

CHICAGO TOBACCO PREVENTION PROJECT



**RESPIRATORY
HEALTH
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Press Release

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New FDA guidelines bolster local efforts to curb tobacco use in Chicago *Guidelines require "Big Tobacco" to disclose ingredients, seek marketing permission*

CHICAGO – On Wednesday, FDA regulators announced new laws requiring tobacco firms to fully disclose changes to their products including details on highly addictive and toxic ingredients. Under the new regulations, tobacco companies must also receive permission to market and promote new products. These new guidelines directly support President Obama's tobacco control law, which was designed to enact stricter tobacco regulations and to reduce smoking rates across the country.

Locally, the Chicago Tobacco Prevention Project, an initiative led by Respiratory Health Association of Metropolitan Chicago (RHAMC) and the Chicago Department of Public Health (CDPH), is working to achieve citywide policy changes that reduce exposure to secondhand smoke and decrease Chicago's youth and adult smoking rates by March 2012.

"The Chicago Tobacco Prevention Project applauds the FDA's new regulations," said Bechara Choucair, MD, commissioner of the CDPH. "Federal efforts requiring cigarette companies to disclose toxic ingredients and notify the public of changes to their harmful products will bolster citywide efforts to curb tobacco consumption."

Among other things, the newly-instated guidelines require that tobacco products created after February 2007 be reviewed and approved by the FDA for national sales distribution. Upon review, the FDA now has the authority to prohibit tobacco companies from selling products that are deemed unsuitable.

"We are hopeful that the FDA's strong regulations will expose and constrain efforts by tobacco companies to target certain minority groups and youth," noted Joel Africk, president and chief executive officer of RHAMC. "The Chicago Tobacco Prevention Project is working with 30 community partners across the city to target vulnerable populations with support and services to help them be successful in breaking their tobacco addictions," he added.

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About RHAMC: Respiratory Health Association of Metropolitan Chicago (RHAMC) has been a local public health leader since 1906. Today, the association addresses asthma, COPD, lung cancer, tobacco control and air quality with a comprehensive approach involving research, education and advocacy activities.

About CDPH: Since 1835, the Chicago Department of Public Health has provided leadership to make Chicago a healthier and safer place for everyone. Currently the Department is engaged in several "winnable battles" to address major public health challenges --- one of which is tobacco smoking.

About the Chicago Tobacco Prevention Project: In partnership with the Chicago Department of Public Health, RHAMC will lead the Chicago Tobacco Prevention Project through March 2012. Funded by a grant from the Centers for Disease Control, the comprehensive program includes community-based smoking cessation programs, hard-hitting media, outreach to vulnerable population groups, and policy efforts that reduce exposure to secondhand smoke. To learn more, visit www.lungchicago.org/ctpp.