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| |  |  |  | | --- | --- | --- | | Campaign for Tobacco-Free Kids - Breaking News from Brian | | | |  | **New Tobacco Center Announced**  Yesterday, the U.S. Food and Drug Administration (FDA) announced its new Center for Tobacco Products and that [Dr. Lawrence Deyton](http://action.tobaccofreekids.org/site/R?i=6DxoE1qV58i0EJIEl6yXIA..), a highly respected and experienced public health leader, will serve as its new director. This huge step forward would not be happening if not for the hard work and passionate advocacy of thousands for more than a decade. Congratulations to all who helped get the legislation through Congress and signed into law. The new tobacco center will be implementing the various provisions of the law over the coming months and years and you can [see the implementation timeline here](http://action.tobaccofreekids.org/site/R?i=jz48ELKZXEMGgoMWhZJHcQ..).   |  |  | | --- | --- | | **An ounce of prevention…**    As the new tobacco center sets up shop, a very important debate on **health care reform** is taking place across the nation and will soon return to Capitol Hill. While the nation attends town hall meetings and watches the back-and-forth on television, prevention funding including tobacco prevention and cessation services may be heading to the chopping block to lower the reform package’s price tag. | [Prevention Matters](http://action.tobaccofreekids.org/site/R?i=4rje5hHnj5M-6MoretEH6g..) |   **…is worth a pound of cure.**    Think about that for a minute. To lower the price tag on health care reform, some may be looking to cut provisions from the legislation that would prevent disease and the massive financial burden that comes with it. How is that reform?    [**Write to your member of Congress**](http://action.tobaccofreekids.org/site/R?i=AQ0SaQhTTaUoJJqz5tLdtQ..) and let them know that any health reform bill that they support must provide for prevention. Each year, more than 400,000 people die each year, millions more are sickened, and Americans pay nearly $100 billion in tobacco-related health care costs.    **We can’t afford to just treat disease, we have to everything possible to prevent it in the first place!** Please [**write to your member of Congress today!**](http://action.tobaccofreekids.org/site/R?i=ESxQIZauoUpUd0fjvKsm-g..)  Sincerely, Brian H Signature  Brian Hutchinson Director, Grassroots Campaign for Tobacco-Free Kids  http://action.tobaccofreekids.org/site/PixelServer?j=VDl6OasYQKO3ZiyeKKVu2w..[Click here to contribute](http://action.tobaccofreekids.org/site/R?i=tVTN8YTifVFUjE9mpxHCWA..) [**www.tobaccofreekids.org**](http://action.tobaccofreekids.org/site/R?i=CFkIY5HPaIsMaWZE639oMA..) • 202.296.5469 1400 Eye Street, NW, Suite 1200 • Washington, D.C. 20005 |  | |