

Events are overtaking *the orderly discussion* of harm reduction for tobacco in the range of novel products and marketing strategies that anticipate new emphasis on less toxic products. These products and marketing approaches are coming years in advance of any possible regulatory structure.

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ABOUT THE AUTHOR

Scott D. Ballin has spent close to 30 years involved in issues related to tobacco and public health. He has worked on a spectrum of issues ranging from labeling reforms on cigarettes and smokeless tobacco products, FDA regulation of tobacco, excise tax increases, clean indoor air laws, and tobacco agriculture reforms. For more than 10 years he served as the American Heart Association's Vice President and Legislative Counsel, a Steering Committee Member and two-time Chairman of the Coalition on Smoking OR Health (AHA,ACS,ALA) which was the first truly active national coalition in the tobacco control movement. He has provided advice and consulting services to the American Lung Association, the Campaign for Tobacco Free Kids and Star Scientific, Inc. Most recently he has served and continues to serve on the Steering Committee of the Alliance for Health Economic and Agriculture Development (AHEAD), an informal organization formed to bring parties together to work for the enactment of the Presidential Commission Report, Tobacco at a Crossroad. He remains a strong advocate for bringing parties and experts together in neutral forums, for having open and transparent dialogues, and for finding common ground.

He is a graduate of Georgetown University School of Foreign Service and a graduate of the George Mason School of Law in Arlington Virginia.

Acknowledgement and Dedication

This paper is dedicated to all of those who have had the courage to listen and learn and to provide thoughtful suggestions and ideas for meaningful 'change' often in the face of adversity and criticism.