

FDA Deeming Rule
Message Map

FDA's rule protects the health of kids and adults	The rule is needed since more youth are turning to new kinds of tobacco	This is a good start, but the job's not done yet
The rule gives FDA authority over all previously unregulated tobacco products, including e-cigarettes, little cigars, cigars, hookah, pipe tobacco, and other tobacco products.	E-cigarettes are now the most popular tobacco product for youth (16% of high school students, according to the national 2015 Monitoring the Future study).	The rule doesn't currently include flavor restrictions for any products besides cigarettes. This is a big problem since many youth are drawn to fruit and candy flavors like grape and chocolate. In fact, the 2015 Monitoring the Future study also reports that more than a third of U.S. kids tried e-cigarettes because they taste good.
<p>In 90 days:</p> <ul style="list-style-type: none"> ■ People under the age of 18 won't be allowed to buy any tobacco product ■ Free samples of all regulated tobacco products will be prohibited ■ E-cigarette manufacturers must stop making unproven health claims about their products 	Smokeless tobacco use among Wisconsin high school students increased 67% between 2012 and 2014 according to the 2014 Wisconsin Youth Tobacco Survey.	<p>The rule doesn't cover advertising restrictions. Right now, e-cigarette manufacturers can advertise their products on TV, even though TV advertising for regular cigarettes has been prohibited in the U.S. for 46 years</p> <p>In-store tobacco ads are also often place at children's eye level (GIVE LOCAL EXAMPLE).</p>
<p>In two years:</p> <ul style="list-style-type: none"> ■ Tobacco product manufacturers must submit their products to the FDA for review ■ All tobacco products will be required to have warning labels 	The 2013 Wisconsin Youth Risk Behavioral Survey shows more of Wisconsin's high school boys are smoking cigars, cigarillos, or little cigars in the past 30 days than are smoking cigarettes.	The rule doesn't require newly deemed tobacco products to be placed behind the counter. That's really disappointing since (GIVE EXAMPLE OF WHERE YOU'VE SEEN PRODUCTS DISPLAYED IN YOUR COMMUNITY) .