“Regulating the addictiveness of cigarettes as a means to reducing harm: preliminary results from a multisite clinical trial of low nicotine cigarettes”

Eric Donny, PhD
Associate Professor, Psychology and Psychiatry
University of Pittsburgh

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School of Nursing
ETI Multipurpose Room
260 Victoria Building
Oakland

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Abstract: In 2009, Congress gave the Food and Drug Administration (FDA) the authority to address the addictiveness of combustible tobacco products by setting product standards. Similarly, the World Health Organization Framework Convention on Tobacco Control provides a mechanism for proposing guidelines for the content and emission of tobacco products in the 179 countries party to the treaty. Decades of research suggest that nicotine is the primary cause of tobacco addiction and that reducing nicotine delivery might reduce the rate and/or prevalence of smoking and have a dramatic impact on public health. This presentation will provide an overview of the current literature on nicotine reduction and present new data from a recently completed double-blind, 7 arm, randomized clinical trial of 840 daily smokers who were not interested in quitting smoking and randomized to use cigarettes that varied in nicotine content over a 6-week period. These results address some of the most fundamental questions facing authorities in the U.S. and abroad who are currently considering policies related to nicotine reduction.

Directions to the Seminar: From Shadyside head west. Turn left onto Morewood Avenue. At Fifth Avenue turn right. Approximately 1 mile go right onto Darraugh Street (Kaufman Building). Victoria Street is the first right. Enter the first door marked School of Nursing. Take the elevator to the 2nd floor. Turn left out of the elevator down the hall to the ETI. Turn left and the Multipurpose Room is on your left.

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