



National Institutes of Health
National Institute of Dental
and Craniofacial Research
Bethesda, Maryland 20892

September 5, 2006

Mr. Gerard J. Roerty, Jr.
Swedish Match North America, Inc.
7300 Beaufont Springs Drive
Suite 400
Richmond, VA 23225

Dear Mr. Roerty,

I am writing in response to your request, dated March 28, 2006, for correction of information under the National Institutes of Health Guidelines for Ensuring the Quality of Information Disseminated to the Public. Your request was referred to the National Institute of Dental and Craniofacial Research (NIDCR), one of the National Institutes of Health, because the material you objected to appeared on the NIDCR website. Specifically, you asked that we remove a section about the ingredients in smokeless tobacco, titled "What's Really in It for You," from an online publication about smokeless tobacco titled "Spitting into the Wind."

As background, "Spitting into the Wind" was originally developed and published in 1993 by tobacco control researchers at the Fox Chase Cancer Center with funding by the National Cancer Institute (NCI), one of the National Institutes of Health. Its purpose was to raise awareness about the possible health risks of smokeless tobacco use, which had been highlighted in a 1986 Surgeon General's report. The NCI and NIDCR reproduced "Spitting into the Wind" in 1994, following scientific review by experts in the field and revisions necessitated by the reviews. The publication is no longer in print, but remains available online.

After consulting with tobacco control experts at NIH, NIDCR has removed from our website the section about which you expressed concern; it was removed on July 14, 2006.

You may appeal the agency's decision either in writing or electronically within 30 days of receiving this response. Your request should state the reasons for your appeal. It does not need to reference a tracking number. The request should be sent electronically to InfoQuality@od.nih.gov or in hard copy to the Associate Director for Communications, Office of the Director, National Institutes of Health, Building 1, Room 344, 1 Center Drive, Bethesda, Maryland 20892. If the appeal is sent in hard copy, please clearly mark the appeal and outside envelope with the phrase "Information Quality Appeal."

We appreciate your comments. The NIDCR is committed to providing scientifically accurate information on a wide range of health-related subjects, including smokeless tobacco.

Sincerely,

/s/

Susan M. Johnson
Director, Office of Communications and Health Education
National Institute of Dental and Craniofacial Research