

Office of Public Affairs
15-05 Parklawn
HFI-1
301-594-6004 or 301-443-3819 (fax)
301-443-1130 (phone)

TO:

Jennifer O'Connor
(202) 456-7929

FROM:

JIM O'HARA

Number of pages (includes cover) 3

Message: As requested

**If this is not clear, please call and we will send
another fax. Thank you.**

TALKING POINTS FOR SPERLING BREAKFAST

- o Public health, not political, considerations drove the the decision to attack kids' use of cigarettes and chewing tobacco and other smokeless tobacco products
- o 3,000 young people become regular smokers each day, and nearly 1,000 of them will die from smoking-related diseases
- o More than 400,000 Americans die each year from smoking-related diseases -- that's more Americans than die each year from AIDS, alcohol, car accidents, murders, suicides, illegal drugs and fires combined
- o If we can reduce kids' smoking, we can make incredible public health gains: more than 80 percent of all adult smokers had tried smoking by their 18th birthday and more than half of them had already become regular smokers by that age

Q: Ford has introduced legislation that keeps FDA out of tobacco regulation. Is that OK?

A: Our concern has always been with getting the job done, not who does the job. It's premature, however, to discuss what agency might ultimately have responsibility under any legislation.

Q: Could the Administration support the Ford bill?

A: Senator Ford's bill is in itself an important recognition of the serious problem of kids' smoking. We have said from the start that we would welcome the opportunity to work with lawmakers to prevent this terrible public health tragedy we now face. It's too early to talk of support; the bill has just been introduced; there will have to be hearings; it's just too early in the process.

Q: The Administration proposals are getting beaten up on the NASCAR circuit. Does that worry you?

A: There has been a lot of confusion on this point. The tobacco companies can still sponsor NASCAR races under our proposal. What they will have to do is sponsor them in the corporate name, not in the brand name like they do now.

We are trying to change the landscape. Kids who smoke today think a lot of people smoke, and that's because they are swamped with the advertising and promotion. The Centers for Disease Control reported that 86 percent of underage smokers who buy their own cigarettes purchase one of the three most heavily advertised brands: Marlboro, Camel and Newport.

Q: The proposals have also received a lot of criticism on First Amendment grounds, and Canada's high court just struck down that country's restrictions on tobacco advertising and promotions?

A: Canada's restrictions were much broader than what we are proposing. We developed our proposals in a manner that was very mindful of U.S. law -- both the First Amendment and all applicable statutes. We are confident our proposals will stand up to judicial review.

Our proposals are targeted at solving the problem of kids' smoking. Let's remember that it is illegal to sell cigarettes and chewing tobacco to kids under 18. If it's illegal to sell these products, what makes it right to appeal to kids?

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