

June 8, 2001

TO: THE FEDERAL TRADE COMMISSION

FROM:

**THE COMBINED TOBACCO COMMUNITY COALITIONS OF
GIFFORD MEDICAL CENTER AND WINDSOR CENTRAL
SUPERVISORY UNION in Central Vermont**

RE: CIGARETTE AND SMOKELESS TOBACCO REPORTS

As a Community Coalition dedicated to the prevention of tobacco use, the support of efforts by smokers to quit, and the reduction of environmental tobacco smoke, we urge the Federal Trade Commission to continue issuing its Cigarette and Smokeless Tobacco Reports. Below are our answers to your specific questions.

1. Who uses the cigarette and smokeless tobacco reports?

The members of our coalition who are educators and community outreach workers use these reports. We know it is important for the citizens of our area to understand what the tobacco companies are doing. Our grant coordinator uses these reports in writing grant proposals to further the work of the coalition in our community.

3. Should the FTC continue to collect and publish data regarding cigarette and smokeless tobacco sales, advertising and promotion? Why or why not?

Yes, it should. One of the key steps in our action plan is a media literacy component, which trains and educates young people to recognize the goals and techniques used in advertising and promotion. We need the information in the FTC reports to make our media literacy training accurately reflect what's going on.

5. Is there information about cigarette and smokeless tobacco sales, advertising and promotion that has not been included in the reports, but that would be of use?

Yes.

- a. Include a state-by-state breakdown of the reported marketing expenditures. We need to know what's happening in Vermont.**
- b. Include company-specific and brand-specific marketing expenditures data.**
- c. Provide subtotals for marketing expenditures for regular versus "reduced-risk" tobacco products.**
- d. Include a breakdown of the different types of expenditures the companies make within the existing promotion-allowance and retail-value-added expenditure categories.**

6. If the FTC decided to continue issuing reports, how frequently should they be issued ? Why?

The reports should definitely be continued and should be issued annually. We need to update the information we provide to our community so it is as accurate and timely as possible.

SIGNED:

Name	Title
Mary Ellen Otis	Orange County Parent Child Center Coordinator
Jenny Lane	Recreation Department Director, Randolph, VT
Steve Michlovitz	Curriculum Coordinator, Woodstock Union High School, Woodstock, VT
Jean Bates	Student Assistance Program Counselor, Woodstock Union High School, Woodstock, VT
Linda Minsinger	Director of Patient Services, Gifford Medical Center, Randolph, VT
Ann Mather	Occupational Health Program, Gifford Medical Center, Randolph, VT
Linda Grimes	Office Coordinator, Women's Health Center, Randolph, VT
Larry Bayle	Director, Boys and Girls Club of the White River Valley, Randolph, VT
Susan Delattre	Community Tobacco Coalition Grant Coordinator