

## **Why Aren't Our States Spending Tobacco Settlement Money On Prevention?**

There is a growing gap between the inadequate amounts states are spending on tobacco prevention programs and the record sums the tobacco companies are spending to market cigarettes, putting at risk the nation's progress in reducing youth smoking, according to a report released recently by a coalition of public health organizations.

The recent report, "A Broken Promise to Our Children: The 1998 State Tobacco Settlement Seven Years Later," released by the Campaign for Tobacco-Free Kids, American Heart Association, American Cancer Society and American Lung Association shows that the states' efforts to protect kids from tobacco have failed to keep up with the record growth in the tobacco industry's marketing of its deadly and addictive products, says William V. Corr, Executive Director of the Campaign for Tobacco-Free Kids.

According to the American Cancer Society, "if we are to have any chance of winning this critical battle, states need to do a better job of funding programs that help reduce tobacco use and protect the health of our youth."

One company looking for funding to fight the dangers of smoking tobacco and that might be a logical candidate for tobacco settlement funds is Safer Smokes, Inc. This company produces a smoke by the name of Bravo that has all of the characteristics of a tobacco cigarette with three important differences; no nicotine, no tobacco, and none of the dangerous carcinogens derived from the additives found in commercial tobacco cigarettes. It is the one product on the market today that lets you quit tobacco, nicotine and the cycle of addiction immediately while giving up the habit of smoking itself gradually. Its clinical studies prove that only quitting cold turkey is safer than using Bravo to give up the smoking habit.

One of the greatest factors in starting and continuing to smoke cigarettes is in the observation of friends and family smoking tobacco products. "If we can get the fathers and mothers and sisters and brothers and friends to use Bravo to quit smoking gradually, we will have a far better chance to make a difference in the years to come in reducing our overall smoking population," says Dr. Puzant Torigian Chairman and Founder of Safer Smokes, Inc.

"The race to find an effective vaccine to fight avian flu has been in the headlines, but we should take heed and remember an epidemic we already face at home, and that's tobacco-related deaths," says M. Cass Wheeler, CEO of the American Heart Association. "The antidote is well-funded tobacco prevention programs which can break the cycle of addiction to tobacco, the single greatest cause of preventable deaths in the United States each year. Its time that the states kept their promises and took immediate steps to combat tobacco use."

The multi-state tobacco settlement, signed by 46 states and the major tobacco companies in 1998 calls for an estimated \$246 billion to be paid out to the states over the first 25 years for tobacco prevention purposes.

If you would like to learn more about the Bravo product or wish to discuss the opportunity of funding Safer Smokes, Inc. please visit [www.bravosmokes.com](http://www.bravosmokes.com) and contact Dr. Torigian directly.