HEALTHMATTERS

Graphic Warnings Due for Cigarettes

Images part of new regulations

(AP) -- Corpses, cancer patients and diseased lungs are among the images the federal government plans for larger, graphic warning labels that would take up half of each pack of cigarettes sold in the United States.

Whether smokers addicted to nicotine will see them as a reason to quit remains a question.

The images are part of a new campaign announced by the Food and Drug Administration and the Department of Health and Human



One of the proposed warning graphics that will appear on cigarette packaging as part of the government's new tobacco prevention efforts.

Services on Wednesday to reduce and limiting nicotine. The law for about 443,000 deaths per year.

"Some very explicit, almost gruesome pictures may be necessary," FDA Commissioner Margaret Hamburg said in an interview with The Associated Press. tobacco. "This is a very, very serious pubserious medical consequences," such as cancer, heart disease, strokes and lung diseases.

The share of Americans who smoke has fallen dramatically since 1970, from nearly 40 percent to about 20 percent, but the rate has stalled since about 2004. About 46 million adults in the U.S. smoke cigarettes.

In the same period, the average cost per pack has gone from 38 cents to \$5.33. Much of those increases are start using the new labels. from state and federal taxes.

The new prevention plan is part has been smoking since he was 14. of a law passed in June 2009 that beling, banning certain products downtown Cincinnati coffee shop.

tobacco use, which is responsible doesn't The FDA is proposing 36 labels for public comment. They include phrases like "Smoking can kill you" and "Cigarettes cause cancer" and feature graphic images to convey the dangers of

Some of the labels include a lic health issue, with very, very man with a tracheotomy smoking a cigarette, a cartoon of a mother blowing smoke in her baby's face, rotting and diseased teeth and gums, as well as cigarettes being flushed down the toilet to signify quitting.

> The agency will select the final labels in June after reviews of scientific literature, public comments and results from an 18,000-person study. Cigarette makers will then have a year and three months to

Zak Hoffman of Cincinnati, who

"I think more tax increases would gave the FDA authority to regu- have more of an effect than scare late tobacco, including setting tactics," said 20-year-old Gina guidelines for marketing and la- Gatano, a student who works at a

FROM SOME OF THE WORLD'S BEST AND BRIGHTEST ON URBAN ISSUES

7:00-9:00 P.M.	FEATURING	SPEAKING ABOUT	AT
WEDNESDAY DECEMBER 1, 2010	DR. ROBERT OGILVIE PUBLIC HEALTH LAW AND POLICY	HEALTHY COMPLETE COMMUNITIES	KAISER TOWN HALL BALLROOM 3704 N INTERSTATE AVE
WEDNESDAY DECEMBER 8, 2010	JUDITH BELL POLICY LINK	EDUCATION	PSU – LINCOLN HALL* RECITAL HALL (ROOM 75) 1620 SW PARK AVE
WEDNESDAY DECEMBER 15, 2010	DR. JULIAN AGYEMAN TUFTS UNIVERSITY URBAN AND ENVIRONMENTAL POLICY AND PLANNING DEPARTMENT	RE-IMAGINING (E)QUALITY	HOLLYWOOD THEATER* MAIN THEATER 4122 NE SANDY BLVD
MONDAY JANUARY 10, 2011	CYNTHIA GIRLING AND RONALD KELLETT UNIVERSITY OF BRITISH COLUMBIA SCHOOL OF ARCHITECTURE AND LANDSCAPE ARCHITECTURE	DESIGNING FOR ENVIRONMENT AND COMMUNITY	MULTNOMAH ARTS CENTER* AUDITORIUM 7688 SW CAPITOL HWY
MONDAY JANUARY 17, 2011	BOB WEISSBOURD RW VENTURES .	ECONOMIC DEVELOPMENT	MERCY CORPS ACTION CENTER ACEH COMMUNITY ROOM 28 SW 1ST AVE

FREE ADMISSION. DOORS OPEN AT 6:30 P.M. *CHILDCARE WILL BE PROVIDED BY RESERVATION. CALL 503-823-2041.

GREAT CITIES DON'T HAPPEN BY CHANCE. COME BE A PART OF WHAT'S NEXT FOR PORTLAND. The Portland Plan team will make reasonable accommodation for people with disabilities. Please notify us no fewer than five (5) business days prior to the event by phone 503-823-7700, by the TTY line at 503-823-6868, or by the Oregon Relay Service at 1-800-735-2900.



THE PORTLAND PLAN _

Free Cervical Cancer Screenings

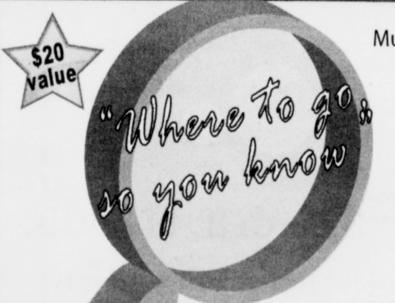
Health offers free cervical cancer for more information. screenings for women who've encountered barriers to receiving a Pap test and pelvic exam. Typical barriers include lack of insurance or insurance that does not cover Pap tests.

pointments each month on a firstcome, first-served basis. Screenings

The OHSU Center for Women's 346-1212 to make an appointment or

"A Pap test can detect small changes in the cervix. Usually these small changes, or abnormal cells, are not cancerous but if left untreated some may develop into cervical cancer. Cervical screenings can The Free Screening Program at identify changes in a woman's body OHSU offers 25 free screening ap- even when there are no symptoms to warn when something is wrong," explained Dr. Michelle Berlin of the are by appointment only; call 503 OHSU Center for Women's Health.

Take Action Get Tested



Multnomah County Health Department's HIV Community Test Site offers confidential HIV testing with or without your name at these locations:

Downtown Community Test Site Call 503.988.3775 for an appt. Mon | Thurs | Fri 426 SW Stark St., 6th Floor, | Portland, 97204

"Free with this coupon"



Just walk in Tuesdays | 5:30 - 7:15 pm 5329 NE MLK Jr. Blvd, 2nd Floor, Portland, 97211

Northeast Health Center

Se habla español: other interpretation by appointment.

Visibility is Key to Road/Bike Safety

Riding a bike or walking are healthy and fun ways to get around, but dangerous situations can occur when motorists don't courage bicyclists, pedestrians see bicyclists or pedestrians.

Unfortunately, not all people Seen." who share the road are conscious of their surroundings. Responsibility falls back onto each of us to help make traveling accident free.

Visibility is important for bicycle and pedestrian safety. Oregon transportation officials enand motorists to "See, and Be

Pedestrians and bicyclists need to take steps to make sure motorists can see them, and motorists need to make sure they see bicyclists and pedestrians.