# Burning Issues

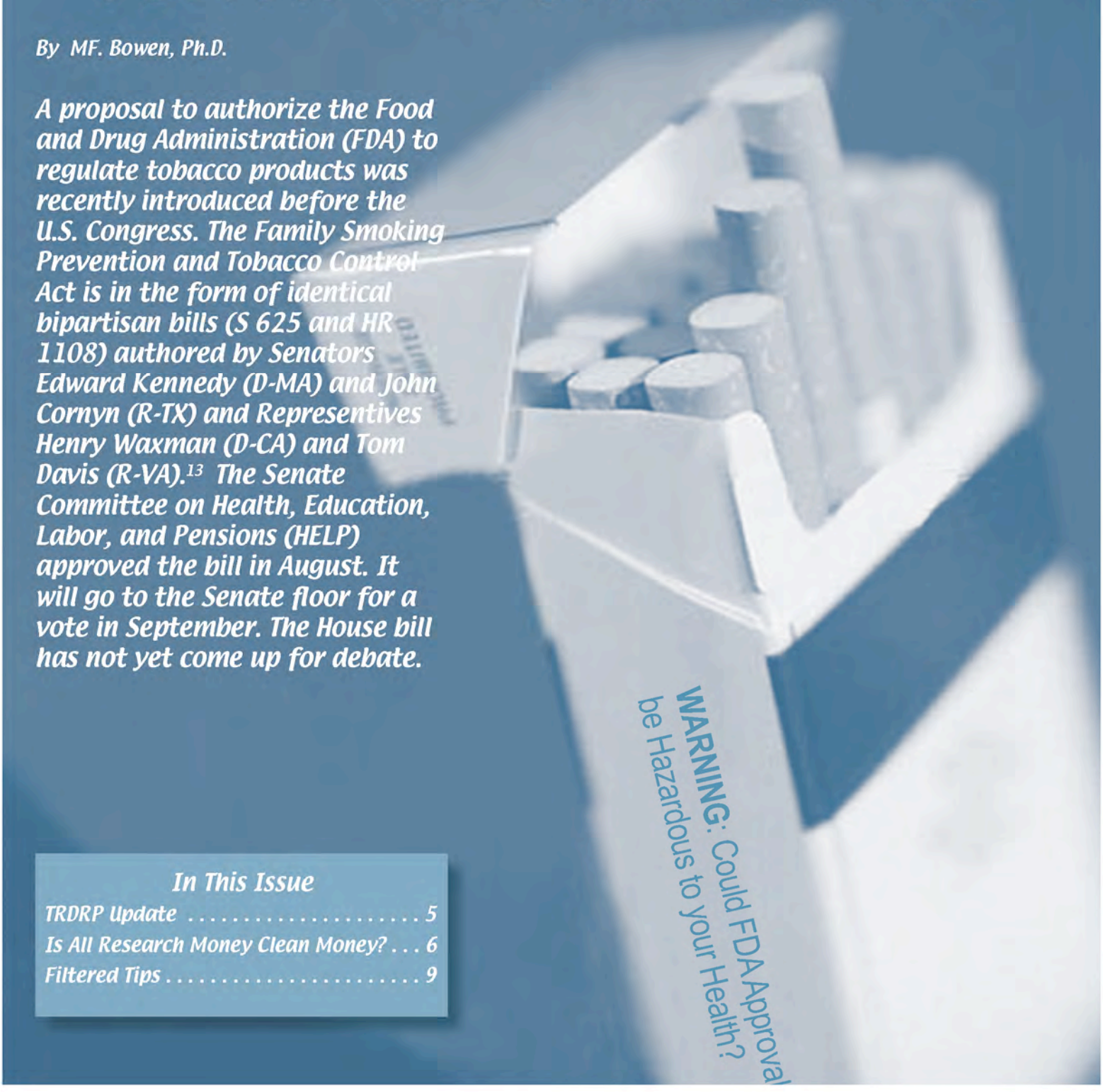
*Tobacco's Hottest Topics*

Tobacco-Related Disease Research Program Newsletter Volume 9, Number 3 Octoberl 2007


# FDA AT THE CROSSROADS

*By MF. Bowen, Ph.D.*

***A proposal to authorize the Food and Drug Administration (FDA) to regulate tobacco products was recently introduced before the U.S. Congress. The Family Smoking Prevention and Tobacco Control Act is in the form of identical bipartisan bills (S 625 and HR 1108) authored by Senators Edward Kennedy (D-MA) and John Cornyn (R-TX) and Representives Henry Waxman (D-CA) and Tom Davis (R-VA).[13] The Senate Committee on Health, Education, Labor, and Pensions (HELP) approved the bill in August. It will go to the Senate floor for a vote in September. The House bill has not yet come up for debate.***

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The legislation, which had languished under Republican tenure, was resuscitated when Democrats regained control of Congress last year. It represents the culmination of a protracted battle that has dragged on since Dr. David Kessler, then-commissioner of the FDA, first proposed FDA tobacco oversight in 1994.[1] Despite the promise of the original idea, the recently introduced legislation has divided the public-health community and made for some strange bedfellows. In an alliance that would have been unthinkable in the past, industry titan Philip Morris has come out in favor of the legislation, joining the Campaign for Tobacco-Free Kids, the American Lung Association, American Heart Association, American Cancer Society, the Institute of Medicine, and at least 50 other medical, pediatric, tobacco control, and religious organizations. That Philip Morris is in favor of the legislation should not come as a surprise: the company was intimately involved in the negotiations that led to the bill.[2] Arrayed against the bill are the American Association of Public Health Physicians, harm-reduction proponents, public-health bloggers, *The Wall Street Journal*, and all the tobacco companies other than Philip Morris. Advocates from both sides of the table have commented on the strange political alliances engendered by the legislation, confirmed the wheeling and dealing that went into its creation, and marveled at the ability of Philip Morris to call the shots in Washington.[2,3] Although this article will not address the politics underlying the bill, it will summarize the highlights of the bill, assess its potential impact on public health, and pose some questions that are as yet unanswered.

### Highlights of the legislation

The highlights of the proposed legislation, outlined by proponent organization Campaign for Tobacco-Free Kids:[4]

- ***Youth Marketing***—The legislation would require the reinstatement of the FDA's 1996 Rule that included bans on outdoor tobacco advertising near schools and playgrounds, industry sponsorships of entertainment and sports events, free giveaways and promotions, and ads in teen-targeted publica tions. Point-of-sale and outdoor advertising would be restricted to black-and-white text only, vending machine and self-service displays limited to adult-only venues; age verification for all over-the-counter sales along with federal enforcement and penalties against noncompliant retailers would be required.
- ***Adult Marketing***—The FDA would be empowered to prohibit false or misleading marketing practices.
- ***Tobacco Product Content Regulation***—The FDA could demand changes to existing products and any changes proposed by the industry would have to be sanctioned by the agency based on public health concerns. Misleading terms such as "light" and "mild" would be banned immediately as would be fruit and candy flavorings. The FDA would need to approve any so-called "harm-reduction products" and would be authorized to prohibit explicit or implicit unsubstantiated health claims for such products.
- ***Disclosure Requirements***—The FDA and the public would have access to the tobacco industry's research on health effects, nicotine, addictive properties of its products, marketing to children, and other information related to public health. Tobacco companies would be required to disclose to the FDA the product and smoke constituents in each brand. The agency would publish a brand-specific list of harmful and potentially harmful constituents.
- ***Health Warnings***—Warning labels would be required to cover at least the top 30% of the front and back of cigarette packs and up to 50% at the FDA's discretion. Graphic and pictorial content could be required. Warning content could be revised at the discretion of the FDA.
- ***Federal Pre-emption of State Laws***—This would be eliminated.

### The demise of harm-reduction products?

The sections in the proposed legislation regarding "false" and "misleading" health claims have fallen like a bomb in the middle of the ongoing debate raging within the public-health community regarding smokeless tobacco products. Harm-reduction products, their proponents argue, are a healthier alternative to smoking and as such should be promoted. In one sense, smokeless tobacco is demonstrably less hazardous to health than cigarettes. Users of Swedish snus, for example, are 10 times less likely to get lung cancer than people who smoke, according to a study recently published in *The Lancet*.[5] Critics of the legislation contend that no distinction is made between cigarettes and harm-reduction products and that the legislation would be a disin-

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centive for manufacturers to develop healthier alternatives to smoking. Others correctly point out that such products are hardly risk-free, may act as a "gateway" to smoking and that the probability of such products being widely enough adopted to make an impact on public health are, in any case, exceedingly slim.[6] A recent study demonstrating that smokers and users of smokeless tobacco products are exposed to similar levels of the potent tobacco-specific carcinogen NNK (4-(methylnitrosamino)-1-(3-pyridyl)-1-butanone)[7] would seem to support the latter view.

It is difficult to determine at this point in time whether smokeless tobacco products would benefit or suffer under FDA oversight, although the legislation as written does not disallow them. Hedging their bets, both Philip Morris and R.J. Reynolds have already begun test-marketing smokeless tobacco products in the U.S.[8]

### Menthol enshrined as a standard ingredient

A surprising feature of the legislation is the specific exclusion of menthol as an *a priori* prohibited "additive." The bill prohibits cigarettes from containing either as a constituent or additive artificial or natural flavors *other than tobacco or menthol*. While the exclusion of tobacco may be understandable (after all a cigarette without tobacco ceases to be a "cigarette"), the specific exclusion of menthol under the definition of "additive" is puzzling. Menthol is a compound extracted from peppermint that, among other things, is deliberately added to cigarettes to mask the harsh taste and pungent properties of tobacco smoke.[9] Given the industry's targeted marketing of mentholated cigarettes to African Americans[10] and the fact the mentholated cigarettes serve as a bronchial dilator and have been shown to be harder to quit,[11] the bill should have been written to include menthol in the list of additives that are expressly prohibited. These include any "artificial or natural flavor . . . including strawberry, grape, orange, clove, cinnamon, pineapple, vanilla, coconut, licorice, cocoa, chocolate, cherry, or coffee, that is a characterizing flavor of the tobacco product or tobacco smoke."[12]

### Hands off tobacco growers?

The legislation was carefully written to avoid ruffling the feathers of either tobacco growers or the USDA: "Nothing in this chapter shall be construed to grant the Secretary authority to promulgate regulations on any matter that involves the production of tobacco leaf or a producer thereof, other than activities by a manufacturer affecting production."[12] Furthermore,"(t)he provisions of this chapter shall not apply to tobacco leaf that is not in the possession of a manufacturer of tobacco products, or to the producers of tobacco leaf, including tobacco growers, tobacco warehouses, and tobacco grower cooperatives . . .". Employees of the FDA would be expressly forbidden to enter the premises of a farm without written consent of the owner. The term "additive" as defined in the legislation specifically excludes "pesticide chemical residue in or on raw tobacco or a pesticide chemical"; pesticides are likewise not considered adulterants.

We know that pesticides find their way into cigarette smoke[13] although we know nothing about the long-term consequences of low-level inhalation exposure of such compounds. It is unclear what authority the FDA would have if pesticides in cigarette smoke were found to have a significant impact on health. Another interesting conundrum is the disposition of radioactive moieties such as polonium, which is a by-products of the tobacco cultivation and which is believed to be an important player in lung cancer pathogenesis.[14] It is unclear whether the FDA would have the authority to regulate constituents such as pesticides or polonium since they are the result of agricultural practices that are not under the purview of the FDA. Finally the genetic manipulation of the tobacco plant is an area that would appear to be strictly off-limits to the FDA. The Alliance for Health Economic and Agriculture Development (AHEAD)* believes that the legislation as currently written has loopholes that will allow FDA unprecedented and unacceptable control of tobacco production. The orga-

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# TRDRP UPDATE

## New Grants Awarded in 2007

In the 2007 funding cycle, the Tobacco-Related Disease Research Program awarded 48 grants to investigators at 22 California institutions. Four of the awards were declined, primarily because the principal investigators had left their institutions, so 44 grants were funded. The number of applications reviewed this year decreased from 250 to 211, and the percentage of applications offered funding increased from 17.6% to 22.7%.

Almost half the new awards are to support research career development, including dissertation research, postdoctoral fellowship training, and new investigator projects. There was one new full Community-Academic Research Award.

Fourteen of the new grants address four of the five objectives in the Tobacco Education and Research Oversight Committee's (TEROC) Master Plan, 2006–2008.

A complete list of scientists and the abstracts describing their research projects is available in TRDRP's 2007 Compendium of Awards, and also online at www.trdrp.org.

## Cornelius Hopper Diversity Award Supplements

This marked the seventh year of funding for the Cornelius Hopper Diversity Award Supplements (CHDAS) to support promising individuals who are or who want to pursue careers in the field of tobacco-related disease research. CHDASs are awarded only for trainees living in California who are: (a) from socioeconomic, cultural, ethnic, racial, linguistic, and geographic backgrounds who are and/or have been underrepresented in tobacco research; or (b) pursuing a research interest focusing on cultural, societal, or educational problems as they affect underserved segments of society.

Five TRDRP investigators were awarded six supplements to mentor trainees. For a list go to the trdrp web site at www.trdrp.org.

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nization has urged that the legislation be amended so that growers are assured of the freedom to develop and grow tobacco that is less harmful. This would certainly seem to be a salutary activity from a harm-reduction standpoint. But it also seems that freedom from oversight can cut both ways, and it is unclear whether the FDA would be able to prevent development of tobacco that is, for example, more addictive.

### Philip Morris: the winner?

The legislation expressly reserves to Congress the right to "(ban) all cigarettes, all smokeless tobacco products, all little cigars, all cigars other than little cigars, all pipe tobacco, or all roll your own tobacco product" or "(require) the reduction of nicotine yields of a tobacco product to zero . . . ."[12] Furthermore the Secretary of Health and Human Services has the authority to amend or revoke any tobacco product standard imposed by the FDA on his or her own initiative or if petitioned by an interested party. Anyone familiar with the history of the tobacco industry and its pervasive presence in U.S. politics should be justifiably uneasy about this part of the legislation. Giving Congress final say over FDA regulations will not diminish Philip Morris's influence on the regulatory process. In fact, critics contend, the legislation would protect Philip Morris, the market leader and only company that has the resources to work with (or around) FDA regulatory edicts. Philip Morris would continue, with FDA approval no less, to rake in outsize profits at the expense of public health. Critics such as *The Wall Street Journal* propose instead that steps be taken to adjust insurance premiums so that smokers bear the cost of their health care expenses and that harm-reduction products be made more widely available as a way to minimize health risks.[15]

### A step forward or a sell-out?

Perhaps the legislation's most prominent and appealing feature is its strong language regarding tobacco marketing and sales to youth. Although increasing the price of cigarettes remains the best prevention strategy, advertising has been shown to increase the likelihood of adolescents initiating smoking and promotions to increase the probability that youth will move from experimentation to regular smoking.[16] Estimates from this recent model suggest

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that limiting point-of-sale advertising could result in a decrease of 11.25% of children who experiment with smoking; eliminating promotions could result in a decrease of 13.39% in the number who become habitual smokers.[15] This study, as well as others, suggests that reinstatement of the FDA Rule regarding youth marketing could have a significant impact on the number of new smokers and smoking rates.

The requirement for augmented warning labels is also an obvious strength. The effectiveness of warning labels depend on their size, position, and design; health warnings on U.S. packages were rated as least effective of four countries studied, which is not surprising considering that the warnings were last updated in 1984.[17] Better health warnings would constitute a clear victory for public health. An amendment that would require color and graphic warning labels to cover 50% of the cigarette pack was part of the legislation approved by the Senate HELP committee.

Nonetheless, the irony of charging the FDA with ensuring the "safety and effectiveness" of tobacco products is surely lost on no one. Perhaps because of this anomaly, there are uncertainties regarding the legislation's potential effectiveness. Critics point out that FDA oversight of tobacco products in effect transfers the industry's dirty work to the U.S. government who will then perpetuate the consumer fraud that has been the modus operandi of the tobacco industry for decades. By conferring the FDA seal of approval on products that are unsafe in any form, critics contend that it will mislead consumers. It does seem, after decades of efforts to de-normalize cigarettes and smoking, that putting the FDA imprimatur on tobacco products, particularly cigarettes, could help roll back some of the hard-won success that tobacco control advocates have had up to now in this regard.

The legendary blues musician Robert Johnson was widely rumored to have gone down to the crossroads to sell his soul to the devil in return for his musical gift. In the midst of contemplating the pros and cons of The Family Smoking Prevention and Tobacco Control Act, we seem to be at a similar crossroads. Will the passage of this legislation be a sell-out? There are many unknowns. It seems clear that whoever sees furthest down the road will get the best of the transaction. Let's hope the vision of both public-health advocates and our federal policy makers is 20/20.

*For References See "FDA" page 10*

# Burning Issues Goes Electronic!

On the 10th anniversary of Burning Issues, in March 2008, the TRDRP newsletter will come to you electronically. We have made this change to keep pace with the ongoing digital revolution and to match how most other health newsletters are distributed today. It should be noted that this change will also save the TRDRP money, not an insignificant matter.

Even though we will change the mode of delivery, the new *eBurning Issues* will continue to tackle the hardest and thorniest issues in tobacco-related disease and tobacco control research. Over the past 10 years, we have reported on many of the major developments in the field, including: the Master Settlement Agreement (MSA); the resurgence of cigar use: the embrace of Hookahs by today's college students; the importance of lung cancer research; the role of menthol in promoting tobacco use in the African American community; the funding of tobacco researchers by the tobacco industry; the tobacco industry in Sacramento; the ongoing misappropriation of Prop. 99 Research Account funds; radioactivity in cigarettes; and the demise of Prop. 86, among many other burning issues. This trend of hard-hitting articles will continue and is exemplified by the thought-provoking article in this edition by Dr. M.F. Bowen: " FDA At the Crossroads."

As the editor and speaking for the editorial staff and writers, the graphic and design experts, copy editors, and all TRDRP staff, I want to take this opportunity to thank each and every one of you for all your support and embrace of our newsletter and for all constructive feedback we have received over the years. I don't want to set the bar too high, but I hope that we can continue to deal with, explicate, explore, and analyze the Burning Issues in tobacco research and tobacco control as well, if not better for the next 10 years, as we dealt with them in the past 10 years.

Phillip Gardiner, Dr. P.H.

# Is All Research Money Clean Money?


*By Charles L.Gruder, Ph.D.*

There has been an intense conflict for almost three years within the University of California over the ethics of accepting research funding from the tobacco industry. This controversy has involved individual faculty, the faculty senate (the faculty's governing body), the Office of the President and the Board of Regents. Ironically, this contentious issue is a minor source of the University of California's research budget. Most UC faculty research in the life sciences (e.g., biology, medicine, behavioral science, public health) is funded by federal agencies like the National Institutes of Health, for-profit industries, non-profit foundations, and/or state programs such as the Tobacco-Related Disease Research Program (TRDRP). In December 2006, there were only 19 active tobacco industry grants to UC faculty for a total of $16 million, all awarded by one source, Philip Morris U.S.A., and ranging from $43,000 to $6 million. These grants constituted a mere four-tenths of one percent of the university's more than $4 billion contracts and grants revenue in 2006. Most of the scientists could presumably have secured funding for this research from other sources. The university would not have been harmed if it accepted none of this money. If it's not the money, then what is causing the brouhaha?

## To ban or not to ban?

Some faculty and Regents have argued that UC should prohibit the acceptance of tobacco industry research money as a concrete step in dissociating itself from the tobacco industry because it manufactures and sells products known to cause disease and premature death on a pandemic scale and has attempted to influence and misrepresent research results. These arguments were elegantly and forcefully expressed in a letter to the Regents from David A. Kessler, M.D. and Sharon Y. Eubanks. Dr. Kessler is Dean and Vice Chancellor for Medical Affairs of the UC San Francisco School of Medicine who, as Commissioner of the U.S. Food and Drug Administration in the 1990's, vigorously but unsuccessfully pursued FDA regulation of tobacco products. Ms. Eubanks was former Director and Lead Counsel for the U.S. Department of Justice's Tobacco Litigation Team in the government's RICO case against the tobacco industry: "Accepting funding from tobacco companies, who have a history of distorting science and were found to have engaged in fraudulent conduct through their research activities, is antithetical to the concept of academic freedom. We strongly believe that academic freedom, by whatever definition, must coexist with academic responsibility. The University has an obligation, indeed, it

has a responsibility, to adopt a policy that protects both" (March 29, 2007).

Other faculty and Regents oppose a ban in the interest of preserving academic freedom. They cited, for example, the Association of American University Professors "Committee A," which focuses on issues concerning academic freedom and determined in 2003 that such policies violate the higher principle of academic freedom: "A very different situation obtains, however, when a university objects to a funding agency because of its corporate behavior. As a practical matter, the distinction between degrees of corporate misdeeds is too uncertain to sustain a clear, consistent, and principled policy for determining which research funds to accept and which to reject. ... A university which starts down this path will find it difficult to resist demands that research bans should be imposed on other funding agencies that are seen as reckless or supportive of repellent programs."[1]

Ban opponents have argued that the university should continue its current policy of permitting faculty to accept research funds from any source as long as no strings are attached (e.g., the university owns any resulting intellectual property and there are no restrictions on publication of results). They also said that prohibiting tobacco industry research funding would be the first step on a "slippery slope" of excluding other industry funding sources whose corporate behavior some find objectionable (e.g., the oil, pharmaceutical, alcoholic beverage, and arms industries). Proponents of a ban countered that the slippery-slope argument is specious because the tobacco industry is unique inasmuch that its product, when used as advertised, either kills the consumer or causes serious health problems. Furthermore, the industry was just found guilty of violating federal racketeering laws, placing it outside of the responsible corporate community[2] (i.e., the Federal Racketeer Influenced and Corrupt Organizations [RICO] Act, U.S. Code, Title 18, Part I, Chapter 96).

**Scientists working in tobacco-related disease and tobacco control must be especially cautious about accepting tobacco industry money because of this industry's past practices.**

## A brief history of UC's conflict

As one of the nation's primary funders of research on tobacco-related disease and control, and a department in the University of California, Office of the President, TRDRP has made a commitment to keep its stakeholders informed about developments in this controversy. Articles in previous editions of *Burning Issues*[3] reported on this controversy. An update is in order because the ongoing debate has sharpened the issues. The story has been covered in the scientific press[4] as well as California newspapers.

In 2004 proposals to prohibit UC investigators from accepting tobacco industry research funding were presented to Academic Senate committees. After they initially rejected a ban, the Senate sought input from a broader range of committees at the request of some faculty. Even before proposals for a university-wide ban were debated by the Senate, the faculty at several UC schools and centers[5] voted to not to accept funding from tobacco-related companies. In response, the Senate adopted the following resolution in 2005: "*Resolved*, That the principles of academic freedom and the policies of the University of California require that individual faculty members be free to accept or refuse research support from any source consistent with their individual judgment and conscience and with University policy. Therefore, a unit of the University may not refuse to process, accept, or administer a research award based on the source of the funds; nor may such a unit encumber a faculty member's ability to solicit or accept awards based on the source of the funds, except as directed by the UC Board of Regents."[6]

The Regents discussed tobacco industry funding in September 2006 and asked for input from the Academic Senate, which responded as follows: "... grave issues of academic freedom would be raised if The Regents were to deviate from the principle that no unit of the University, whether by faculty vote or administrative decision, has the authority to prevent a faculty member from accepting external research funding based solely on the source of funds. ... The Academic Assembly believes that Regental intervention on the basis of assumptions about the moral or political standing of the donor is unwarranted."[7] In spite of this strong opinion against the proposed ban, the Senate Assembly also asserted "its conviction that past funding arrangements involving the tobacco industry have been shown to suppress academic freedom."

## What's on the table now?

In light of the Senate's position that the Regents and not the faculty could enact a ban, Regent John Moores of San Diego proposed a "Policy Restricting University Accep-

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# Filtered Tips

By Teresa Johnson, B.A.

## Strike a pose!

Camel No. 9 cigarette print ads are striking a pose by appearing in many women's fashion magazines, highlighted by being showcased in Vogue. In response to the Camel No. 9's print ad, Vogue received thousands of e-mails and faxes in protest of the ad. Currently, the U.S. bans cigarette advertising on radio, television, and billboards. Could now be the time for this ban to include magazine print ads?
*http://findarticles.com/p/articles/-mi_qn4176/is_20070531/ai_n19205445*

## Marlboro Snus Anyone?

Following in the footsteps of Swedish snus, Philip Morris is introducing a new tobacco product; you guessed it: Marlboro snus. This smokeless tobacco, Marlboro snus is being marketed to adult smokers as an alternative to cigarettes (not to be out done, R.J. Reynolds is releasing Camel snus). The Marlboro snus is spit free and comes in four flavors (yum!): mint, spice, mild, and rich. What is most alarming is that snus is not an altogether safe alternative to smoking. While the smoke may be gone, the deadly health effects still abound!
*http://www.healthline.com/blogs/smoking_cessation/-2007/06/marlboro-snus-what-is-it.html*

## I smoke but I'm not a smoker!

Watch out Webster's, not so fast! According to a recent Wall Street Journal article, some twenty-somethings are redefining the word smoker. Twenty-somethings are telling themselves, "I smoke but I am not a smoker! Since I only smoke cigarettes sporadically like on weekends, at parties or bars, or smoke occasionally as a recreational smoker, I'm really not a smoker." What some of these twenty-something smokers don't realize is that smoking only four or five cigarettes a day puts you at elevated risk for heart and lung disease. Changing the definition of a smoker does not change the ill health effects caused by smoking. Emily Meehan, The Twentysomething Paradox: We Smoke But We're Not Smokers!
*http://www.quitline.com/media/news_article.php?id=143*

## It just takes one!

A new study finds that nicotine addiction can occur in 10% of adolescents within two days of smoking a cigarette; and the nicotine addiction rate increases to 25% within one month of smoking a cigarette. The four-year study monitored 1,246 Massachusetts sixth graders in which half were addicted when smoking only seven cigarettes per month. The research states that adolescents experience the same nicotine addiction symptoms that occur in adults even though adolescents may be smoking a fewer number of cigarettes. This study shatters the long-held notion that withdrawal symptoms only occur when a person is smoking at least five cigarettes a day. These findings can be viewed in a recent study published in the Archives of *Pediatrics & Adolescent Medicine;* University of Massachusetts Medical School, News Release
*http://www.eurekalert.org/pub_releases/2007-07/uomm-ijf070307.php*

## Mickey Mouse refuses to light up!

Smoke-free movies are the call of the day for The Walt Disney Company. In a recent announcement, Disney has made a commitment to producing smoke-free family-oriented movies and has gone a step further by discouraging smoking in movies produced by distributors Touchstone and Miramax. Mickey Mouse and crew have won the day! Jacob Sullum, the Los Angeles Times,
*http://www.trib.com/articles/2007/07/29/editorial/letters/-689d723bf8c3d6958725732600 62ee8e.txt*

## Money

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tance of Funding from the Tobacco Industry" (RE89) at the January 2007 Regents meeting. The heart of the proposal is: "The Regents will decline all new funding from the tobacco industry or agencies substantially controlled by or acting on behalf of the tobacco industry, unless the funding is for activities clearly unrelated to the health effects of tobacco products, or to the promotion, regulation, or use of tobacco products. This should not be construed to prohibit the University from receiving funds from tobacco companies through programs that match individual employee philanthropic donations."[8]

When the item was first discussed, UCSF Professor Stanton Glantz was the only person invited to testify and he made a spirited and cogent case in favor of the prohibition. However, several Regents were persuaded by the academic freedom argument and, when it became clear that it did not have the votes to pass, it was tabled. The Regents again asked for Academic Senate input and continued the debate at the July 2007 meeting. It was reported that the Assembly of the Academic Senate had voted 44-5 (with 3 abstentions) against adopting the proposed ban. Ms. Eubanks was the only person invited to testify. Notwithstanding her forceful and dramatic arguments, there was once again insufficient support for passage. When UC President Bob Dynes announced that he and Provost Rory Hume were working with Regents on a compromise proposal that they expected to bring to a subsequent meeting, the item was once again tabled.

### What does this mean for investgagators and their institutions?

Although many investigators and research institutions think "all money is clean money," there are clearly ethical, legal, and social consequences associated with the source of research funds. It behooves individual scientists and their institutions to apply due diligence before accepting funding. Are there strings attached, even subtle ones? If so, can the scientist live with them and are they consistent with the institution's policies? Will the institution's mission be compromised? If an institution does not put tobacco industry money off-limits because it believes such prohibition would limit academic freedom, this does not mean the institution is putting its imprimatur on this money.

Scientists working in tobacco-related disease and tobacco control must be especially cautious about accepting tobacco industry money because of this industry's past practices. They should discuss the issues with their colleagues even before applying for such funds. Even if investigators' institutions do not restrict their funding sources, they have an obligation to science, their profession. and their institution to make informed decisions individually and to share them with their colleagues. Making a public statement of their decision provides the opportunity to explain their values to institutional and scientific colleagues. Each individual is, and will continue to be, free to choose where they seek funding ... and where they do not. It is only through continued dialogue with peers that scientists will be in a position to make informed decisions.

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## FDA

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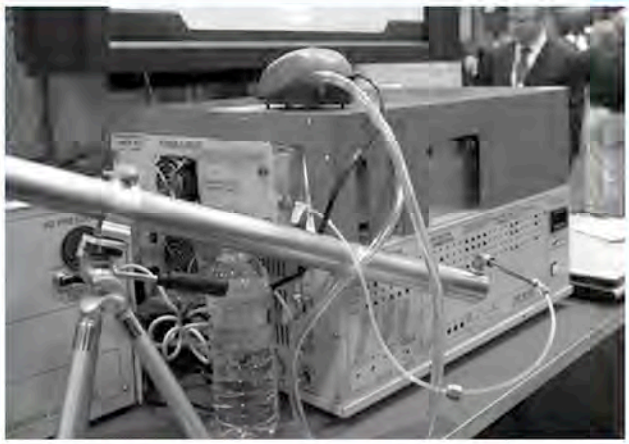

### *Can this contraption detect cancer?*

A portable breath-testing device on displayed above can supposedly detect a wide range of diseases, including breast cancer, by analyzing your breath. The air in your lungs contains over 3000 volatile organic compounds (or VOCs), with a fraction of those chemical byproducts correlating to diseases in the body. The Breath Collecting Apparatus 5.0 (BCA) samples your breath over the course of two minutes, and analyzes it on-site for specific VOCs.

*Read the story at: http://www.popularmechanics.-com/blogs/science_news/4220196.html"*

# TRDRP Needs to Hear Your Voice!

TRDRP is going to change its funding priorities and funding mechanisms, and we need your input. Due to declining revenues, both from reduced tobacco sales in California and the continued diversion of Prop. 99 Research Account funds (a whopping 25% of all research account funds!), TRDRP will need to make some changes in focus and funding priorities.

This will be a major undertaking and we want to ensure that each and every member of the TRDRP family has his or her voice heard. Challenge yourself: How would you fund tobacco-related disease and tobacco control research in the next decade? Where would you put your emphasis? What funding mechanisms would be best? What innovative and/or cooperative strategies would you invoke to ensure the continued viability of the TRDRP? You have a vested interest in this discussion and its outcome. If most of your financial support is from grant funding, make sure your voice is heard at this critical time.

These are difficult and thorny questions; however, we must address them now and set TRDRP on a new path for the next decade, and most importantly, you must be part of it.

There will be four main occasions to voice your opinion on TRDRP's new direction:

**Sacramento - Monday, October 8, "TRDRP Listens" Luncheon at the TRDRP Investigator Conference 2007.**
Sheraton Grand Sacramento Hotel, 1230 J Street. For registration: www.trdrp.org.

**Oakland - Thursday, October 18, 9:00 a.m. to 12:00 p.m.**
Alameda County Offices, 1000 Broadway, 5th Floor Conference Room 5000A.

**Los Angeles - Tuesday, October 30, 1:00 to 4:00 p.m.**
Westin Los Angeles Airport Hotel, 5400 West Century Boulevard.

**San Diego - Wednesday, October 31, 9:00 a.m. to 12:00 p.m.**
Sheraton San Diego Hotel & Marina, 1590 Harbor Island Drive.

If you can't make these events, please write your Research Administrator or other members of the TRDRP staff and voice your opinion. Additionally, you can register your thoughts and concerns by sending us an e-mail at trdrp@ucop.edu"

Following this series of meetings, the TRDRP staff will synthesize all the feedback and produce a report for our Scientific Advisory Committee. During the winter of 2007 and the spring of 2008, the SAC and the TRDRP will hammer out the new road forward and finalize plans in the summer of 2008. The changes to the TRDRP focus and priorities will inform the 2009 Call for Applications that will be distributed in September of 2008.

## Don't be left out of this process!

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# SAVE THE DATE

## 17TH CYCLE APPLICATIONS are due January 17th 12 Midnight

**The 2008 Call for Applications and The 2008 Application Packet are posted at www.trdrp.org.**