



Center for Tobacco Products

Connect with Us:

Using FDA's Digital Tools to Present, Participate and Personalize
Tobacco Information

June 20, 2012





Center for Tobacco Products

U.S. Food and Drug Administration

Disclaimer:

This presentation reflects the views of the author and should not be construed to represent FDA's views or policies.



Center for Tobacco Products

U.S. Food and Drug Administration

We oversee the implementation of the Family Smoking Prevention and Tobacco Control Act. Some of our responsibilities include:

- Regulating the manufacture, marketing, and distribution of tobacco products
- Regulating the ban of cigarettes with characterizing flavors and misleading descriptors
- Reviewing applications for new and modified risk tobacco products
- Requiring new health warnings on tobacco products and advertising
- Establishing and enforcing advertising and promotion restrictions
- Monitoring and enforcing retail sale laws to prevent youth access to tobacco

The Goal

- Engage attendees about how FDA uses a variety of digital tools to inform you about tobacco laws and the dangers of tobacco use.

Today's Team



Michael Murray
Senior Social Media
Strategist



Anait Saakyan
Marketing Specialist



Bill Neyer
Technical Information
Specialist

Government should be more
participatory, transparent, and collaborative

Incorporate the values of transparency, participation and collaboration into the ongoing work of (the) agency...

“use modern technology to disseminate useful information”

“inform the public”

“contribute ideas and expertise”

“take specific actions”

...increase opportunities for public participation in and feedback on the agency’s core mission activities.

CTP's goal is to increase access, understanding and engagement on tobacco issues through online tools



Mobile



Website



twitter

Habla español? CTP necesita lectores fluidos en español para participar en un proyecto. Envíe correo a CTP-SocialMedia@fda.hhs.gov.

Social Media



How the Tobacco Control Act (TCA) was made easier to read, search and understand

www.fda.gov/TobaccoControlAct



Originally provided as a 68-page “wall of words” PDF

These tools help to:



support the Plain Language Writing Act of 2010



increase transparency

Family Smoking Prevention and Tobacco Control Act



Search
by Audience, Type of Tobacco, and Topics.



Tobacco Control Act Tools



FDA provides several tools to make the Family Smoking Prevention and Tobacco Control Act easier to access, understand, and use, including a:

- plain language overview
- search feature, and
- timeline infographic

The overview of the act on the right provides a snapshot of its significance and what it gives FDA authority over.



Searchable Tobacco Control Act

Overview,
timeline &
table of
contents

U.S. Department of Health & Human Services

FDA U.S. Food and Drug Administration
Protecting and Promoting *Your* Health

A to Z Index | Follow FDA | FDA Voice Blog

SEARCH

Most Popular Searches

Home Food Drugs Medical Devices Vaccines, Blood & Biologics Animal & Veterinary Cosmetics Radiation-Emitting Products Tobacco Products

Family Smoking Prevention and Tobacco Control Act

FDA Home Tobacco Control Act

- Want an introduction to the Act? [Overview and Timeline](#)
- Know what section you want? [Table of Contents](#)
- Find what you need by selecting **Audience, Type, and Topics**
Choose from one or all the categories below, then click Find.

Audience

<input checked="" type="radio"/> No selection	<input type="radio"/> Importers	<input type="radio"/> Scientific Advisory Committee (TPSAC)
<input type="radio"/> Applicants	<input type="radio"/> Manufacturers	<input type="radio"/> Small manufacturers
<input type="radio"/> Distributors	<input type="radio"/> Minority communities	<input type="radio"/> Sports teams
<input type="radio"/> Entertainment groups	<input type="radio"/> Packagers	<input type="radio"/> State and local government
<input type="radio"/> Exporters	<input type="radio"/> Public	<input type="radio"/> Tribal government (Indian tribes)
<input type="radio"/> Growers	<input type="radio"/> Retailers	<input type="radio"/> Warehouse owners

Type of Tobacco

<input checked="" type="radio"/> No selection	<input type="radio"/> Menthol (and other flavors)	<input type="radio"/> Roll-your-own tobacco
<input type="radio"/> Cigars	<input type="radio"/> Modified product	<input type="radio"/> Smokeless tobacco / snuff / chewing tobacco
<input type="radio"/> Cigarettes	<input type="radio"/> Modified risk (including "mild" "light" "low" and "low tar")	<input type="radio"/> Tobacco leaf
<input type="radio"/> Dissolvables	<input type="radio"/> New product	
<input type="radio"/> Grandfathered or predicate product	<input type="radio"/> Pipe tobacco	
<input type="radio"/> Interim product		

Search within the Act

Search

Search by
keyword

Search by
audience,
tobacco type,
& topic



Tobacco Control Act Timeline

- Illustrates and explains the history, rationale and major events associated with TCA
- Demonstrates the public rationale
- Provides a graphical view to understand the timing of events

<http://www.accessdata.fda.gov/scripts/tobaccocontrol/timeline/>

The Family Smoking Prevention and Tobacco Control Act Tobacco Facts, History & Milestones

Tobacco Facts

- 20% of deaths in America are the result of smoking¹⁾
- \$193 Billion spent every year on medical expenses and lost productivity for smoking-related illnesses in America²⁾
- \$10.4 Billion spent by the U.S. tobacco industry on advertising and promotion in 2008³⁾
- 80% of adult smokers begin smoking before the age of 18⁴⁾
- 167 kids try their first cigarette every HOUR⁵⁾

Key Events & Milestones

2009

- September 2009** President Obama signs the Tobacco Control Act into law
- September 2009** FDA approves first CTP Director, Lawrence R. Dayton, MSPH, MD
- August 2009** FDA establishes the Center for Tobacco Products (CTP)
- July 2009** FDA initiates the collection of user fees from the tobacco industry
- September 2009** Tobacco Control Act bans cigarettes with characterizing flavor such as fruit and candy
- March 2010** CTP revises the "1996 rule" that restricts the sale and distribution of tobacco products to protect youth and promote public health
- March 2010** FDA establishes the Tobacco Products Scientific Advisory Committee (TPSAC)
- June 2010** CTP begins awarding contracts to states designed to support compliance and enforcement activities
- June 2010** Tobacco Control Act requirements regarding revised warning labels, on packages and in advertisements, for smokeless tobacco products took effect
- June 2010** Products labeled or advertised with misleading terms such as "low," "light," and "mild" or with similar descriptors, are banned under the Act without an FDA marketing order

2010

- April 2010** CTP publishes a 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
- October 2010** CTP publishes an 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
- November 2010** CTP issues proposed rules outlining new graphic health warnings for cigarette packages and advertisements
- June 2011** CTP publishes final regulation that requires graphics illustrating the negative health consequences of smoking. Graphics will accompany 9 new health warning statements that will appear on cigarette packages and in advertisements
- October 2011** CTP to publish regulation regarding the sale and distribution of tobacco products to youth via the internet, mail order, or other non-face-to-face exchanges
- April 2012** CTP to establish a list of harmful and potentially harmful constituents in tobacco products, including smoke constituents, by brand and subbrand
- April 2013** CTP to submit 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 to submit report to Congress focusing on how to regulate, promote and encourage the development of new products and treatments designed to help people quit smoking
- April 2013** CTP to publish list of harmful and potentially harmful constituents in a format that is understandable and not misleading to the general public
- April 2013** CTP to publish report to Congress outlining how well the public understands the health consequences of using tobacco products with harmful ingredients

2011

- July 2011** TPSAC issues a final report on the public health implications of menthol tobacco use to FDA
- July 2011** Publish regulations establishing procedures for requesting an exemption from the requirement to establish substantial equivalence
- March 2012** Tobacco Control Act directs TPSAC to issue a report on the public health impact of dissolvable tobacco products such as snuff, sticks, and film
- April 2012** CTP to publish 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

2012

- April 2012** CTP to submit a report to Congress outlining the public health impact of raising the minimum tobacco purchase age
- April 2015** CTP to provide report to Congress outlining how well the public understands the health consequences of using tobacco products with harmful ingredients

2013

- April 2015** CTP to submit a report to Congress outlining the public health impact of raising the minimum tobacco purchase age

FDA: Center for Tobacco Products

MISSION: To protect public health by issuing and enforcing tobacco product regulations and educating the public about the dangers of tobacco use.

Center for Tobacco Products
www.fda.gov/Tobacco

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

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

Pledge to Protect Kids from Tobacco

www.fda.gov/BreakTheChain

The Pledge Widget serves to:

- Raise retailers' awareness of FDA tobacco regulations
- Engage retailers as important members of communities working to protect kids from tobacco
- Increase voluntary compliance with tobacco regulations
- Engage community organizations in educating retailers
- Motivate members of the community, especially parents and educators to hold retailers accountable
- Strengthen community partner relations
- Broaden the message for retailers to the larger community



Step 1

U.S. Department of Health & Human Services

FDA U.S. Food and Drug Administration
Protecting and Promoting Your Health

Home Food Drugs Medical Devices Vaccines, Blood & Biologics Animal & Veterinary Cosmetics Radiation-Emitting Products Tobacco Products

Tobacco Products

Pledge to Protect Kids from Tobacco

Take the pledge to support responsible retailing. Retailers who follow the law and refuse to sell tobacco to youth help break the chain of tobacco addiction.

Thank you for joining us.

For many youth, their first cigarette leads to a lifetime of addiction. With nearly 20 percent of U.S. high school students smoking, keeping tobacco out of the hands of youth can have a huge impact on our nation's health.

Everyone—retailers, teachers, parents, physicians, and public health professionals—plays a role in protecting youth from tobacco.

Help us promote the pledge!

- Add a badge to your Facebook page that shows your commitment to protect kids from tobacco.
- Share your pledge on Twitter and ask your followers to take the pledge.
- Email your friends and co-workers to share the pledge link!

Additional Resources

- Sign up for Email Updates
- Resources for Retailers
- Protecting Kids from Tobacco
- Regulations and Guidance
- Tobacco Retailer Inspections

BREAK THE CHAIN OF TOBACCO ADDICTION PLEDGE

Pledge Map Spread the Pledge Connect About

Help protect kids by pledging to support responsible tobacco retailing. We all can play a role in making tobacco-related death and disease part of America's past, not its future. Pledge to support responsible tobacco retailing and help protect kids from tobacco.

- I am a tobacco retailer
- I am a parent
- I am a student
- I am a teacher
- I am a physician
- I am a community leader or member
- I am a public health professional

TAKE PLEDGE

TOTAL PLEDGES
970

Note: If you don't have Adobe Flash installed and your browser supports HTML5, try this version of the pledge.

Page Last Updated: 06/14/2012
Note: If you need help accessing information in different file formats, see Instructions for Downloading Viewers and Players.

Accessibility | Contact FDA | Careers | FDA Basics | FDA | No Fear Act | Site Map | Transparency | Website Policies

Step 2

BREAK THE CHAIN OF TOBACCO ADDICTION PLEDGE

Pledge Map Spread the Pledge Connect About

Thank you for pledging to support responsible retailing and helping to protect kids from tobacco. FDA will use your first name, last initial, city, and state to post on the map in connection with your participation in this pledge.

I agree to allow FDA to use my information on the map

I would like to be "Anonymous" on the map

First name Last initial

City State

View a map with your name and location, as well as others across the country who have taken this pledge.

VIEW MAP

TOTAL PLEDGES
970

Step 3

BREAK THE CHAIN OF TOBACCO ADDICTION PLEDGE

Pledge Map Spread the Pledge Connect About

Anonymous from seaford, DE pledged to be a responsible retailer!

POWERED BY Google

©2012 Google - Map data ©2012 Google, INEGI - Terms of Use

Pledged to support responsible retailing
Pledged to be a responsible retailer

Click to view full map

TOTAL PLEDGES
971

<http://www.fda.gov/TobaccoProducts/ResourcesforYou/BreakTheChain/ucm257064.htm>

What is content syndication and how does it benefit me?

<http://tools.fda.gov>

Content Syndication is:

A way to share web content from one website to another website



Your Benefits

- Free access to high-quality content
- Keeps your readers on your website
- Allows you to add greater depth and value to the content on your site(s)
- Automated updates ensure your website always has the latest CTP information

Your Customer's Benefits

- Easier to find useful, accurate and timely content
- Consistent and relevant content from a credible source
- Remain on the site of their choice

Content Syndication Example

U.S. Department of Health & Human Services

FDA U.S. Food and Drug Administration
Protecting and Promoting *Your* Health

Home | Food | Drugs | Medical Devices | Vaccines, Blood & Biologics | Animal & Veterinary | Cosmetics | Radiation-Emitting Products | Tobacco Products

Tobacco Products

Home | Tobacco Products | Protecting Kids from Tobacco | Regulations Restricting the Sale and Distribution of Cigarettes and Smokeless Tobacco

Regulations Restricting the Sale and Distribution of Cigarettes and Smokeless Tobacco

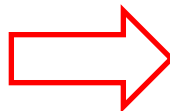
The FDA issued a final rule containing a broad set of federal requirements designed to significantly curb access to and the appeal of cigarettes and smokeless tobacco products to children and adolescents in the United States. The new rule, **Regulations Restricting the Sale and Distribution of Cigarettes and Smokeless Tobacco to Protect Children and Adolescents**, restricts the sale, distribution, and promotion of these products to make them less accessible and less attractive to kids. The rule became effective on June 22, 2010, and has the force and effect of law.

New Requirements Relating to Sale and Distribution

- Prohibits the sale of cigarettes or smokeless tobacco to people younger than 18.
- Prohibits the sale of cigarette packages with fewer than 20 cigarettes.
- Prohibits the sale of cigarettes and smokeless tobacco in vending machines, self-service displays, or other impersonal modes of sales, except in very limited situations.
- Prohibits free samples of cigarettes and limits distribution of smokeless tobacco products.

New Requirements Relating to Marketing (Labeling, Advertising, and Promotion)

- Prohibits tobacco brand name sponsorship of any athletic, musical, or other social or cultural event, or any team or entry in those events.
- Prohibits gifts or other items in exchange for buying cigarettes or smokeless tobacco products.
- Requires that audio ads use only words with no music or sound effects.
- Prohibits the sale or distribution of items, such as hats and tee shirts, with cigarette and smokeless tobacco brands or logos.



Ohio.gov Healthy Ohio

Healthy Lifestyles | Prevention | Health Equity | About Us

A-Z Index: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Regulations Restricting the Sale and Distribution of Cigarettes and Smokeless Tobacco

Ohio Tobacco Cessation Benefits Team
Smoke-Free Multi-Unit Housing
Tobacco Cessation—Quit Line
Tobacco-Free Schools, Colleges and Universities

Dear Me
Fact Sheets
Surveillance, Evaluation and Data
News and Communications
Grants
Links

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FDA content syndicated on Ohio's Healthy Ohio website



Content Syndication Home Page

Home page
– click to
return here

The screenshot shows the 'Content Syndication - Home (Beta)' page. At the top, there is a navigation bar with the FDA logo, the text 'U.S. Food and Drug Administration Protecting and Promoting Your Health', and a search bar. Below the navigation bar are tabs for various categories: Home, Food, Drugs, Medical Devices, Vaccines, Blood & Biologics, Animal & Veterinary, Cosmetics, Radiation-Emitting Products, and Tobacco Products. The main content area features a 'Free tobacco content to syndicate' banner, followed by introductory text and a 'Find Content' section. The 'Find Content' section has two sub-sections: 'By Topic' with a list of links and 'By URL' with a search box. At the bottom, there is a 'Featured Content' table.

Page Name	Topic(s)	Add Content to Your List
Overview of the Family Smoking Prevention and Tobacco Control Act	Family Smoking Prevention and Tobacco Control Act Guidance, Compliance and Regulatory Information	Syndicate Content

Find content by:
topic area,
A-Z topic list,
advanced
search, or URL

Help page

Frequently
Asked
Questions

Connect with Us!

- Sign up for regular emails from CTP at:
<http://www.fda.gov/TobaccoProducts/ResourcesforYou/ucm176164.htm>
- Engage with CTP via text messaging:
Text **BreakChain** to **87000** from your mobile phone
- Follow CTP on Twitter: **@FDATobacco**
- Listen and subscribe to our tobacco podcasts:
<http://www.fda.gov/TobaccoProducts/ResourcesforYou/BreakTheChain/ucm237677.htm>
- Check out our **Connect with Us** page:
<http://www.fda.gov/TobaccoProducts/ResourcesforYou/BreakTheChain/ucm237760.htm>

