

**MISSION STATEMENT**

The mission of the National Tobacco Reform Initiative (NTRI) team is to facilitate open and evidence-based discussions about the most effective ways to reduce the number of current adult smokers in the U.S. by at least 15 million by the year 2024, an interagency-approved goal.

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**FOCUS AND KEY FUNCTIONS**

In carrying out its mission, the team will support the three (3) priority actions ranked the highest in a study of 120 tobacco control leaders recently carried out by the National Tobacco Reform Initiative:

1. **Increase excise taxes at the federal level and in many states** with four (4) goals: lower adult smoking rates, harmonize taxes across state borders to reduce illicit trade, cover the costs of smoking-related disease, and encourage a shift from cigarettes to reduced-risk products and complete cessation;
  2. **Encourage health and life insurers, employers and health professionals to actively promote smoking cessation measures** supported by the U.S. Preventive Services Task Force and the 2014 U.S. Surgeon General’s Report;
  3. **Establish a more rational tobacco, nicotine and alternative products regulatory framework based on their relative risks**, and that is adaptable to the increased speed of innovation in new technology development.
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These three (3) priority actions, which share a common objective of reducing the harm caused by combustible cigarettes, are intended to complement other tobacco control activities which are already being actively pursued.

The NTRI team will look for opportunities to individually and collectively engage in and facilitate dialogue with others, including but not limited to, public health organizations, health care professionals, the research community, governmental agencies and policy makers at the federal, state and local levels, consumers, the media, and tobacco and nicotine product trade associations and manufacturers (where appropriate).

The NTRI team will also identify, call attention to and help to resolve major barriers, program and outreach deficiencies, inhibiting progress toward the 2024 goal.

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**Special Notice** – Should you have questions or concerns about the above background information, want a copy of the Executive Summary Report on the recent study’s findings and recommendations, or wish to join the NTRI team in its important work, please contact the Web Site: [www.tobaccoreform.org](http://www.tobaccoreform.org).