

Doctors Urge FDA to Tighten Regulations on “Filtered” Cigarettes

Experts: Holes on filtered cigarettes pose risk, may account for climb in lung cancers

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The Ohio State University Comprehensive Cancer Center –
Arthur G. James Cancer Hospital & Richard J. Solove Research Institute

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NEWS PACKAGE

SUGGESTED TEASE	STILL TO COME, MOUNTING EVIDENCE THAT “FILTERED” CIGARETTES MAY BE DOING MORE HARM THAN GOOD. WHY DOCTORS ARE CALLING FOR TOUGH NEW REGULATIONS, NEXT IN HEALTH NEWS.
ANCHOR LEAD	THE OVERALL NUMBER OF PEOPLE WHO DEVELOP <u>LUNG CANCER</u> CONTINUES TO GO DOWN IN THIS COUNTRY. BUT A CERTAIN TYPE OF CANCER FOUND IN THE <i>OUTER</i> AREAS OF THE LUNG IS ACTUALLY ON THE RISE - AND DOCTORS THINK THEY KNOW WHY. AS CLARK POWELL SHOWS US, THE ISSUE MAY BE HOW CERTAIN CIGARETTES ARE MANUFACTURED, AND THAT HAS DOCTORS ARE CALLING FOR CHANGES.
(PACKAGE START) ----- CG: Courtesy: The Ohio State University Comprehensive Cancer Center – James Cancer Hospital and Solove Research Institute	(Nats - Marsha golfing) :02
Shots of Marsha teeing off	MARSHA HARRIS HAS ALWAYS USED EXERCISE TO HELP HER COPE WITH STRESS. BUT FOR ABOUT A DECADE, SHE ALSO RELIED ON CIGARETTES. SHE DIDN'T LIKE THE HARSH TASTE OF MOST BRANDS, SO SHE OPTED FOR SOMETHING SMOOTHER. :11
Shots of Marsha golfing	<i>“I’m not even sure of what I chose. I just know it was menthol and it was light.” :05</i>
CG: Marsha Harris Former smoker with lung cancer	URNS OUT, THAT MAY HAVE TAKEN AN UNEXPECTED TOLL ON HER HEALTH. EVEN THOUGH SHE HASN'T SMOKED IN MORE THAN 30 YEARS, MARSHA IS NOW BEING TREATED FOR LUNG CANCER. AND SMOKING CIGARETTES WITH TINY HOLES NEAR THE
Shots of Marsha walking to counter	
Shots of Marsha taking medicines	
Shot of ‘filtered’ cigarettes	

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<p>CG: Dr. Peter Shields The Ohio State University Comprehensive Cancer Center – James Cancer Hospital and Solove Research Institute</p> <p>Shots of Dr. Shields with colleague</p> <p>Shots of both looking at images on computer</p> <p>Animation of cigarette</p> <p>Zoom into filter to show holes</p> <p>Shots of man smoking</p> <p>Shots of Dr. Shields and colleague</p>	<p>FILTER MAY BE THE REASON WHY. :11</p> <p><i>“The tobacco burns more slowly, at a lower temperature. This makes for relative amounts of more dangerous chemicals to be in the smoke.” :08</i></p> <p>DOCTOR PETER SHIELDS IS A THORACIC ONCOLOGIST AT THE OHIO STATE UNIVERSITY COMPREHENSIVE CANCER CENTER - JAMES CANCER HOSPITAL AND SOLOVE RESEARCH INSTITUTE.</p> <p>HE SAYS WHILE MOST LUNG CANCERS ARE GOING DOWN, A TYPE KNOWN AS ADENOCARCINOMA (ADD-uh-no-car-sehn-OH-muh) IS GOING UP.</p> <p>IN A NEW STUDY, HE SAYS THE <i>DESIGN</i> OF CERTAIN CIGARETTES MAY BE TO BLAME.</p> <p>FILTERED CIGARETTES HAVE TINY HOLES THAT ALLOW SMOKERS TO BREATHE IN AIR ALONG WITH SMOKE. THAT MAKES THEM SMOOTHER, BUT ALSO FORCES MORE CHEMICALS DEEPER INTO THE LUNGS.</p> <p>NOW, SHIELDS AND HIS FELLOW RESEARCHERS ARE CALLING FOR TOUGH NEW REGULATIONS TO DRIVE DOWN CASES OF CANCER. :33</p>
<p>CG: Dr. Shields (CG'd earlier)</p> <p>Shot of Marsha taking medicine</p>	<p><i>“Those filter holes is what’s doing it. And we think that there’s enough evidence now that the Food and Drug Administration can just say - ‘Take the holes out.’” :10</i></p> <p>SOMETHING THAT WOULD HAVE MADE A DIFFERENCE FOR MARSHA. :02</p>
<p>CG: Marsh Harris (CG'd earlier)</p> <p>Shots of Marsha golfing</p>	<p><i>“I had tried non-menthol and didn’t care for those. And I had tried stronger, and didn’t care for those either.” :08</i></p> <p>HAD THOSE BEEN HER ONLY CHOICES, MARSHA MAY NEVER HAVE SMOKED IN THE FIRST PLACE. AT OHIO STATE’S COMPREHENSIVE CANCER CENTER, THIS IS CLARK POWELL REPORTING. :08</p>
<p>(PACKAGE END) -----</p> <p>ANCHOR TAG</p>	<p>EXPERTS SAY HOLES WERE PUT IN THE FILTERS TO MAKE THE CIGARETTES SMOOTHER AND MAKE SMOKERS THINK THE SMOKE WAS LESS HARMFUL.</p> <p>IN REALITY, IT CAN LEAD TO SMOKING MORE OFTEN AND INHALING MORE HARMFUL</p>

CHEMICALS. DOCTORS ARE URGING THE F-D-A TO INVESTIGATE FURTHER.

SOCIAL MEDIA

 **Share it! Suggested tweet:**

Study led [@OSUCCC-James](#) shows filtered cigarettes may be pushing certain lung cancer cases higher. <http://bit.ly/2oQwUnn>

 **Suggested post:**

There is mounting evidence that holes used in “filtered” cigarettes may be doing more harm than good. Almost all filtered cigarettes have those holes although they may be hard to see. Now doctors are calling on the FDA to tighten regulations or ban the filtered cigarettes all together. Led by experts at [The Ohio State University Comprehensive Cancer Center – James Cancer Hospital and Solove Research Institute](#), a new study shows overall lung cancer rates are down, but a type associated with filtered cigarettes continues to climb. <http://bit.ly/2oQwUnn>

EXTRA BITES

CG: Dr. Peter Shields
The Ohio State University Comprehensive Cancer Center – James Cancer Hospital and Solove Research Institute

Shields talks about lung cancer rates in general:
“Lung cancer, overall, was going down - but only in some types of lung cancer.”

Shields talks about rates of lung adenocarcinoma:
“Adenocarcinomas, one type of lung cancer which is, today, the most common type of lung cancer, is continuing to increase.”

Shields explains why filters may be harmful:
“Overall, a smoker has the opportunity to take in more bad chemicals. It may also be that because there’s more smoke in the lung, it’s going to get to the outer parts of the lung, but also, smokers may inhale more.”

Shields says filters may be doing more harm than good:
“The public health community thought that those holes were a good thing. And there were unintended consequences by making it so that the cigarettes are more dangerous and more people die from it.”

Shields says harsher tastes may help cut smoking rates:
“We think actually, it’ll change the taste, because it will make them more harsh, they’ll take out the way that fools smokers that thinking that these were safer and that will probably drive some people to either quit or go to other products or, at least, smoke less cigarettes per day.”

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CG: Marsha Harris
Former smoker with lung cancer

Harris talks about her initial symptoms:
"He thought I had a thyroid issue. But it was not that. He took a chest x-ray and called me a couple of hours later to tell me that my right lung was filled with fluid."

Harris says she smoked for a decade, but long ago:
"I smoked for about 10 years, but I stopped over 30 years ago."

Harris explains the appeal of filtered cigarettes:
"They didn't hurt as much when I inhaled."

References

¹*Lung Cancer Trends*, Centers for Disease Control and Prevention, 2016. Online:
<https://www.cdc.gov/cancer/lung/statistics/trends.htm>

²*Cigarette filter ventilation and its relationship to increasing rates of lung adenocarcinoma*, Journal of the National Cancer Institute, May 2016.

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