

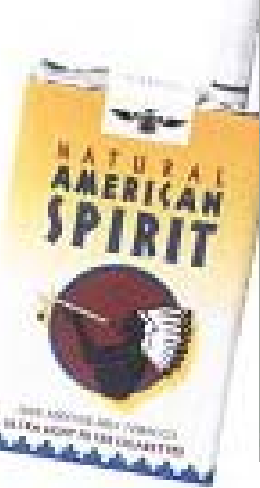
TFI's vision with respect to the challenges in tobacco product regulation

A lunchtime technical briefing during the 1st session of the COP to the WFO FCTC
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Tobacco Product Regulation

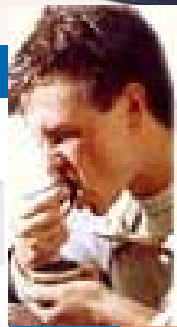
- Tobacco Product Regulation is governmental oversight and enforcement of how tobacco products are manufactured (ingredients and emissions), distributed, packaged and labelled in order to promote public health protection.
- Currently, aside from cigarettes, no testing standard exist for other tobacco products - these products to date are still unregulated.
- ISO TC 126, dominated by industry scientists and lawyers, is comprised of 30 voting national standardization bodies.
- This block of 30 national standardization bodies, about 20 of which from countries that are Parties to the WHO FCTC, determine international testing standards for cigarettes.
- At issue is ISO's cigarette testing protocol on extracting smoke from cigarettes so the smoke can be analyzed for the amounts of toxicants and carcinogens.



MILD SEVEN



Tinder Box
Exclusive
Custom Blended
Tobaccos



“Provide smokers with a choice and a reason not to quit”

“Reduces second hand smoke by 80%”



“...may present less risk of cancer”

“No messy ashes”

“Water filtered”



“Anytime. Anywhere.”



[Nicotine lollipop]
“dietary supplement”



“No smoking?
No problem”

Available in

- Original
- Peppermint

Two Ariva lollipops are shown. One is the original flavor, which is a dark, cylindrical stick. The other is the peppermint flavor, which is a lighter, cylindrical stick. Both are shown in their packaging.

“Less smoke around you”

“[It] will not kill them as quick or as much as other brands”

Tobacco: Deadly in any form or disguise
The Virus is Mutating - Is Tobacco Control
Keeping Up?

Eclipse

EXalt

Nicestie

Accord

Lights

Advance

water

Stonewall

Omni / Quest

Ariva

SCOR / MUS

Ariva - Higher Dose?

nicotine beer

Revel

lollipops

wafers

What is WHO Doing?

WHO applied for Liaison A membership to ISO TC 126 to engage in development of a cigarette testing standard that meets public health requirements

- WHO applied for, and was granted, a Liaison A membership to TC 126 to engage in the development of public health-oriented cigarette testing standards.
- WHO cannot vote but can participate in discussions
- A working group was established to create a modified ISO standard to address WHO's concerns
- 3 meetings have taken place in 2005
- However, industry dominance keeps the public health voice muted
- Going via the industry dominated ISO TC 126 route does not seem to be a feasible option

The Way Forward- What Can Contracting Parties Do?

- In the 1st or 2nd COP session, as provided by Article 9, Parties could propose guidelines for testing and measuring the contents and emissions of tobacco products, and for the regulation of these contents and emissions.
- The COP could **adopt a WHO FCTC testing guideline** (to become the gold standard for testing) and move on from the ISO cigarette testing standard.
- Political will and public awareness could well determine which side prevails - trade or public health.
- WHO would need to play a continuing role in informing public health and standards officials of the undesirability of current TC 126 standards and the necessity of a more intense testing standard - similar to the Canadian testing standard.

Beyond machine measures of tobacco smoke toxicants and with the view to set upper limits to those toxicants: TFI & TobReg (with eventual participation by TobLabNet) are working on stimulating research to develop more accurate testing methods to inform product regulation

- Short to medium term research priority - use of biomarkers of exposure;
- Medium to long term research priority - use of biomarkers of toxicity;
- Establishes predictive validity in their role in causing disease associated with patterns of product use.

Many Dimensions to Consider



Meeting of Tobacco Product Regulators/Regulatory Agencies

- Linking the science-based (TobReg & TobLabnet) policy recommendations to regulation . . .
- TFI had asked for funding from Canada in order to convene this meeting in Aug/Sept 2006
- Will be inviting 5-6 regulators from each of the 6 WHO Regions
- The meeting aims to study best practices in tobacco product regulation
- Expected Outcome: Recommendations on specific regulatory strategies for the implementation of Articles 9, 10, & 11 of the Framework Convention