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BUREAU OF TOBACCO FREE FLORIDA RESPONSE TO FDA NICOTINE LEVEL REDUCTION ANNOUNCEMENT



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TALLAHASSEE, FLA. – On June 21, the U.S. Food and Drug Administration (FDA) announced [plans for a proposed rule](#) that would set a maximum level of nicotine allowed in cigarettes and other combustible products. With the rule, the FDA seeks to reduce the harmful effects of tobacco including youth use, addiction and death.¹ The move is part of the administration's "Cancer Moonshot" goal of reducing the cancer death rate by at least 50% over the next 25 years.

"The Bureau of Tobacco Free Florida is encouraged by the FDA's actions and ongoing dedication to this issue," said Laura Corbin, Bureau Chief for Tobacco Free Florida. "Our message to anyone inspired by this news and ready to consider quitting is that we are available with proven-effective free resources that can help make a quit journey a success."

The FDA's statement also outlined important reminders of the scope and importance of this public health emergency, stating "each year, 480,000 people die prematurely from a smoking-attributed disease, making tobacco use the leading cause of preventable disease and death in the United States. Additionally, tobacco use costs nearly \$300 billion a year in direct health care and lost productivity."²

The reduction in nicotine levels may prompt people across Florida to be further motivated to quit. Tobacco Free Florida offers a wide array of cessation resources that are proven effective and available completely free and regardless of insurance status. Quit Your Way tools and services include Phone Quit, Web Quit, Group Quit, text support and more.

Those interested in quitting or helping a loved one quit can visit www.tobaccofreeflorida.com/quityourway. Additionally, the Tobacco Free Florida toll-free number, 1-877-U-CAN-NOW (877-822-6669), is available 24 hours a day, 7 days a week.

About Tobacco Free Florida

The Florida Department of Health's Tobacco Free Florida campaign is a statewide cessation and prevention campaign funded by Florida's tobacco settlement fund. Since the program began in 2007, more than 254,000 Floridians have successfully quit using one of Tobacco Free Florida's free tools and services. There are now approximately 451,000 fewer adult smokers in Florida than there was 10 years ago, and the state has saved \$17.7 billion in health care costs. To learn more about Tobacco Free Florida's Quit Your Way services, visit www.TobaccoFreeFlorida.com or follow the campaign on Facebook at www.facebook.com/TobaccoFreeFlorida or on Twitter at www.twitter.com/tobaccofreefla.

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¹ U.S. Food and Drug Administration. "FDA News Release: FDA Announces Plans for Proposed Rule to Reduce Addictiveness of Cigarettes and Other Combusted Tobacco Products." <https://www.fda.gov/news-events/press-announcements/fda-announces-plans-proposed-rule-reduce-addictiveness-cigarettes-and-other-combusted-tobacco>. Accessed June 22, 2022.

² U.S. Food and Drug Administration. "FDA News Release: FDA Announces Plans for Proposed Rule to Reduce Addictiveness of Cigarettes and Other Combusted Tobacco Products." <https://www.fda.gov/news-events/press-announcements/fda-announces-plans-proposed-rule-reduce-addictiveness-cigarettes-and-other-combusted-tobacco>. Accessed June 22, 2022.