



April 13, 2016

The President  
The White House  
1600 Pennsylvania Avenue, NW  
Washington, DC 20500

Dear Mr. President:

On behalf of the 5,000 coalition leaders that Community Anti-Drug Coalitions of America (CADCA) represents, I am writing to urge your Administration to finalize regulation asserting jurisdiction over all tobacco products, as the Family Smoking Prevention and Tobacco Control Act of 2009 allows. Seven years after the passage of this law, the time is now to protect our nation's children from the terrible harms of tobacco addiction.

Cigarette smoking is the leading preventable cause of death in the United States, resulting in over 480,000 deaths every year. We have known for years the health and societal dangers that tobacco poses to young Americans, as the vast majority of smokers who become addicted to tobacco as adults started smoking by the age of 18. In fact, CDC reports that each day nearly 3,300 youth under 18 years old try smoking a cigarette for the first time. As a national organization dedicated to preventing youth drug use and addiction before it starts, CADCA is deeply concerned about the almost two years that has passed since the Food and Drug Administration formally proposed a regulation to assume jurisdiction over currently unregulated tobacco products with no resolution.

The urgency that is driving CADCA to write to you on this matter is increasing daily, as more and more youth are exposed to e-cigarette marketing and the risk of more young people beginning cigarette smoking increases. These unregulated products, without a final rule from your Administration, can be marketed to children and even may include candy flavors, which we know will increase youth use. The futures of millions of American young people are at risk without finalization of this rule, which can and should be as strong as possible to protect the public's health.

Community anti-drug coalitions work every day to combat drug use and prevent its abuse in a coordinated, comprehensive and data-driven manner, but their work is limited without strong and efficient support from the government in the form of regulation of harmful and addictive products.

It is for these reasons, stated above, that I urge your Administration to finalize this regulation as quickly as possible, to protect the public health of all Americans and save children's lives. We look forward to your leadership on this critically important issue.

Sincerely,

Arthur T. Dean  
Major General, U.S. Army, Retired  
Chairman and CEO