FDA Strategy LTE Template

Drafted July 31, 2017

**Mixed Grades for FDA’s Nicotine and E-Cigarette Strategy**

Dear Editor,

OPEN YOUR LETTER BY SHARING THAT ON FRIDAY, JUNE 28 THE U.S. FEDERAL DRUG ADMINISTRATION (FDA) UNVEILED A NEW PLAN TO LOWER TOBACCO USE BY REDUCING THE NICOTINE LEVEL IN CIGARETTES. WHILE MOST WERE ENCOURAGED ABOUT THE FDA ADDRESSING CIGARETTE ADDICTIVENESS, MANY WERE EQUALLY DISCOURAGED BY THE DECISION TO DELAY FDA REGULATION OF E-CIGARETTES, CIGARS, AND OTHER PREVIOUSLY UNREGULATED TOBACCO PRODUCTS BY FOUR YEARS.

FOLLOW YOUR INTRO BY LAYING OUT SOME OF THE POTENTIAL POSITIVES OF THE FDA’S NEW APPROACH, INCLUDING THAT REDUCING OR ELIMINATING NICOTINE FROM CIGARETTES COULD SAVE LIVES BY KEEPING KIDS FROM GETTING HOOKED AND MAKING IT EASIER FOR SMOKERS TO QUIT. INCLUDE THAT WHILE MANY OF THE INGREDIENTS LIKE **(PROVIDE A FEW EXAMPLES)** IN CIGARETTES ARE HARMFUL, IT’S NICOTINE THAT MAKES THEM ADDICTIVE IN THE FIRST PLACE.

SHARE YOUR CONCERN ABOUT POSTPONING THE DEADLINES FOR REGULATING E-CIGARETTES AND OTHER PRODUCTS. TALK ABOUT HOW DELAYING GIVES TOBACCO COMPANIES AND E-CIGARETTE MANUFACTURERS FOUR MORE YEARS TO FLOOD THE MARKET WITH CANDY FLAVORED TOBACCO AND NICOTINE PRODUCTS LIKE **(PROVIDE FLAVOR AND PRODUCT EXAMPLES).** DISCUSS HOW KEEPING THESE PRODUCTS UNREGULATED COULD UNDO THE POTENTIAL GAINS OF THE FDA’S NEW STRATEGY.

LET READERS KNOW THEY CAN JUDGE THE PLAN FOR THEMSELVES AT <https://www.fda.gov/TobaccoProducts/NewsEvents/ucm568425.htm>.

ENCOURAGE TOBACCO USERS TO CALL 1-800-QUIT NOW FOR FREE HELP TO QUIT AND INVITE COMMUNITY MEMBERS TO LEARN MORE ABOUT LOCAL TOBACCO PREVENTION EFFORTS AT **(NETWORK/COALITION URL, SOCIAL MEDIA, ETC.)**.