NAQC's Comments to FDA

Members Encouraged to Provide Feedback by Sept. 1

In early July, the U.S. Food and Drug Administration (FDA) asked the public to provide information and share views on the agency's new authority to regulate tobacco products under the Family Smoking Prevention and Tobacco Control Act ("the Act"). NAQC strongly supports the FDA's new authority and stands ready to support the agency's regulatory efforts. It is our hope that implementation of the new regulatory authority will have a significant, positive impact on the health of millions of Americans for years to come.

Due to the importance of this new legislation on tobacco control efforts, NAQC has drafted comments to FDA and is now requesting your feedback on them. The comments feature four recommendations that NAQC believes are most critical to cessation efforts. Additionally, the comments provide an overview of quitlines highlighting their efficacy and important role in broader tobacco control.

NAQC'S RECOMMENDATIONS TO FDA

- Recommendation One: Include 800-QUIT-NOW, a toll-free number that links callers with their state quitlines, and www.smokefree.gov, a website that contains quitting information, on all label statements and warnings for tobacco products. In addition, NAQC recommends that the number and website should be required on all advertising including point-of-sale advertising.
- Recommendation Two: Take full advantage of FDA's broad authority around dissemination of information to educate consumers about effective cessation options.
- Recommendation Three: Decrease the allowable level of nicotine in all tobacco products to a non-addictive level.
- Recommendation Four: Eliminate menthol as a flavor additive and as a synthetic ingredient from all tobacco products.

View NAQC's full comments.

REQUEST FOR MEMBERS' FEEDBACK

We would appreciate your feedback on the proposed recommendations. Please respond to the following questions:
Do you agree with the proposed recommendations? If not, which recommendation do you disagree with and why?
Do you think we should include other recommendations? If so, what are they and why do you support their inclusion?
For those who review the full letter, please provide any comments you have on strengthening the arguments.
Please submit your comments by September 1 to NAQC@NAQuitline.org.

TIMELINE FOR FEEDBACK PROCESS

September 1: Feedback due from members
September 15: Final comments circulated to NAQC members
September 22: NAQC’s comments sent to FDA

Again, we are pleased to share these comments with you. We hope you will consider submitting comments from your respective organizations as well. Comments are due to FDA by September 29, 2009. To learn more about this process, please see the Federal Register request for comment notice.

Visit the NAQC Information e-Bulletin Archives.
For more information about this publication, contact naqc@naquitline.org.

About the North American Quitline Consortium:
NAQC is a Phoenix, Arizona-based 501(3)(c) organization that seeks to promote evidence based quitline services across diverse communities in North America.

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