

The Buyer bill does not protect children from tobacco marketing. This bill fails to achieve one of the most critical goals of tobacco regulation: the protection of children from advertising and promotion by tobacco companies. The tobacco industry has a long and disturbing history of marketing its addictive products to young people and would remain free to do so under H.R. 1261. Under H.R. 1261 it will be business as usual, and the tobacco industry will be free to continue to target children with their advertising and lure another generation into a deadly addiction.

The Buyer bill does not adequately protect consumers from misleading health claims about so-called “reduced risk” tobacco products and embraces smokeless tobacco as the means to reduce the harm caused by cigarettes. The Waxman-Platts bill would allow manufacturers to make reduced risk claims about tobacco products, but appropriately gives the FDA the authority to regulate such claims based on the science. H.R. 1256 establishes a reasonable process for reviewing any claim that a product, including smokeless tobacco products, is less harmful than other products. In contrast, the Buyer bill prejudges the safety of smokeless tobacco and largely exempts smokeless tobacco products and health claims about them from regulation.

It is important to note that the National Cancer Institute, the American Cancer Society, the U.S. Surgeon General, and the U.S. Public Health Service have all concluded that smokeless tobacco products sold in the United States cause serious diseases, including cancer. The 2008 Update of the U.S. Public Health Service Clinical Practice Guideline, *Treating Tobacco Use and Dependence*, concluded, **“the use of smokeless tobacco products is not a safe alternative to smoking, nor is there evidence to suggest that it is effective in helping smokers quit.”**

Tobacco products are the most deadly products on the market today, yet they have escaped common-sense public health regulations that apply to other consumer products. H.R. 1256, the Waxman-Platts bill, would at long last end this special protection for the tobacco industry and protect our children and our nation’s health instead. The Buyer bill does nothing to reduce marketing to kids and would allow the tobacco industry to again evade meaningful oversight that would protect children and save lives.

We appreciate your attention to our concerns and we strongly urge you to oppose H.R. 1261 and support H.R. 1256 – real, meaningful and effective regulation of tobacco products.

Sincerely,

American Cancer Society Cancer Action Network
American Heart Association
American Lung Association
American Medical Association
Campaign for Tobacco-Free Kids
American Academy of Family Physicians
American Academy of Pediatrics
American Association for Respiratory Care
American College of Cardiology
American College of Chest Physicians
American College of Preventive Medicine
American Public Health Association
American Thoracic Society
Asian & Pacific Islander American Health Forum

Association of Reproductive Health Professionals
Association of Schools of Public Health
Lung Cancer Alliance
National Association of City and County Health Officials
National Research Center for Women & Families
Oncology Nursing Society
Oral Health America
Partnership for Prevention
Seventh-day Adventist Church, North American Division
Society for Public Health Education
Justice and Witness Ministries, United Church of Christ