



May 25, 2001

Office of the Secretary
Federal Trade Commission
Room 159
600 Pennsylvania Ave. NW
Washington, DC 20580

Dear Honorable Secretary,

The Washington Academy of Family Physicians has long been concerned by the effects of tobacco on the health of the people of the State of Washington. We represent 2500 Family Physicians caring for people in every economic, social and geographic part of the State. Tobacco is a problem that all of our members, whether they are liberal, moderate or conservative, agree needs continued and high-level attention. We have put our limited assets of time and money into making our communities safer for our children.

We are actively involved in education through our 'Tar Wars' youth program. We have worked hard at the state level to decrease the access of youth to tobacco. We have supported tobacco taxes as a way to meet that goal. We need your continued assistance to decrease the effects of this drug on our kids.

Your periodic reports on the tobacco industry are one of the few ways we have of understanding the industry. These reports assist us in preventing the influx of tobacco into the lives of our children. We strongly encourage you to continue the reports. You could improve them by making the following changes:

- Include a state-by-state breakdown of the reported marketing expenditures
- Include company-specific or even brand-specific marketing expenditure data
- Provide subtotals for marketing expenditures for regular versus "reduced-risk" tobacco products
- Include a breakdown of the different types of expenditures the companies make within the existing promotional-allowance and retail-value-added expenditure categories (which account for the vast majority of all promotional spending by the companies).

Sincerely,

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