

# 50 Years After the Surgeon General's Report: Accelerating Tobacco Endgame Strategies in the United States

Friday, September 19, 2014

*Northeastern University School of Law, 240 Dockser Hall, 65 Forsyth St., Boston MA 02115*

**10:00 – Registration and light breakfast**

**10:30 a.m. – 10:50 a.m. Welcoming remarks and introduction to the conference**

Mark Gottlieb, Executive Director, Public Health Advocacy Institute

Richard Daynard, University Distinguished Professor of Law, Northeastern University

Doug Blanke, Executive Director of the Tobacco Control Legal Consortium

**10:50 a.m. - 12:05 p.m. Seeking to define a tobacco products endgame in the U.S. (15 minutes each topic and 30 minutes for discussion)**

Acting US Surgeon General RADM Lushniak - Enough is enough! (recorded video)

Kenneth E. Warner - Do we really need an endgame?

Ruth E. Malone – Building consensus and strategic planning for an endgame

**LUNCH 12:05 p.m. – 1:15 p.m.**

**1:15 p.m.-3:00 p.m. Intensification of conventional tobacco controls (15 minutes each topic and 30 minutes for discussion)**

- a. Cynthia Hallett - Dramatically expand restrictions on smoking to include multi-unit housing, vehicles, parks, beaches, campuses, and even public sidewalks
- b. Frank Chaloupka - Maximize the impact of price controls
- c. Chris Banthin - Enact restrictions on points of purchase through zoning and limits on issuance of tobacco sales permits.
- d. Stan Glantz - Make media smokefree to stop youth smoking uptake
- e. Shane Bradbrook – New Zealand's multifaceted endgame

**Break 3:00 p.m.-3:15 p.m.**

**3:15 p.m. – 4:30 p.m. FDA-CTP and endgame: Modifying product design to reduce health impact and abuse liability controls (15 minutes each topic and 30 minutes for discussion)**

- a. Mark Gottlieb - What the FDA can and cannot do
- b. Meg Riordan - Tobacco industry has made cigarettes more addictive and deadly: and what can be done
- c. Dorothy Hatsukami - Nicotine reduction to non-addictive levels

**4:30 p.m. – 5:00 p.m. – Open discussion: Why has the FDA been so slow to act? What can be done?**

**5:00 p.m. – Adjourn for the day**

# 50 Years After the Surgeon General's Report: Accelerating Tobacco Endgame Strategies in the United States

**Saturday, September 20, 2014**

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**9:00 a.m. – 9:30 a.m. - Breakfast**

**9:30 a.m. – 10:30 a.m. The role of harm reduction in an endgame agenda (15 minutes each topic and 30 minutes for discussion)**

- a. David Sweanor - The potentially critical role that e-cigarettes may play in endgame implementation
- b. Stan Glantz - How e-cigarettes could derail endgame implementation

**10:30 a.m. – 10:35 a.m. – ANR Award for Massachusetts**

**10:35 a.m. – 11:50 a.m. - State and local sales restrictions controls (15 minutes each topic and 30 minutes for discussion)**

- a. Jonathan Winickoff - Raise the minimum sales age for tobacco products to 21
- b. Jon Berrick (via recording) and Richard Daynard - Prohibit tobacco products to be sold to anyone born after a certain date ("Tobacco-Free Generation" phase out)
- c. Maggie Mahoney - Partial and total bans on tobacco sales

**11:50 a.m. -12:15 p.m. – Pick-up Boxed Lunch**

**12:15 p.m.-12:50 p.m. – Moderated Group Discussion**

- a. Intensifying current approaches (facilitated by C. Hallett)
- b. FDA approaches (facilitated by D. Blanke)
- c. Role of harm reduction (facilitated by C. Banthin), and
- d. State and local approaches (facilitated by M. Mahoney)

**1:00 p.m.-1:15 p.m. – Concluding remarks and future plans**

**1:15 p.m. -1:45 p.m. – Transition time**

**1:45 p.m. -3:45 p.m. – Optional small group endgame implementation planning and support meeting**

We will meet in 4 small groups to identify specific steps and potential communities to implement endgame strategies and identify support and resource needs



## Endgame

Accelerating Tobacco Endgame Strategies in the United States  
September 19-20, 2014  
Northeastern University, Boston

