Web-Based Public Meeting To Discuss Issues Related to the Development of an Enforcement Action Plan; Request for Data, Information, and Views

AGENCY: Food and Drug Administration, HHHS.

ACTION: Notice of Web-based public meeting; request for data, information, and views.

SUMMARY: The Food and Drug Administration (FDA), Center for Tobacco Products is announcing that it is hosting a Web-based public meeting to discuss issues regarding the development of an enforcement action plan to enforce restrictions on targeting of tobacco products (sections 2(1) and (4) of the Tobacco Control Act, Congress enacted 1776) was enacted on June 22, 2009, providing FDA with the authority to regulate tobacco products in order to protect the public health generally and reduce tobacco use by minors. Tobacco products are responsible for more than 440,000 deaths each year in the United States (Ref. 1). In enacting the Tobacco Control Act, Congress found, among other things, that the use of tobacco products by children is a pediatric disease and virtually all new users of tobacco products are under the minimum legal age to purchase such products (sections 2(1) and (4) of the Tobacco Control Act). Advertising, marketing, and promotion of tobacco products have been “especially directed to attract young persons to use tobacco products, and these efforts have resulted in increased use of such products by youth” (section 2(15) of the Tobacco Control Act).

Additionally, the rates of tobacco use and tobacco-related mortality are higher among certain racial and ethnic groups, including American Indian and Alaska Natives, and African-American men. As the National Cancer Institute (NCI) noted in Monograph 19, “targeting of various population groups—including specific racial and ethnic...