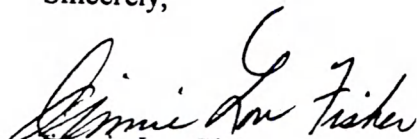
Enclosed are two Arkansas Razorback hats for you to jog in (which were made by the Hoop Hooper Properties, Inc.) along with a letter from Michael Drake, Hoop Hooper Properties, Inc. President, with a Hoop Hooper PSA and Hoop Hooper Statement Mission and a Social Statement Mission.

Hoop Hooper is a teenage grasshooper which was created by Michael Drake to be a role model for kids. I am on the board of Hoop Hooper Properties, Inc. and we would like to offer Hoop Hooper as a national spokesperson for your war on smoking by youngsters and teens. We also thought that it would be great if Donna Shalala would do the PSA. Michael would love to introduce Hoop Hooper in person to you at your convenience.

Hoop Hooper and his hats were a big success this year at Hoopfest here in Little Rock, so I know he will be a wonderful national spokesperson for the war on smoking by youngsters and teens.

Thank you so much for your consideration of this matter. If you should have any questions, please do not hesitate to call.

Sincerely,


Jimmie Lou Fisher

JLF:mcm
Enclosures

August 24, 1995

Ms. Jimmie Lou Fisher
Treasurer
State of Arkansas
State Capitol
Little Rock, AR 72201



Properties, Inc.

Dear Jimmie Lou:

Hoop Hopper is a growing phenomenon -- he is a teenage grasshopper who loves to play basketball and was created to be a role model of positive social behaviors (i.e., accepting people from diverse backgrounds, respect, honesty, caring, appreciation, etc.) that emphasizes good health and self-esteem through physical activity.

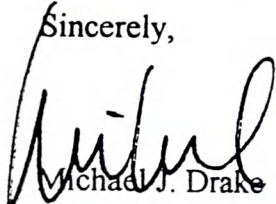
Hoop Hopper does not participate in violence, verbal or emotional abuse, gang activity or drug use including teenage smoking.

Set the Curve, Inc., and Hoop Hopper Properties, Inc., would like to offer Hoop Hopper as a national spokesperson (spokesinsect) in President Clinton's war on smoking by youngsters and teens. Hoop Hopper will battle the tobacco's industry marketing campaigns aimed at exploiting teenagers, and the diseases from which our youth are exposed due to cigarette smoking.

I would greatly appreciate your assistance in gaining the President's support and endorsement of Hoop Hopper as a national spokesperson (to partner with the American Cancer Society or American Lung Association). My company plans to produce the attached PSAs next month and would like the opportunity to introduce Hoop Hopper in person to the President.

Thank you for your time and consideration.

Sincerely,


Michael J. Drake
President

ENCLOSURES

P.S. : H+HS (DOWNA S.)
would be just fine!
Thob H+



Properties, Inc.

HOOP HOPPER P.S.A.

Client: Hoop Hopper Productions, Inc.
Cut: 1
Length: :30
Writer: Dan McFadden
Date: August 24, 1995

VIDEO

AUDIO

WIDE SHOT:

Kids on urban basketball court shooting hoops. Two older teens (18 year old male and female) approach a 12-13 year old boy (Walter). The teens light up their cigarettes.
Note: the teens tower over the boy.

CUT TO:

THREE SHOT

Teens taking long drags, blow smoke in Walter's face.

CUT TO:

TIGHT SHOT/GIRL

Girl is pulling cigarettes out of her coat pocket.

BOY: 'Zup, Walter?!

WALTER: (coughs) Hi, guys!

GIRL: We've got some smokes just for you!

VIDEO

CUT TO:
TIGHT SHOT/ZOOM IN
on cigarettes in hand (Generic)

CUT TO:
QUICK SHOT OF BASKETPOD
flying through wormhole

CUT TO:
TIGHT SHOT/WALTER

CUT TO:
WALTER'S ANGLE
looking up at boy who just taken
another drag (incredible amount of
smoke surrounds him)
CAMERA PANS OVER TO GIRL

CUT TO:
BIRD'S EYE VIEW/ZOOM IN
all three look up to the sky

CUT TO:
BASKETPOD SHOOTS THROUGH
electrical basketball net in sky

CUT TO:
BASKETPOD CRASHLANDS ON
basketball court

CUT TO:
HOPPER ROLLS OUT OF POD

AUDIO

BOY: Yo, forget the game,
come on and have some fun!

WALTER: (nervous) Um, I
don't know, I better...

BOY: (interrupts) Better chill
now before they're all gone...

GIRL: It's no big deal! Buy
enough smokes and you can
score a T-shirt or...wha?!
(BASKETPOD FX DROWNS
OUT GIRL)

(BASKETPOD FX)

(BASKETPOD CRASH)

HOPPER: (V.O.) Butt out,
dudes!

VIDEO

CUT TO:

TWO SHOT/BOY & GIRL

try to stay cool but appear nervous,
walk off

CUT TO:

WALTER & HOPPER

Walter's holding a cigarette,
but NOT smoking it!

CUT TO: TIGHT/WALTER

CUT TO:

Basketball rotating on Hopper's finger --
ball comes to life with video images:

1. Cancer patients
2. Emphysema patients
3. Boy coughing on basketball court
with cigarette in mouth

CUT TO:

TWO SHOT/WALTER & HOPPER
high five and Walter shoots for three
past boy and girl

CUT TO:

TIGHT SHOT/STILL FRAME
of basketball going through hoop.

Universal "no" sign appears over a pack
of cigarettes painted on the backboard.

"BUTT OUT" logo

American Cancer Society logo

AUDIO

BOY: Uh, later Walter...

WALTER: Hoop Hopper!

HOPPER: Whatcha doin'
with that cigarette?

WALTER: (cocky) Uh,
just hangin' -- smokin's
cool!

HOPPER: (V.O.) Lighten up!
Think diseases like cancer
or emphysema are cool?

WALTER: (V.O.) No way!

HOPPER: (V.O. BOY'S
COUGHING) Dude, the only
things that should be smoking
on the court are your shoes!

WALTER: Thanks, Hopper!

HOPPER: Remember what
Hopper says...

GROUP OF KIDS: (V.O.)
BUTT OUT!

HOPPER: (V.O.) A message
from the American Cancer
Society and this station.

HOOPHOPPER™ MISSION STATEMENT

Hoop Hopper™ is a model of positive social behaviors (i.e., accepting people from diverse backgrounds, respect, honesty, caring, appreciation, etc.) that emphasizes good health and self-esteem through physical activity. Hopper™ is a positive, influential role model to children throughout the world. Hopper™ uses his imagination, his feelings and his intellect together in problem-solving activities to reach fair, happy and peaceful conclusions to these situations. Hopper™ teaches, by example, relevant and meaningful social values. He revels in all the challenges of growing up.

SOCIAL MISSION STATEMENT

Hoop Hopper Properties, Inc., is committed to creating and maintaining the character of Hopper™ as a positive role model for children that does not participate in violence, verbal or emotional abuse, gang activity or drug use. He encourages and supports diversity among people with high regard for all races, sexes, religions and ethnic varieties. Hopper™ protects the environment, cares for all living beings, and respects the institution of families in whatever form they exist.

COPY

*Jennifer -
Here is another good
child's smoking letter.
She is getting a response,
and we did one to the
uncle that was
very well
received.*

Old Paradise
Greenwood, Virginia
22943

*Julia Bator
6-5578
Rm*

November 18th, 1995

Dear President Clinton,

My name is Eleanor Bliss Abbot. I am nine years old ,
turning ten on Thanksgiving Day (Nov. 23). I go to the Crossroads
Waldorf School in Crozet, Virginia.

I think my uncle wrote you a letter not too long ago...
His name is Robert Pegram Buford. He wrote to tell you
that he supports you in your efforts to keep teenagers
from smoking. My uncle is dying of Lung Cancer.
I am glad that you are encouraging teenagers not to smoke.
He started smoking when he was thirteen years old. My mother goes
to Richmond every week, half the week, to help him and be with
him.

When I'm going to school and I see some one
smoking I feel like rolling down my window and saying ,
" Please stop smoking, my uncle is dying from Lung Cancer."

I love my uncle alot and I wish he wouldn't die. If you can
try to prevent other people from smoking, my uncle and I
would really appreciate it!

Sincerely,

Eleanor Bliss Abbot

E. Bliss Abbot

.....Constituent.Summary.View.....

Record: 3138720.A	Revised: 24 Oct 95	Entered: 22 Sep 95
Alicia Cox	.Contact.Aide.Type..Code.....Status	
Dear Alicia, Errika, Christine, and Lisa		
No home address		
Errika Ryan		
Christine MacNeil Lisa Bryant	.History.Aide.DateIn/Out..Letter/Subject.....	
The Gloucester Prevention	2481878 jfb 22 Sep 95 /typ/yp/10.cox.a	
Network	24 Oct 95	
96 Main Street		
Glouster, MA 01930		
No additional information		
No affiliations		
Group:		

C O P Y
from ORM

October 19, 1995

~~Alicia Cox~~
~~Errika Ryan~~
~~Christine MacNeil~~
~~Lisa Bryant~~
The Gloucester Prevention Network
96 Main Street
Gloucester, Massachusetts 01930

Dear Alicia, Errika, Christine, and Lisa:

Thank you for writing to me about your campaign to end teen smoking. I have received many letters from young people who are worried about tobacco use and the effect that second-hand smoke has on others.

Studies show that some 3,000 young Americans begin smoking every day. I am very concerned about this issue, and, as you know, I have asked the Food and Drug Administration to propose rules to limit minors' access to tobacco and to restrict tobacco advertising aimed at children. I believe that these proposals -- such as banning cigarette vending machines, getting rid of billboards near schools, and eliminating misleading ads that glamorize smoking from the magazines that kids read most -- will help our nation's young people to look forward to happier, healthier lives.

I'm glad to know that you, too, are aware of the risks associated with tobacco use and that you have worked so hard to make your voices heard. Working together, we can help your generation to grow up in a safe, smoke-free environment.

Sincerely,

BC/JFB/JM/ckb
(10.cox.a)

(Corres. #2481878)

BILL CLINTON

A

951027

—

—

on p

***Student Correspondence
Tracking Sheet***

Date/Initials

Received by Student Correspondence

9/22 *EB*

Assigned Correspondence #

2481878

Enclosures Attached:

Draft written by Julia Bator

10/13 *ja*

Draft Revised

Formatted by Presidential Support

OCT 20 1995

Reviewed on Azure

NOTES:

DRAFT OF BC LETTER

INITIALS: BC / jfb /

DOCUMENT TITLE: /yp/slr/cox.a.jfb

DRAFT DATE / LETTER DATE: Oct 13 1995 /

CORRESPONDENCE #: 2481878

CLEAR WITH:

WHCC:

CC:

CORRESPONDENCE ADDRESSED TO:

Alicia Cox
Errika Ryan
Christine MacNeil
Lisa Bryant
The Gloucester Prevention Network
96 Main Street
Glouster, Massachusetts 01930

APPROVAL/ENCLOSURES/SPECIAL INSTR:

approved language for new YP-062

Dear Alicia, Errika, Christine, and Lisa:

Thank you for writing to me about your campaign against teen smoking. I have received many letters from young people who are worried about tobacco use and the effects that second-hand smoke has on others.

Studies show that some 3,000 young Americans begin smoking every day. I am very concerned about this issue, and, as you know, I have asked the Food and Drug Administration to propose rules to limit minors' access to tobacco and to restrict tobacco advertising aimed at children. I believe that these proposals -- such as banning cigarette vending machines, getting rid of billboards near schools, and eliminating misleading ads that glamorize smoking from the magazines that kids read most -- will help our nation's young people to look forward to happier, healthier lives.

I'm glad to know that you, too, are aware of the risks associated with tobacco use and that you have worked so hard to make your voices heard. Working together, we can help your generation to grow up in a



OCT 20 1995

safe, smoke-free environment.



*Indiv.
Response*

FAX TRANSMITTAL FORM

DATE: August 11, 1995
TO: Mr President + Bill Clinton
FAX #: (202) 456-2461
FROM: Alicia Cox
of pages including cover page: 3
SUBJECT: Thank you president + Clinton.
Sending it again sorry
because didn't sign it

CONFIDENTIALITY NOTICE:

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AUGUST.11,1995
MR. PRESIDENT CLINTON
THE WHITE HOUSE
1600 PENNSYLVANIA AVE.
WASHINGTON D.C. 20500

DEAR MR. PRESIDENT CLINTON,

HELLO MY NAME IS ALICIA COX, I'M 14 YEARS OLD, AND ATTEND GLOUCESTER HIGH SCHOOL. I WAS VERY PLEASED TO HEAR ABOUT YOUR IDEA OF BANNING CIGARETTE VENDING MACHINES IN THE UNITED STATES. I WAS ONE OF THE FOUR GIRLS WHO BANNED CIGARETTE VENDING MACHINES IN OUR CITY. I WAS VERY ELATED WHEN I FOUND OUT ABOUT YOUR IDEA. MY FRIENDS AND I WOULD BE HONORED IF WE COULD HELP YOU IN ANY WAY. HERE IS HOW WE BEGAN TO TAKE CHARGE OF TEEN SMOKING IN GLOUCESTER, MASSACHUSETTS.

IN MAY OF 1993, WHEN WE WERE IN OUR SIXTH GRADE HEALTH CLASS, WE LEARNED THE DANGERS OF SMOKING AND DISEASES CAUSED BY CIGARETTES. WE FOUND OUT THAT KIDS OUR AGE WERE SMOKING AND MOST OF THEM WERE GETTING THEIR CIGARETTES FROM VENDING MACHINES.

MY FRIENDS AND I CAME UP WITH AN IDEA SO TEENS WOULD FIND IT HARDER TO BUY CIGARETTES. I CALLED MY WARD COUNCELOR AT CITY HALL AND ASKED HIM HOW WE COULD FOLLOW THROUGH WITH OUR IDEA. HE TOLD US TO WRITE A SPEECH AND PRESENT IT TO A CITY HALL MEETING. AFTER WE ACCOMPLISHED THAT, THE CITY CLERK HELPED US WRITE A PETITION. FROM THERE ON WE WERE ON OUR OWN.

FROM THE MONTHS OF MAY THROUGH SEPTEMBER WE HAD TO GET SIGNITURES FROM RESIDENTS OF GLOUCESTER. IN AUGUST OF 1993 WE WENT TO AN ORDINANCE MEETING. AT THAT TIME MY WARD COUNCELOR TOLD US WE NEEDED 150 SIGNITURES TO BE ON THE BALLOT, BUT WE ONLY HAD 70 SIGNITURES. WELL, WE WANTED TO SHOW THEM THAT TEENS CAN MAKE A DIFFERENCE, SO FROM AUGUST TO SEPTEMBER WE WORKED VERY HARD TO GET AS MANY SIGNITURES AS WE COULD, TO PROVE OUR POINT AND THAT WE WERE SERIOUS. WE ENDED UP WITH 570 SIGNITURES.

ON SEPTEMBER 7, 1993, WE PRESENTED OUR FINAL SPEECH AND SIGNITURES TO THE WHOLE CITY COUNCIL AT THE FINAL PUBLIC HEARING. AT THE HEARING THERE WERE BAR OWNERS AND VENDING MACHINE OWNERS THAT SPOKE AGAINST US AND PEOPLE THAT SPOKE IN FAVOR OF US. HALF WAY THROUGH THE MEETING THEY HAD A SESSION WHERE ANYONE WHO WANTED TO VOICE THEIR OPINIONS COULD. WELL, MY FRIENDS AND I CAME UP WITH A REBUTTLE REMARK (DIRECTED TO THE CIGARRETTE VENDING MACHINE SUPPORTERS); WE SAID "WOULD YOU RATHER HAVE BUISNESS OR SAVE LIVES."

AT THE END OF THE MEETING THE COUNCIL GOT TOGETHER AND THOUGHT ABOUT WHAT EVERYONE SAID AND VOTED ON WHETHER OR NOT TO KEEP THE MACHINES. SO THE HEAD COUNCILER SAID PROUDLY "WE HAVE COME TO A DECISION. THE VOTES ARE UNANIMOUS IN FAVOR OF BANNING THE CIGARETTE VENDING MACHINES."

WHEN MY FRIENDS AND I HEARD THAT DECISION WE WERE SO HAPPY AND SHOCKED BECAUSE WE DIDN'T THINK THAT THE COUNCIL WOULD LISTEN TO A BUNCH OF KIDS.

AT THAT MEETING WE THOUGHT THAT WOULD DEFINITELY BE THE END OF OUR SUCCESS. WELL, A COUPLE OF MONTHS LATER WE FOUND OUT IT WASN'T THE END. WE WERE STILL BEING CALLED BY PEOPLE ASKING US TO ATTEND CONFERNCES AND WE WERE STILL BEING WRITTEN ABOUT IN THE NEWSPAPER.

THEN IN FEBUARY OF 1994, WE GOT A CALL FROM THE AMERICAN LUNG ASSOCIATION ASKING US TO BE IN A VIDEO CALLED "SMOKE-FREE CLASS OF 2000 VIEDO USE THE FACTS:EXERCISE YOUR POWER!!" IT WAS SHOWN NATIONWIDE.

WHEN THAT WAS DONE WITH WE THOUGHT FOR SURE THAT WAS THE END BECAUSE THAT WAS BIG FOR US. SO IN JANUARY OF 1995 WE GOT A CALL FROM THE MASS. DEPARTMENT OF PUBLIC HEALTH. THEY ASKED US TO BE IN A COMMERCIAL FOR A NON SMOKING CAMPAIGN. SO FAR IT'S ONLY BEEN SHOWN IN THE NEW ENGLAND STATES BUT HOPEFULLY TO BE SHOWN NATION WIDE.

ALSO WE HAVE BEEN IN A WEEKLY MAGAZINE CALLED "PARADE". IF YOU WOULD LIKE A COPY OF ANY OF THE NEWSPAPER ARTICLES, VIDEOS, OR JUST WANT TO GET IN TOUCH WITH ME REGARDING THIS LETTER YOU COULD SEND IT TO:

THE GLOUCESTER PREVENTION NETWORK
96 MAIN ST
GLOUCESTER MASS 01930
OR
FAX IT TO: 508-281-0375

OUR NAME'S ARE: ALICIA COX
ERRIKA RYAN
CHRISTINE MacNeil
& LISA BRYANT

WE ARE CONSIDERED THE "FOUR GIRL'S FROM GLOUCESTER!!" IN OUR CITY WE ARE CONSIDERED CELEBRITY'S.

THANK YOU VERY MUCH FOR TAKING YOUR TIME TO READ MY COMMENT'S AND STORY. I HOPE YOU FOLLOW THROUGH ON YOUR IDEA LIKE WE DID OUR'S AND CONTINUE THE SLOGAN "IT'S TIME WE MAKE SMOKING HISTORY!!!"

SINCERLY,

Alicia Cox
ALICIA COX



FAX TRANSMITTAL FORM

DATE: August 11, 1995
TO: Mr President + Bill Clinton
FAX #: (202) 456-2461
FROM: Alicia Cox
of pages including cover page: 3
SUBJECT: Thank you president Clinton.

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AUGUST.11,1995
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WASHINGTON D.C. 20500

DEAR MR. PRESIDENT CLINTON,

Same letter

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96 MAIN ST
GLOUCESTER MASS 01930
OR
FAX IT TO: 508-281-0375

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ERRIKA RYAN
CHRISTINE MacNeil
& LISA BRYANT

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SINCERLY,

ALICIA COX

Julia 6-5518

SCREEN COPY FOR USER JULIAB PRINTED ON 13:30:11 Dec 05 1995

.....Constituent.Summary.View.....

Record: 3151260.A
Diana Major

Revised: 22 Nov 95

Entered: 27 Sep 95

.Contact.Aide.Type..Code.....Status

Apartment 1
1502 West Shangri-La Road
Phoenix, AZ 85029

No business address

No additional information

No affiliations

.History.Aide.DateIn/Out..Letter/Subject.....

2491465 jfb 27 Sep 95 /typ/yp/11.major.d
22 Nov 95

Group:

Randy -
We are trying to pull
some good kids' letters
on smoking. Can I get
copies of the records for these
8 files (highlighted)?
Thanks - sorry it's so many!
Julia
6-5518

C O P Y
from ORM

November 22, 1995

Diana Major
Apartment 1
1502 West Shangri-La Road
Phoenix, Arizona 85029

Dear Diana:

Thank you for your heartfelt letter. I have heard from many young people who are worried about tobacco use and the effects of secondhand smoke on others.

Please know that my Administration is committed to educating the nation about the health hazards caused by cigarettes and other tobacco products. As you may know, I told the Food and Drug Administration to propose rules to limit minors' access to tobacco and to restrict tobacco advertising aimed at children. I believe that these proposals -- such as banning cigarette vending machines, getting rid of billboards near schools, and eliminating misleading ads that glamorize smoking from the magazines that young people read most -- will help our youth to look forward to happier, healthier lives.

I'm glad you shared your feelings, and I will keep you and your family in my prayers.

Sincerely,

BILL CLINTON *AB*

BC/JFB/JM/ckb (Corres. #2491465)
(11.major.d)
Enclosure: #42a

951128

2

November 22, 1995

Diana Major
Apartment 1
1502 West Shangri-La Road
Phoenix, Arizona 85029

Dear Diana:

Thank you for your heartfelt letter. I have heard from many young people who are worried about tobacco use and the effects of secondhand smoke on others.

Please know that my Administration is committed to educating the nation about the health hazards caused by cigarettes and other tobacco products. As you may know, I told the Food and Drug Administration to propose rules to limit minors' access to tobacco and to restrict tobacco advertising aimed at children. I believe that these proposals -- such as banning cigarette vending machines, getting rid of billboards near schools, and eliminating misleading ads that glamorize smoking from the magazines that young people read most -- will help our youth to look forward to happier, healthier lives.

I'm glad you shared your feelings, and I will keep you and your family in my prayers.

Sincerely, **BILL CLINTON**

BC/JFB/JM/ckb (Corres. #2491465)
(11.major.d)
Enclosure: #42a

DRAFT OF BC LETTER

INITIALS: BC / jfb /

DOCUMENT TITLE: /yp/slr/major.d.jfb

DRAFT DATE / LETTER DATE: Nov 08 1995 /

CORRESPONDENCE #: 2491465

CLEAR WITH:

WHCC:

CC:

CORRESPONDENCE ADDRESSED TO:

Diana Major
Number 1
1502 West Shangri-La Road
Phoenix, Arizona 85029

APPROVAL/ENCLOSURES/SPECIAL INSTR:

42A POTUS/FIRST LADY (AT BOOKCASE)
SIGNATURES ONLY

Dear Diana:

Thank you for your heartfelt letter. I have heard from many young people who are worried about tobacco use and the effects of secondhand smoke on others.

Please know that my Administration is committed to educating the nation about the health hazards caused by cigarettes and other tobacco products. As you may know, I have ^{told} ~~asked~~ the Food and Drug Administration to propose rules to limit minors' access to tobacco and to restrict tobacco advertising aimed at children.

I believe that these proposals -- such as banning cigarette vending machines, getting rid of billboards near schools, and eliminating misleading ads that glamorize smoking from the magazines that young people read most -- will help our youth to look forward to happier, healthier lives.

I'm glad you shared your feelings, and I will keep you and your family in my prayers.

NOV

9 1995

***Student Correspondence
Tracking Sheet***

Date/Initials

Received by Student Correspondence

9/27/08

Assigned Correspondence #

2491465

Enclosures Attached:

Draft written by Julia Bator

11/8/03

Draft Revised

Formatted by Presidential Support

NOV 21 1995

Reviewed on Azure

NOTES:

Enc. 42A

1502 W Shangri-la rd #1
Phoenix Arizona 85029
September 12, 1995

President Bill Clinton
The White House
1600 Pennsylvania Avenue
Washington D.C. 20500

Dear President Clinton:

I am a seventh grader at Mountain Sky Middle School. I am really worried about my parents because both of them smoke. My dad has been smoking since he was a young boy. I think you should take all Tobacco products off the shelf. So many people are getting lung cancer. If people keep on smoking they might die. So please work on it. Crime is another thing on my mind. I think in the grocery stores most of them don't have cameras. People could just walk in take something and walk out.

I know you are very busy and you get alot of letters but please consider thinking about what I said. Do you think you could send me a picture of you and Hillary together? I would really appreciate it. Thankyou you for reading about my concerns.

Sincerely,
Diana Major

.....Constituent.Summary.View.....

Record: 3139005.A
Tommy Koral

Revised: 27 Oct 95

Entered: 22 Sep 95

.Contact.Aide.Type..Code.....Status

1483 Daleland
Pittsburgh, PA 15220

No business address

No additional information

No affiliations

.History.Aide.DateIn/Out..Letter/Subject.....

2482108 jfb 22 Sep 95 /typ/yp/10.koral.t
23 Oct 95

Group:

C O P Y
from ORM

October 27, 1995

Tommy Koral
1483 Daleland
Pittsburgh, Pennsylvania 15220

Dear Tommy:

Thank you for your heartfelt letter about your father's death. I understand your deep concern about tobacco use, and I'm glad you shared your feelings with me.

Please know that my Administration is committed to educating the nation about the health hazards caused by cigarettes and other tobacco products. I have asked the Food and Drug Administration to propose rules to limit minors' access to tobacco and to restrict tobacco advertising aimed at children. I believe that these proposals will help our nation's young people to look forward to happier, healthier lives.

Working together, we can help your generation to grow up in a safe, smoke-free environment. I will keep your family in my thoughts and prayers.

Sincerely,

BILL CLINTON *B*

BC/JFB/JM/lynn-emu
(10.koral.t)

(Corres. #2482108)

951030

9

October 27, 1995

Tommy Koral
1483 Daleland
Pittsburgh, Pennsylvania 15220

Dear Tommy:

Thank you for your heartfelt letter about your father's death. I understand your deep concern about tobacco use, and I'm glad you shared your feelings with me.

Please know that my Administration is committed to educating the nation about the health hazards caused by cigarettes and other tobacco products. I have asked the Food and Drug Administration to propose rules to limit minors' access to tobacco and to restrict tobacco advertising aimed at children. I believe that these proposals will help our nation's young people to look forward to happier, healthier lives.

Working together, we can help your generation to grow up in a safe, smoke-free environment. I will keep your family in my thoughts and prayers.

Sincerely,

BC/JFB/JM/lynn-emu (Corres. #2482108)
(10.koral.t)

***Student Correspondence
Tracking Sheet***

Date/Initials

Received by Student Correspondence

9/22/08

Assigned Correspondence #

2472100

Enclosures Attached:

Draft written by Julia Bator

10/13/08

Draft Revised

Formatted by Presidential Support

10/20/08

Reviewed on Azure

NOTES:

DRAFT OF BC LETTER

INITIALS: BC / jfb /

DOCUMENT TITLE: /yp/slr/koral.t.jfb

DRAFT DATE / LETTER DATE: Oct 13 1995 /

CORRESPONDENCE #: 2482108

CLEAR WITH:

WHCC:

CC:

CORRESPONDENCE ADDRESSED TO:

Tommy Koral
1483 Daleland
Pittsburgh, Pennsylvania 15220

APPROVAL/ENCLOSURES/SPECIAL INSTR:

from old and new YP-062 letters

Dear Tommy:

Thank you for your heartfelt letter about your father's death. I understand your deep concern about tobacco use, and I'm glad you shared your ^{feelings} ~~thoughts~~ with me.

Please know that my Administration is committed to educating the nation about the health hazards caused by cigarettes and other tobacco products. I have asked the Food and Drug Administration to propose rules to limit minors' access to tobacco and to restrict tobacco advertising aimed at children. I believe that these proposals -- such as banning cigarette vending machines, getting rid of billboards near schools, and eliminating misleading ads that glamorize smoking from the magazines that kids read most -- will help our nation's young people to look forward to happier, healthier lives.

Working together, we can help your generation to grow up in a safe, smoke-free environment. I will keep your family in my thoughts and prayers.

OCT 20 1995



Individual response?

NP

Dear President my name is Tommy Koral.
I know your very busy but would you please
please please please ban cigarettes. Because my
dad died from cigarettes smoking.
My dad tried to quit so many times but it was too
addictive. I'm 7 years old. I miss my
daddy very much. I know other kids have no
daddy or mommy but my dad was special he was
a Lieutenant for the Pittsburgh police.
my dad suffered from lung cancer for one year.
he was very sick.
now he is watching over me my sister
and my mother from heaven.
please let me know if you can help.

Please write

Back

Tommy Koral

.....Constituent.Summary.View.....

Record: 3181861.A
Members of
Dear Young Friends

Revised: 24 Oct 95

Entered: 13 Oct 95

.Contact.Aide.Type..Code.....Status

No home address

Anti Tobacco Teen Advocates
of Clark County
2007 East Fourth Plain
Boulevard
Vancouver, WA 98661

.History.Aide.DateIn/Out..Letter/Subject.....
2515482 jfb 13 Oct 95 /typ/yp/10.tobaccot
24 Oct 95

No additional information

No affiliations

Group:

COPY
from ORM

October 19, 1995

Members of ~~Anti Tobacco Teen~~
~~Advocates of Clark County~~
2007 East Fourth Plain Boulevard
Vancouver, Washington 98661

Dear Young Friends:

Thank you for writing to me with your thoughts about smoking. I have received many letters from young people who are worried about tobacco use and the effect that second-hand smoke has on others.

Studies show that some 3,000 young Americans begin smoking every day. I am very concerned about this issue, and, as you know, I have asked the Food and Drug Administration to propose rules to limit minors' access to tobacco and to restrict tobacco advertising aimed at children. I believe that these proposals -- such as banning cigarette vending machines, getting rid of billboards near schools, and eliminating misleading ads that glamorize smoking from the magazines that kids read most -- will help our nation's young people to look forward to happier, healthier lives.

I'm glad to know that A.T.T.A.C.C. and Teens as Teachers are trying to raise awareness of the risks associated with tobacco use, and I hope you will continue to speak up for what you believe. Working together, we can help your generation to grow up in a safe, smoke-free environment.

Sincerely,

BILL CLINTON A

BC/JFB/JM/emu (Corres. #2515482)
(10.tobaccoteens)

951027

or

B

dash
together?

DRAFT OF BC LETTER

INITIALS: BC / jfb /

DOCUMENT TITLE: /yp/slr/attacc.jfb

DRAFT DATE / LETTER DATE: Oct 13 1995 /

CORRESPONDENCE #: 2515482

CLEAR WITH:

WHCC:

CC:

CORRESPONDENCE ADDRESSED TO:

Members of
Anti Tobacco Teen Advocates of Clark
County
2007 East Fourth Plain Boulevard
Vancouver, Washington 98661

APPROVAL/ENCLOSURES/SPECIAL INSTR:

approved language for new yp-062

Dear Young Friends:

Thank you for writing to me with your thoughts about smoking. I have received many letters from young people who are worried about tobacco use and the effects that second-hand smoke has on others.

Studies show that some 3,000 young Americans begin smoking every day. I am very concerned about this issue, and ^{as you know,} I have asked the Food and Drug Administration to propose rules to limit minors' access to tobacco and to restrict tobacco advertising aimed at children. I believe that these proposals -- such as banning cigarette vending machines, getting rid of billboards near schools, and eliminating misleading ads that glamorize smoking from the magazines that kids read most -- will help our nation's young people to look forward to happier, healthier lives.

I'm glad to know that A.T.T.A.C.C. and Teens as Teachers are ^{trying} working to raise awareness of the risks associated with tobacco use, and I hope you will continue to speak up for what you believe. Working together, we can help your generation to grow up in a safe, smoke-

OCT 20 1995

free environment.

Julia



.T.T.A.C.C.

Anti Tobacco Teen Advocates of Clark County

YP-62

Debbie - perhaps this
has more value than a "62".
4/2 footer

8-30-95

President Bill Clinton
Executive Office of the President
The White House
1600 Pennsylvania Avenue, NW
Washington D.C. 20500

Dear Sir:

We would like to commend you on your proposed Regulations for stricter tobacco control. It's about time someone of your stature is doing something about the problem with teens and tobacco. This is the main focus of our group in the city, Vancouver, WA (Not Canada).

Our group is A.T.T.A.C.C. (Anti-Tobacco Teen Advocates of Clark County). A.T.T.A.C.C. is a growing group of young people who are interested in eliminating tobacco use by teens and keeping pre-teens from starting. We have done many things to educate people about the harmful effects of tobacco use such as: a booth at the Clark County Fair, Merchant Education, Compliance Checks ("stings") and Baseball Caps for youth sports teams.

A.T.T.A.C.C. has a sister group called Teens as Teachers. These are groups of teens who visit sixth grade classrooms to teach about the harmful use of tobacco. Approximately



.T.T.A.C.C.

Anti Tobacco Teen Advocates of Clark County

50 teens from around the county have gone through training in order to keep those young impressionable minds from beginning to use tobacco. They work in small groups and design presentations aimed at sixth graders. We know we can't reach all the kids, but we are getting through to many and that's what is important.

Again Mr. President, we want you to know we support your proposals and your efforts. If you're ever in Vancouver, WA (Not Canada), we welcome you to come to one of our meetings. You are welcome anytime.

Sincerely from Vancouver, WA,

A. T. T. A. C. C.

.....Constituent.Summary.View.....

Record: 3054285.A Revised: 24 Oct 95 Entered: 17 Aug 95
Chris Reid .Contact.Aide.Type..Code.....Status

1038 Carnation Drive
Rockville, MD 20850

No business address

No additional information

No affiliations

.History.Aide.DateIn/Out..Letter/Subject.....

2515596 jfb 13 Oct 95 /typ/yp/10.reid.c

24 Oct 95

2419707 *ww

17 Aug 95

LOGGED

28 Aug 95

REF.STAFF.N

Group:

C O P Y
from ORM

October 19, 1995

Chris Reid
~~1038 Carnation Drive~~
Rockville, Maryland 20850

Dear Chris:

Thank you for writing and for sending me your wonderful poster and the gifts from your brother, Tristan. I have received many letters from young people who are worried about tobacco use and the effect that second-hand smoke has on others.

Some 3,000 young Americans begin smoking every day. I am very concerned about this problem, and I have asked the Food and Drug Administration to propose rules to limit minors' access to tobacco and to restrict tobacco advertising aimed at children. I believe that these proposals -- such as banning cigarette vending machines, getting rid of billboards near schools, and eliminating misleading ads that glamorize smoking from the magazines that kids read most -- will help our nation's young people to look forward to happier, healthier lives.

I'm glad to know that you, too, are aware of the risks associated with tobacco use, and I hope you will continue to speak up for what you believe. Working together, we can help your generation to grow up in a safe, smoke-free environment.

Sincerely,

BILL CLINTON

A

BC/JFB/JM/lynn
(10.reid.c)

(Corres. #2515596)

1

m

B

DRAFT OF BC LETTER

INITIALS: BC / jfb /

DOCUMENT TITLE: /yp/slr/reid.c.jfb

DRAFT DATE / LETTER DATE: Oct 13 1995 /

CORRESPONDENCE #: 2515596

CLEAR WITH:

WHCC:

CC:

CORRESPONDENCE ADDRESSED TO:

Chris Reid
1038 Carnation Drive
Rockville, Maryland 20850

APPROVAL/ENCLOSURES/SPECIAL INSTR:

approved language for new YP-062

Dear Chris:

Thank you for writing and for sending me your wonderful poster and the gifts from your brother, Tristan. I have received many letters from young people who are worried about tobacco use and the effect that second-hand smoke has on others.

Studies show that some 3,000 young Americans begin smoking every day. I am very concerned about this issue, and I have asked the Food and Drug Administration to propose rules to limit minors' access to tobacco and to restrict tobacco advertising aimed at children. I believe that these proposals -- such as banning cigarette vending machines, getting rid of billboards near schools, and eliminating misleading ads that glamorize smoking from the magazines that kids read most -- will help our nation's young people to look forward to happier, healthier lives.

I'm glad to know that you, too, are aware of the risks associated with tobacco use, and I hope you will continue to speak up for what you believe. Working together, we can help your generation to grow up in a safe, smoke-free environment.

OCT 20



8/28
5-R
Student

249707

August 13, 1995

Chris Reid

1038 Carration Drive
Rockville, MD 20850

President Bill Clinton

White House

1600 Pennsylvania Ave, NW

Washington, D.C.

Dear President Clinton;

I live in Rockville, MD and have finished 4th grade at College Gardens Elementary School where school is starting soon and that's when kids might fall into the "should I smoke or not smoke" pressure. I know you have a big job ahead of you getting the students to be themselves and not smoke.

After hearing and seeing you on TV talking about your plans to help kids in America not to smoke, I know I can help you. You see, I have this idea of why kids start to smoke

in the first place. Please look at
my poster with the slogan: IT'S
FACT, SMOKING STARTS A
BAD ACT. BE YOURSELF. Do
you see the boy in the poster? He
has the word "ME" on his T-shirt.
See, that's my message. It's OK to
be exactly who you are without smoking.
What do you think, President Clinton?
Do you think I could help you?

I have to tell you when I
was in 3rd grade this poster of
mine won Grand Prize in the 8th
Annual Healthy Choices Poster Contest
in Montgomery County, Maryland
out of 1,400 entries and I
got to meet Congresswoman
Catherine Morella. But even if I didn't,
my message is important. What do you
think about using it on buses, billboards,
comic books, TV, at libraries and even at
the White House, because you know that's

happens with kids when they are young and try to put on an act to be older. They use a cigarette. Well with my poster and your help, we could give this message to the young kids who don't think being without a cigarette is cool. And then they may never start smoking in the first place.

Thanks for really caring about us, President Clinton. I can tell you know that everyone needs to know about not smoking. Do you think I can help you?

Your friend,
Chris Reid

P.S. Starting September 6th, I will be in school from 9:00 am. (I'm a patrol and need to be at my bus stop at 9:00 am.) until 3:20 p.m. Anytime after 4:00 pm, I can help you hang posters or whatever you want to do.

.....Constituent.Summary.View.....

Record: 2534527.A
Kerry Thaxton

Revised: 12 Apr 95

Entered: 18 Jan 95

.Contact.Aide.Type..Code.....Status

8108 Stonemill Court
Charlotte, NC 28226

No business address

No additional information

No affiliations

.History.Aide.DateIn/Out..Letter/Subject.....

2019610 jfb 18 Jan 95 /typ/yp/2.thaxton.k

02 Feb 95

Group:

C O P Y
from ORM

February 2, 1995

Kerry Thaxton
8108 Stonemill Court
Charlotte, North Carolina 28226

Dear Kerry:

I'm terribly sorry to learn of the death of your grandfather. I have received many heartfelt letters from young people like you who are concerned about tobacco use and the effects of second-hand smoke.

As President, I continue to promote the same "no smoking" policy in the White House that I established in Arkansas state government offices. My Administration is committed to educating the nation about the health hazards caused by cigarettes and the use of other tobacco products.

I'm glad that you're aware of the risks associated with smoking. I hope you will share this knowledge with your friends so that your generation can grow up in a healthy, smoke-free environment.

My thoughts and prayers are with you and your family.

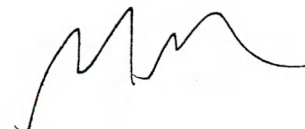
Sincerely,

BILL CLINTON^A

BC/JFB/DH/lynn (Corres. #2019610)
(2.thaxton.k)

cc: Ellen Bloom, 597 OEOB
cc: Julia Bator, 93 OEOB

950206



***Student Correspondence
Tracking Sheet***

Date/Initials

Received by Student Correspondence

1/18 EB

Assigned Correspondence #

2019610

Enclosures Attached:

Draft written by Julia Bator

1/20 JB

Draft Revised

2/1 dh

Formatted by Presidential Support

2/2 luc

Reviewed on Azure

NOTES: Merged with VP-062
(add line of sympathy)

DRAFT OF BC LETTER

INITIALS: BC / jfb / *[signature]*

DOCUMENT TITLE: /yp/slr/thaxton.k.jfb

DRAFT DATE / LETTER DATE: Jan 20 1995 /

CORRESPONDENCE #: 2019610

CLEAR WITH:

WHCC:

CC: ellen bloom
julia bator

CORRESPONDENCE ADDRESSED TO:

Kerry Thaxton
8108 Stonemill Court
Charlotte, North Carolina 28226

APPROVAL/ENCLOSURES/SPECIAL INSTR:
YP-062

Dear Kerry:

I'm terribly sorry to learn of the death of your grandfather from cancer. I have received many heartfelt letters from young people who, like you, are concerned about tobacco use and the effects that second-hand smoke has on others.

As President, I continue to promote the same "no smoking" policy in the White House that I established in Arkansas state government offices. My Administration is committed to educating the nation about the health hazards caused by cigarettes and the use of other tobacco products.

I'm glad that you're aware of the risks associated with smoking. I hope you will share this knowledge with your friends so that your generation can grow up in a healthy, smoke-free environment.

Please give my best wishes to your family, and know that you are in my thoughts and prayers. *Love with you and your family.*

FEB



8108 Stonemill Co.
Charlotte, NC, 28215
November 22, 1994

Individual
letter
NB

Dear President Bill Clinton,

I am writing to you
to tell you about a very
important situation in my life.

Three years ago my grandfather
died because of cancer. He had
a black dot on his lung from
smoking, ^{he quit} after he found that out.
That didn't help though, and he had
to have chemotherapy. He died from
chemotherapy when the nurse was
taking his blood pressure. This has
happened to a lot of kids my
age. They are very unhappy campers.
They miss their friends, family, and
so do I. We should ban smoking.
All people do is throw cigarets on
the ground, start house fires, and
causes more crime. Thousands of
kids, teens, and grown ups are
crying because of their loved
ones. Last time I wrote to you,
it was for enjoyment, and I got
a printed letter that everyone gets.
This time I would/will want a

handwritten letter telling me
what you are going to do about
this issue. I would really appreciate
it if you would read my letter
in congress or for the health
plan. Help me regain my confidence
in you.

Love,
Kerry Thaxton

P.S. = I was closer to my
grandfather than I am to my
sister, Shell.

Post-Fax Note 7672

No. of Pages 3

Today's Date 3-13-96

Time 3:20 pm

To Marilyn Yaeger
Company White House
Location
Fax # 202-456-6218
Comments Per your request.

From Barry F. Scher
Company Giant Food Inc.
Location
Fax # 301-618-4967
Original Disposition ☐ Copy ☐ Return ☐ Call for pickup

GIANT FOOD INC.

BARRY F. SCHER
VICE PRESIDENT
PUBLIC AFFAIRS

DEPT. 599
BOX 1804, WASHINGTON, D.C. 20013
(301) 341-4710
FAX (301) 618-4967

February 14, 1996

Carol A. Mehrtig, Chief of Police
Andrew L. Sonner, State's Attorney
Carol W. Garvey, M.D., M.P.H., Mont. Co. Health Officer
Montgomery County Government
Rockville, Maryland 20860

Dear Carol, Andy and Dr. Garvey:

On behalf of Giant, we thank you very much for your letter dated January 29, 1996 addressed to "Dear Montgomery County Merchant" which detailed the assistance that the County is willing to provide to merchants to prevent the sale of cigarettes to minors. We welcome this opportunity to communicate with you on our efforts to prevent minors from purchasing cigarettes as this is a subject that is of much interest to us too.

We first believe it is very important to make sure our store staffers are fully aware of all laws and regulations governing the sale of cigarettes. Thus, we have begun an internal educational program aimed at all of our 5,000 store checkers who work in our Maryland, Virginia, District of Columbia, Delaware and New Jersey stores. Our special educational effort will run in perpetuity and it will encompass creating special store posters, stories in our company newspaper and magazine, meetings with our district managers, store managers and checker personnel, as well as publishing internal store bulletins which will contain reprints of newspaper stories dealing with the issue of cigarette sales to minors. Equally important, we are going to begin our own internal Mystery Shopper program which will compliment our existing program to prevent the sale of alcoholic beverages to minors.

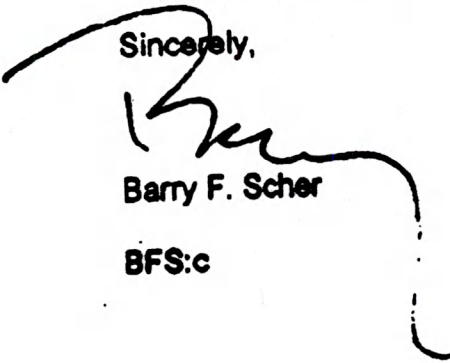
Within our stores, we have also taken a number of steps to eliminate the ease of access to cigarette sales. Specifically, we also want you to know that in many of our stores, we are now using cigarette vending machines that operate only with tokens. With this approach, rather than customers purchasing cigarettes directly from vending machines, customers have to purchase tokens at the checkout in a face-to-face transaction with a Giant cashier. Our checkout personnel are being ask to request identification in order to verify the age of young shoppers.

Carol A. Mehrig, Chief of Police
Andrew L. Sonner, State's Attorney
Carol W. Garvey, M.D., M.P.H., Mont. Co. Health Officer
February 14, 1998
Page 2

We are also moving in the direction of selling individual packs of cigarettes at our customer service counters in our stores. As more of our stores receive these counters, we will eliminate the vending machines altogether with the exception of our 24 hour stores. We will still have a cigarette vending machine in our 24 hour stores to serve our customers when the counter is closed, but it will require the use of tokens.

We are again appreciative of your letter as we definitely plan to continue our efforts to do all that is possible to curtail the sale of cigarettes to minors. Please let me know if you have any questions. We're glad to work with you on this important issue.

Sincerely,



Barry F. Scher

BFS:c

Pres of local w/as w/
GIANT, not aware of
letter.

Will rewrite letter.

no mystery shopper.

fax to Gary Sauter
466-1562

Shana -

please fax the
2 page "President's
Initiative" doc
to Gary

(show it to
me 1st)

October 5, 1995

Dr. David L. Rosenbloom
Join Together
Boston University School
of Public Health
Sixth Floor
441 Stuart Street
Boston, Massachusetts 02116

Dear David:

Hillary shared with me your letter and pamphlet outlining strategies to help control tobacco use. Thank you very much for offering your insight and suggestions concerning this urgent health issue.

As you know, since your letter was written, I have announced a strategy designed to limit children's access to tobacco products. Many of your ideas are represented in the proposed regulations published by the Food and Drug Administration. Under the proposed regulations:

- o tobacco purchasers will be required to prove their age with identification;
- o cigarette vending machines, which effectively circumvent any ban on sales to children, will be prohibited;
- o outdoor advertising for tobacco products will not be allowed within 1,000 feet of schools or playgrounds, and outdoor advertising outside the 1,000-foot limit will be restricted to a text-only, black and white format;
- o publications with significant youth readership will be permitted to advertise tobacco products solely in a text-only, black and white format; and
- o the tobacco industry will fund an annual campaign to teach children about the dangers of tobacco use.

You are right that we have to be careful not to let the tobacco industry or other opponents cloud the debate on these issues. My proposals do not constitute a ban on smoking or a threat to the First Amendment. Rather, they are common sense steps that will help us forge a better future for our children.

Thanks again for writing. I look forward to working with you as we seek to create a healthier America.

Sincerely,

BILL CLINTON

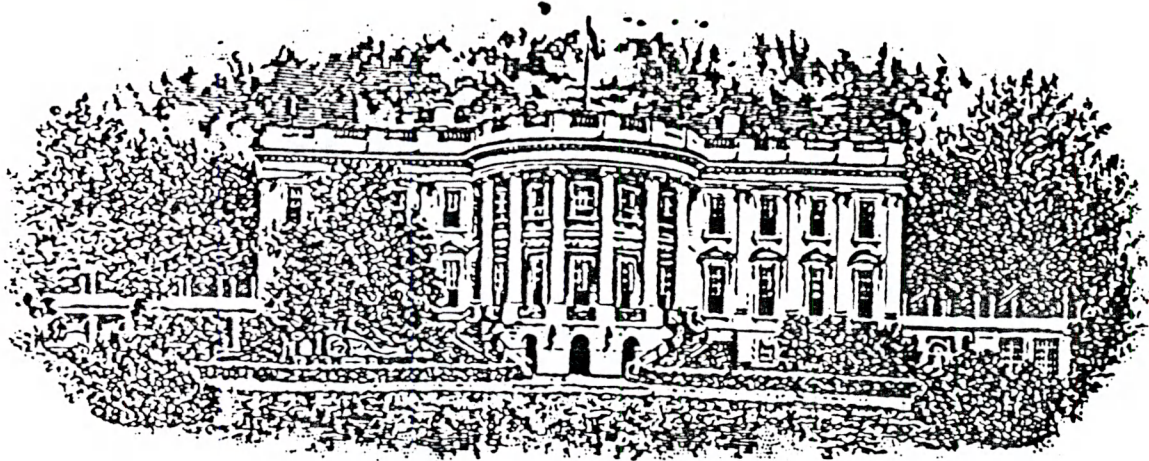
BC/ODP/JB/JAD/emu
(10.rosenbloom.dl)

(Corres. #2500996)

cc: Jennifer O'Connor

///

The White House



COUNSEL'S OFFICE

FACSIMILE TRANSMISSION COVER SHEET

DATE:

10/2/95

TO:

Diane Thompson (FOIA)

FACSIMILE NUMBER:

TELEPHONE NUMBER:

FROM:

CHRIS CERF

TELEPHONE NUMBER:

PAGES (WITH COVER):

COMMENTS:

per your Request

PLEASE DELIVER AS SOON AS POSSIBLE

The document(s) accompanying this facsimile transmittal sheet is intended only for the use of the individual or entity to whom it is addressed. This message contains information which may be privileged, confidential or exempt from disclosure under applicable law. If the reader of this message is not the intended recipient, or the employee or agent responsible for delivering the message to the intended recipient, you are hereby notified that any disclosure, dissemination, copying or distribution, or the taking of any action in reliance on the contents of this communication is strictly prohibited. If you have received this information in error, please immediately notify the sender at their telephone number stated above.

Dear _____:

Thank you for your message regarding our effort to limit children's access to tobacco products. I have heard from many concerned people on this issue, and I appreciate your input as we work to protect the health of young Americans.

Adults are capable of making their own decisions about smoking. Overwhelming evidence shows, however, that children are particularly susceptible to tobacco marketing. Some 3,000 boys and girls take up smoking every day, and millions will ultimately lose their lives to it. If we are to ensure a healthy future for our children, we must act now to stop them from smoking.

I have therefore authorized the Food and Drug Administration to propose rules to limit minors' access to tobacco as well as the promotion and advertising that enhance the appeal of tobacco products among young people. Under the proposed regulations:

- o tobacco purchasers will be required to prove their age with identification;
- o cigarette vending machines, which effectively circumvent any ban on sales to children, will be prohibited;
- o outdoor advertising for tobacco products will not be allowed within 1,000 feet of schools or playgrounds, and outdoor advertising outside the 1,000-foot limit will be restricted to a text-only, black and white format;
- o publications with significant youth readership will be permitted to advertise tobacco products solely in a text-only, black and white format; and
- o the tobacco industry will fund an annual campaign to teach children about the dangers of tobacco use.

These proposals do not constitute a ban on smoking or a threat to the First Amendment. Rather, they are commonsense steps that will help us forge a better future for our children. I appreciate knowing your views on this issue, and I hope you will work with us as we seek to create a healthier America.

Sincerely,

Bill Clinton

THE WHITE HOUSE
WASHINGTON

January 24, 1996

MEMORANDUM FOR: JEN O'CONNOR

FROM: KITTY HIGGANS

American Academy of Pediatrics



17/45

November 20, 1995

The Honorable Richard W. Riley
Secretary
U.S. Department of Education
600 Independence Avenue, SW
Washington, DC 20202

Dear Secretary Riley:

The American Academy of Pediatrics wishes to extend to you its warmest thanks and sincerest gratitude for your participation in our Anti-Tobacco Event on November 9th. By joining Ray Coleman, MD, at the Hoover Middle School in Potomac, MD, you lent great support and credence to our efforts to halt tobacco product use among our nation's young people, a priority of the Academy and its members.

The program itself was a resounding success, with 78 sites participating in the event nation-wide, reaching an audience of thousands of our nation's pre-teens and adolescents. Widespread media coverage brought the anti-smoking message to countless others. Both students and teachers alike enjoyed the unique and varied presentations, while gaining much needed insight into the dangers of tobacco use. Through educational efforts such as these, it is our hope that adolescents in growing numbers will stop smoking, or choose not to start. Your continued support will remain invaluable in future efforts to promote the health and well-being of young people across the country.

Once again, your presence and support were deeply appreciated by the Academy, particularly by all those associated with the Anti-Tobacco Event. It was a pleasure to have you join us in our efforts.

Sincerely,

Maurice E. Keenan MD

Maurice E. Keenan, MD
President

Department of Government Liaison

American Academy of Pediatrics
The Homer Building
601 Thirteenth Street, NW
Suite 400 North
Washington, DC 20005
202/347-8600
800/336-5475
Fax: 202/393-6137
Internet: kids1st@aap.org

President

Maurice E. Keenan, MD

Vice President

Robert E. Hannemann, MD

Past President

George D. Comerici, MD

Executive Director

Joe M. Sanders, Jr, MD

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Raleigh, North Carolina

Stanford Singer, MD
Southfield, Michigan

Ordean L. Torstenson, MD
Madison, Wisconsin

Carden Johnston, MD
Birmingham, Alabama

Donald E. Cook, MD
Greeley, Colorado

Leonard A. Kutnik, MD
San Diego, California



SEC. RILEY THOUGHT
THIS WOULD BE OF
INTEREST SINCE THE
EVENT WAS DONE AT THE
REQUEST
OF THE
NH.

Sandy Rinck
Special Assistant to the Secretary

United States Department of Education
600 Independence Avenue S.W.
Washington, D.C. 20202

(202) 401-3000

E X E C U T I V E O F F I C E O F T H E P R E S I D E N T

04-Jun-1996 11:05am

TO: Shana E. Tesler

FROM: James A. Dorskind
 Presidential Correspondence

SUBJECT: RE: Victor Crawford

I'm sorry, I didn't notice your "email" request. Here's the text:

Dear Linda:

I'm glad we had the chance to talk earlier this week. Hillary and I were so sorry to learn of Victor's death. He was a man of great courage and honesty, and the cancer that ultimately took his life did not defeat his spirit. I will always be grateful for his strong support of our efforts to limit children's access to tobacco products, and I hope it will comfort you to know that Victor has left a legacy of hope for the young people of this nation.

Our hearts go out to you, Charlene, and Victor, Jr., at this sad time, and we are keeping you in our thoughts and prayers.

Sincerely,