You’ve seen the headlines. You know the facts.

Nicotine is highly addictive. Second-hand smoke is dangerous. Tobacco companies need kids to fill the ranks of former customers — those who have quit smoking or died from tobacco use.

Yes, the FDA is seeking greater control over nicotine and tobacco advertising. Yes, a settlement was reached between the tobacco industry and a group of attorneys general seeking compensation for smoking-related medical expenses. And yes, Joe Camel is dead.

But to many who care about the health and well-being of children, these events are distant. What concerns them is the low birth weight baby born to the mother who smokes; the child with asthma in a home with parents who smoke; the teen-ager with oral cancer; and the 3,000 children ages 12 to 18 years who become regular smokers each and every day, choosing to disregard warning labels, parents’ advice, physicians’ counseling and common sense.

It is for the sake of these children that the American Academy of Pediatrics devotes this issue of AAP News to tobacco use prevention, the focus of Child Health Month 1997.

Convincing kids not to use tobacco is an enormous challenge. Not only has cigarette smoking among high school seniors increased to its highest level in 17 years, it is a behavior that, according to a recent news report, is unlike other teen behaviors — it sticks. Most adults who smoke started smoking during childhood.

Pediatricians and other pediatric health professionals are in an ideal position to influence children’s decisions about tobacco use. They have the relationship, the setting and the science to convince children not to start smoking or return to smoking and to stop once they have started “experimenting.”

During October, 93,000 U.S. children will become daily smokers. If every AAP member observed Child Health Month by convincing just one child not to smoke, we could reduce that number by more than half.

Imagine what could happen in a year ...

Tobacco war: A long way from over

Congress holds last word on final shape of landmark accord

By Michael Tackett
WASHINGTON — With metaphors of war and heart-tugging testimony, with careful attention to language and polite pronouns, the Clinton administration and tobacco companies reached a $206 billion settlement Monday that would resolve 26,000 lawsuits by smokers and their families.

The United States and 41 states reached an agreement that would allow the companies to settle 202 claims, the Clinton administration announced. The settlement would be paid in a lump sum of $140 billion, plus $66 billion that would be divided among states and localities.

Tobacco companies were represented by Stern, Moskowitz, Antin, Leifer & Kahn, the same law firm that represented the states in their lawsuit against the companies.

Joe Camel Ads Illegally Target Kids, FTC Says

By BRUCE INGERSOLL

The Federal Trade Commission filed an unfair advertising complaint against R.J. Reynolds Tobacco Co., alleging that its cute Joe Camel campaign illegally tries to entice youngsters to smoke.

The commission voted 3-2 yesterday to file the nation’s No. 2 cigarette maker, relying on the strength of new evidence that the company’s advertising tactics weren’t available in 1997.

Cigarette Makers Are Seen As Aiding Rise in Smuggling

Tobacco Giants Deny Role in Illegal Trade; Inquiries Show There May Be One

About burning a hole in your pocket

all that can add up to a lot of money gone up in smoke over the years, financial resources that could have been invested, used to lower debts or other ways.

Bill, who quit nine years ago, conservat

es lost seven pounds, increasing the money he has.

Success came after hypnotherapy session.

At that price, a pack smoker would spend another $30 in extra annual expenses.

Dry-cleaning bills are likely to be higher. For the smoking

driver’s license, the cost of a pack of cigarettes is $12, or $226 a year.

Another $2 in extra annual expenses.

"Non-smokers' cars are generally better cared for. Even a smoker doesn't want someone else's car that has burned seats.
Zithromax®
(azithromycin for oral suspension)
Pfizer U.S. Pharmaceuticals
Please see brief summary for ZYRTEC tablets and syrup on adjacent page.

*Based on a comparison of the list price to wholesalers (wholesale acquisition cost of ZYRTEC syrup and Claritin syrup); Medi-span*, March 1997. Actual cost to patients may vary.
Due caution should be exercised when driving a car or operating potentially dangerous machinery.

**BRIEF SUMMARY**

**ZYRTEC** (cetirizine hydrochloride) tablets and syrup for oral use (for full prescribing information, consult package insert)

**INDICATIONS AND USAGE**

Seasonal Allergic Rhinitis: **ZYRTEC** is indicated for the relief of symptoms associated with seasonal allergic rhinitis in adults and children 12 years of age and older.

**Pediatric Patients:** In a placebo-controlled clinical study in the United States, the duration of treatment was 2 to 12 weeks. The majority of reported adverse reactions in pediatric patients (6 to 11 years) with ZYRTEC were mild or moderate. In placebo-controlled trials, the incidence of discontinuances due to adverse reactions in pediatric patients receiving up to ZYRTEC 10 mg was abnormally

**SIDE EFFECTS**

Adverse reactions reported for ZYRTEC in clinical trials were mild or moderate and were similar to those reported for placebo. The most common adverse reactions in patients 12 years of age and older that occurred more frequently in patients taking ZYRTEC than placebo were somnolence, fatigue, and headache.

**Adverse Reactions with Cetirizine in Clinical Trials**

**EFFECTIVE ALLERGY RELIEF**

Available in Syrup Form

**HOW SUPPLIED**

ZYRTEC tablets are white, round, scored, oval-shaped scored tablets containing 5 mg or 10 mg of cetirizine hydrochloride. 5 mg tablets are imprinted with "ZYRTEC" on one side and "10” on the other. Tablets of 100 NDC 0001-5600-06 10 mg are imprinted with "ZYRTEC” on one side and “100” on the other. Bottle of 100 NDC 0001-5600-06. STORAGE: Store at room temperature 15°C to 30°C (59°F to 86°F).

*CL100042A* © 1997, Pfizer Inc.
“An estimated 3,000 teen-agers start smoking each day and about one-third eventually will die from a smoking-related illness.”

“Smoking Among Teenagers: Educational Recommendations and Resources,” Journal of Health Education supplement, September / October 1996

“Cigarette smoking is the single most significant public health problem facing our people today.”

U.S. President Bill Clinton, Aug. 9, 1997

“Joe Camel is little more than a child molester for the tobacco industry — seductive, predatory, lethal.”

Editorial, USA Today, June 2, 1997

“According to a recent survey by the National Center on Addiction and Substance Abuse (NCASA), only 27 percent of 12-year-olds believed that cigarettes were harder to quit using than marijuana or alcohol. And only 14 percent believed that smoking was more harmful to health.”


“Each year smoking kills more Americans than alcohol, cocaine, crack, heroin, homicide, suicide, automobile accidents, fires and AIDS combined.”


“Prenatal education topics least mentioned by providers were the effects of smoking/drinking and birth defects.”


“The density of tobacco billboards was significantly greater in all minority neighborhoods than white neighborhoods. African American neighborhoods displayed significantly higher tobacco ad density than Hispanic and Asian neighborhoods.”


“When an actor or actress lights up, there is no warning about tobacco use...millions of young people receive the message that tobacco use is both OK and desirable.”

Curt Mekemson, Sacramento volunteer, American Lung Association, May 1997

“17 percent of women reported smoking in the third trimester of pregnancy.”


Reprinted with permission of Creators Syndicate, Inc.
“The U.S. Environmental Protection Agency has classified tobacco smoke as a class ‘A’ carcinogen, along with such poisons as benzene and asbestos.”


“What I’m trying to sell is the taste of tobacco and nothing else. We’re making absolutely no health claims in these ads, and every one of those packs carries a very clear statement about the potential health effects of smoking.”


“Cigarette smoking is the single most preventable cause of death in the United States. It has been estimated that one in five deaths is caused by tobacco use.”

U.S. Centers for Disease Control and Prevention, Morbidity and Mortality Weekly Report, Aug. 27, 1993

“We gave the Indians smallpox, and they gave us tobacco. We used to think they got the worst end of the bargain. Now it looks like a toss-up.”

Minnesota Attorney General Hubert H. Humphrey III, May 1997

“At a pack a day, an estimated four years of life is lost; at two packs a day, eight years.”


“Health advocates must continue to expose and oppose the activities and iniquities of this $45 billion industry.”

Ronald M. Davis, M.D., Journal of the American Medical Association, April 1996

“In Europe, cigarette packs include dire warnings like ‘Smoking Kills’ and ‘Smokers Die Younger.’ But an estimated 34 percent of European Union residents still smoke, compared with about 25 percent in the U.S.”

Wall Street Journal, April 28, 1997

“Teen-age smoking rates have risen for the past four years in a row. This is one of the most disturbing trends in all of drug abuse.”


“We want to send a message to kids that tobacco use is not part of the game of basketball or the game of life.”

Michael Rowe, New Jersey Nets president and chief operations officer, February 1997

“The nation’s top public health official (Donna Shalala) says she won’t endorse the proposed tobacco settlement unless she is convinced that it will cut teen smoking in half within seven years.”

USA Today, Aug. 20, 1997

“... a majority of people agree with the FTC action to bar cartoon character Joe Camel from most cigarette advertising.”

USA Today, June 4, 1997

“There was so much nicotine around... the walls had to be treated before they were painted.”

Dorcas Helfant, Coldwell Banker-Helfant Realty, Virginia Beach, Va., on a home she bought from heavy smokers

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**Fires Caused by Lighted Tobacco Products**

<table>
<thead>
<tr>
<th>Property Class</th>
<th>Fires</th>
<th>Civilian Deaths</th>
<th>Civilian Injuries</th>
<th>Direct Property Damage (in Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential structures</td>
<td>28,000 (18.2%)</td>
<td>880 (96.9%)</td>
<td>2,538 (84.9%)</td>
<td>$304 (73.2%)</td>
</tr>
<tr>
<td>Non-residential structures</td>
<td>9,500 (6.1%)</td>
<td>22 (2.4%)</td>
<td>284 (9.5%)</td>
<td>$90 (21.7%)</td>
</tr>
<tr>
<td>Vehicles</td>
<td>6,800 (4.4%)</td>
<td>7 (0.7%)</td>
<td>108 (3.6%)</td>
<td>$13 (3.2%)</td>
</tr>
<tr>
<td>Outdoor and other</td>
<td>109,900 (71.3%)</td>
<td>0 (0.0%)</td>
<td>61 (2.0%)</td>
<td>$8 (1.9%)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>154,100 (100.0%)</strong></td>
<td><strong>909 (100.0%)</strong></td>
<td><strong>2,990 (100.0%)</strong></td>
<td><strong>$416 (100.0%)</strong></td>
</tr>
</tbody>
</table>

Numbers of fires are expressed to the nearest hundred, civilian deaths and injuries to the nearest one, and direct property damage to the nearest million dollars. Totals may not equal sums due to rounding error.
The Dannon Institute is proud to announce its formation in the United States. Its mission is to make significant contributions to the nutritional health of Americans. Initiatives include finding interdisciplinary nutrition research and creating unique and actionable nutrition education programs leading to healthier people and communities. One of its first endeavors is the establishment of the Dannon Institute Awards for Excellence in Community Nutrition. As reflected in the theme, "Theory into Practice, Thought into Action," the awards have been designed to encourage growth, innovation and communication in the area of nutrition behavior change at the community level. Community nutrition practitioners are invited to submit entries to become eligible for a $5,000 grant to be awarded in each of the following three categories:

- Childhood interventions (ages 3-18 years)
- Adult interventions
- Interventions on a shoestring budget (less than $5,000 per project)

For more information on The Dannon Institute and awards, visit www.dannon-institute.org

This award is packed with vitamins, minerals and all sorts of good nutrition.