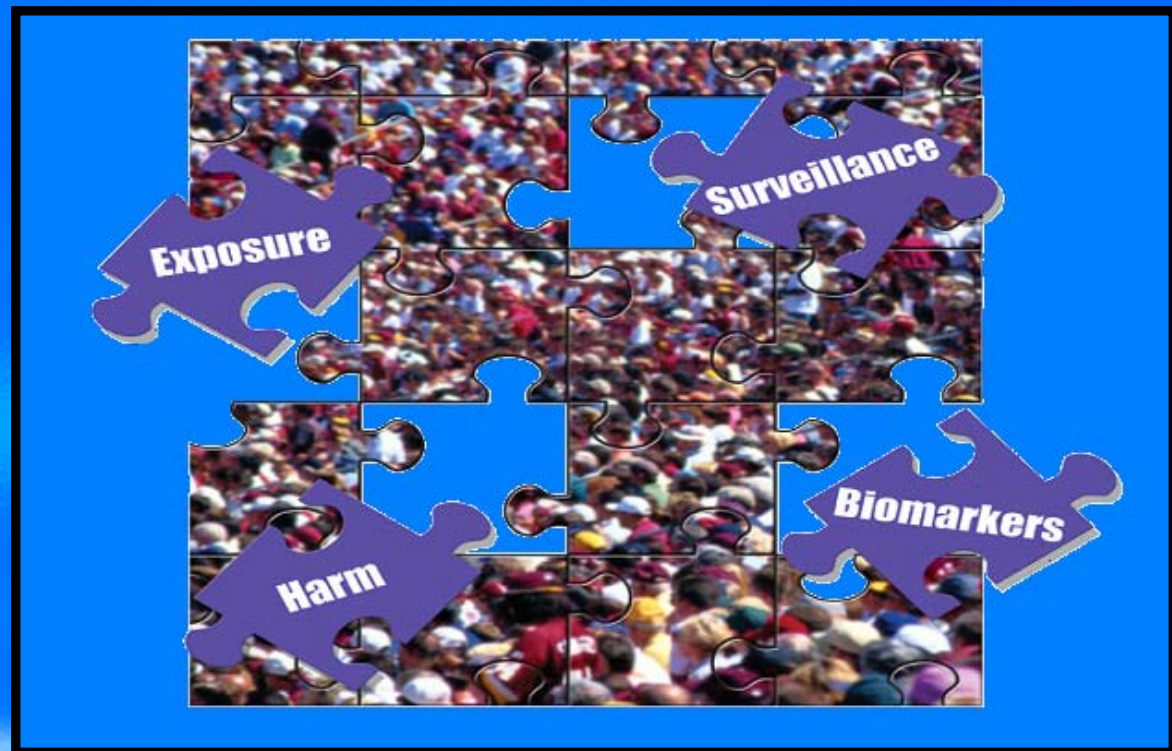


# EVALUATING THE SCIENCE BASE FOR ASSESSMENT OF POTENTIAL REDUCED-RISK TOBACCO PRODUCTS



# Background

- >440,000 people die each year in the US as a result of cigarette smoking
- Adult smokers lose an average of 13-15 years of life
- Almost one out of every four adults is a smoker

# Background

- 70% of current smokers say they want to quit
- 34% attempt to quit each year
- Only 10% of those who try quit each year (~2.4 % of current smokers)
- A major factor is the addictive nature of nicotine

# CLEARING THE SMOKE (CTS)

The Reduced Risk Review project will build on the work done by a Committee of the Institute of Medicine (IOM), which authored the report, *Clearing the Smoke: Assessing the Science Base for Tobacco Harm Reduction*.

# CTS FINDINGS

- The IOM report affirmed the potential for public health benefits of PREPs while observing that scientifically validated methods to assess public health benefits are currently lacking.

PREP was the term used in CTS to refer to a potentially reduced-exposure product, including tobacco products.

# CTS FINDINGS

- The science base for assessing tobacco harm reduction is incomplete
- Nevertheless, the presence of PREPs on the market suggests an urgent need for proactive plans to evaluate the potential risks and benefits.

# Overview of Project

LSRO will:

- Critically evaluate the science base necessary to assess claims of potential reduced-risk tobacco products
- Identify research initiatives to address critical gaps in the science base
- Propose an evaluative framework for assessment of reduced-risk claims

# FUNDING

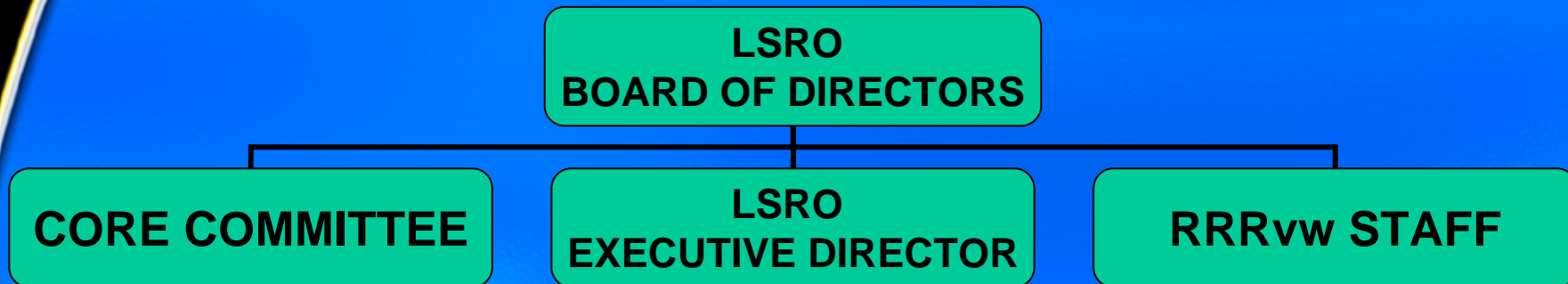
Philip Morris USA is providing the funds necessary to complete this project, but will provide no input into the design, conduct, or content of the study.



# Mechanisms of Independence and Objectivity

- Contract language and requirements
- Independence of directors
- Independence of experts
- External peer review
- Process
  - Transparent
  - Open
  - Inclusive

# PROJECT ORGANISATION



# Core Committee Roster

- Alwynelle (Nell) Ahl, Ph.D., DVM
- Elizabeth L. Anderson, Ph.D.
- Nancy L. Buc, Esq.
- Carroll E. Cross, M.D.
- Louis D. Homer, M.D., Ph.D.
- Joseph V. Rodricks, Ph.D.
- Emanuel Rubin, M.D.
- Richard C. Schwing, Ph.D.
- Richard Windsor, M.S., Ph.D., M.P.H.

## RRRvw Staff

- **Catherine L. St. Hilaire, Ph.D**
- **Amy M. Brownawell, Ph.D.**
- **Robin S. Feldman, B.S., M.B.A.**
- **Keith Lenghaus, Ph.D.**
- **Kara Lewis, Ph.D.**
- **Carmen Pinelli Mones, B.A.**
- **Paula Nixon, Ph.D.**
- **Michael C. Falk, Ph.D. (Ex Dir, LSRO)**

# RRRvw Meetings Core Committee

## Past

- February 2005-Bethesda
- March 2005- Bethesda

## Future

- October 19-20, 2005- Bethesda

# Meeting Procedures

- Meetings are announced on the web and by mailings to over 1000 individuals and organizations.
- Each meeting begins with an information gathering session open to all interested parties.
- Materials from the information gathering session are posted on the web after the meeting.

# Notice of Public Meeting



- *Science Ad*
- *New Scientist Ad*
- Invitation letters
- List servers
- RRRvw and other websites

# Contact

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