



Prowers County Nursing Service

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5/14/01

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



To Whom It May Concern;

It is my understanding that the FTC is questioning whether it should continue to issue its periodic reports on how much the cigarette companies and smokeless tobacco companies spend each year to market and promote their products.

I find this report extremely helpful in educating our local population as to the activity of and influence tobacco companies in our lives.

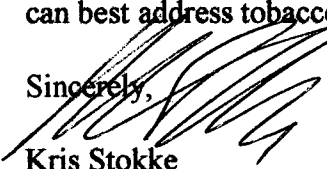
The reports would be even more helpful if they were to include the following enhancements:

- Include a breakdown of the different types of expenditures the companies make within the existing promotional-allowance and retail-value-added expenditure categories.
- Include a state-by-state breakdown of the reported marketing expenditures.

Without the 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. Without the FTC report we would not 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.

We are urging you to continue issuing your annual reports on tobacco company marketing expenditures and in fact include the above mentioned improvements so we can best address tobacco issues in Colorado.

Sincerely,


Kris Stokke

Tobacco Prevention Program
Prowers County Public Health Nursing Service