

NLWJC - Kagan

DPC - Box 031 - Folder 014

Ideas - Tobacco

12000 - tobacco



Cynthia A. Rice

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Subject: Great American Smokeout 11/19 -- Possible VP Event

The Great American Smokeout, the American Cancer Society's 22nd annual "commit to quit" day is Thursday November 19th. The President is out of the country, but perhaps the VP could do an event? Announcement options include:

- 1) New PSAs aimed at parents to urge them to protect their kids, and smoke outside (sponsored by EPA, the American Medical Assoc, Consumer Federation of Amer) Print, radio, and tv ads -- I have the transcript, am getting the tape.
- 2) New ACHPR guidelines for health professionals about how to promote cessation (I'm getting more information... I think these new guidelines now include all 5 cessation treatments, the previous ones just had 3).
- 3) Direct the Federal Employees Health Plan to enhance coverage for cessation services
- 4) Direct DOL to expand its drug-free workplace initiative to provide information to employers on steps they can take to reduce tobacco use among employees and OPM could disseminate a model workplace cessation program for all federal agencies. (Cost: about \$100,000)
- 5) Possibly some research related announcement -- this summer at a National Institute of Drug Abuse meeting, the VP announced that NCI would devote \$38 million towards tobacco research. There is apparently a meeting next Thursday and Friday (11/12&13) of NCI's scientific advisory board to review proposed tobacco control research funding -- thus, the VP could announce the decision on the 19th.

Message Sent To:

- Bruce N. Reed/OPD/EOP
- Elena Kagan/OPD/EOP
- Laura Emmett/WHO/EOP
- Sarah A. Bianchi/OPD/EOP
- Christa Robinson/OPD/EOP

Christa: will coordinate w/ VP scheduling office