

THE CITY OF NEW YORK
DEPARTMENT OF HEALTH
OFFICE OF THE COMMISSIONER



125 WORTH STREET, CN-28
NEW YORK, NY 10013
NYC.GOV/HEALTH

THOMAS R. FRIEDEN, M.D., M.P.H.
COMMISSIONER
TEL (212) 295-5347
FAX (212) 295-5426

788-5261

May 1, 2002

Alan M. Blum, M.D.
Department of Family Medicine
University of Alabama
312 Capstone Medical Center
Box 870374
Tuscaloosa, AL 35487

Dear Dr. ^{ALAN}Blum:

Thank you for joining us for a roundtable discussion on tobacco control on Thursday, May 9 from 9:00 a.m. - 4:00 p.m. at Gracie Mansion, in New York City. As you have heard from my office, the goal of this one-day session is to share and discuss cutting edge, evidence-based tobacco control strategies to help make New York City a leader and model for tobacco control efforts.

Your expertise in tobacco control makes your participation particularly valuable. Since you are an expert in tobacco control taxation, legal action, cessation, education, and evaluation/surveillance, I am pleased that you will be able to join this discussion so that the Department of Health will have the best possible data and guidance as we develop the agenda for our tobacco control program. We look forward to learning from your expertise, your personal experience, your knowledge, and your interactions with colleagues at this roundtable discussion.

If you have any questions about this event, please contact Christina Chang (212-788-5259, cchang1@health.nyc.gov) or Anna Caffarelli (212-295-5354, acaffare@health.nyc.gov). A preliminary agenda, advance discussion questions and directions to Gracie Mansion are enclosed. Feel free to send any data, publications, or articles that are relevant to the discussion to either Christina or Anna in advance.

Thank you in advance for sharing your expertise with the Department of Health. I look forward to seeing you on May 9!

Sincerely,

Thomas R. Frieden, M.D., M.P.H.
Commissioner

TRF/aic

MAY-02 2002 18:10 THE NYC DEPT. OF HEALTH 212 564 0472 P.04/05

Discussion Questions

Under each category of intervention, please be prepared to discuss:

- Estimates of the impact;
- Best practices; and
- Future directions.

Taxation

1. What are the estimates of impact of cigarette taxes on quit rates, consumption, etc.?
2. Is there evidence for increases in smuggling and/or potential losses of revenue with cigarette tax increases? What is the elasticity? Impact of Internet?
3. Relevance and importance of smuggling and counterfeit cigarettes?
4. What have been successful strategies for getting cigarette tax revenues set aside for tobacco control?

Legal Action

1. What have been the key factors for success (message, constituencies) in expanding smoke free air laws to include offices? Bars? Other sites? Is the evidence of lack of impact on stand-alone bars solid?
2. How will the tobacco industry fight this legislation? How do we counter these strategies?
3. What has been the enforcement and compliance experience in jurisdictions with broad smoke free air laws?
4. What types of litigation does the master settlement agreement allow or limit? What would be effective litigation strategies to pursue?

Education/Media

1. What are examples of effective ads?
2. What kinds of messages are most effective?
3. What venues or outlets should we target?
4. How do you evaluate the effectiveness and the cost-benefit of an education campaign? What evidence is there for existing campaigns?

Cessation

1. Which interventions work best? Quit lines, quit websites, medication, counseling?
2. Which settings are more successful?
3. How can we scale up these programs to reach 700,000 NYC smokers who want to stop smoking?
4. How can you evaluate the effectiveness of cessation programs from a population-based perspective?
5. How can evaluation methods be used to promote quality and accountability?

Surveillance/Evaluation

1. What type of surveillance is needed?
2. What are the best methods/instruments to use?
3. What questions are not usually asked in surveys that should be asked?

Agenda for New York City

1. Other areas to include?
2. Prioritize areas of focus for DOH.
3. What is DOH's role in each of the focus areas?
4. Who are the key constituencies to get on board in each focus area, and who are the key opponents?