

Tobacco Free Coalition
of Oregon

June 4, 2001

Tobacco-Free Coalition of Oregon
Portland, OR

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

Office of the Secretary:

The Tobacco Free Coalition of Oregon (TOFCO) is a statewide coalition of anti-tobacco advocates and activists. Our advocates and partners successfully fought for an increase in the cigarette tax in 1996 which funded a comprehensive tobacco control program in Oregon.

Since 1996, Oregon's comprehensive tobacco control program has resulted in a 40% decrease in smoking prevalence by 8th graders, a 20% decrease in smoking prevalence by 11th graders. Cigarette consumption is down over 20%. For every year the reduction continues, we will save 1,200 lives and 150 million dollars. (Oregon Health Division) Data provided by the FTC in their annual report on tobacco industry marketing has been essential in producing these startling and life saving results.

Tobacco control advocates in Oregon use FTC data to create effective grass roots and media campaigns. These campaigns are the best way we know of to educate the public about the dangers of both primary and secondhand smoke. Oregonians, especially young Oregonians, truly hate being manipulated, and with the FTC reports, we can prove that the industry is spending huge amounts of money to do just that.

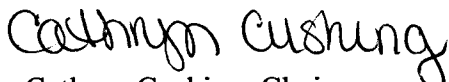
For example, without the most recent FTC reports, we would not know that the industry spent more than \$8.4 billion (\$22.5 million per day) nationwide on marketing cigarettes in 1999, which dwarfs state and federal spending on tobacco prevention. Nor would we know that the cigarette companies increased their marketing expenditures by more than 22% since 1998, when they signed onto the multistate settlement agreement that they say has significantly restricted their marketing activities. This information is invaluable to our coalition members.

TOFCO urges the FTC to continue to publish its annual report. We also urge the FTC to expand the reports to include the following:

1. A state-by-state breakdown of the reported marketing expenditures;
2. Company-specific or even brand-specific marketing expenditure data;
3. Subtotals of marketing expenditures for regular versus "reduced-risk" tobacco products;
4. 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).
5. A country-by-country breakdown of U.S. tobacco corporations' marketing expenditures abroad.

Information provided by the FTC annual report on tobacco company marketing is helping us make a difference in the lives of all Oregonians. With the help of the reports, we have been able to persuade thousands of young people to choose not to smoke. We have helped thousands of people quit smoking. Fewer smokers means less respiratory illness in children, fewer low birth weight babies, fewer babies dying of SIDS, and longer, happier, healthier lives for our citizens. Please continue publishing the reports and please consider making them even more effective. Thank you.

Sincerely,


Cathryn Cushing, Chair
Tobacco Free Coalition of Oregon