University of Maryland School of Law Center for Tobacco Regulation, Litigation & Advocacy and Law & Health Care Program present

“Safer” Tobacco Products: Reducing Harm or Giving False Hope?

Friday, April 20, 2007
8:00 a.m. – 4:45 p.m.

University of Maryland School of Law
500 W. Baltimore Street
Baltimore, MD 21201
AGENDA

8:00-8:45 — Registration and Continental Breakfast

8:45-9:00 — Welcome and Celebration of the Fifth Anniversary of the Center for Tobacco Regulation, Litigation & Advocacy
   Diane Hoffmann, Associate Dean and Director, Law & Health Care Program, University of Maryland School of Law
   Kathleen Dachille, Director, Center for Tobacco Regulation, Litigation & Advocacy

9:00-9:30 — The Historical Landscape: Setting the Reduced Harm Issue within a Historical Overview of Tobacco Product Development and Regulation
   Mitch Zeller, V.P. for Policy and Strategic Communications, Pinney Associates

9:30-10:00 — The Science behind Risk Reduction Products
   Dr. Peter Shields, Professor of Medicine and Biology, Georgetown University

10:00-10:15 — Q&A Session for Dr. Shields

10:15-10:30 — BREAK

10:30-10:50 — Smokeless Tobacco as a Viable Reduced Harm Product
   William Godshall, Executive Director, Smokefree Pennsylvania

10:50-11:10 — Legal Issues Raised by the Cigarette Manufacturers’ Expansion into the Smokeless Tobacco Market
   Micah Berman, Executive Director, Tobacco Public Policy Center, Capital University Law School

11:10-11:30 — Q&A Session for Mr. Godshall and Mr. Berman

11:30-11:50 — The Basis of a Comprehensive Regulatory Policy for Reduced Harm Tobacco Products
   David Sweanor, Adjunct Professor of Law and Medicine, University of Ottawa, Canada

11:50-12:00 — Q&A Session for Mr. Sweanor

12:00-1:30 — LUNCH: Application of Harm Reduction to Other Public Health Problems: What is Similar or Different about the Issue of Tobacco?
   Dr. Cheryl Healton, President and CEO, American Legacy Foundation

1:30-2:25 — Why Tobacco Companies Have Entered the Reduced Harm Market and What They Hope To Achieve by Marketing These Products
   Geoffrey Ferris Wayne, Harvard School of Public Health
   Mitch Zeller, V.P. for Policy and Strategic Communications, Pinney Associates

2:25-2:40 — Q&A Session for Mr. Wayne and Mr. Zeller

2:40-3:10 — The Future of Tobacco Litigation: Impact of the Marketing of Reduced Risk Products and the FDA Bill in Congress
   Professor Richard Daynard, President, Public Health Advocacy Institute, Northeastern University School of Law

3:10-3:30 — Q&A Session for Professor Daynard

3:30-3:50 — BREAK

3:50-4:20 — Update on the Implementation of the Framework Convention for Tobacco Control
   Chris Bostic, Legal Counsel, Framework Convention Alliance

International Perspective on Potential Reduced Exposure Products and Smokeless Tobacco Products
   Dr. Vera da Costa e Silva, World Health Organization

4:20-4:35 — Q&A Session for Mr. Bostic and Dr. Silva

4:35-4:45 — Closing Remarks
   Kathleen Dachille
REGISTRATION FORM
Please complete and return registration form to:
Lu Ann Marshall, University of Maryland School of Law, 500 West Baltimore Street, Baltimore, MD 21201-1786

Conference is free, however, registration is required to ensure adequate seating and materials.
To register online, visit www.law.umaryland.edu/conferences.asp.
Online registration will be confirmed by email and tickets will be held at the door.

Directions and Parking
For directions to the School of Law, visit http://www.parking.umaryland.edu/beltway.cfm. Parking will be available in the Baltimore Grand Garage, located at 5 N. Paca Street. Please note that parking fees are the responsibility of the participants.

Special Accommodations
If you require special accommodations to attend or participate, please provide information about your requirements to Lu Ann Marshall, 410-706-4128 (1-800-735-2258 TTY/Voice), or send an e-mail to lmarshal@law.umaryland.edu, at least five business days in advance.

Questions? Please contact Lu Ann Marshall (contact information above).

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REDUCING HARM OR GIVING FALSE HOPE?

“SAFER” TOBACCO PRODUCTS:

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