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Smoking Cessation  
Leadership Center



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University of California  
San Francisco

# Tobacco Regulation in an Evolving Landscape: Update from FDA's Center for Tobacco Products

**Dr. Brian King, PhD, MPH, Director, Center for Tobacco Products, FDA**

March 22, 2023

# Moderator

**Catherine Bonniot**

Deputy Director

Smoking Cessation Leadership Center  
University of California, San Francisco

A National Center of Excellence for Tobacco-  
Free Recovery

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# Disclosures

This UCSF CME activity was planned and developed to uphold academic standards to ensure balance, independence, objectivity, and scientific rigor; adhere to requirements to protect health information under the Health Insurance Portability and Accountability Act of 1996 (HIPAA); and include a mechanism to inform learners when unapproved or unlabeled uses of therapeutic products or agents are discussed or referenced.

All planning committee members, speakers and reviewers have disclosed they have no relevant financial relationships to disclose with ineligible companies whose primary business is producing, marketing, selling, re-selling, or distributing healthcare products used by or on patients.

**Catherine Bonniot, Anita Browning, Christine Cheng, Brian Clark, Brian King, PhD, MPH, Jennifer Matekuare, Ma Krisanta Pamatmat, MPH, CHES, Jessica Safier, MA, Maya Vijayaraghavan, MD, MAS, and Aria Yow, MA**

# Thank you to our funders



# Housekeeping

- All participants will be **automatically muted** and **the audio will be streaming via your computers**, when you join the webinar.
- Please **make sure your computer speakers are on** and adjust the volume accordingly.
- All participants **cameras will be off** when you join the webinar.
- **This webinar is being recorded** and will be available on SCLC's website, along with a PDF of the slide presentation.
- Use the **'Q & A' box** to send questions at any time to the presenters.

# CME/CEU Statements

## **Accreditations:**

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UCSF designates this live activity for a maximum of *1.0 AMA PRA Category 1 Credit™*. Physicians should claim only the credit commensurate with the extent of their participation in the webinar activity.

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California  
Behavioral Health  
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- **Free CME/CEUs** will be available for all eligible California providers, who joined this live activity thanks to the support of the California Tobacco Control Program (CTCP)
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- Visit [CABHWI.ucsf.edu](http://CABHWI.ucsf.edu) for more information



- CDC Tips Campaign 2023

- Find resources at:

<https://www.cdc.gov/tobacco/campaign/tips/index.html>

# Today's Presenter

**Brian King, PhD, MPH**

Director, Center for Tobacco Products

FDA

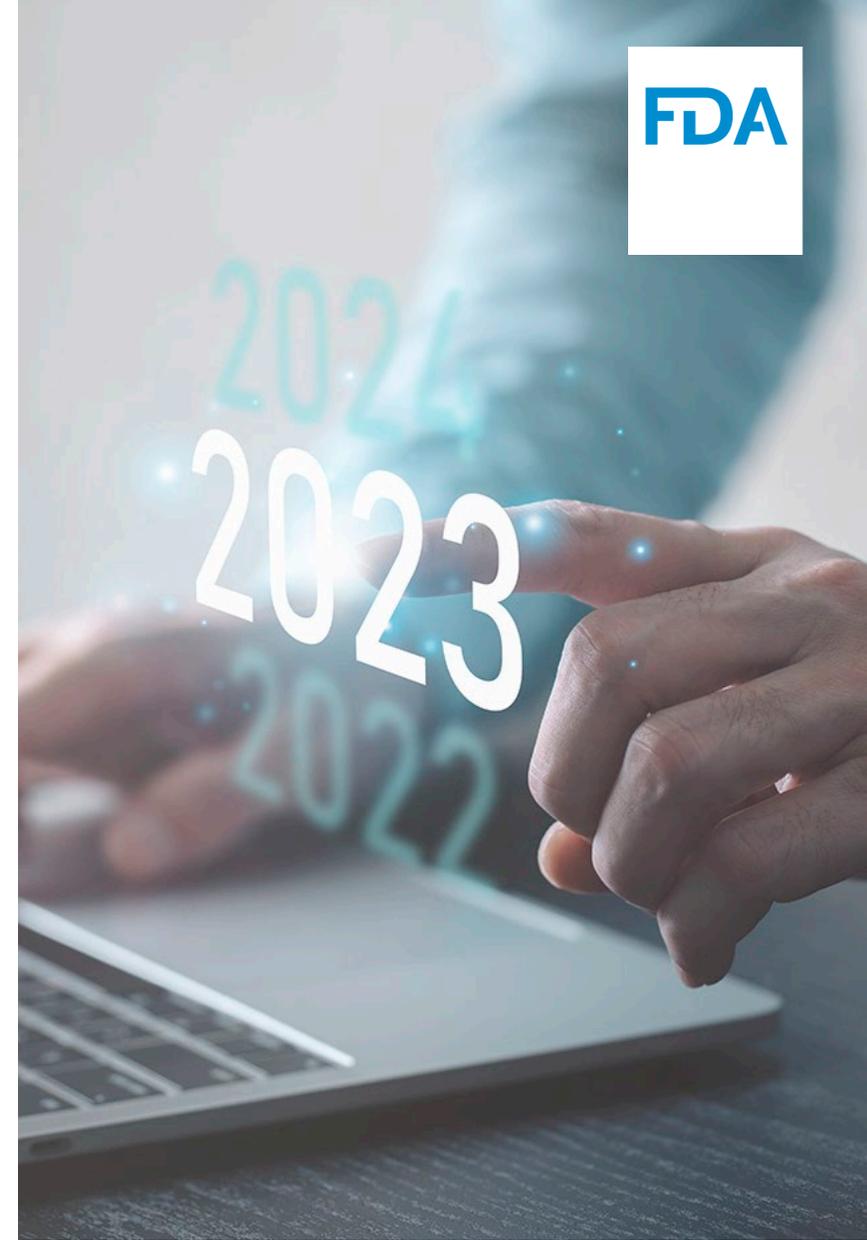


# TOBACCO REGULATION AND CESSATION IN AN EVOLVING LANDSCAPE

*An Update from FDA's Center for Tobacco  
Products*

*Presented by  
Brian King, PhD, MPH  
Director, FDA Center for Tobacco Products*

*Disclaimer: This is not a formal dissemination of information by FDA and does not represent Agency position or policy.*

The FDA logo is located in the top right corner of the slide. It consists of the letters "FDA" in a bold, blue, sans-serif font, set against a white square background.

March 22, 2023

CENTER FOR TOBACCO PRODUCTS

# AGENDA



## Public Health Burden of Tobacco

A blurred photograph of a large crowd of people, likely at a public event or conference, with a blue tint.

## CTP Overview

A blurred photograph of people walking in a hallway or office setting, with a blue tint.

## Hot Topics

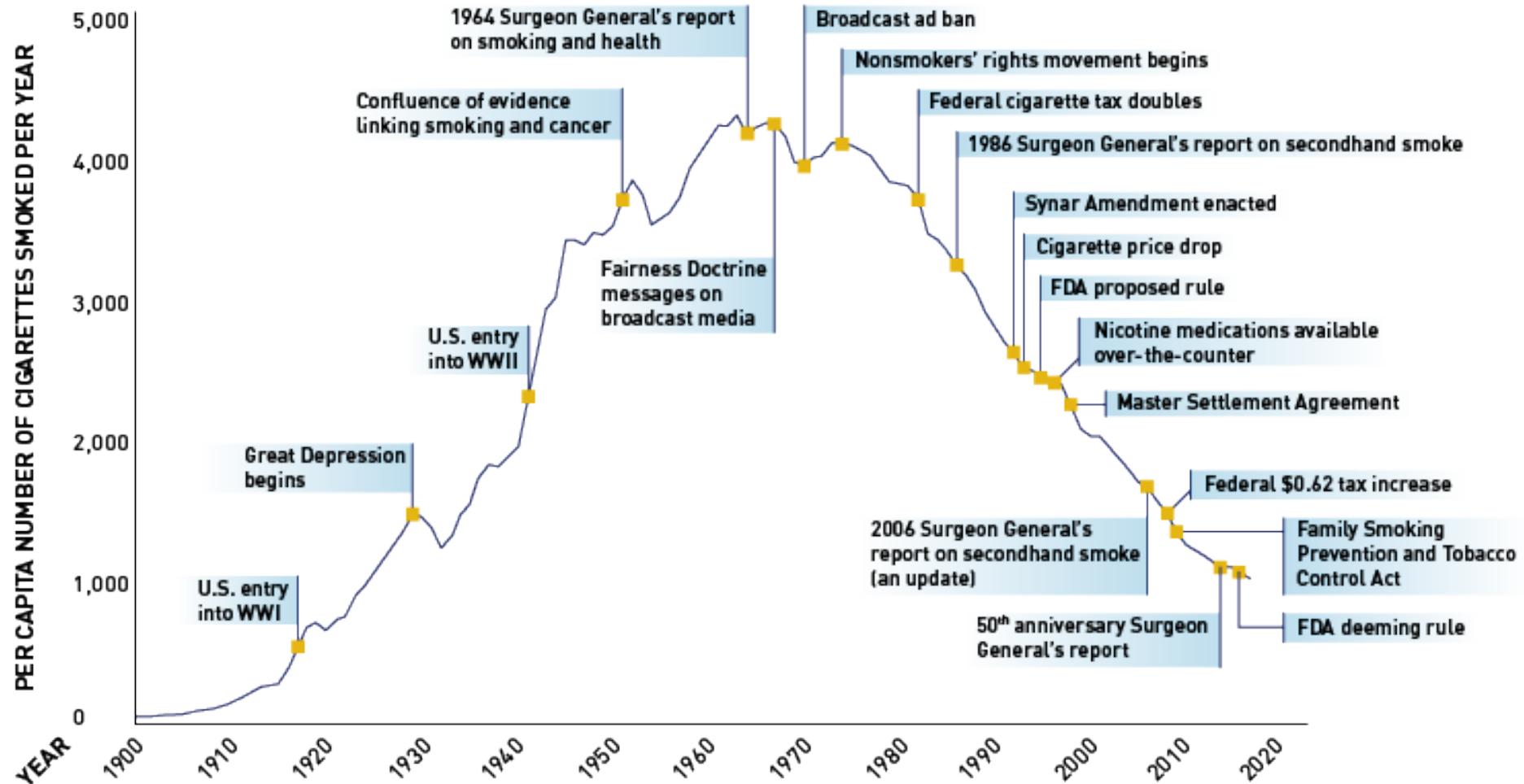
A collage of blurred images including people and text overlays such as "TOPICS" and "Product Standards", with a blue tint.

## Resources

A blurred photograph of a person wearing glasses and a striped shirt, looking at a computer monitor, with a blue tint.

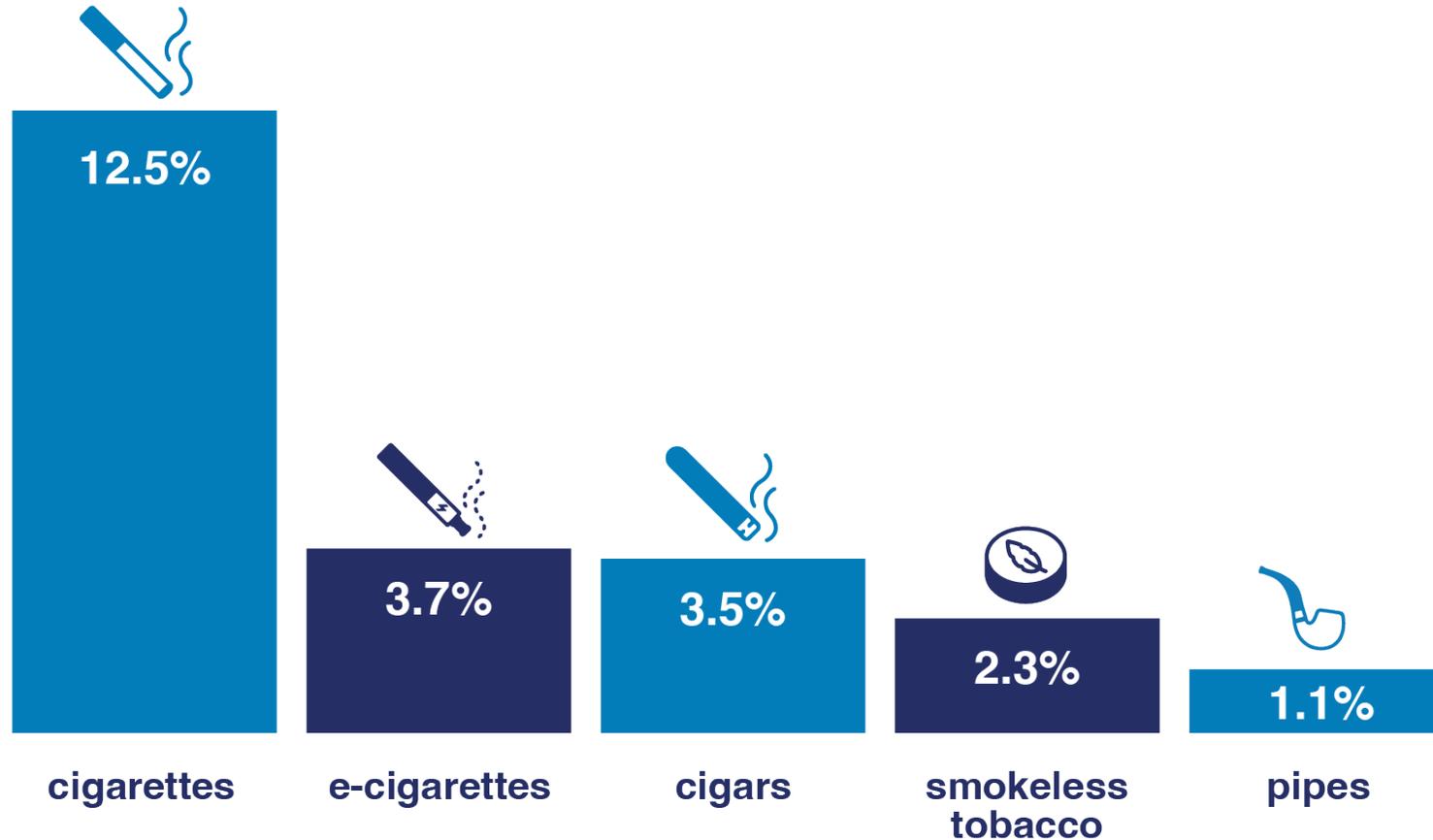
# PUBLIC HEALTH BURDEN OF TOBACCO

# CIGARETTE CONSUMPTION 1900-2020



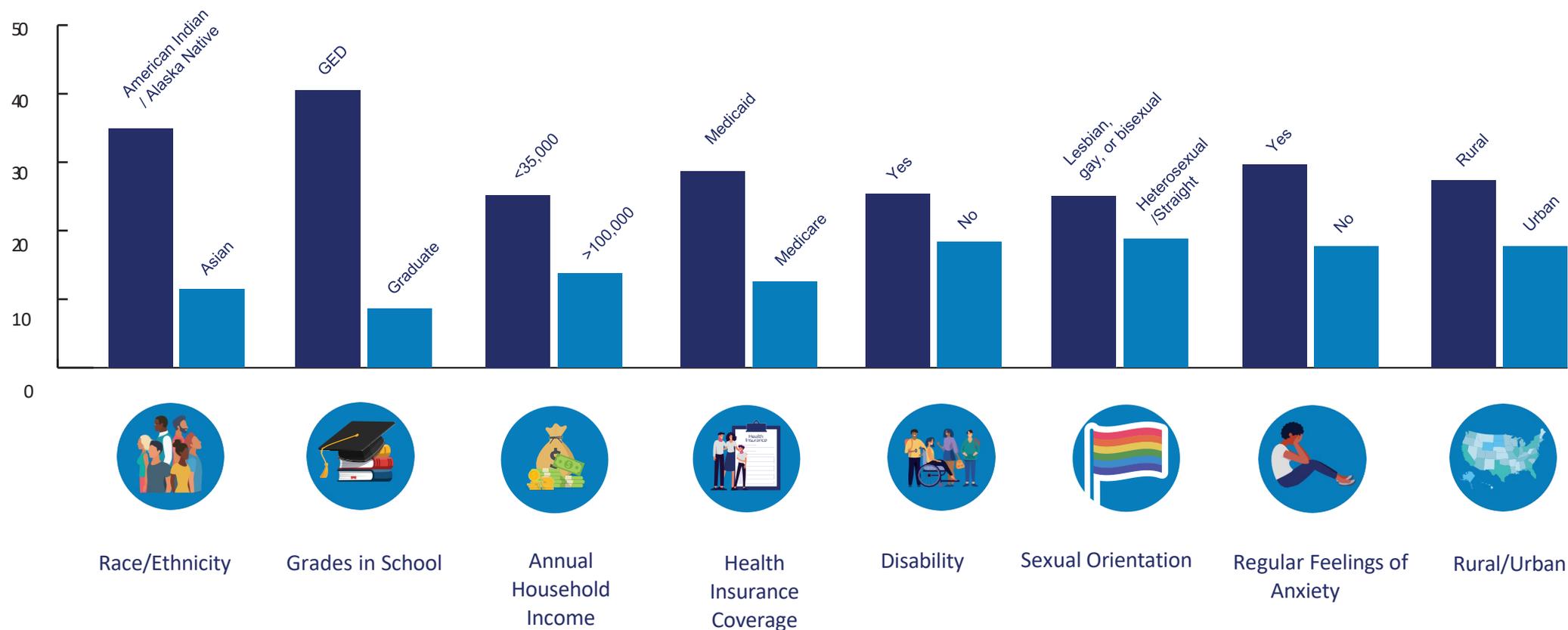
US Department of Health and Human Services. *Smoking Cessation: A Report of the Surgeon General*. Atlanta, GA: US Department of Health and Human Services, CDC; 2020.

# CURRENT ADULT USE OF TOBACCO PRODUCTS (2020)



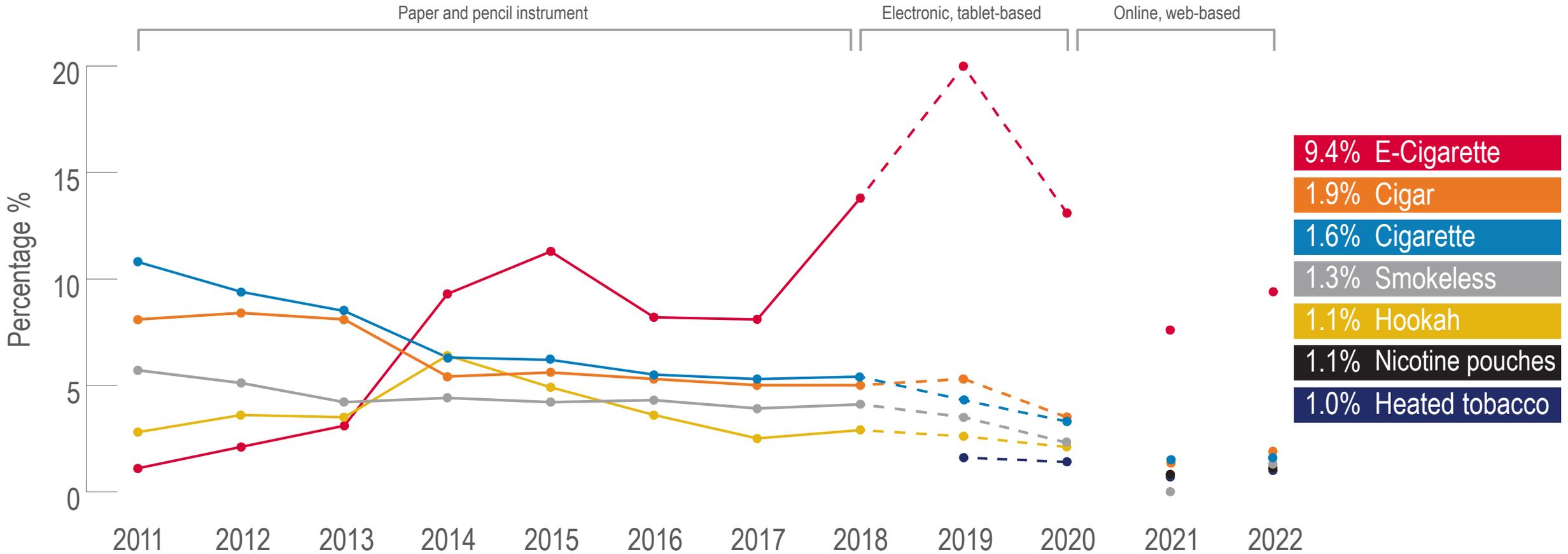
Centers for Disease Control and Prevention (CDC). Tobacco Product Use Among Adults — United States, 2020. *MMWR Morb Mortal Weekly Rep.* 2022; 71(11);397–405.

# HEALTH DISPARITIES AND CURRENT TOBACCO USE AMONG ADULTS (2020)



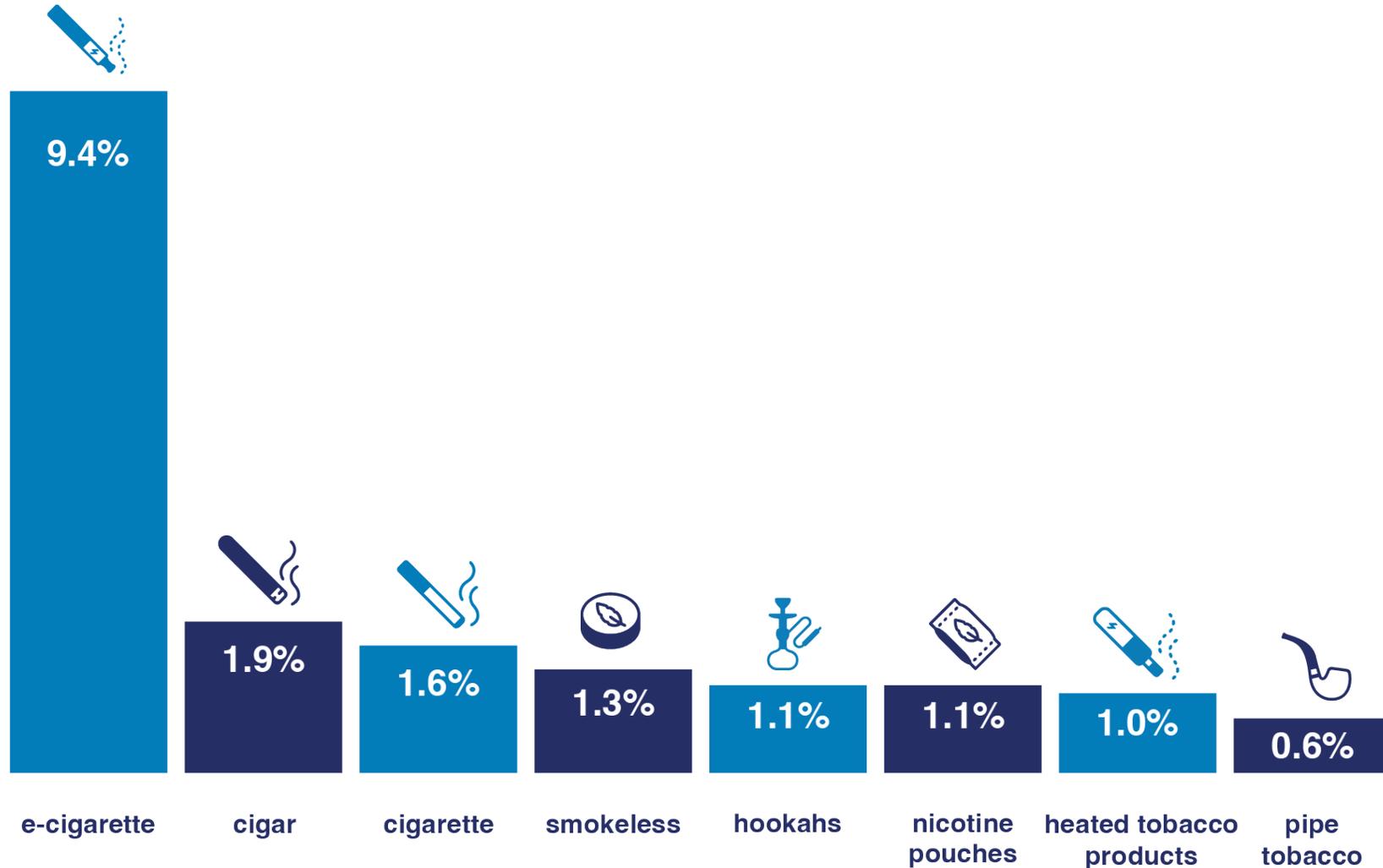
Centers for Disease Control and Prevention (CDC). Tobacco Product Use Among Adults — United States, 2020. *MMWR Morb Mortal Weekly Rep.* 2022; 71(11);397–405.

# CURRENT TOBACCO PRODUCT USE AMONG MIDDLE AND HIGH SCHOOL STUDENTS (2022)



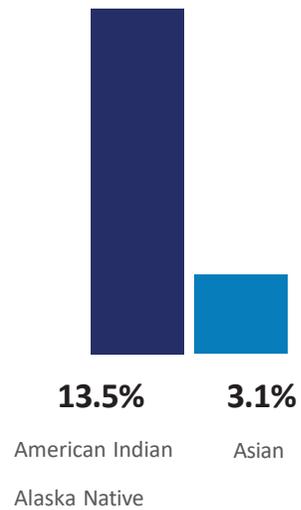
Dashed lines represent electronic data collection and solid lines represent data collection via paper and pencil instrument. The ability to compare results between 2022 and previous survey waves is limited because of methodological changes.  
 NOTE: Smokeless tobacco use is defined as use of chewing tobacco, snuff, dip, snus, or dissolvable tobacco product on ≥1 day during the past 30 days.  
 SOURCE: National Youth Tobacco Survey (NYTS), 2011-2022

# CURRENT YOUTH USE OF TOBACCO PRODUCTS (2022)



Source: Centers for Disease Control and Prevention (CDC). Tobacco Product Use Among Middle and High School Students — United States, 2022. *MMWR Morb Mortal Weekly Rep.* 2022; 71(45);1429–1435

# TOBACCO USE DISPARITIES AMONG YOUTH (2022)



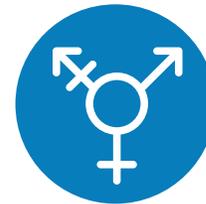
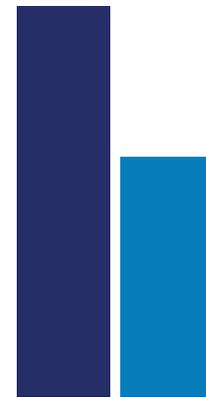
Race/Ethnicity



Grades in School



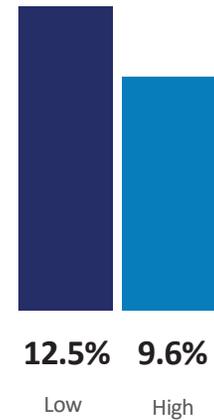
Sexual Orientation



Transgender



Psychological Distress



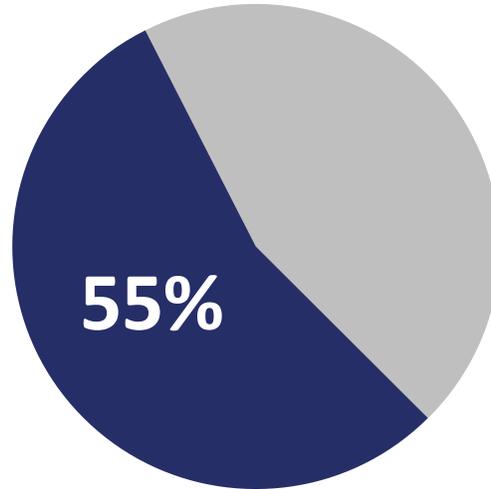
Family Affluence Scale

Centers for Disease Control and Prevention (CDC). Tobacco Product Use Among Middle and High School Students — United States, 2022. *MMWR Morb Mortal Weekly Rep.* 2022; 71(45);1429–1435

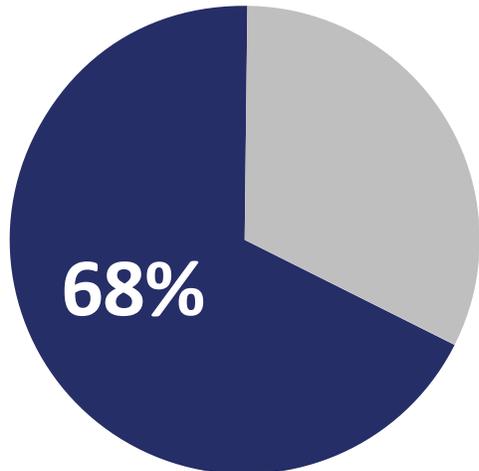
# U.S. ADULT SMOKING CESSATION BEHAVIORS



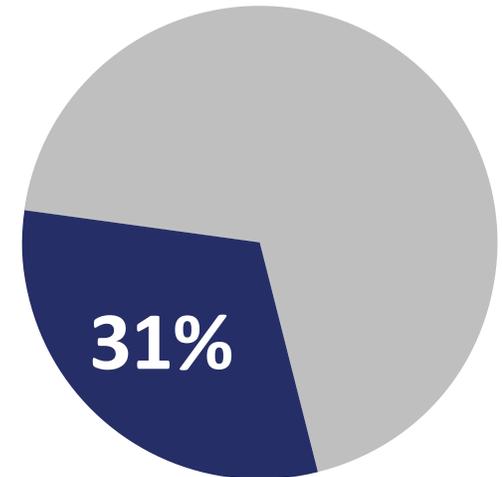
Most adults who smoke cigarettes want to quit.



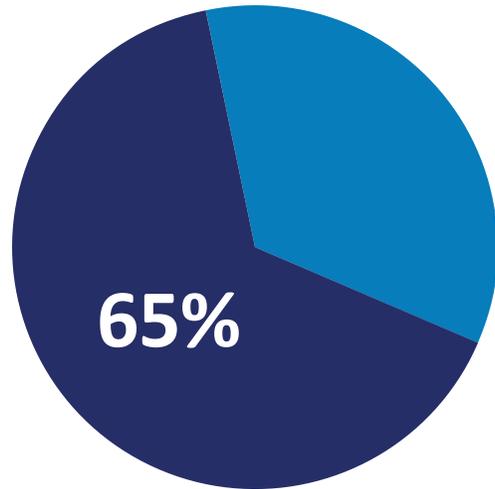
Less than one-third of adults who smoke cigarettes use cessation counseling or FDA approved medications to quit.



More than half of adults who smoke cigarettes report having made a quit attempt in the past year.



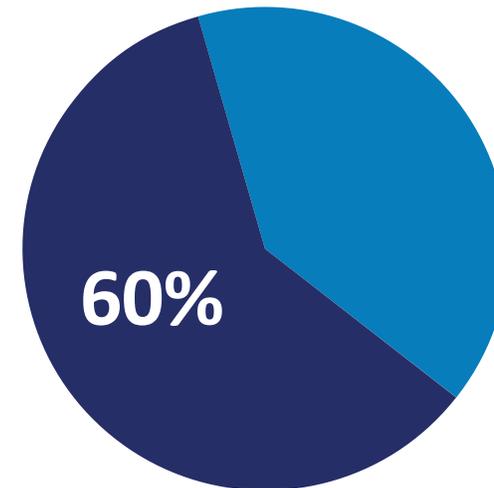
# U.S. YOUTH TOBACCO CESSATION BEHAVIORS



About two-thirds of youth who currently used tobacco products reported that they had stopped using all tobacco products for one day or longer in the past year because they were trying to quit.



About two-thirds of youth (middle and high school students) who currently used tobacco products reported that they were seriously thinking about quitting the use of all tobacco products.



# FDA'S CENTER FOR TOBACCO PRODUCTS

# VISION AND MISSION



## *Vision*

To make tobacco-related disease and death part of America's past, not America's future, and, by doing so, ensure a healthier life for every family.



## *Mission*

To protect Americans from tobacco-related disease and death by regulating the manufacture, distribution, and marketing of tobacco products and by educating the public, especially young people, about tobacco products and the dangers their use poses to themselves and others.



# TOBACCO CONTROL ACT



**2009:** Congress passed the Tobacco Control Act, which gave FDA the authority to regulate the manufacturing, distribution, and marketing of certain tobacco products



**2016:** Deeming rule extended FDA's authority to more tobacco products, including e-cigarettes that contain nicotine made or derived from tobacco



**2022:** Congress passed law clarifying FDA's authority to regulate tobacco products containing nicotine from any source, including synthetic nicotine



## Review tobacco product applications

to ensure that new tobacco products meet public health standards

Ensure tobacco manufacturers and retailers follow the law through **compliance checks**



# FDA's Center for Tobacco Products



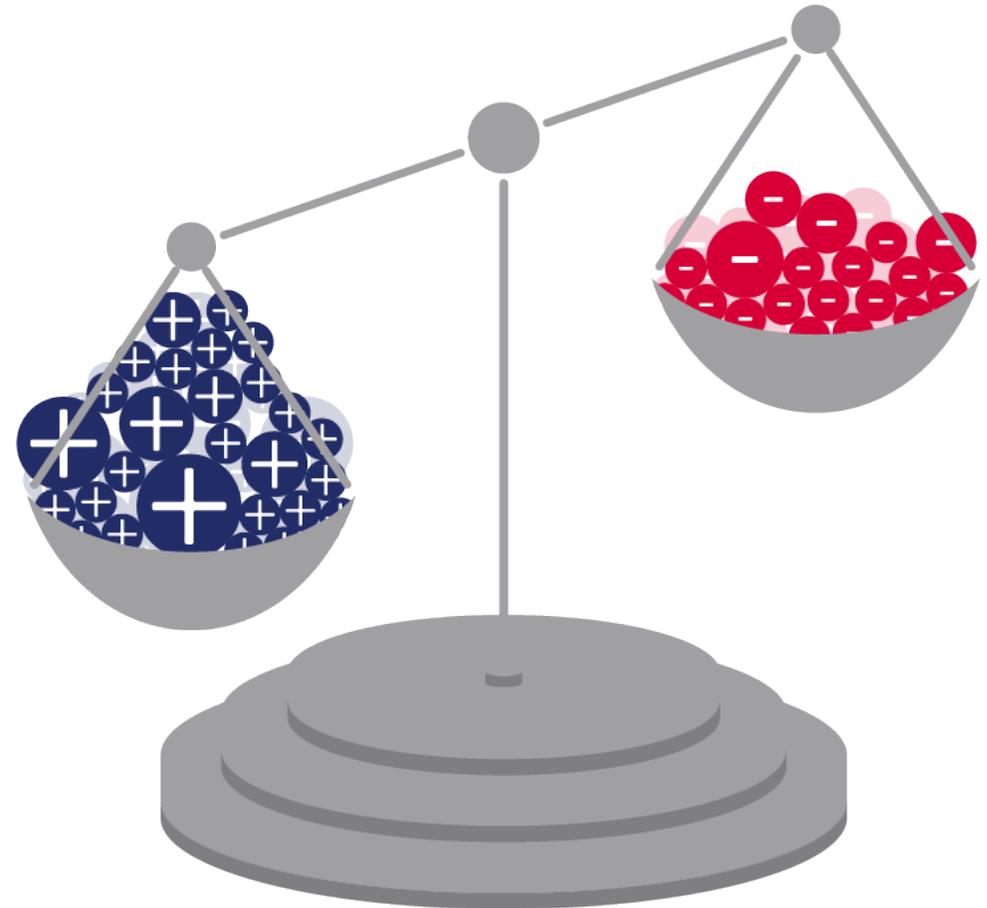
## Educate

the public, especially youth, about the dangers of using tobacco products

Implement tobacco control laws through **rules & guidances**



# Net Public Health Impact – Weighing likely **BENEFITS** and **RISKS**



# CTP DIRECTOR'S PRIORITIES



Product Standards



Public Education



Continuum of Risk



Cessation Care Package





Product Standards



Public Education



Continuum of Risk



Cessation Care Package

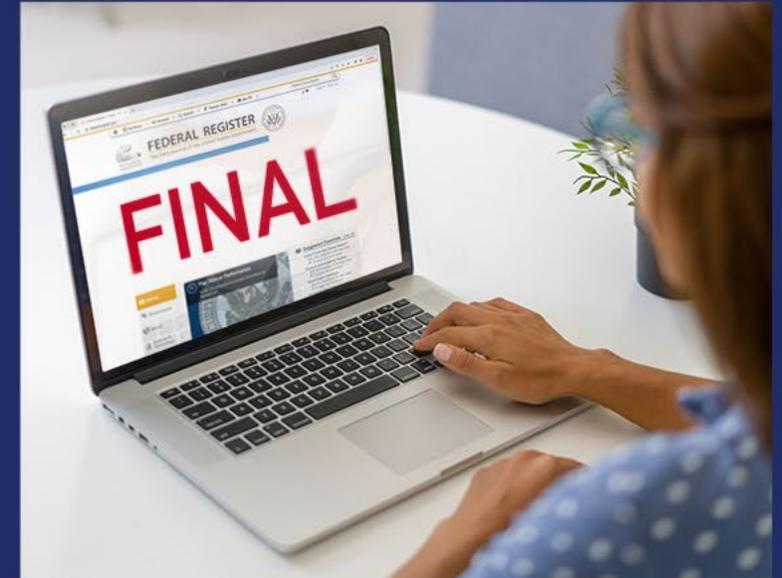
# RULEMAKING PROCESS



Rule/Regulation Proposed

Public Comments Considered

Final Rule Issued



# PROPOSED MENTHOL & FLAVORED CIGAR PRODUCT STANDARDS (APRIL 2022)

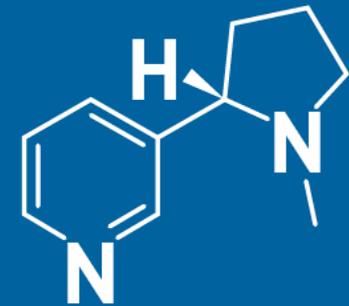
FDA has **proposed product standards** to:

- Prohibit **menthol** as a characterizing flavor in cigarettes
- Prohibit all **characterizing flavors**, except tobacco, in cigars



FDA plans to develop a proposed product standard that would establish a **maximum nicotine level** to reduce the addictiveness of cigarettes and certain other combusted tobacco products

NICOTINE





Product Standards



Public Education



Continuum of Risk



Cessation Care Package

# TOBACCO PREVENTION CAMPAIGNS



PREVENTED

UP TO

587,000

youth ages 11-19 from **trying** cigarettes, half of whom may have become adult smokers



WILL SAVE

MORE THAN

\$180,000

for each of the up to 293,500 youth **prevented** from becoming established smokers



WILL SAVE

MORE THAN

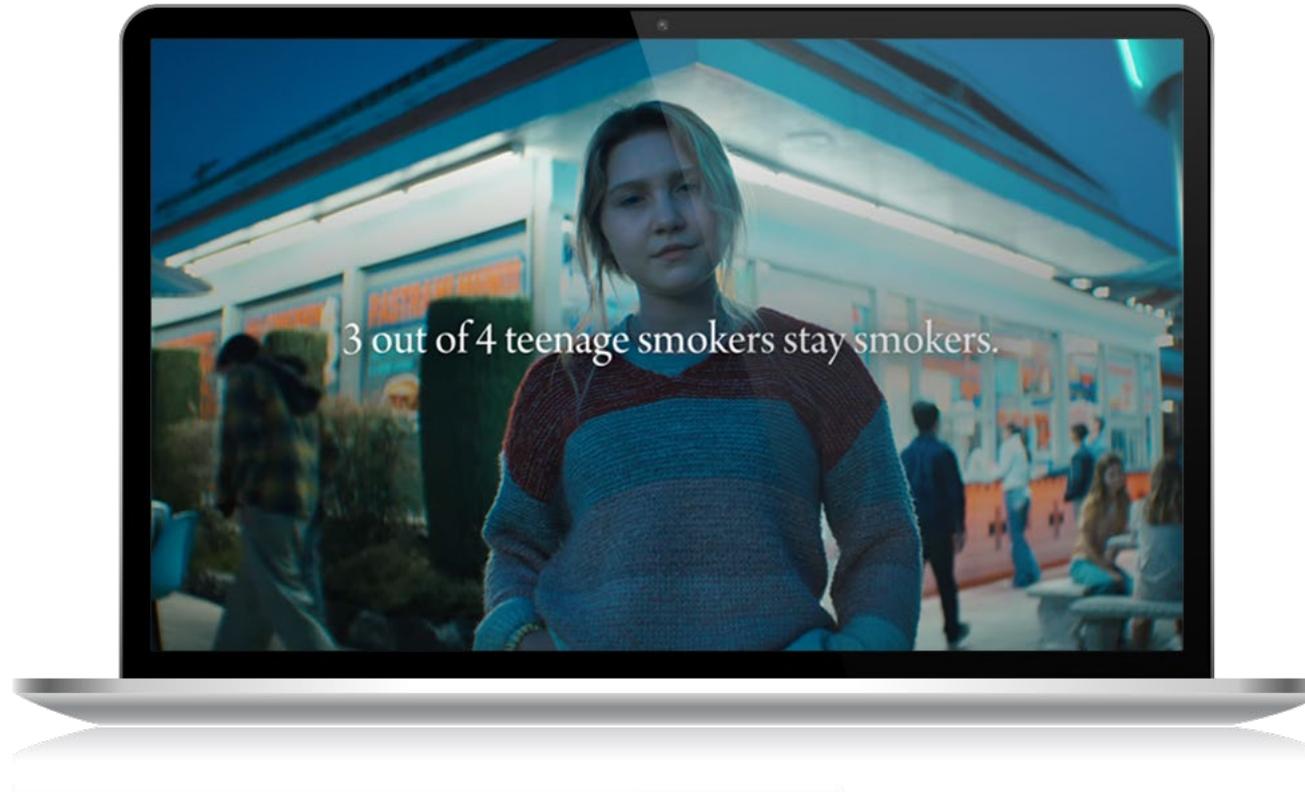
\$53 Billion

by **reducing** smoking-related cost like, medical care, lost wages, and increased disability

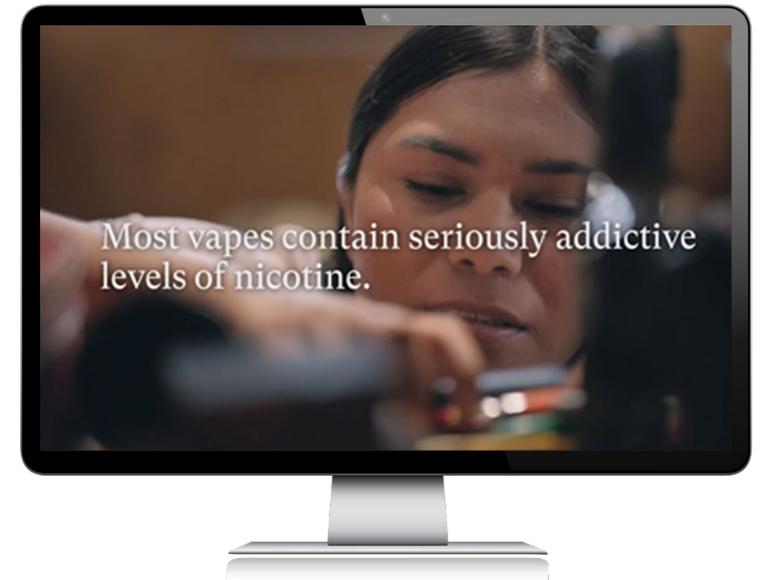
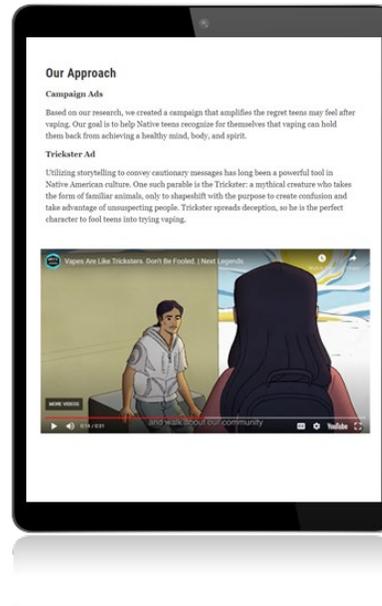


# TOBACCO PREVENTION CAMPAIGNS

"The Real Cost" Youth Cigarette Prevention Campaign launched two new ads and, for the first time, will focus on the negative mental health effects of cigarette smoking and withdrawal in an ad



# TOBACCO PREVENTION CAMPAIGNS



# TOBACCO CESSATION RESOURCES



**Last time I quit smoking, I failed.**  
*got closer to finishing the job.*

Every time you try to quit, you get closer to quitting for good. Keep going at [EveryTryCounts.gov](https://www.everytrycounts.gov)

FDA  
CTP-191

**Quitting cigarettes isn't a perfect process.**

"I had to try more than once to quit. **But I never gave up.** With each try I learned more about quitting, and myself."  
- Mel, 22

Keep going with your quit process at [EveryTryCounts.gov](https://www.everytrycounts.gov)

FDA  
CTP-194

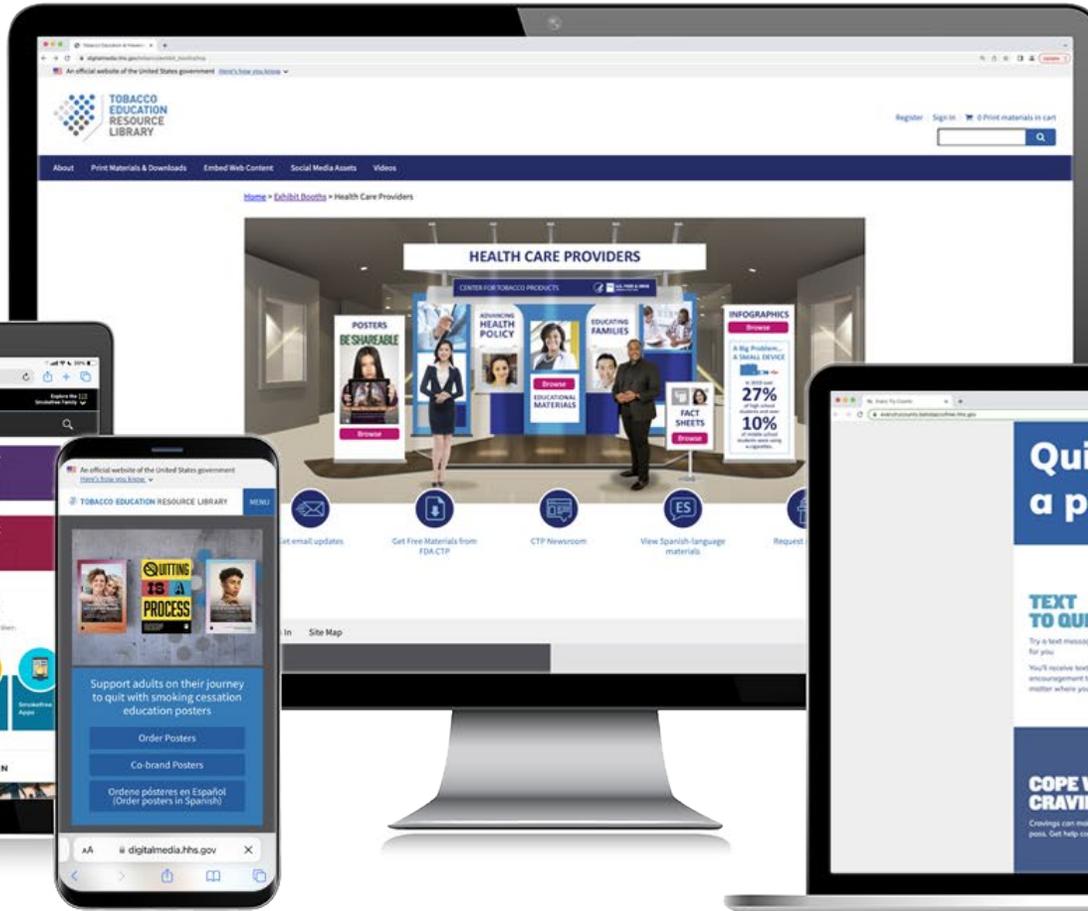
**Dejar el cigarrillo no es un proceso perfecto.**

"No dejé de fumar en mi primer intento, pero **sé que no fracasé.** Simplemente es parte del proceso."  
- Sofía, 22 años

Continúe con su proceso para dejar de fumar en [EveryTryCounts.gov/espanol](https://www.everytrycounts.gov/espanol)

FDA  
CTP-195-S

# RESOURCES



<https://digitalmedia.hhs.gov/tobacco>

smokefree.gov

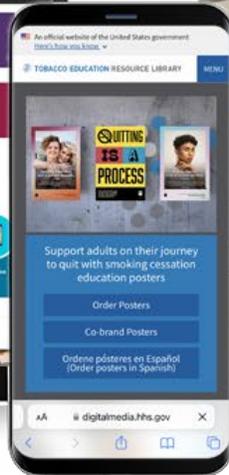
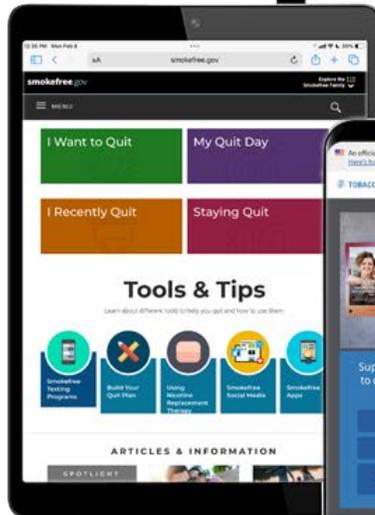
smokefreevet

smokefreewomen

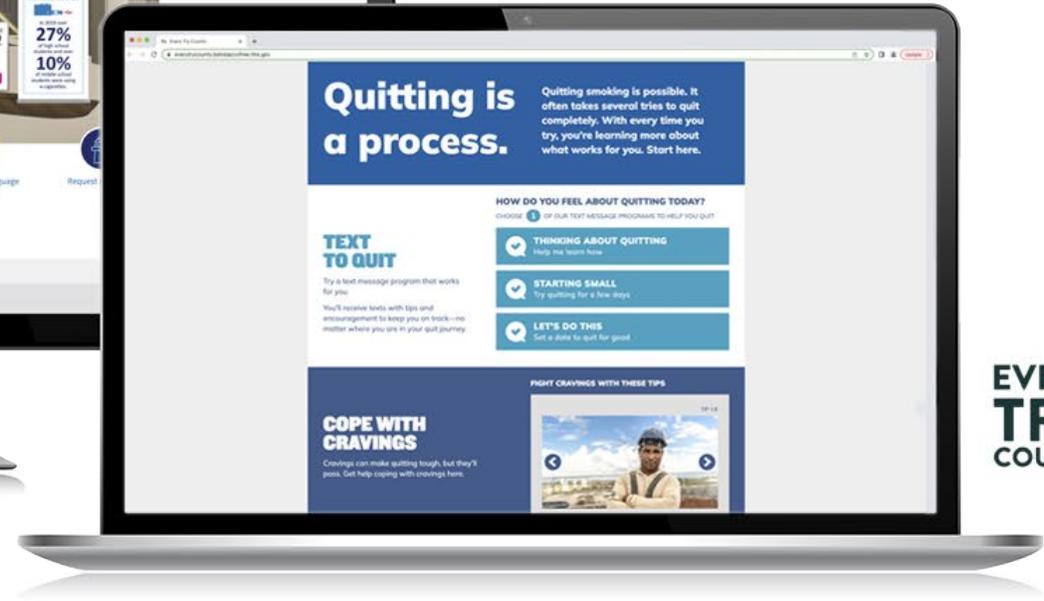
smokefree teen

smokefree español

smokefree60+



smokefree.gov



everytrycounts.gov



Product Standards



Public Education



Continuum of Risk



Cessation Care Package

# REDUCED RISK TOBACCO PRODUCTS

- 
- There are no safe tobacco products.
  - However, tobacco products pose different levels of risk which exist along a continuum.
  - Combustible products represent the greatest risk on this continuum.

# CONTINUUM OF RISK



Continuing research into messaging among adult smokers that nicotine is delivered through products that represent a continuum of risk.

**Formative scientific research is critical to inform any public messaging.**



Product Standards

The background image for this section shows a person's hands interacting with a futuristic, glowing digital interface featuring various icons, including a warning sign, a gear, and a downward arrow.



Public Education

The background image for this section shows a woman with long hair smiling and looking towards the camera, with other people blurred in the background.



Continuum of Risk

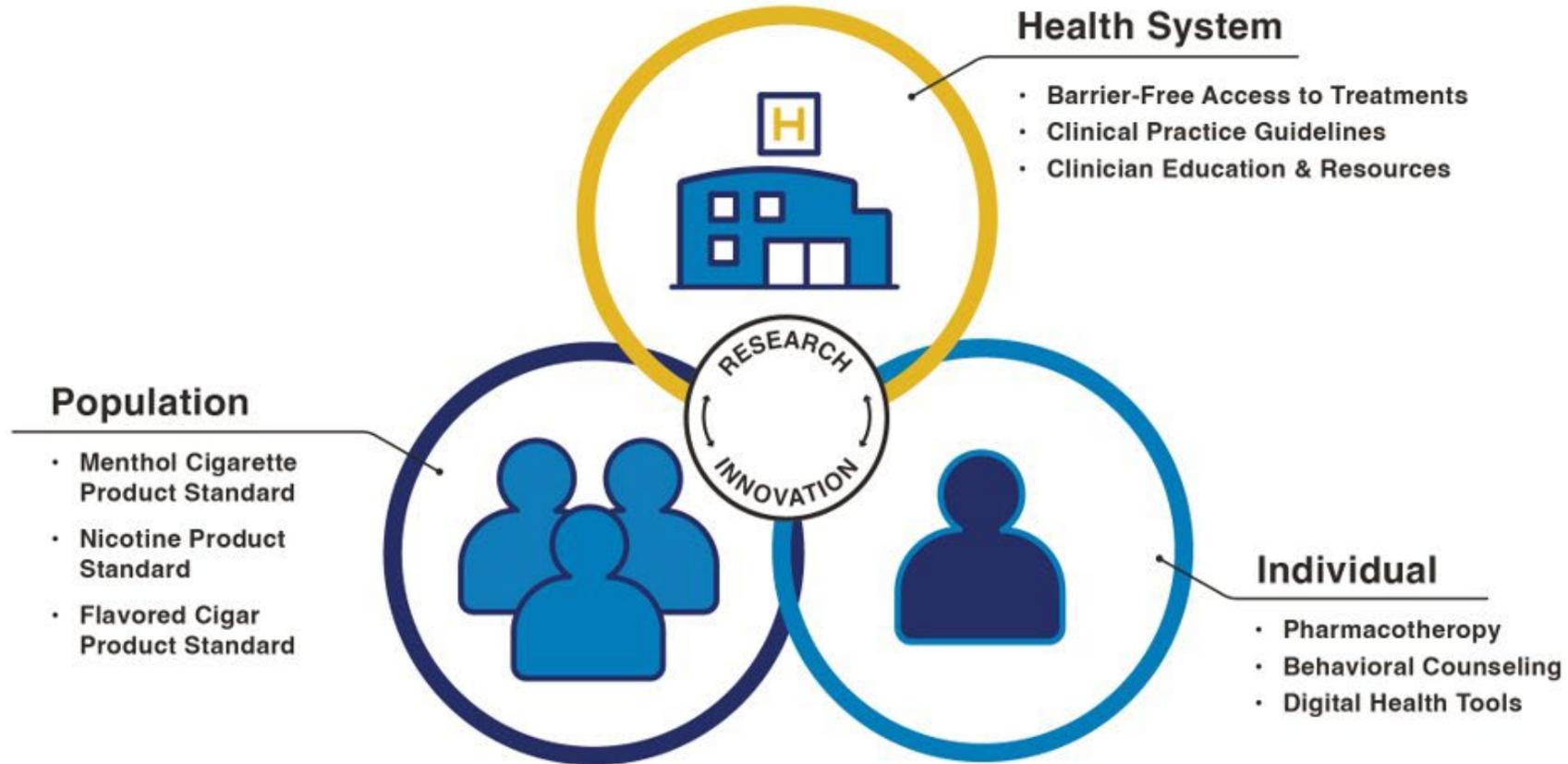
The background image for this section shows a large, white, 3D arrow pointing downwards, set against a dark, grid-like background.



Cessation Care Package

The background image for this section shows a female doctor in a white lab coat and stethoscope talking to a patient in a clinical setting.

# CESSATION CARE PACKAGE



Califf RM, King BA. The Need for a Smoking Cessation “Care Package”. *JAMA*. 2023;329(3):203–204.

# CESSATION INTERVENTIONS



**Counseling**



**Cessation Medication**

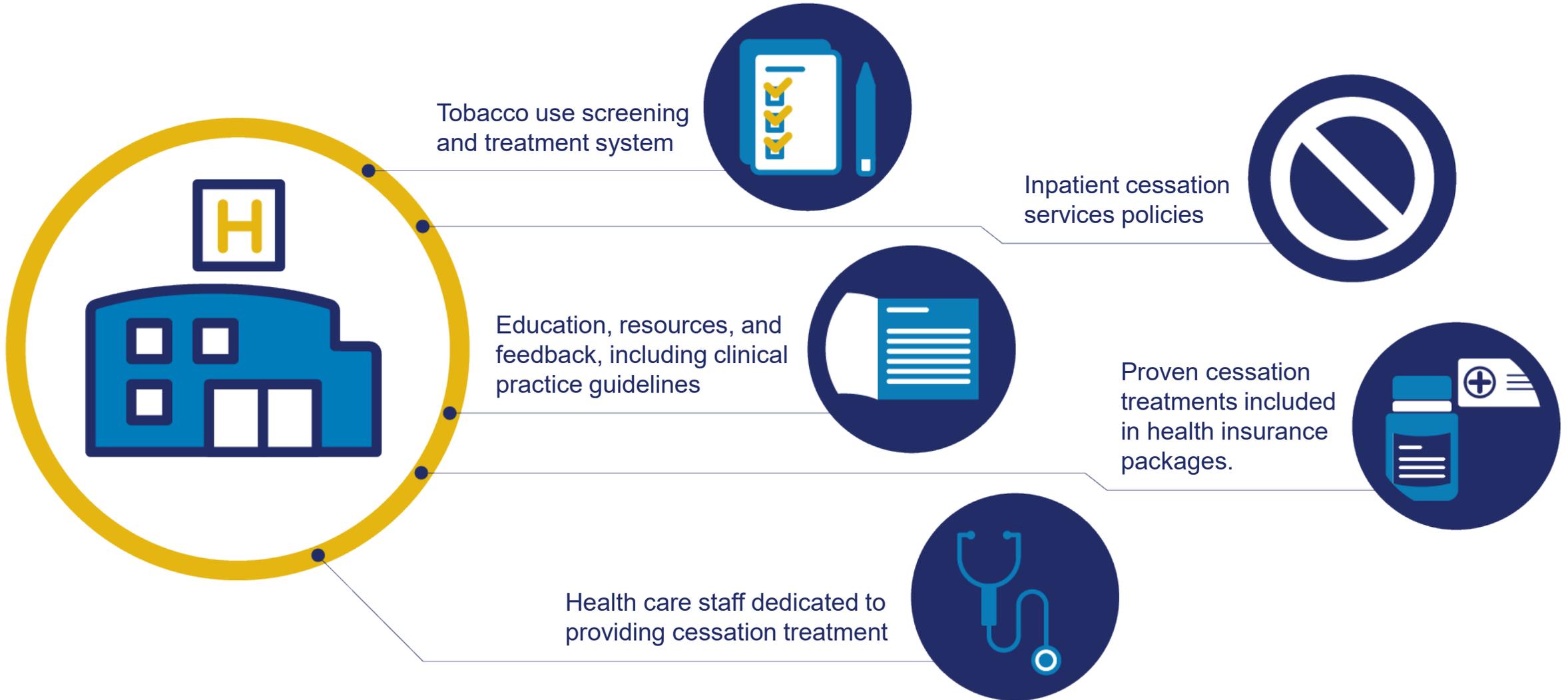
# 5 A'S FOR TREATING TOBACCO USE AND DEPENDENCE



- Every member of the clinical care team can play a role, and it can take patients several tries before they successfully quit.
- Delegating these tasks to various members of the health care team can improve efficiency and support a coordinated-care approach.



# HEALTH SYSTEMS INTERVENTIONS



# POPULATION-LEVEL INTERVENTIONS



Tobacco product price increases



Comprehensive smoke-free policies



Issuance of product standards such as prohibiting menthol in cigarettes and all flavored cigars.



Health communications campaigns

- Cigarette use in the US has declined substantially over the last half century. But the decline has not been experienced by everyone equally, and the tobacco product landscape continues to diversify.
- CTP is actively working on several key initiatives to reduce tobacco related disease and death, including landmark rules and public education campaigns.
- As part of a comprehensive approach, individual, health system, and population level interventions are critical to further prevent and reduce tobacco related disease and death.

# QUESTIONS?



**Call Us**

**(877) CTP-1373**



**Email Us**

**AskCTP@fda.hhs.gov**



**Follow Us**

**@FDATobacco**



Report adverse experiences with tobacco products at:

<https://www.safetyreporting.hhs.gov>

Submit questions via the 'Q & A' box



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Visit [CABHWI.ucsf.edu](http://CABHWI.ucsf.edu) for more information

# Webinar Collections with Free CME/CEUs



SCLC is offering FREE CME/CEUs for our recorded webinar collections for a total of **35.75 units**.

Visit SCLC's website at: <https://smokingcessationleadership.ucsf.edu/free-cmec-es-webinar-collections>

## Free 1-800 QUIT NOW cards

Take Control

**1-800-QUIT-NOW**

Call. It's free. It works.

1-800-784-8669

For details on your state services, go to: <http://map.naquitline.org>



✓ Refer your clients to cessation services

# Post Webinar Information

- You will receive the following in our post webinar email:
  - ✓ Webinar recording
  - ✓ PDF of the presentation slides
  - ✓ Instructions on how to claim FREE CME/CEUs
  - ✓ Information on certificates of attendance
  - ✓ Other resources as needed
- All of this information will be posted to our website at <https://SmokingCessationLeadership.ucsf.edu>





SCLC next live webinar will be with **Dr. Matthew Springer, Professor of Medicine, UCSF**, on the negative effects of Cannabis on the heart

- **Tuesday, April 18, 2023**
- **1:00 pm – 2:00 pm EDT**

# Contact us for free technical assistance



- **Visit** us online at [smokingcessationleadership.ucsf.edu](https://smokingcessationleadership.ucsf.edu)
- **Call** us toll-free at **877-509-3786**
- **Provide Feedback** - complete the evaluation, which you will see at the end of this webinar

**UCSF** Smoking Cessation  
Leadership Center

National Center of Excellence for  
Tobacco-Free Recovery



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San Francisco

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