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Attorney General Alberto R. Gonzales  
U.S. Department of Justice  
950 Pennsylvania Avenue, NW  
Washington, DC 20530-0001

Dear General Gonzales:

The developments of the past several weeks in *United States v. Philip Morris et al.* compel me to urge that the Department of Justice return to its previously stated, laudable position seeking a monetary judgment or settlement that will be adequate to fund a meaningful national smoking cessation program. Specifically, we believe that the \$130 billion, 25-year, 5-part national program previously advocated by the Government is both a forward-looking remedy and the remedy best calculated to restore the health of millions of Americans addicted to cigarettes.

Dr. Michael Fiore's trial testimony outlined an empirically supported remedial plan that, properly implemented over twenty-five years, will allow one million Americans per year to free themselves from tobacco addiction. It is a simple program:

- A national, federally-funded telephone quitline to provide universal access to counseling and medications (\$3.2 billion per annum);
- An extensive paid media campaign (\$1 billion p.a.);
- A new research agenda to achieve future improvements in tobacco dependence interventions (\$500 million p.a.);
- Training and education so that all U.S. clinicians have the knowledge, skills and support systems necessary to help patients quit tobacco use (\$500 million p.a.).<sup>1</sup>

Tobacco-related disease is the number one cause of death in the United States today. The cessation programs outlined by Dr. Fiore have been soundly studied and

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<sup>1</sup> Dr. Fiore did not recommend a funding level for the 5<sup>th</sup> part of the program.

proven effective. Implemented on a national level, Dr. Fiore estimates they would save one million lives a year.

After the lengthy, dedicated and aggressive work of the Department of Justice on this lawsuit, it is crucial that the Department bring the matter to a meaningful conclusion. I urge you, on behalf of all New Yorkers, to continue to press for an effective remedy for the public health injury created by defendants.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael A. Cardozo". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

Michael A. Cardozo

MAC/ay

cc: Thomas R. Frieden, M.D., M.P.H.