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### Protecting Youth From Tobacco

President Barack Obama has signed a historic bill to protect Nebraska's future generations from Big Tobacco.

I want to thank U.S. Reps. Lee Terry and Jeff Fortenberry along with Sens. Ben Nelson and Mike Johanns for supporting legislation that gives the U.S. Food and Drug Administration the authority to regulate tobacco products.

Tobacco is the leading cause of preventable death in our state, killing 2,200 Nebraskans each year.

The legislation will allow the FDA to regulate the ingredients in tobacco products, including banning or limiting chemicals, prohibiting flavorings and other additives and regulating nicotine quantities.

As part of the bill, tobacco manufacturers will be required to disclose all the ingredients in their tobacco products and seek FDA approval before introducing new tobacco products into the market.

The legislation also bans candy-flavored cigarettes and restricts advertisements that are directed specifically toward children.

As we move forward in protecting Nebraska's youth from being targeted by tobacco companies, I am hopeful that this legislation will prevent future generations from experiencing the addiction and disease that tobacco causes.

Kay Oestmann, Lincoln President, Public Health Association of Nebraska

