



U.S. FOOD & DRUG  
ADMINISTRATION

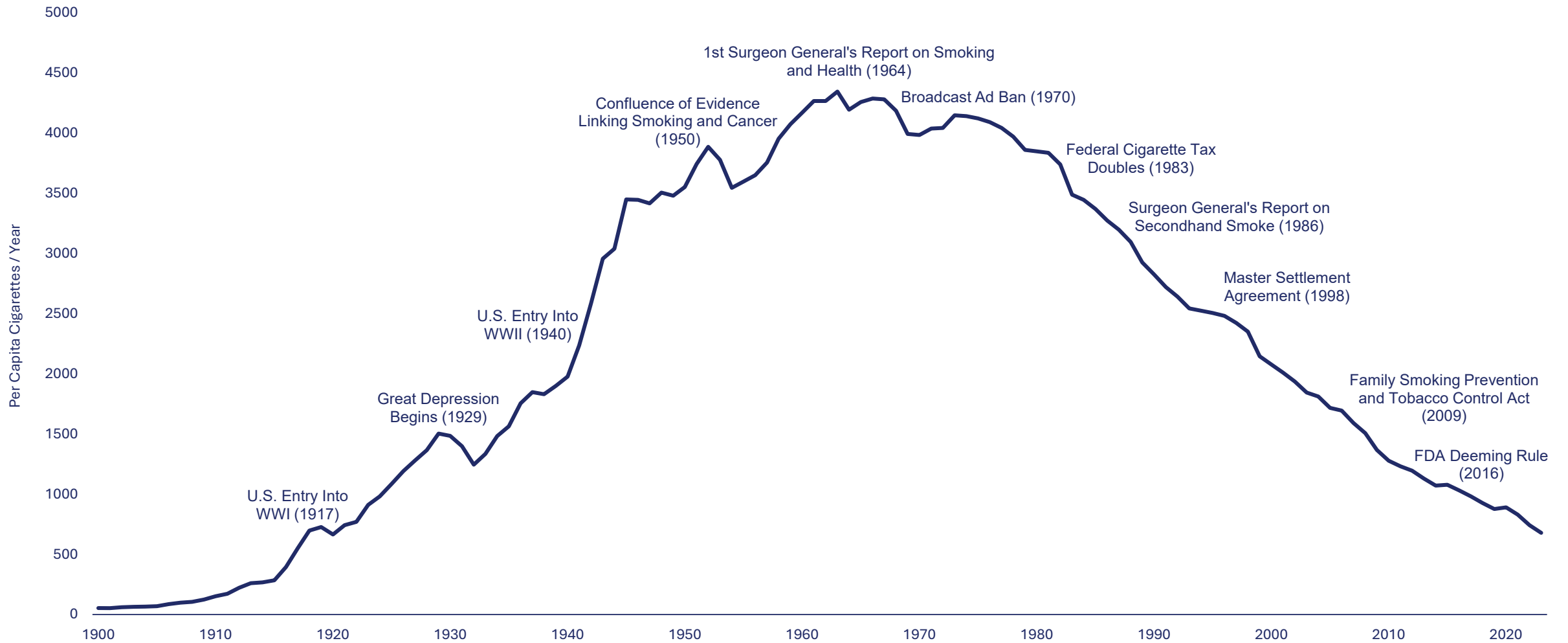
# Addressing Modifiable Risk Factors Through Public Health Strategies: Lessons from Tobacco

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*Director, Center for Tobacco Products*

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# Cigarette Consumption - United States, 1900-2023



Adapted from Warner 1985 with permission from Massachusetts Medical Society, © 1985; U.S. Department of Health and Human Services 1989; Creek et al. 1994; U.S. Department of Agriculture 2023; U.S. Census Bureau 2023; U.S. Department of the Treasury 2023.

# Approaches to Reduce Tobacco-Related Disease and Death



**Prevention**



**Cessation**



**Harm Reduction**

# Key Components



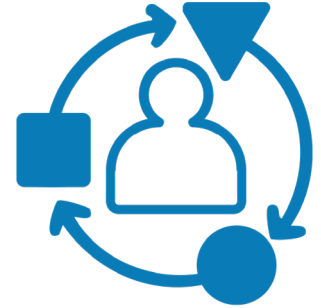
**Population-Based**



**Complementary**



**Data-Driven**



**Nimble**



**Population-Based**



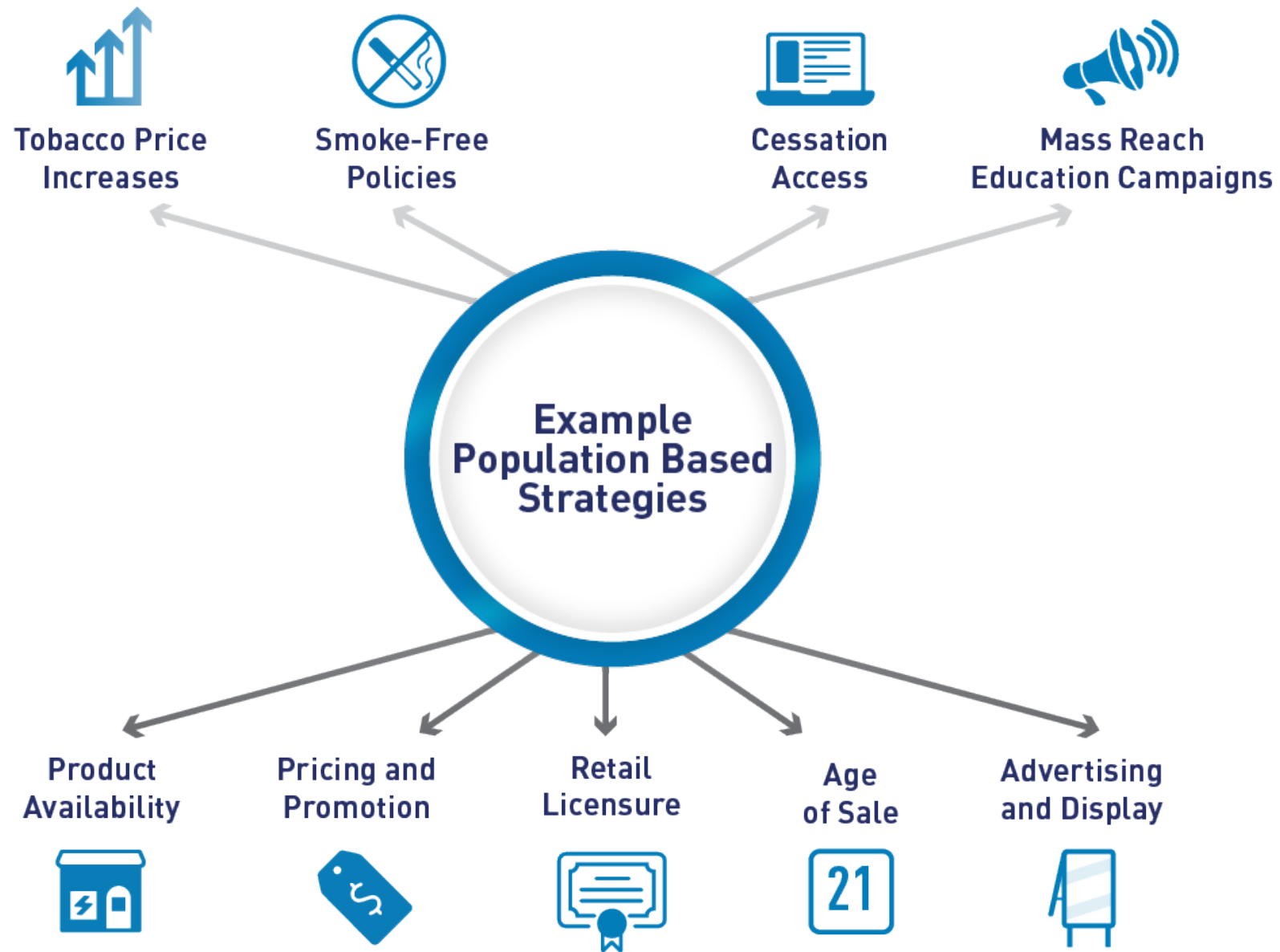
**Complementary**



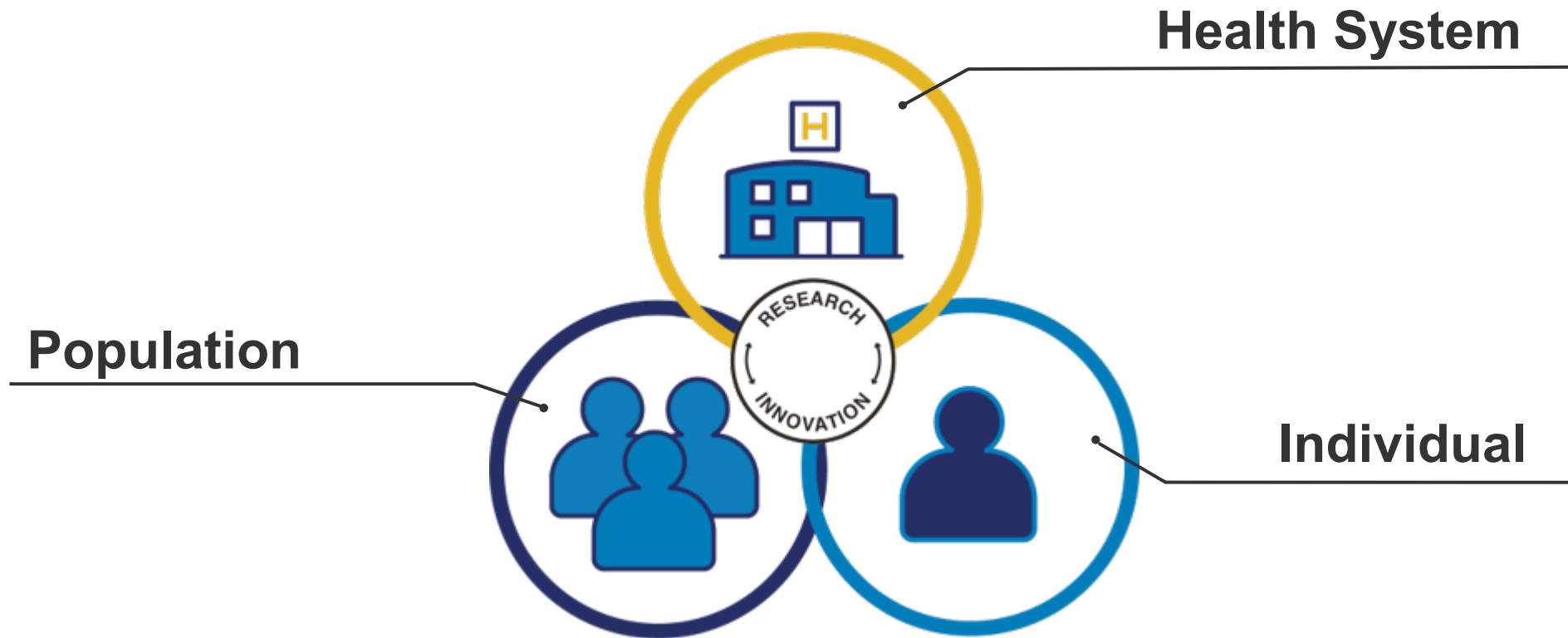
**Data-Driven**



**Nimble**

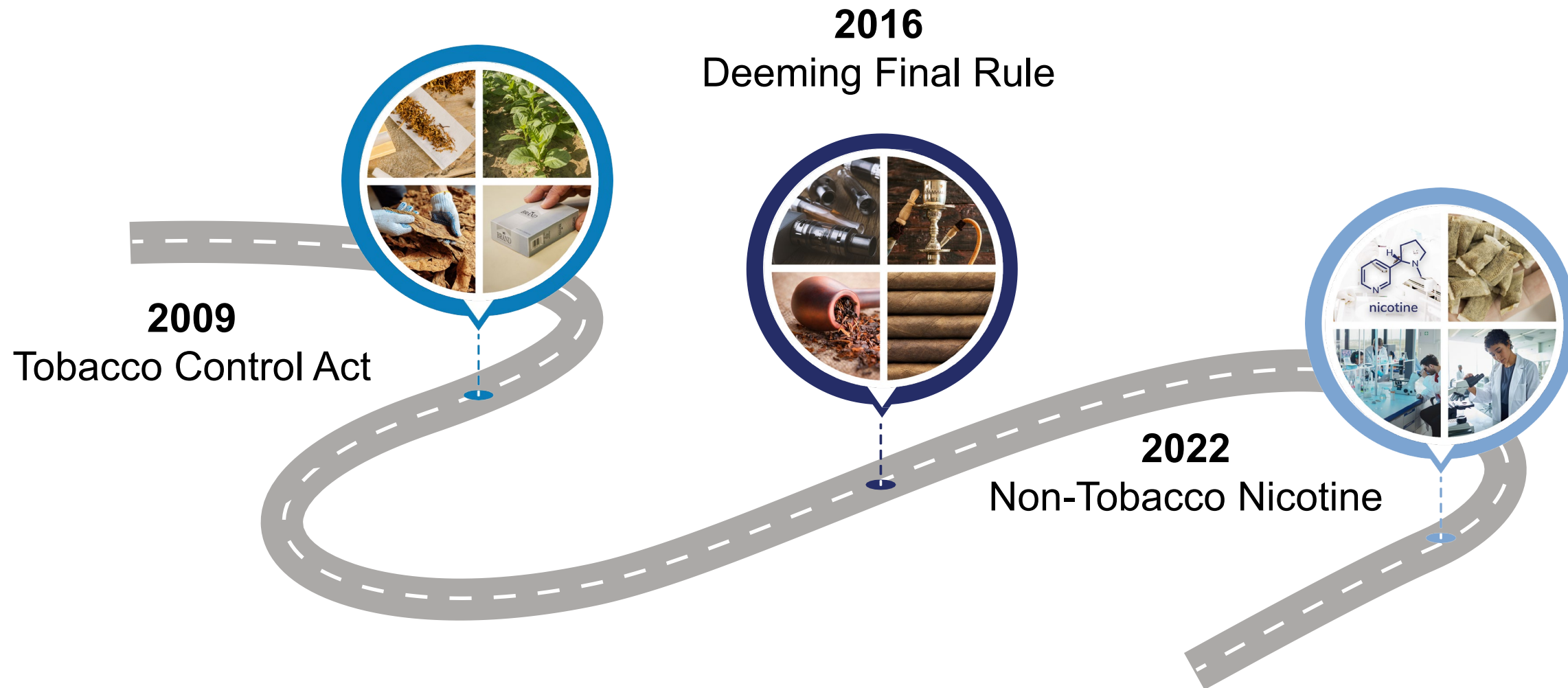


# Smoking Cessation Strategies





# Tobacco Regulation in the United States





# FDA's Regulatory Scope



**Manufacturing**



**Marketing**



**Sales**



**Population-Based**



**Complementary**



**Data-Driven**



**Nimble**

# Jurisdictions



**Federal**



**State**



**Local**

# Tobacco Control Act Authorities

## Examples of what CTP Authorities include:



Premarket review



Post-market surveillance



Product standards



New warning labels

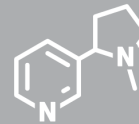


Advertising and promotion restrictions

## Examples of what CTP Authorities DO NOT include:

**NRT**

Regulating therapeutic products



Requiring the reduction of nicotine yield of zero



Providing cessation services

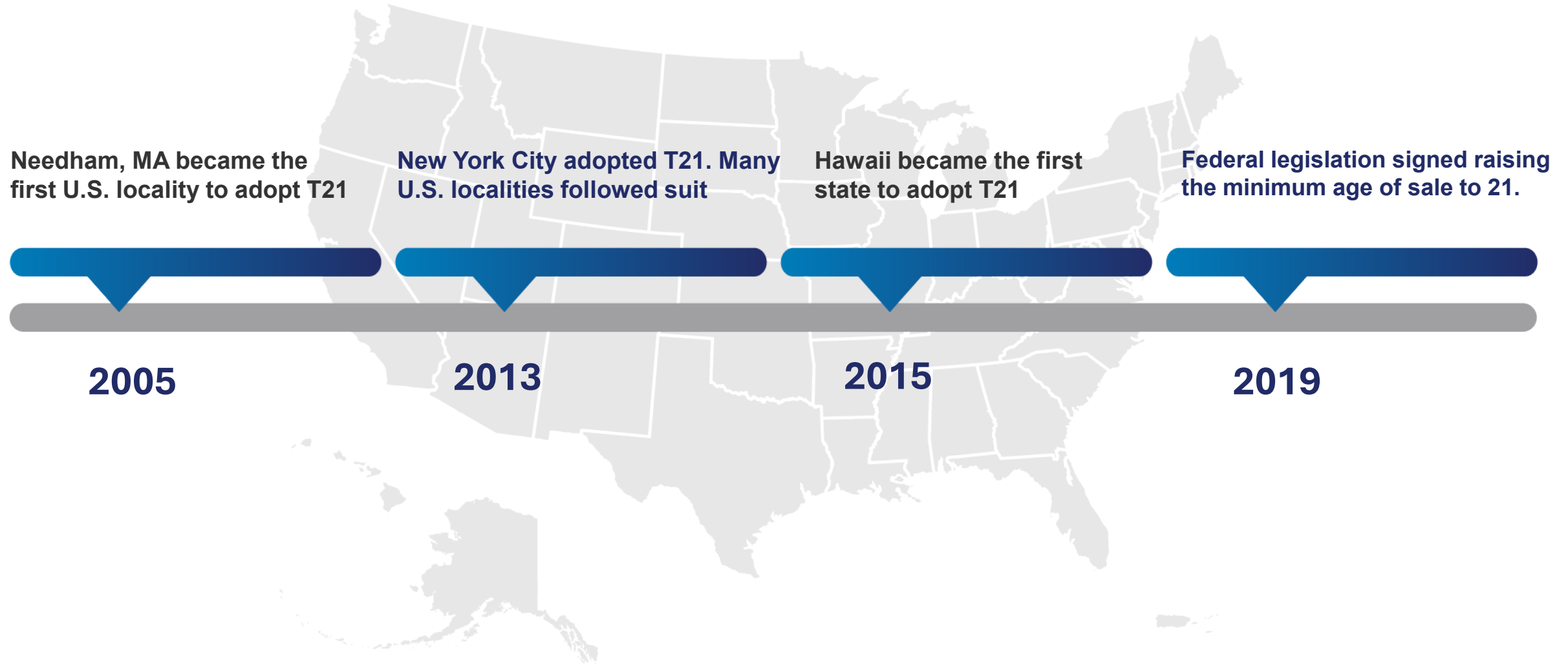


Banning all tobacco products



Changing the minimum age for sale of tobacco products

# Evolution of Tobacco 21





**Population-Based**



**Complementary**



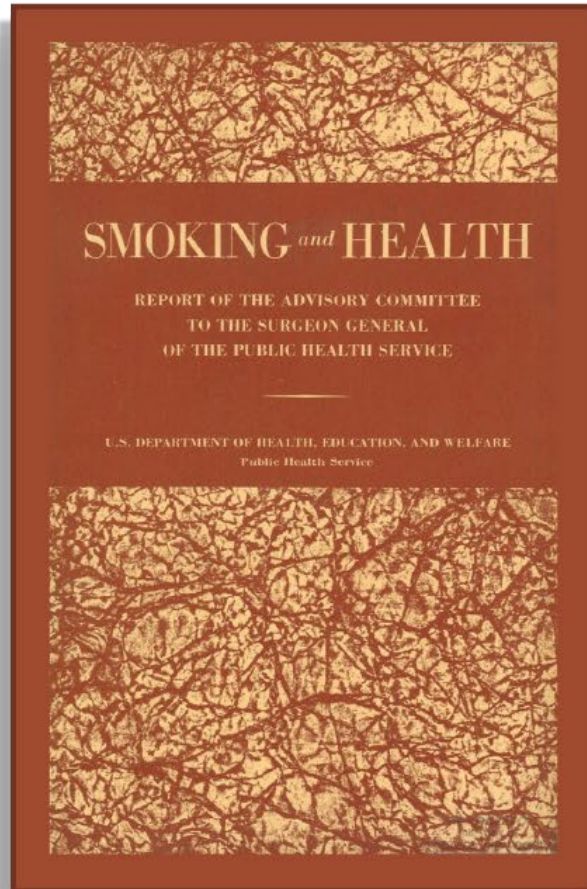
**Data-Driven**



**Nimble**



# 1964 Surgeon General's Report



**After analyzing >7,000 scientific articles, the Advisory Committee concluded that cigarette smoking is:**

- A cause of lung cancer and laryngeal cancer in men
- A probable cause of lung cancer in women
- The most important cause of chronic bronchitis

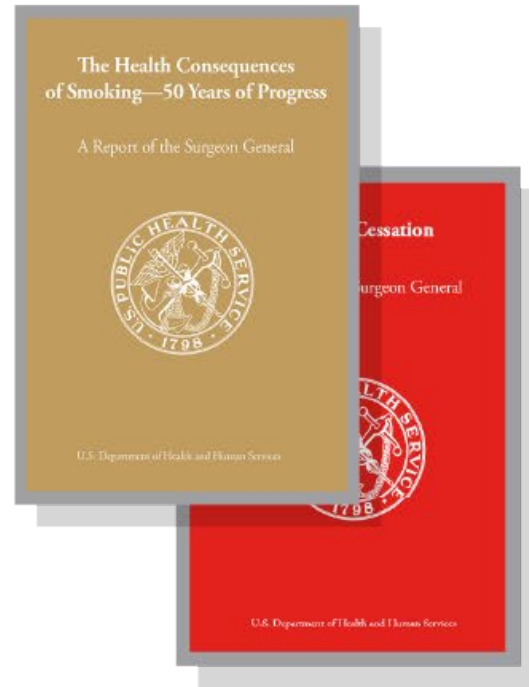
**The release of the report was a catalyst for data-driven action.**



# Comprehensive Scientific Reports Over the Last 50+ Years



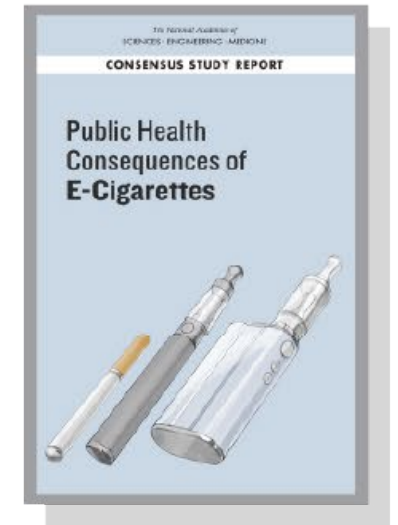
**Institute of  
Medicine**



**Surgeon  
General**



**NCI Monographs**



**National  
Academies**

# The Burden of Tobacco Use



**480,000**

People who die  
each year from  
smoking



**5.6** million

Children alive today  
who will die  
prematurely because  
of smoking



**\$240** billion

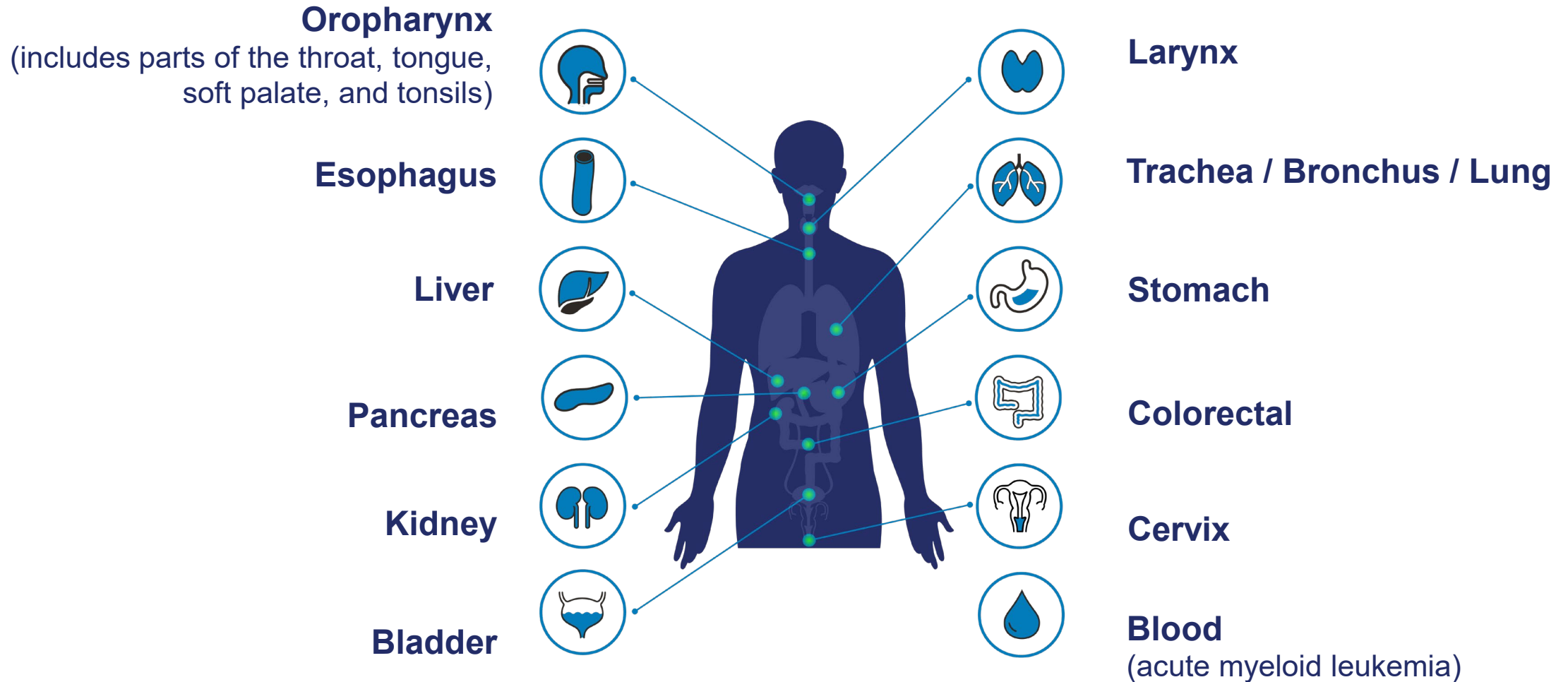
Annual health care costs  
directly caused by smoking



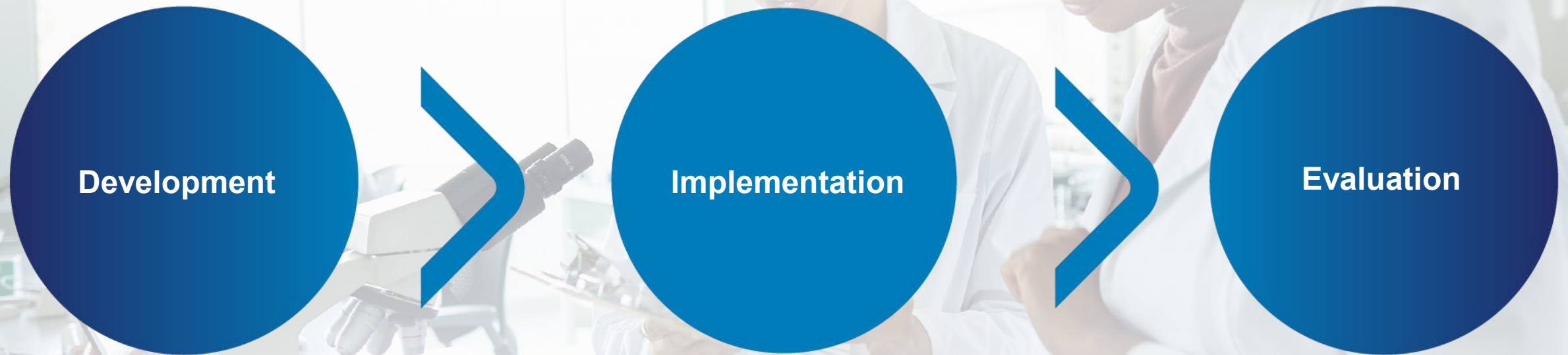
**\$372** billion

Smoking-caused  
productivity losses

# The Physical Burden Of Tobacco: Cancer



# Use of Data Throughout Process





**Population-Based**



**Complementary**

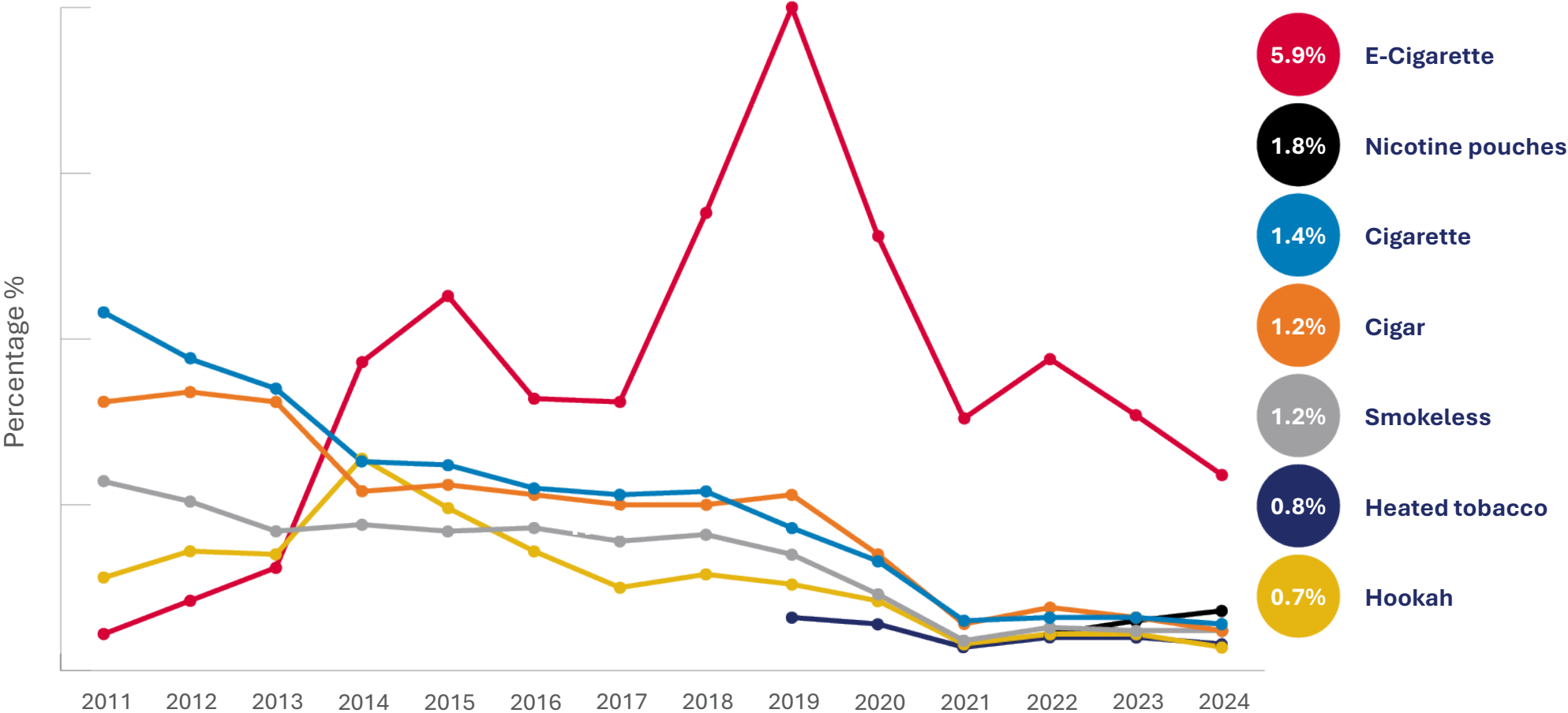


**Data-Driven**



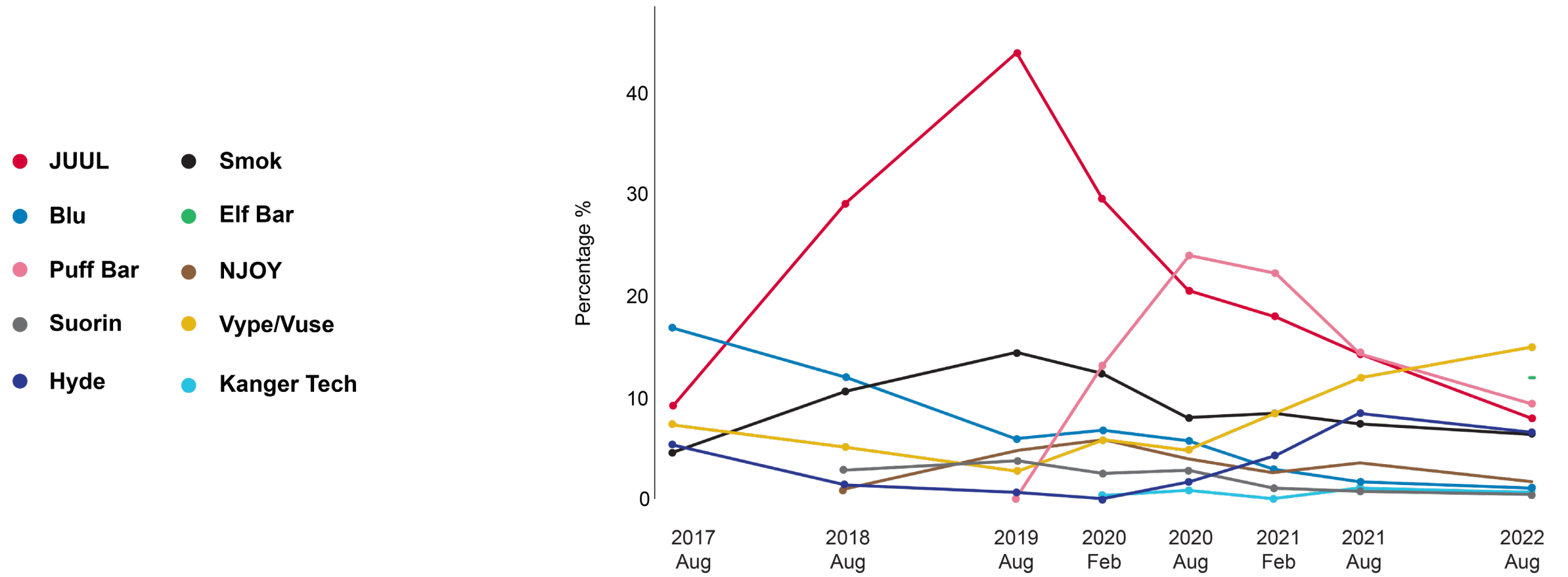
**Nimble**

# Youth Tobacco Product Use in the United States – 2011-2024



Source: NYTS 2024

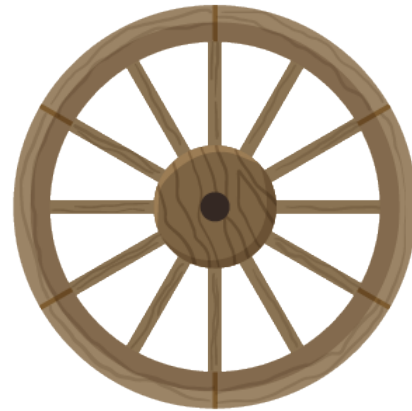
# Brands Use among E-cigarette Users Aged 16-19, United States



Source: David Hammond. International Tobacco Control Survey.



# Evolution vs. Reinvention



# Summary



**Population-Based**

Broad public health  
impact



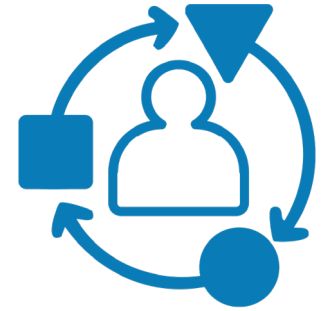
**Complementary**

Local, state, and federal  
activities



**Data-Driven**

Translation of science  
to practice



**Nimble**

Adaption to evolving  
environment

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**Additional platforms  
to interact with FDA**