

NLWJC - Kagan

DPC - Box 046 - Folder 001

**Tobacco-Settlement: Kick Butts
Day**

Kick Butts Day Event

Auditorium, Hine Junior High School
12:35 p.m. - 1:25 p.m., Wednesday, April 1, 1998

Meeting requested by Ron Klain.

Briefing prepared by Toby Donenfeld and Dan Taylor.

EVENT

You are attending an event to celebrate the annual Kick Butts Day sponsored by the Campaign for Tobacco Free Kids. This event will be attended by approximately 750 students, teachers and public health advocates. **Note: this event is open press.**

LOGISTICS

- Upon arrival at the school, you will be greeted by Hines Junior High Principal Bennie Adams and two students -- Jamar Moore and Lydia Robinson.
- The greeters will show you an anti-smoking display on the way to hold.
- You will be briefed in hold.
- **Note: After your briefing, but before you are introduced onto the stage, you will have a brief meet and greet with people involved in today's announcements. See attached list of participants.**
- Principal Bennie Adams makes welcoming remarks and introduces you accompanied by Representative Eleanor Homes Norton.
- You proceed to seat on stage.
- Principal Adams introduces the student performers.
- Students perform dance routine.
- Principal Adams introduces Zila (ZY-la) McDowell, an 8th grade student.
- Zila McDowell makes brief remarks and presents you with a report.
- You make remarks, works ropeline and departs.

YOUR ROLE AND CONTRIBUTION

This event is an opportunity to highlight the commitment of you and the President to reducing youth smoking and encouraging young people to take charge of their lives and be aware of tobacco advertising and promotions and to work to encourage their friends to be smoke-free.

PROGRAM NOTES

Kick Butts Day

- **Kick Butts Day.** Kick Butts Day is an annual nationwide event that encourages anti-tobacco leadership and activism among youth. Thousands of students across the country organize activities to expose and counter the tobacco industry's powerful promotional strategies aimed at children. Supporting sponsors of Kick Butts Day include public health, education and youth-serving organizations, including the American Cancer Society, the American Heart Association, the American Medical Association, the American Academy of Pediatrics, the National Education Association, the American Federation of Teachers and the Girl Scouts of America.

You are hosting the national Kick Butts Day event, while Secretaries Herman, Shalala, Riley and West and other Administration officials will all participate in Kick Butts Day events around the country. *Note: see attached background on Cabinet participation in Kick Butts Day 1998.*

As you recall, last year you celebrated Kick Butts Day by attending an assembly at Hardy Middle School in Washington, D.C., with Secretary Shalala. Last year the President attended a rally at Andries Huddle Junior High School in New York City.

The following cities have already issued proclamations that April 2 is National Kick Butts Day:

Las Vegas	Pittsburgh
Chicago	Melbourne, FL
Los Angeles	Baltimore
Tampa	Sarasota, FL
Reno	Houston
St Petersburg, FL	New Orleans
Rapid City, SD	New York City

Announcements

You will make four announcements about efforts to combat youth smoking on behalf of the following groups:

- **NEA.** The National Education Association Health Information Network (NEA HIN) is launching a pilot program — *Kids ACT!* — that will develop, implement and evaluate a model school-based tobacco control advocacy program. The primary goal is to motivate and mobilize teachers, students (grades 6-8) and parents to become tobacco control advocates at the grassroots level. The goals of the curriculum are to assist teachers, students and parents to: (1) recognize the strategies and tactics used by the tobacco industry to promote the use of tobacco products; (2) identify and develop effective anti-tobacco advocacy messages; and (3) identify and carry out strategies to create and maintain tobacco-free environments. *Kids ACT!* will be implemented during the 1998-99 school year. The program will consist of two major components: (1) development and testing of a Teacher Advocacy Guide and a Parent Advocacy Guide, and (2) training, awareness building and implementation of the Advocacy Guides in two pilot sites – Connecticut and Maryland. *Note: Evelyn Temple, Assistant Executive Director, and Jerald Newberry, Director of the Health Information Network, will represent the NEA.*
- **Channel One.** Channel One News will produce and broadcast a series of informational updates on the issue of smoking, health and teenagers to its audience of eight million teenagers in 12,000 schools, and make these informational updates available to broadcast outlets and educational groups across the nation. Channel One's recent coverage of the tobacco issue has included the efforts of tobacco companies to market to teens, the lesser-known dangers of smokeless tobacco and cigars, and informational updates on legal and legislative developments. In the past months, Channel One, in partnership with the Campaign for Tobacco-Free Kids, has produced and aired a public service announcement encouraging teenagers and educators to participate in this important event (Kick Butts Day), helping to greatly increase the participation level from last year. *Note: David Tanzer, the president and CEO, will represent Channel One.*
- **Girl Scouts of America.** The Girl Scouts of America are creating a new patch -- the Girl Scout Anti-Smoking Patch. Girl Scouts can earn it by completing a series of activities that teach kids why smoking is dangerous and wrong. The patch says "Girl Scouts Against Smoking," with the international ban symbol over the word "smoking." *Note: LaVerne Alexander, Director of Governmental Relations, and Tiffany Donaldson, a Girl Scout (see below) will represent the Girl Scouts of America.*

Tiffany Donaldson. Tiffany is a Girl Scout and will meet you before the event. Tiffany does not attend Hine Jr. High -- she attends Blessed Sacrament School. She belongs to Troop 3163 and is a Cadet Scout. She is 12 years old. Her mother, Winnie, will be at the event but will not be present for the meet and greet.

- **Girls, Inc.** Girls, Incorporated will continue their Stamp Out Smoking program. Girls Inc. puts girls in charge of exposing the ways media and peer pressure contribute to girls' desire to smoke and the costs to those who do. Activities encourage girls to practice their refusal skills, study the physical hazards of smoking and recognizing the ways advertising enhances the allure of smoking. Girls are encouraged to spread the word about the dangers of smoking. *Note: Mildred Wurf, Director of Public Policy, will represent Girls, Inc.*

Hine Junior High

- **Hine Junior High.** Hine Junior High has 705 students in grades 7 - 9. The student body is predominantly African-American and includes children from a wide range of economic backgrounds. The Hine Jr. High mascot is the panther. The principal of Hine Jr. High is Bennie Adams. Hine was "adopted" by the Department of Transportation in 1983. DOT has spearheaded many efforts for the school, including providing volunteers for tutoring and a mentoring program; providing computer hardware and technical assistance; and helping the school raise money for band uniforms, encyclopedias and other special needs.

Every classroom at Hine is online, and the school is in the process of upgrading its computers that are connected to the Internet. In December, several students from Hine's "Internet Gurus" class showed you how they use the Internet before you addressed the Online Summit. One of those students, **Zila McDowell**, will present you with a report she and her classmates did on the proliferation of tobacco advertising images in their neighborhoods. The other two students are Lorenzo Brown and Markeith Branch.

- **Zila McDowell.** Zila (ZY-la) is thirteen and in the 8th grade. Before she presents you with the report on tobacco images, she will talk about the importance of educating kids about the dangers of tobacco.

McCain proposal

Update on McCain bill. The McCain bill passed the Senate Commerce Committee on Wednesday, April 1, by a vote of 19-1 (Ashcroft voted no). The bill passed without any consequential amendments being added. An amendment to strip out the \$6.5 billion per year liability cap failed by a vote of 15-4. An amendment to weaken the FDA's authority also failed.

Highlights of the McCain Bill

- \$1.10 price increase by 2003.
- Youth Smoking Reduction Targets:

	<u>cigarettes</u>	<u>smokeless</u>
3 years	15%	12.5%
5 years	30%	25%
7 years	50%	35%
10 years	60%	45%
- Industry Penalties. \$80 million for each percentage point missed between 0 - 5%, \$160 million for each percentage point between 6-10% and \$240 million for each percentage point over 11%. The annual amount of industry penalties is capped at \$3.5 billion.
- An annual cap of \$6.5 billion on liability.
- No company specific penalties.
- No tax deductibility of penalty payments.
- Full FDA authority.
- Marketing and advertising restrictions.
- Weak Environmental Tobacco Smoke provisions.
- Exemption for Tobacco Companies from Anti-Trust rules.
- Does not include the President's public health and children's spending priorities.
- *Note: See attached talking points on McCain bill.*

ATTACHMENTS

- Your remarks (on cards)
- List of meet and greet participants
- Background on Cabinet participation in Kick Butts Day 1998
- Talking points on Sen. McCain's bill

LIST OF MEET AND GREET PARTICIPANTS

Del. Eleanor Holmes Norton

Mayor Marion Barry (T)

General Julius Becton

Chief Executive Officer of the D.C. Public School System

Bennie Adams

Principal, Hine Junior High School

Bill Novelli

President, Campaign for Tobacco Free Kids

Matt Myers

Executive Vice President and General Counsel, Campaign for Tobacco Free Kids

Evelyn Temple

Assistant Executive Director, National Education Association

David Tanzer

President and CEO, Channel One

Jerald Newberry

Director, Health Information Network, National Education Association

LaVerne Alexander

Director of Governmental Relations, Girl Scouts of America

Tiffany Donaldson (age 12)

Girl Scout, Blessed Sacrament School

Mildred Wurf

Director of Public Policy, Girls Incorporated

**CABINET PARTICIPATION IN
KICK BUTTS DAY 1998**

Secretary Dan Glickman

4-H Conference
Jefferson Auditorium
Washington, DC

Secretary Alexis Herman

Will Conduct Conference Call with
High School Journalists in Miami and Orlando, FL; Portland, OR;
San Juan, PR; Richmond, VA; Irving and Houston, TX; Augusta, ME;
and Burlington, VT.
Washington, DC

Secretary Donna Shalala

Valley Forge Senior High School
Parma, OH

Secretary Richard Riley

Wayne Memorial High School
Wayne, MI

Secretary Togo West

Eagle Scouts at the Middle Tennessee Council--Boy Scouts of America Eagle Scout Banquet
Nashville, TN

Council of Economic Advisors, Chair, Janet Yellen

DC Appeals Court Speaker's Program
DC Appeals Court Building
Washington, DC

Deputy Assistant Secretary of Treasury for Economic Policy, Jon Gruber

Holmes Middle School
Alexandria, VA

**Principal Deputy Assistant Secretary of the Navy for Manpower and Reserve
Affairs, Karen Heath**

Pensacola Naval Air Station
Pensacola, FL

Acting Assistant Secretary of Defense for Health Affairs, Gary Christopherson
Pensacola Naval Air Station
Pensacola, FL

Deputy EPA Administrator Fred Hansen
Woodbridge Middle School
Woodbridge, VA

Deputy Director ONDCP for Demand Reduction, Dan Schecter
Holmes Middle School
Alexandria, VA

Deputy GSA Administrator Thurman Davis
Walden Elementary School
Swathmore, PA

Director of Commerce's Minority Business Development, Courtland Cox
Wilson Middle School
Philadelphia, PA

Deputy Assistant Secretary of Fair Housing and Equal Opportunity, Eva Plaza
Hosting mock wake for Mr. Butts
JEB Stuart High School
Falls Church, VA

Deputy Assistant Secretary for Economic Development in Planning and Development, Fred Karnas
Waynesboro High School
Waynesboro, VA

Acting Administrator for Research and Special Programs, DOT, Kelley Coyner
Peace Valley Lane High School
Falls Church, VA

Deputy Administrator for the Federal Highway Administration, DOT, Gloria Jeff
Jordan Center for Health Care
Detroit, MI

Region IV SBA Administrator Billy Max Paul
Terrymill Elementary School
Atlanta, GA

Region VII SBA Administrator Bruce Kent
Johnson County Community Center
Johnson County, KS

Press Conference, St. Francis New Life Center
Topeka, KS

Region VIII SBA Administrator Joan Coplan
Rally, State Capitol
Denver, CO

Associate Commissioner for the Office of External Affairs, SSA, Terry Edmonds
William H. Lemmel Middle School
Baltimore, MD

Region VI SSA Administrator, Woody Overton
Center Elementary School
Kansas City, MO

MCCAIN TOBACCO BILL LEAVES ROOM FOR IMPROVEMENT

Enacting comprehensive tobacco legislation to reduce youth smoking dramatically is our most urgent public health priority, and Senator McCain's leadership increases our chances of enacting strong legislation this year. His bill provides a solid foundation for further action, but leaves room for improvement. In particular, comprehensive tobacco legislation should include:

Strong Penalties for Missing Youth Smoking Targets --Reducing Smoking is Our Bottom Line; We Must Make it the Industry's Bottom Line

- The \$3.5 billion cap on penalties significantly reduces the incentive for the tobacco industry to reduce youth smoking. Under the current plan, the tobacco industry would pay the same penalty for missing the youth smoking targets by 40% as it would for missing the targets by 20%. The cap should be eliminated or raised to a higher level, so that the tobacco industry has the strongest incentive to do everything in its power to stop hooking kids.
- Individual companies need to be held accountable for reducing youth smoking as well. In addition to strong industry-wide penalties, a separate company-by-company penalty scheme will help take the profit out of addicting teenagers.

National Environmental Tobacco Smoke Standards

- Progress toward other public health goals should include limiting exposure to environmental tobacco smoke in work sites and public places.
- We have serious concerns about this bill's provision which would allow individual States to "opt out" of the national smoke-free environment policy. This provision creates a patchwork system in which states could decide to adopt weaker laws or decide against taking any action at all, leaving people with little or no protection from the hazards of environmental tobacco smoke.

No Antitrust Exemption

- There is no need to exempt the tobacco industry from antitrust rules in order to reduce youth smoking. We strongly oppose any exemptions that would allow price fixing agreements.

Public Health Spending

It is critical that any tobacco legislation include core public health investments, including funding for:

- National, state, community and school-based prevention and education efforts;
- Counter-advertising;
- Youth smoking data collection; and
- Research through the National Institutes of Health, the National Science Foundation, the Centers for Disease Control, and the Agency for Health Care Policy and Research.

Assistance for Children

In addition to funding public health efforts, tobacco revenues should be targeted at efforts to assist children, including the President's proposals to:

- Double the number of working families who receive child care assistance;
- Reduce class size by hiring 100,000 additional teachers; and
- Fund Medicaid outreach efforts to ensure all children eligible for Medicaid health care coverage receive it.

The President's Five Principles

President Clinton has said he will only support tobacco legislation that:

- Raises the price of cigarettes by up to \$1.10 a pack over 5 years and \$1.50 a pack over the next ten years, and imposes tough penalties on companies that continue to sell to kids;
- Affirms the FDA's full authority to regulate tobacco products;
- Gets companies out of the business of marketing and selling tobacco to minors;
- Promotes public health research and public health goals; and
- Protects our tobacco farmers and their communities.

If we act now, we can reduce the number of youths smoking by 3 million between now and 2003 --and help us avoid approximately 1 million premature deaths.

SENATE TOBACCO CONTACT LIST

The purpose of these meetings would be to share with key Senate staff the Administration's most significant concerns with the Commerce Committee reported tobacco bill and our priorities for the floor. Principals would participate in the group and leadership meetings. Individual office visits would be staffed by teams of DPC/HHS/Treasury/Justice staff.

Paper for the meetings could include a revised version of the talking points on key concerns prepared for the Commerce Committee mark-up (Rice), as well as the 2-3 pagers on major issues that DPC requested last week (Rice).

Group/Leadership Meetings

Bill Corr (Daschle)
 Lott's staff?
 Eric Ueland (Nickles)
 McCain's Committee Staff
 Democratic Task Force Staff
 Harkin/Chafee/Graham Staff
 Commerce Committee Democratic Staff (may also wish to do some offices individually - see below)
 Labor Committee Democratic Staff

Individual Office Meetings**Democratic Staff**

Kennedy (Labor Staff)
 Lautenberg
 Durbin
 Reed
 Leahy (Judiciary Staff)
 Rockefeller
 Breaux
 Kerry
 Bryan
 Dorgan
 Wyden
 Moynihan (Finance Staff)
 Robb

Republican Staff

Jeffords (Labor Staff)
 Snowe
 Frist
 Hatch (Judiciary Staff)
 Collins
 DeWine
 Specter
 Domenici (Budget Staff)
 Mack
 Gregg
 Roth (Finance Staff)
 Lugar (Agriculture Staff)
 Bond
 Warner
 Bennett