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American Heart  
Association

American Lung  
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Community Health  
Centers of the  
Central Coast

Dental Society of  
the Central Coast

San Luis Obispo  
County Air Pollution  
Control District

San Luis Obispo  
County Drug and  
Alcohol Services

San Luis Obispo  
County Health  
Commission

San Luis Obispo  
County Medical  
Society

San Luis Obispo  
County Office  
of Education

San Luis Obispo  
County Probation  
Office

San Luis Obispo  
County Sheriff's  
Department

San Luis Obispo  
Public Health  
Department

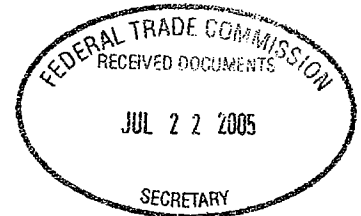
Tom Jones &  
Associates

Susan K. Hughes  
Director

## SAN LUIS OBISPO COUNTY

# TOBACCO CONTROL COALITION

2995 Mc Millan St., Suite 282 • San Luis Obispo, CA • 93401  
805•781•5564



July 5, 2005

Office of the Secretary  
Federal Trade Commission  
Room 159  
600 Pennsylvania Avenue NW  
Washington D.C. 20580

To the Commission:

On behalf of the San Luis Obispo County Tobacco Control Coalition, I am writing to notify you of the importance of the yearly FTC Cigarette and Smokeless Tobacco Reports. In California we have made great progress in the fight to end the damage that tobacco continues to inflict on our environment, our citizens, and the fate of future generations of humans. We would be without direction in this fight if the updated statistical resources, on which we rely, were eliminated.

In order to approach each year with the appropriate goals and objectives, it is required that pre and post program data be presented to demonstrate the outcomes of prior years and the anticipations of the years to come. It is also critical that funding agencies be shown evidence that their money has been spent toward a cause that can prove its effectiveness. The Cigarette and Smokeless Tobacco Reports are a key resource for the collection of data.

Resources like the Cigarette and Smokeless Tobacco Reports inform Tobacco Control Coalitions like ours where tobacco companies are directing their monetary resources and energy. Two improvements that could be made to future reports are:

1. A state-by-state breakdown of the marketing expenditures.
2. Company specific, or even brand-specific marketing expenditure data.

Because of the enormous power of persuasion the tobacco companies have, it is imperative that we have access to such informative annual data. We urge you continue to publish the Cigarette and Smokeless Tobacco Reports.

Sincerely,

Susan K. Hughes  
Director

  
Heather Hoeschen  
Tobacco Control Intern