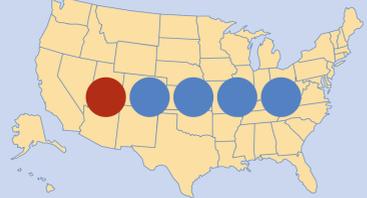


The Family Smoking Prevention and Tobacco Control Act

Tobacco Facts, History & Milestones

Tobacco Facts

20% of deaths in America are the result of smoking⁽¹⁾



\$10.4 Billion spent by the U.S. tobacco industry on advertising and promotion in 2008⁽⁴⁾



\$193 Billion spent every year for direct medical costs and lost productivity due to smoking-related premature deaths in America⁽²⁾

80% of adult smokers begin smoking before the age of 18⁽³⁾



167 kids try their first cigarette every HOUR⁽²⁾



Key Events & Milestones



September 2009
Tobacco Control Act bans cigarettes with characterizing flavor such as fruit and candy

June 22, 2009
President Obama signs the Tobacco Control Act into law

July 2009
FDA initiates the collection of user fees from the tobacco industry

August 2009
FDA establishes the Center for Tobacco Products (CTP)

September 2009
FDA appoints the first CTP Director, Lawrence R. Deyton, MSPH, MD

March 2010
CTP reissues the "1996 rule" that restricts the sale and distribution of tobacco products to protect youth and promote public health

April 2010
CTP publishes final guidance to assist those submitting documents to FDA relating to the health, toxicological, behavioral, or physiologic effects of tobacco products and constituents; documents submitted will have been produced after June 22, 2009

June 2010
CTP begins awarding contracts to states designed to support compliance and enforcement activities

June 2010
Products labeled or advertised with misleading terms such as "low," "light," and "mild," or with similar descriptors, are banned under the Act

June 2010
Tobacco Control Act requirements regarding revised warning labels on packages and in advertisements for smokeless products take effect

October 2010
CTP publishes action plan for enforcing restrictions on the promotion and advertising requirements covering the sale of menthol and other cigarettes to youth – especially in minority communities

June 2011
CTP publishes final regulation that requires graphics illustrating the negative health consequences of smoking; graphics will accompany nine new health warning statements that will appear on cigarette packages and in advertisements (under litigation)

July 2011
TPSAC issues final report on the public health implications of menthol tobacco use to FDA

April 2012
CTP publishes regulations to address the promotion and marketing of tobacco sold or distributed over the Internet, by mail order, or through other non-face-to-face exchanges between a retailer and a consumer

April 2012
CTP establishes list of harmful and potentially harmful constituents in tobacco products, including smoke constituents, by brand and subbrand

July 2011
CTP publishes regulations establishing procedures for requesting an exemption from the requirement to establish substantial equivalence

April 2013
CTP publishes regulations requiring tobacco manufacturers to test and report harmful and potentially harmful constituents

April 2013
CTP submits report to Congress focusing on FDA's progress and impediments to implementing Tobacco Control Act, the number of applications received for new tobacco and modified risk products, and how many employees are engaged in implementing the Act

April 2013
CTP submits report to Congress outlining the public health impact of raising the minimum tobacco purchase age

April 2015
CTP provides report to Congress outlining how well the public understands the health consequences of using tobacco products with harmful constituents

Sources:
1 - Tobacco Control Act, 2009
2 - FDA Year in Review, 2010
3 - CDC, Vital Signs, 2010
4 - FTC Cigarette Report for 2008
FTC Smokeless Tobacco Report for 2008

Disclaimer: This is not a complete summary of the Tobacco Control Act. You can read the Tobacco Control Act at: www.fda.gov/tobacco

FDA: Center for Tobacco Products

VISION: To make tobacco-related death and disease part of America's past, not America's future and, by doing so, ensure a healthier life for every family.



Center for Tobacco Products
www.fda.gov/Tobacco