

[Discussion Draft]

May 14, 1984

AMENDMENT TO H.R. 3979

Strike out all after the enacting clause and insert in lieu thereof the following:

SHORT TITLE

SECTION 1. This Act may be cited as the
"Comprehensive Smoking Education Act".

FINDING AND PURPOSE

SEC. 2. (a) The Surgeon General has found that--

(1) cigarette smoking is the largest preventable cause of illness and premature death in the United States and is associated with the unnecessary deaths of over three hundred thousand Americans annually;

(2) cigarette smoking in the United States is a major cause of cancer of the lung, larynx, oral cavity, and esophagus and is a contributory factor in cancer of the urinary bladder, kidney, and pancreas;

(3) cigarette smoking is a major cause of chronic bronchitis and emphysema in the United States;

(4) cardiovascular disease accounts for nearly one-half of the deaths in the United States and it is estimated that one-third of the deaths attributed to

TI12241566

cardiovascular disease are associated with smoking;

(5) pregnant women who smoke have an elevated risk of miscarriages, stillbirths, and premature births, and giving birth to infants with low birth weight;

(6) quitting or never starting cigarette smoking will reduce an individual's risk of illness or premature death; and

(7) present Federal, State, and private initiatives ~~have been insufficient in conveying~~ ^{since we cannot} to the American people information on the adverse health effects of smoking.

(b) It is the purpose of this Act to provide a new strategy for making Americans more aware of any adverse health effects of smoking, to assure the timely and widespread dissemination of research findings, and to enable individuals to make informed decisions about smoking.

SMOKING RESEARCH, EDUCATION, AND INFORMATION


SEC. 3. (a) The Secretary of Health and Human Services (hereinafter in this section referred to as the "Secretary") shall establish and carry out a program to inform the public of any dangers to human health presented by cigarette smoking. In carrying out such program, the Secretary shall--

(1) conduct and support research on the effect of cigarette smoking on human health and develop materials

for informing the public of such effect;

(2) coordinate all research and educational programs and other activities within the Department of Health and Human Services (hereinafter in this section referred to as the "Department") which relate to the effect of cigarette smoking on human health and coordinate, through the Interagency Committee on Smoking and Health (established under subsection (b)), such activities with similar activities of other Federal agencies and of private agencies;

(3) establish and maintain a liaison with appropriate private entities, other Federal agencies, ~~and~~ state and local public agencies respecting ~~the~~ activities relating to the effect of cigarette smoking on human health;



(4) collect, analyze, and disseminate (through publications, bibliographies, and otherwise) information, studies, and other data relating to the effect of cigarette smoking on human health, and develop standards, criteria, and methodologies for improved information programs related to smoking and health;

(5) compile and make available information on State and local laws relating to the sale, distribution, use, and consumption of cigarettes; and

(6) undertake any other additional information and research activities which the Secretary determines

necessary and appropriate to carry out this section.

(b)(1) To carry out the activities described in paragraphs (2) and (3) of subsection (a) there is established an Interagency Committee on Smoking and Health. The Committee shall be composed of--

(A) members appointed by the Secretary from appropriate institutes and agencies of the Department, which may include the National Cancer Institute, the National Heart, Lung, and Blood Institute, the National Institute of Child Health and Human Development, the National Institute on Drug Abuse, the Health Resources and Services Administration, and the Centers for Disease Control;

(B) at least one member appointed from the Federal Trade Commission, the Department of Education, the Department of Labor, and any other Federal agency designated by the Secretary, the appointment of whom shall be made by the head of the entity from which the member is appointed; and

(C) five members appointed by the Secretary from physicians and scientists who represent private entities involved in informing the public about the health effects of smoking. OK

The Secretary shall designate the chairman of the Committee.

(2) While away from their homes or regular places of business in the performance of services for the Committee, members of the Committee shall be allowed travel expenses, including per diem in lieu of subsistence, in the manner provided by sections 5702 and 5703 of title 5 of the United States Code.

(3) The Secretary shall make available to the Committee such staff, information, and other assistance as it may require to carry out its activities effectively.

(c) The Secretary shall transmit a report to Congress not later than January 1, 1985, and biennially thereafter which shall contain--

(1) an overview and assessment of Federal activities undertaken to inform the public of the health consequences of smoking and the extent of public knowledge of such consequences,

(2) a description of the Secretary's and Committee's activities under subsection (a),

(3) information regarding the activities of the private sector taken in response to the effects of smoking on health, and

(4) such recommendations as the Secretary may consider appropriate.

LABELS FOR CIGARETTES AND CIGARETTE ADVERTISING

SEC. 4. (a) Section 4 of the Federal Cigarette Labeling and Advertising Act (15 U.S.C. 1333) is amended to read as follows:

' 'LABELING

' 'SEC. 4. (a)(1) It shall be unlawful for any person to manufacture, package, or import for sale or distribution within the United States any cigarettes the package of which fails to bear, in accordance with the requirements of this section, one of the following labels:

SURGEON GENERAL'S WARNING: SMOKING CAUSES
LUNG CANCER, HEART DISEASE, EMPHYSEMA,
AND MAY COMPLICATE PREGNANCY.

SURGEON GENERAL'S WARNING: QUITTING SMOKING
NOW GREATLY REDUCES SERIOUS RISKS TO YOUR
HEALTH.

SURGEON GENERAL'S WARNING: SMOKING BY PREGNANT WOMEN
MAY RESULT IN FETAL INJURY, PREMATURE BIRTH, AND
LOW BIRTH WEIGHT.

SURGEON GENERAL'S WARNING: CIGARETTE SMOKE
CONTAINS CARBON MONOXIDE, TAR, AND NICOTINE.*

' '(2) It shall be unlawful for any manufacturer or importer of cigarettes to advertise or cause to be

* Note: This fourth warning label is dropped from advertising sections.

no problem
agreed
6.11

advertised (other than through the use of outdoor billboards) within the United States any cigarette unless the advertising bears, in accordance with the requirements of this section, one of the following labels:

SURGEON GENERAL'S WARNING: SMOKING CAUSES
LUNG CANCER, HEART DISEASE, EMPHYSEMA,
AND MAY COMPLICATE PREGNANCY.

SURGEON GENERAL'S WARNING: QUITTING SMOKING
NOW GREATLY REDUCES SERIOUS RISKS TO YOUR
HEALTH.

SURGEON GENERAL'S WARNING: SMOKING BY PREGNANT WOMEN
MAY RESULT IN FETAL INJURY, PREMATURE BIRTH, AND
LOW BIRTH WEIGHT.

''(3) It shall be unlawful for any manufacturer or importer of cigarettes to advertise or cause to be advertised within the United States through the use of outdoor billboards any cigarette unless the advertising bears, in accordance with the requirements of this section, one of the following labels:

SURGEON GENERAL'S WARNING: SMOKING CAUSES
LUNG CANCER, HEART DISEASE, AND EMPHYSEMA.

SURGEON GENERAL'S WARNING: QUITTING SMOKING
NOW GREATLY REDUCES SERIOUS HEALTH RISKS.

SURGEON GENERAL'S WARNING: PREGNANT WOMEN
WHO SMOKE RISK FETAL INJURY AND PREMATURE BIRTH.

“(b)(1) Each label statement required by paragraph (1) of subsection (a) shall be located in the place label statements were required to be placed under this section on cigarette packages as of the date of the enactment of this subsection, and shall appear ~~in the same place~~ and in conspicuous and legible type in contrast by typography, layout, or color with all other printed material on the package.”

as of
date
of
enactment

“(2) The format of each label statement required by paragraph (2) of subsection (a) shall be the format required ~~for label statements in cigarette advertising as of the date of the enactment of this subsection,~~ except that ^{the} area of the rectangle enclosing the label statement ~~and the type used in the label statement~~ shall be 50 percent larger ~~than~~ the width of the rule forming the border around the label shall be twice that in effect on such date, and the label may be placed at a distance from the outer edge of the advertisement which is one-half the distance permitted on

no possible

of the date
of enactment of this
section and to

The format, type style, and
location of each label statement
required by paragraph (1) of subsection (a) shall be the format, type style
and location required on cig. packages as

TI12241573

such date. Each label statement shall appear in conspicuous and legible type in contrast by typography, layout, or color with all other printed material in the advertisement.

''(3) The format and type style of each label statement required by paragraph (3) of subsection (a) shall be the format and type style required in outdoor billboard advertising as of the date of the enactment of this subsection. Each such label statement shall be printed in capital letters of the height of the tallest letter in a label statement on outdoor advertising of the same dimension on such date of enactment. Each such label statement shall be enclosed by a black border which is located within the perimeter of the format required in outdoor billboard advertising of the same dimension on such date of enactment and the width of which is twice the width of the vertical element of any letter in the label statement within the border.

''(c) The label statements specified in paragraphs (1), (2), and (3) of subsection (a) shall be rotated by each manufacturer of cigarettes quarterly in alternating sequence on packages of each brand of cigarettes manufactured by the manufacturer and in the advertisements for each such brand of cigarettes in accordance with a

*Says
what
says*

*Look at
it (to see
how it
works.)*

Revised 1/10/54

plan submitted by the manufacturer, and approved by the
Federal Trade Commission. The Federal Trade Commission
shall approve a plan submitted by a manufacturer of
cigarettes which will provide the rotation required by
this subsection and which assures that all of the labels
required by paragraphs (1), (2), and (3) will be displayed
by the manufacturer at the same time." *where possible were feasible*

(b) The amendment made by subsection (a) shall take effect upon the expiration of a one-year period beginning on the date of the enactment of this Act.

CIGARETTE INGREDIENTS

SEC. 5. (a) The Federal Cigarette Labeling and Advertising Act is amended by redesignating sections 7 through 12 as sections 8 through 13, respectively, and by inserting after section 6 the following new section:

"CIGARETTE INGREDIENTS

"SEC. 7. (a) Each person who manufactures, packages, or imports cigarettes shall annually provide the Secretary with a list of the ingredients added to tobacco in the manufacture of cigarettes which does not identify the company which uses the ingredients or the brand of cigarettes which contain the ingredients. A person or group of persons required to provide a list by this subsection may designate an individual or entity to provide the list required by this subsection.

P.M.

''(b)(1) At such times as the Secretary considers appropriate, the Secretary shall transmit to the Congress a report, based on the information provided under subsection (a), respecting--

''(A) a summary of research activities and proposed research activities on the health effects of ingredients added to tobacco in the manufacture of cigarettes and the findings of such research;

''(B) information pertaining to any such ingredient which in the judgement of the Secretary poses a health risk to cigarette smokers; and

''(C) any other information which the Secretary determines to be in the public interest.

''(2)(A) Any information provided to the Secretary under subsection (a) shall be treated as trade secret or confidential information subject to section 552(b)(4) of title 5, United States Code and section 1905 of title 18, United States Code and shall not be revealed, except as provided in paragraph (1), to any person other than those authorized by the Secretary in carrying out their official duties under this section.

''(B) Subparagraph (A) does not authorize the withholding of a list provided under subsection (a) from any duly authorized subcommittee or committee of the Congress. If a subcommittee or committee of the Congress

requests the Secretary to provide it such a list, the Secretary shall make the list available to the subcommittee or committee and shall, at the same time, notify in writing the person who provided the list of such request.

''(C) The Secretary shall establish written procedures to assure the confidentiality of information provided under subsection (a). Such procedures shall include the designation of a duly authorized agent to serve as custodian of such information. The agent--

''(i) shall take physical possession of the information and, when not in use by a person authorized to have access to such information, shall store it in a locked cabinet or file, and

''(ii) shall maintain a complete record of any person who inspects or uses the information. Such procedures shall require that any person permitted access to the information shall be instructed in writing not to disclose the information to anyone who is not entitled to have access to the information.''.
''

(b) Section 7 of the Federal Cigarette Labeling and Advertising Act added by subsection (a) shall take effect upon the expiration of the one-year period beginning on the date of the enactment of this Act.

MISCELLANEOUS AMENDMENTS

SEC. 6. (a) Paragraph (1) of section 2 of the Federal Cigarette Labeling and Advertising Act (15 U.S.C. 1331) is amended to read as follows:

''(1) the public may be adequately informed about any adverse health effects of cigarette smoking by inclusion of warning notices on each package of cigarettes and in each advertisement of cigarettes.''. (b) Section 3 of such Act (15 U.S.C. 1332) is amended by adding at the end the following:

''(8) The term 'Secretary' means the Secretary of Health and Human Services.''

(c) Section 8 of such Act (15 U.S.C. 1336) (as so redesignated) is amended to read as follows:

''FEDERAL TRADE COMMISSION

''SEC. 8. Nothing in this Act (other than the requirements of section 4(b)) shall be construed to limit, restrict, expand, or otherwise affect the authority of the Federal Trade Commission with respect to unfair or deceptive acts or practices in the advertising of cigarettes.''

(d) Section 9 of such Act (15 U.S.C. 1337) (as so redesignated) is amended--

(1) by striking out "'of Health, Education, and Welfare'" in subsection (a),

(2) by redesignating clauses (A) and (B) in such subsection as clauses (1) and (2), respectively,

(3) by striking out clause (A) in subsection (b) and by redesignating clauses (B) and (C) as clauses (1) and (2), respectively.

RECOMMENDED TI POSITION

RE GORE SUBSTITUTE

The Tobacco Institute does not endorse the content of the Gore substitute, although it is somewhat less objectionable than other pending labeling legislative options; i.e., H.R. 3979 in the House and S. 772 in the Senate. In any event, The Tobacco Institute does not intend to resist passage of the Gore substitute.