The American Association for Health Education supports the World Health Organization Framework Convention's efforts to set rules and regulations that will govern the global rise and spread of tobacco and tobacco products in the next century. We designate a representative from the Campaign for Tobacco-Free Kids to read our submission into the record.

Our Organization's mission, scope of activities and sources of funding are as follows:

MISSION

The American Association for Health Education (AAHE) advances the profession while serving health educators and other professionals who strive to promote the health of all people. The leaders and members of the organization attain the organizational mission through a comprehensive approach which encourages, supports, and assists health professionals concerned with health promotion through education and other systematic strategies. In fulfilling the mission, AAHE serves professionals in the following settings: health care, community agency, business, school (K-12) and higher education.

GOALS

AAHE seeks to:

A. Develop and promulgate standards, resources and services regarding health education to professionals and non-professionals.

B. Provide technical assistance to legislative and professional bodies engaged in drafting pertinent legislation and related guidelines.

C. Provide leadership in promoting policies and evaluative procedures that will result in effective health education programs.

HISTORY OF SUCCESS

During the past decade, AAHE has provided leadership in diverse areas of
health education through funded projects which primarily focus on the
preparation of state of the art teaching materials or the professional
preparation of health education specialists. AAHE’s groundbreaking position
statements, research studies, publications, and professional development
activities are recognized tools in the field. Projects have focused on the
following areas:

* HIV prevention
* Cultural awareness and sensitivity
* Drug abuse prevention
* Seat belt safety education
* Skin cancer prevention
* Pre-service and in-service training for improved teacher
effectiveness in school health
* Collaboration between school health education and special education
* National surveys of students and teachers regarding health education

In addition to topically focused projects, AAHE has provided leadership for
the U.S. in organizing and administering collaborative projects resulting
in:

* Development of National Health Education Standards for Grades K-12
* Development of Standards for the Preparation of Graduate-level
  Health Educators
* Development of Joint Terminology for Health Education for the 1990's

FUNDING

Funding for these, and other initiatives, has come from such agencies as the
Centers for Disease Control, Office of Disease Prevention and Health
Promotion, Agency for Educational Technology, BEST Foundation for a Drug
Free Tomorrow, Metropolitan Life Foundation, American Cancer Society, U.S.
Department of Education, and the National Highway Traffic Safety
Administration.

TESTIMONY

The world needs a strong, enforceable convention that holds tobacco
companies accountable and supports governments in their efforts to protect
and promote public health.

We recognize the important role of advertising in the spread of tobacco use.
The FCTC should provide for stringent restrictions on all direct or indirect
advertising (i.e. restriction of advertising, including types of
advertising; location of advertising; requiring identification of purchase
of tobacco products, etc.) The Fairness Doctrine campaign of 1967 - 1970
documented that an intensive mass media campaign can produce significant
decreases in both adult and youth smoking. Statewide public education
programs in California and Massachusetts, featuring a variety of interventions including paid media campaigns, have shown the most success in the United States in reducing tobacco use among adults, slowing the uptake of tobacco use among youth, and protecting children from exposure to secondhand tobacco smoke. Analysis of multi-faceted youth tobacco use prevention programs [Minnesota Heart Health Program, University of Vermont School and Mass Media Project] shows that comprehensive education efforts, combining media, school-based, and community-based activities can postpone or prevent smoking onset in 20 to 40 percent of adolescents. In Massachusetts, a comprehensive anti-smoking intervention that included a media campaign showed a reduction in the rate of progression to established smoking among adolescents.

The U.S. Tobacco Settlement should be used as a prototype for actions in all countries.

The rules and regulations should limit child access to tobacco products.

The participation of the tobacco industry should be limited completely in the control issue and there should be enormous taxes on any importation of tobacco products to the extent that the local costs would be totally prohibitive of individuals, particularly children, being able to access these products.

We suggest that any nation that signs onto the Convention, would be bound to the Convention, and those countries that do not sign, should not pressure the signing nations to relax the Convention in any fashion.

In conclusion we feel that children are the world's greatest resource and to destroy that resource through the availability and use of tobacco products, is a "crime against humanity."

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