

Where We've Been and Where We're Going

Smoking, smokeless
and the social
environment

A STUDY OF
PUBLIC ATTITUDES TOWARD
CIGARETTE SMOKING AND
THE TOBACCO INDUSTRY

IN 1978

VOLUME I

MAY 1978



The ROBERT WOOD JOHNSON FOUNDATION Inc

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TIFL 0529465

BM RECD 790406 QRH

TIMN 210766

IMPLICATIONS OF THE FINDINGS

The original Surgeon General's report, followed by the first "hazard" warning on cigarette packages, the subsequent "danger" warning on packages, the removal

The anti-smoking forces' latest tack, however--on the passive smoking issue--is another matter. What the smoker does to himself may be his business, but what the smoker does to the non-smoker is quite a different matter. The anti-smoking

issue--is another matter. What the smoker does to himself may be his business, but

This ~~we see as~~ the most dangerous development to the viability of the tobacco industry that has yet occurred. While there is little sentiment for an out-

some sale about the effects of smoking on the non-smoker as they have already made with respect to the effects on the smoker. Nearly six out of ten believe that smoking is hazardous to the non-smoker's health, up sharply over the last four years. More than two-thirds of non-smokers believe it, nearly half of all smokers believe it.

This ~~we see as~~ the most dangerous development to the viability of the tobacco industry that has yet occurred. While there is little sentiment for an outright ban on smoking in public gathering places, there is already majority sentiment for providing separate facilities for smokers and non-smokers. As the anti-smoking forces succeed in their efforts to convince non-smokers that their health is at stake too, the pressure for segregated facilities will change from a ripple to a tide as we see it.

It is, of course, possible that once smokers and non-smokers alike experience all the inconveniences of separate facilities, people will become fed up

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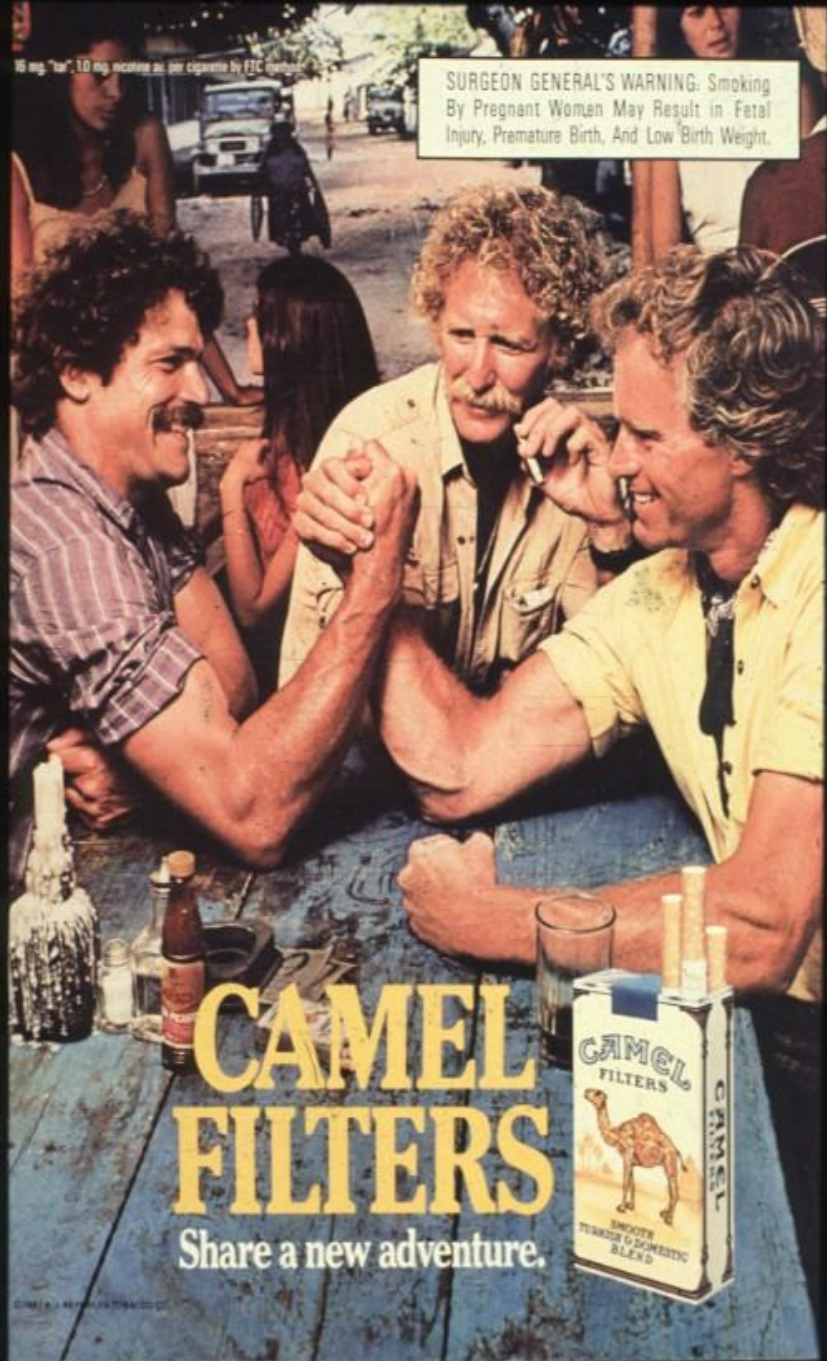
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Initial Responses

- Fight all regulation
- Modify the product
 - Failed
- Modify marketing
 - Deemphasize the smoke

16 mg. "tar", 1.0 mg. nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

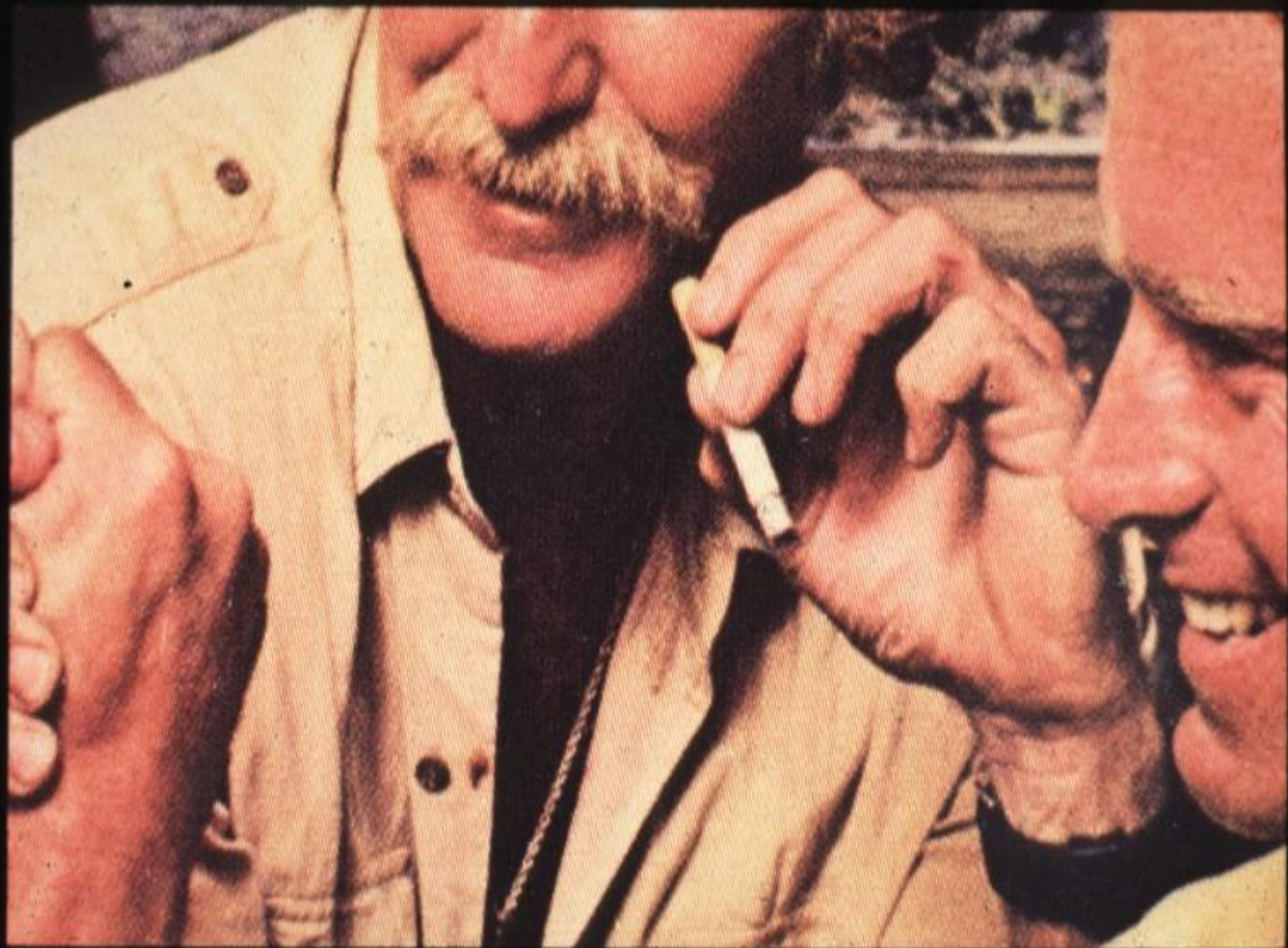


CAMEL FILTERS

Share a new adventure.



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For
1931

WENDIE SHE SAID
*"Blow some
my way"*



MEMORIES of a night in June
and how it feels with you
and how, as then, Chesterfield's
fragrancy plays the same part in
appealing to good taste.

Today, more than ever, smokers
appreciate Chesterfield's rare and
scented aroma. It's a cool and com-
fortable smoke of milder and
better taste.



Chesterfield

CHOICE

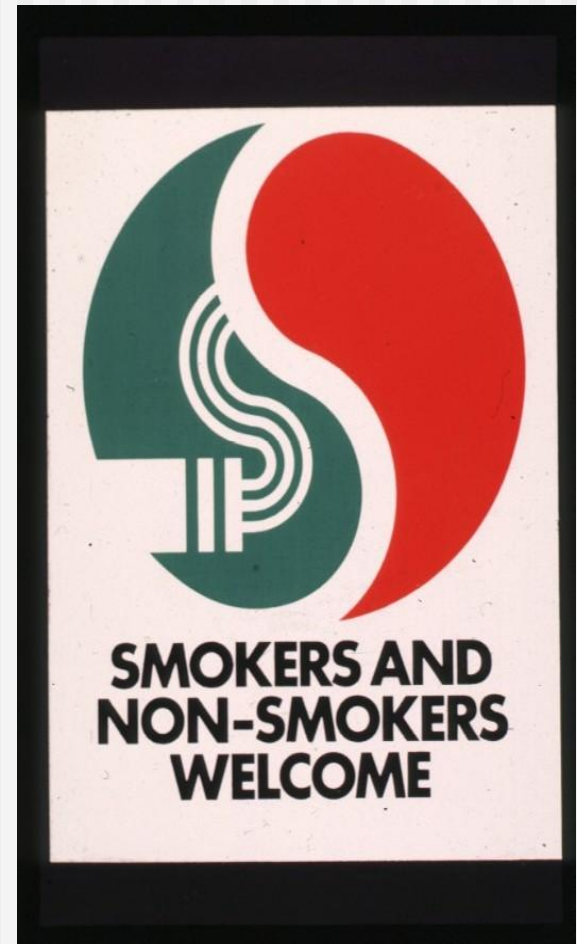
VOL. 5, NO. 28 A SERVICE OF R.J. REYNOLDS TOBACCO COMPANY MAY 1991



***Give your
workplace a
reasonable
smoking policy!***

Accommodation

- “Reasonable”
- Buy off hospitality associations
- Financial connections not disclosed



What if they passed a law that took away 30% of your business?

What happens if your state legislature or city council bans smoking in restaurants?

You'll lose business. Maybe as much as 30 percent of your business, according to restaurant owners who have experienced such bans. Before a smoking ban was repealed in Beverly Hills, restaurants were expecting to lose a total of \$12 million in 1987 as a result.

Here's the real news, though. In a recent Gallup poll almost 20 percent of the U.S. population said they would not visit

a restaurant that prohibits smoking. Can you risk closing your doors to 20 percent of your customers?

The Tobacco Institute can help you make sure this never happens.

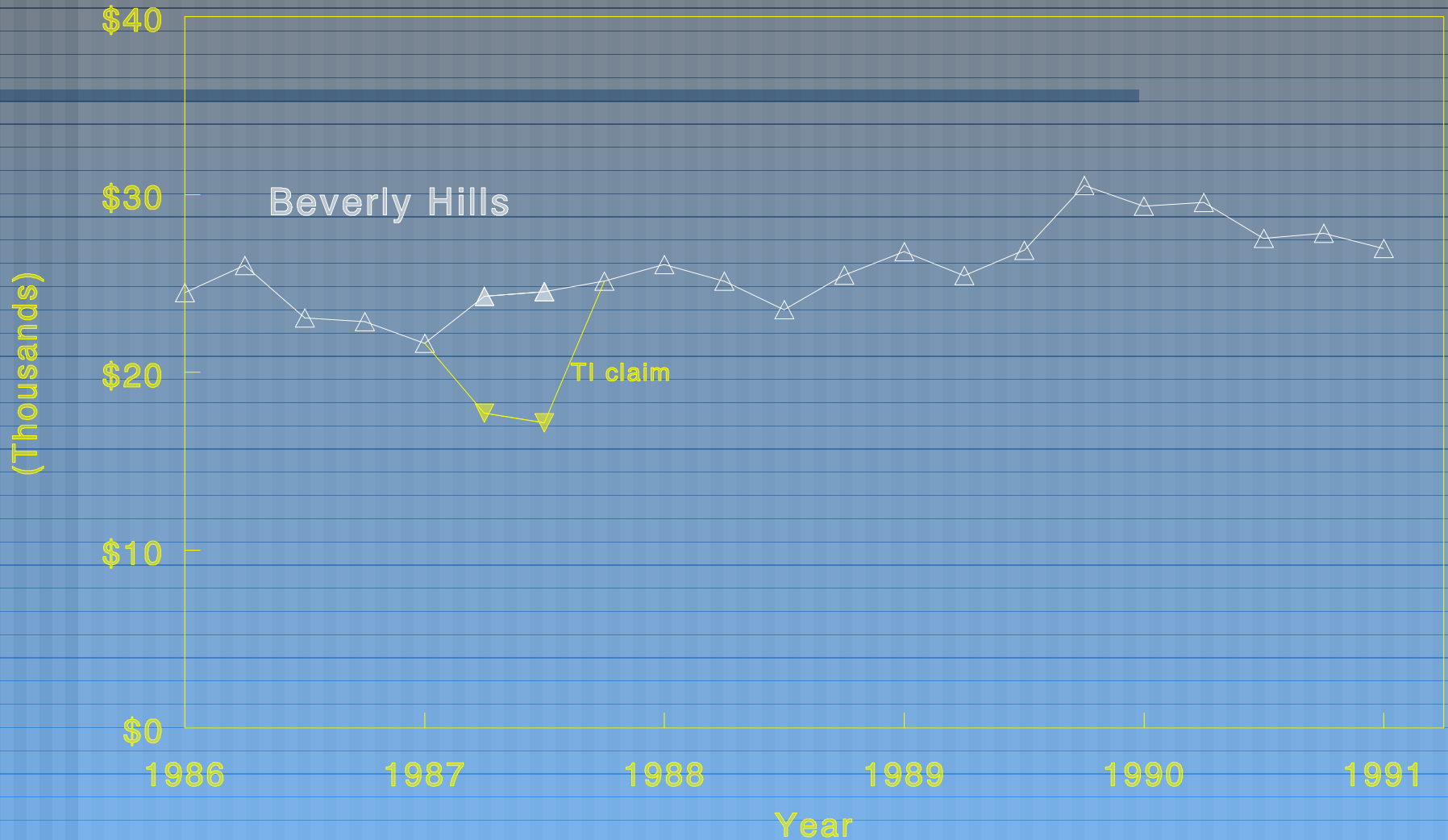
Write us and we'll send you information on how other restaurant groups have fought smoking bans. We'll help you develop ways to accommodate all your customers—smokers and non-smokers alike. And we'll help you ensure that your voice is heard when government takes up the issue.



The Tobacco Institute
1875 I Street, Northwest
Washington, DC 20006

Restaurant Revenues

(Smoke free ordinances in solid points)



New York Response

Social Unacceptability Index (SUI)

- The SUI measures the attitudes of a state towards smokefree environments
- Data from the Tobacco Use Supplement of the Current Population Survey was used to determine the support from smokers and nonsmokers for smokefree homes, restaurants and bars.

Effects of the SUI

- The SUI (elasticity of -0.37) was found to have similar effects on cigarette consumption as price (elasticity of -0.38).
- The average level of the social unacceptability index in 1999 for all states was 0.84 while the level in California was 1.26

Effects of the SUI (cont)

- If, through the use of a media campaign, the SUI for the US was raised to the level in California in 1999 (a 40% increase) there would be a 15% drop in consumption.
- A tax increase of \$1.17 per pack would need to be imposed to achieve the same drop in consumption

Young Adults and Tobacco Industry

- Outcomes
 - Current smoking
 - Among current smokers: intention to quit
- Two studies
 - 2002 California Tobacco Survey (18-29)
 - National survey (18-25)
- Control for
 - demographics, exposure to smokers, advertising receptivity, depression, social group

Supporting Action Against Tobacco Industry

- Taking a stand against smoking is important to me
- I want to be involved in efforts to get rid of cigarette smoking
- I would like to see cigarette companies go out of business

Current smoking

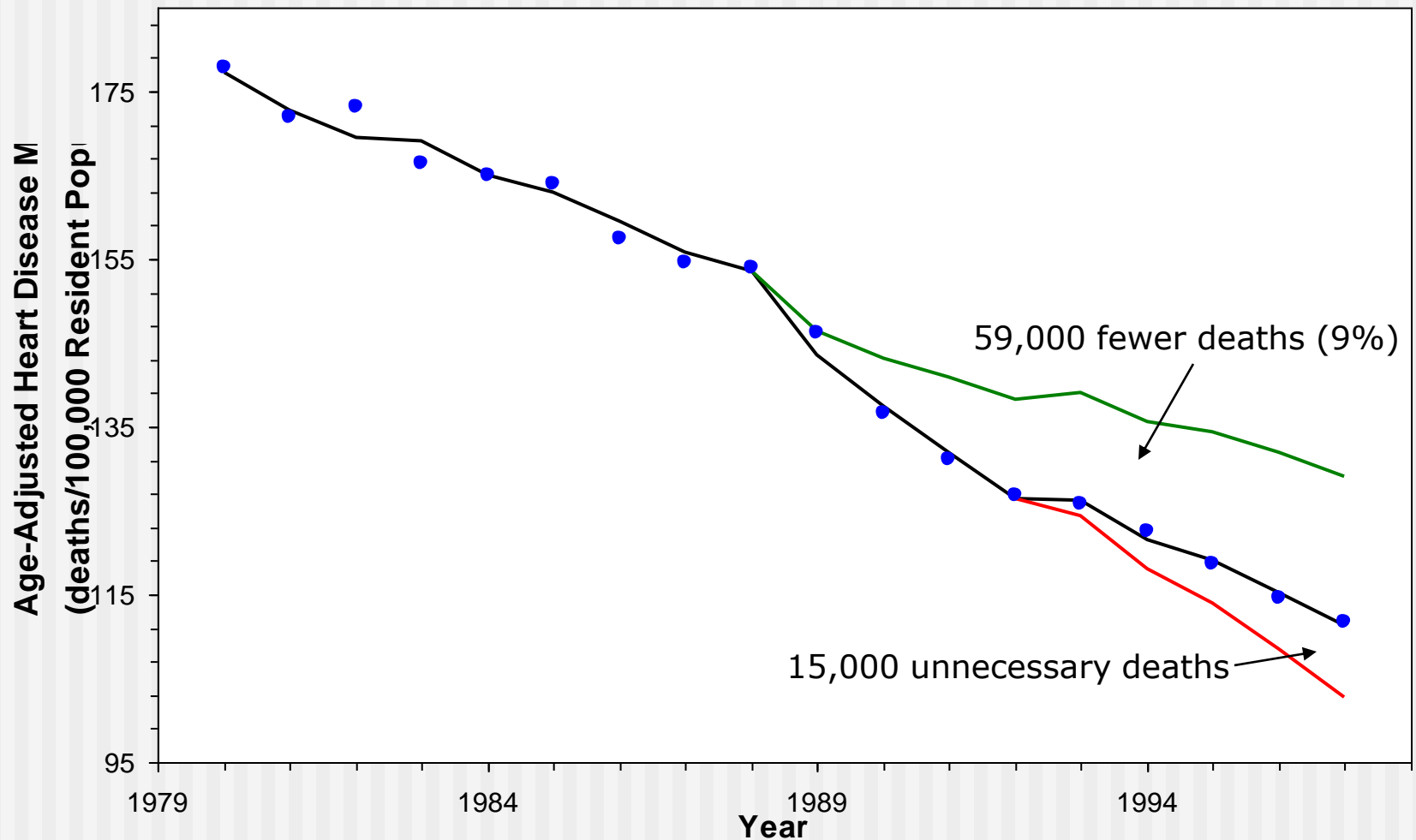
- Current smoking
 - California OR = .16 (0.13, 0.19)
 - National OR = 0.38 (0.24, 0.60)
- Intend to quit
 - California OR = 4.53 (2.94, 6.99)
 - National OR = 5.54 (2.79, 11.01)

Large scale tobacco control programs work: California

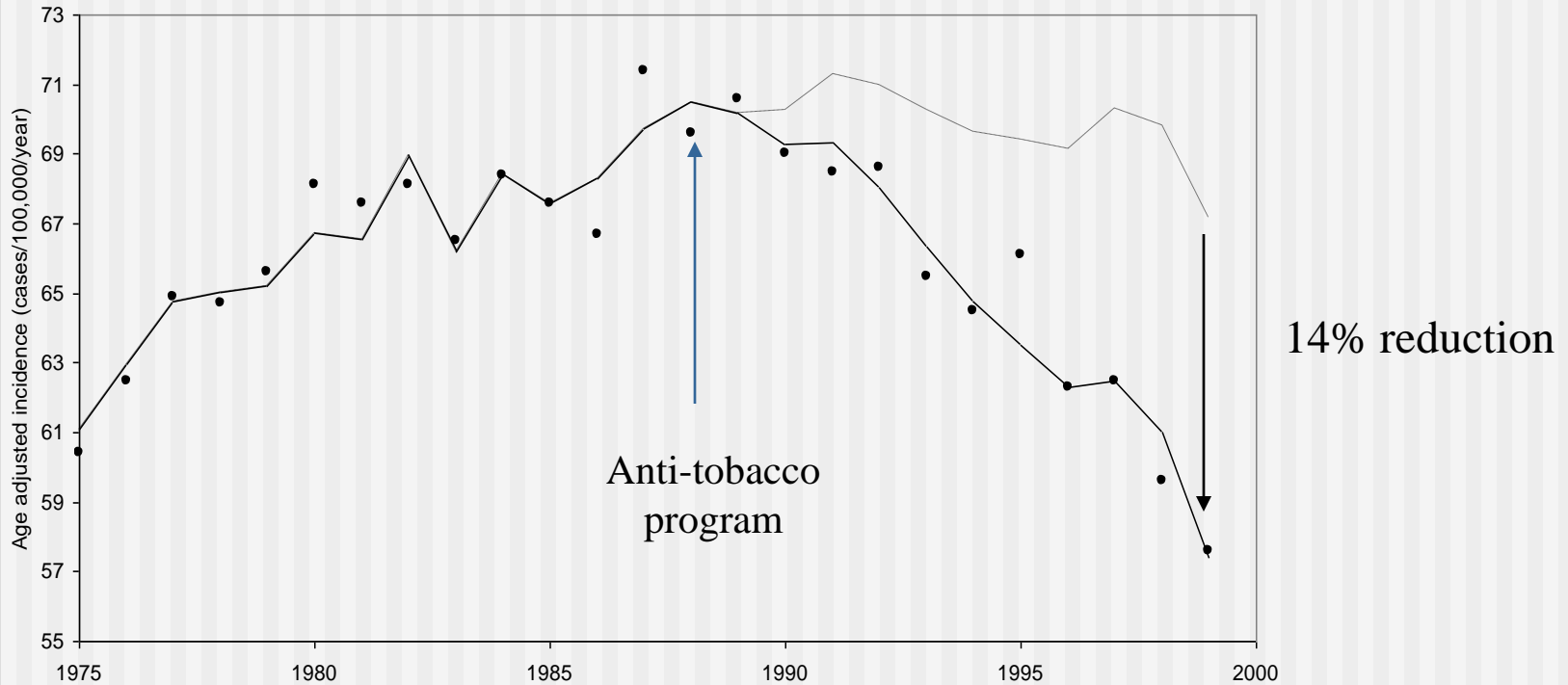
- Secondhand smoke kills
- Nicotine is addictive
- The tobacco industry lies
 - Industry Spokesman



Effect of California Program on Heart Disease Mortality

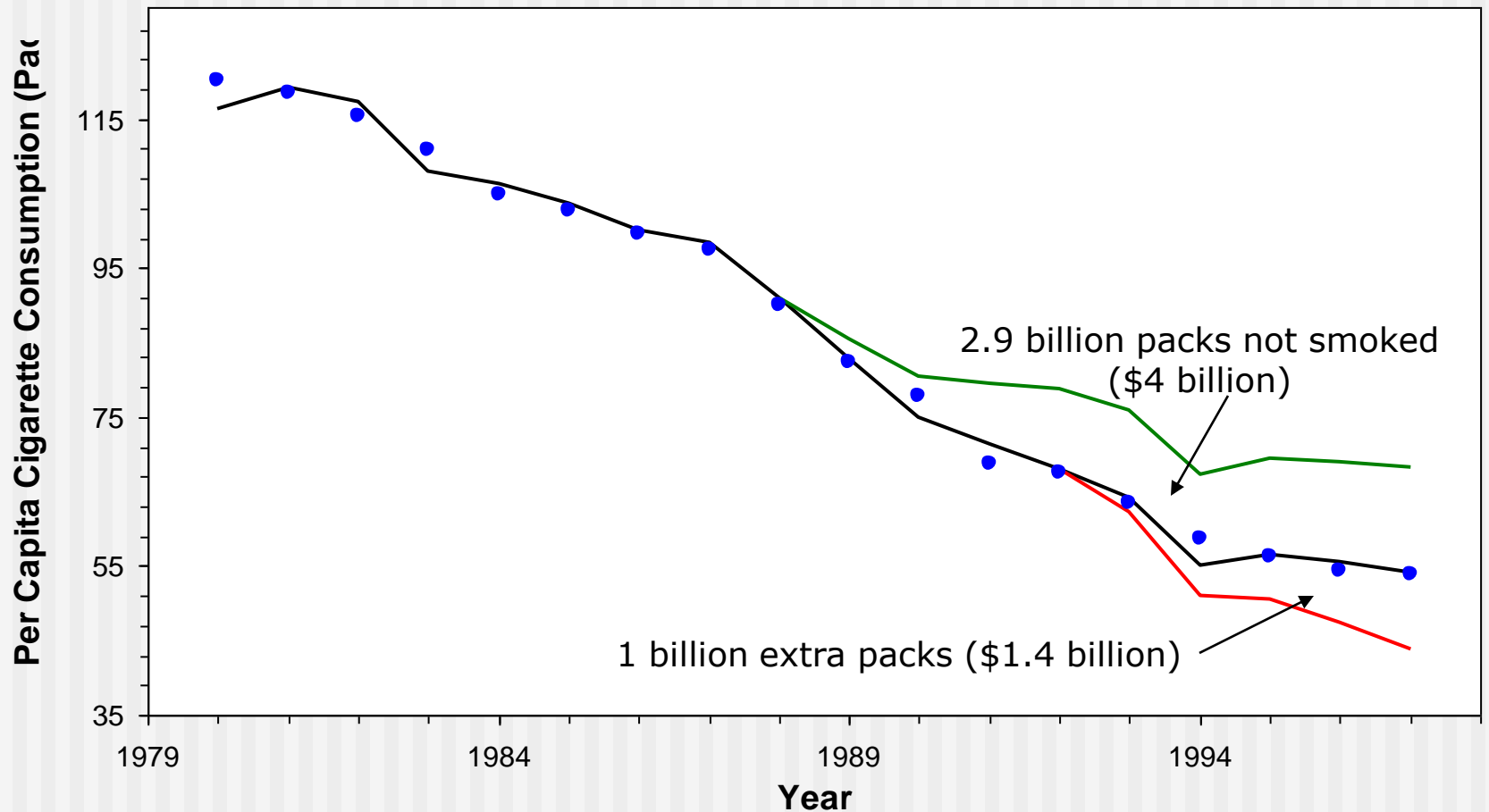


Lung cancer incidence in SFO California



In the first 10 years in SFO: 6% cases (2036 cases in SFO)
Statewide: 11,000 cases in 10 years

Effect of California Program on Industry Sales



Large Scale Tobacco Control Programs Work

- Over the first 15 years the California program cost \$1.4 billion
- It saved \$86 billion
- These savings started appearing quickly and grew with time
- By 2004, the program was saving \$11 billion in health costs
 - 7.3% of all health costs)

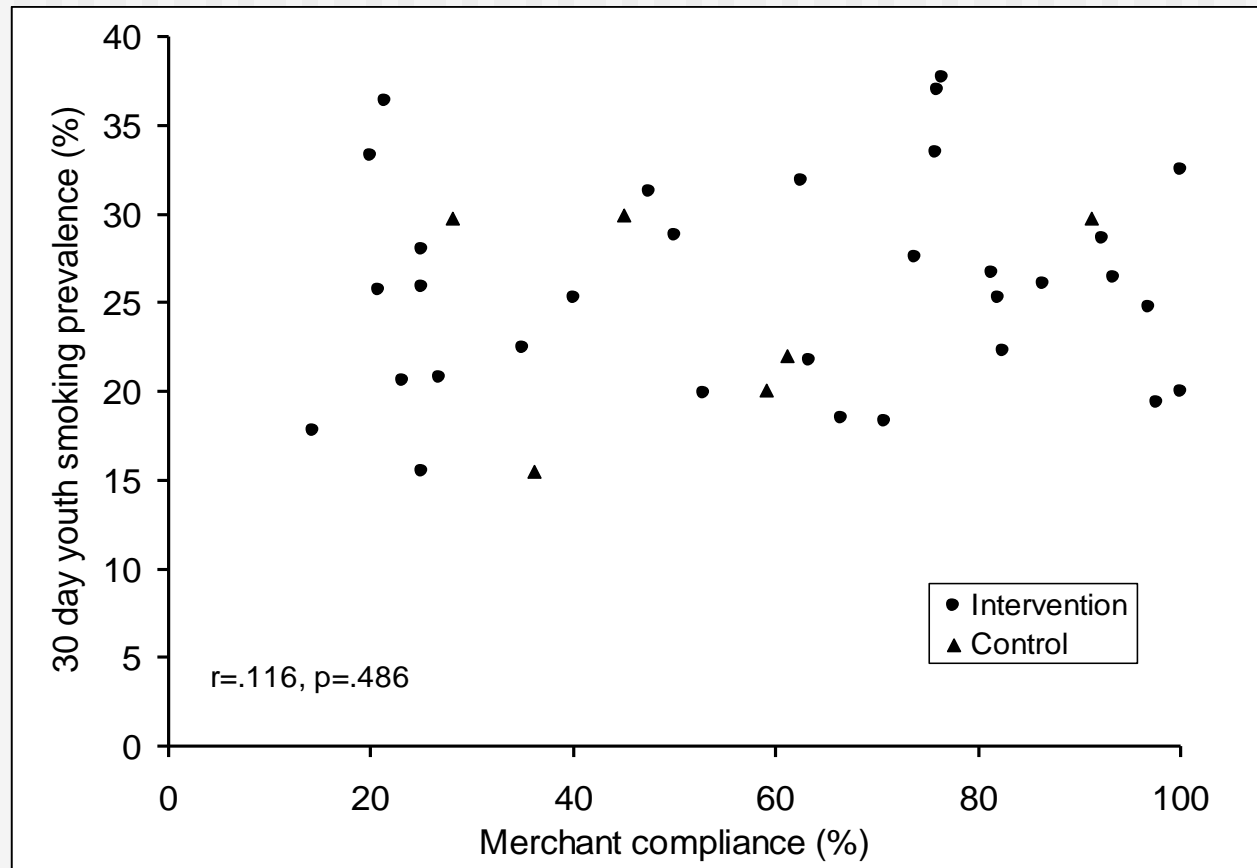
Large Scale Tobacco Control Programs Work

- Prevented 3.6 billion packs of cigarettes from being smoked
 - Worth \$9.2 billion in lost sales
- The tobacco industry is motivated to stop you

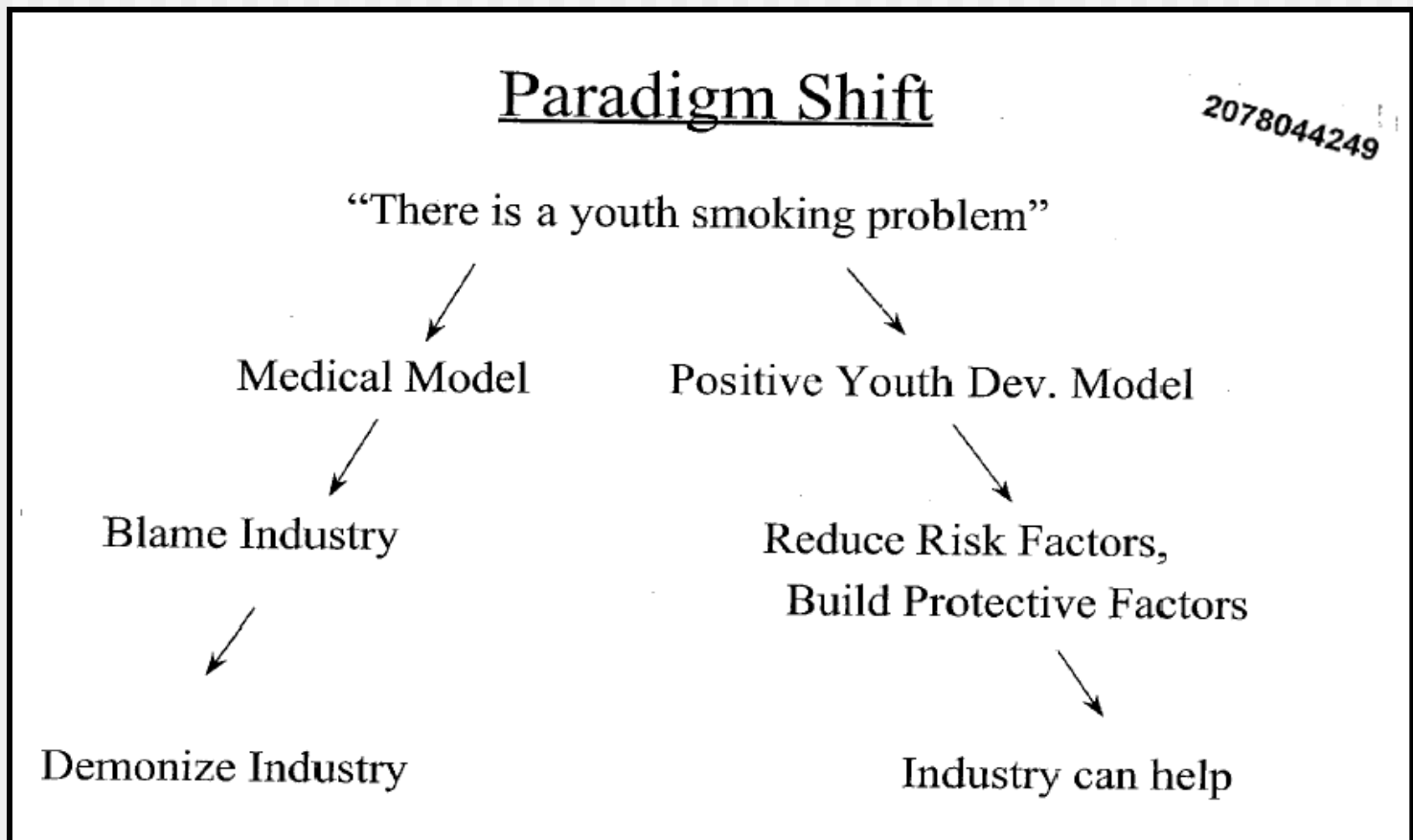
Tobacco Industry YSP

- Beginning in 1980s
 - Forestall legislation restricting industry activities
 - Portray smoking as adult choice
 - Used to displace effective tobacco control
 - taxes, smokefree environments, marketing restrictions
 - No evidence industry programs reduce youth smoking

Youth Access Does not Affect Youth Smoking



The Goal



The Problem

The Problem

Among local decision makers, YSP's credibility is low so they are reluctant to accept our funding of school and/or CBO programs

The Solution

The Solution

Build our credibility to improve funding success
(longer term to improve ability to collaborate) by
shifting paradigm from “medical” model to
“positive youth development” model

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California Model

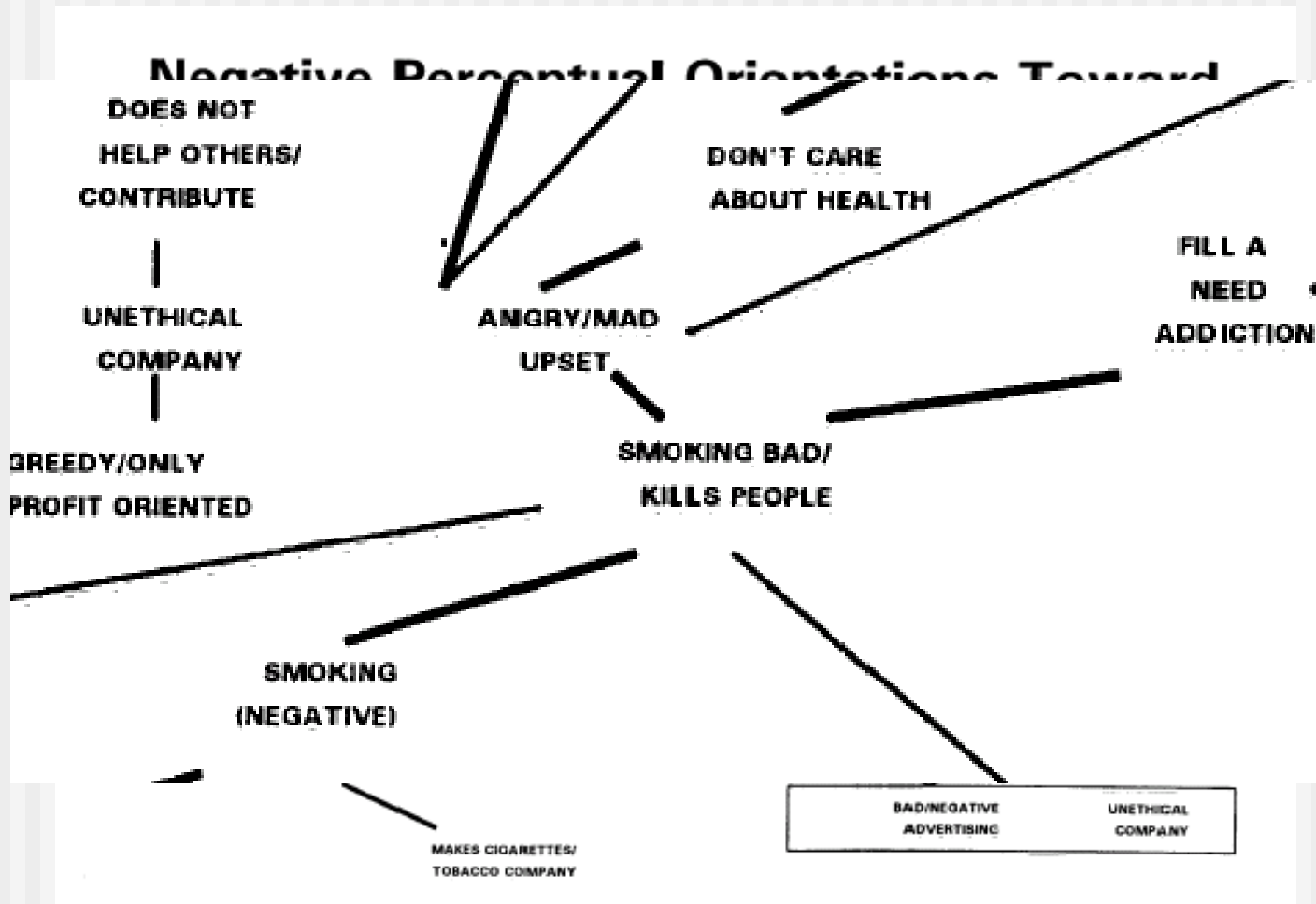
Tobacco Industry is your friend

Choosing LifeSkills Training

- Industry task force YSP (1998)
 - Recommends the *LifeSkills* Training program as “the vehicle that meets and exceeds all of our objectives”
 - Promote and implement program
- Industry evaluation failed to show that the program reduced smoking

PM's Project Sunrise

(c/o Ruth Malone)



If status quo maintained ...

- Smokers down to a small hard core (10% - 15%)
- A definitively downscale market
- Smoking out of public view/positioned as an unacceptable habit to pursue around any other people ("a solitary vice")

Source: PM 2044341638/1676

Mission

- To create a 10-20 year strategy
- Consider two alternatives:
 - Fighting inch by inch against every initiative launched by the other side
 - or -
 - Try an end run/proactive initiative because . . .
 - The next "firestorm" could cause a major meltdown

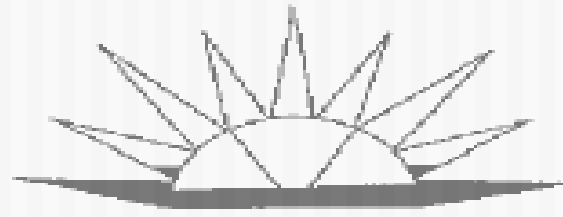
-
- The lack of social acceptability may prove our biggest challenge

Source: PM 2044341638/1676

But...with a “proactive agenda”...

20 Years From Now:

- Smoking remains a legitimate adult choice made by many people, including social "leaders" (25% or more of population)
- Smoking exists in defined public spaces which are, in fact, desirable, pleasant places
- Cigarettes broadly available (although less than today because of minor's issue)
- Cigarettes broadly marketed (although less than today because of minor's issue)



SUNRISE: DAWN OF A NEW DAY

Sunrise Strategy #1

Fair Play

Proactively deal with the Anti's to reduce their effectiveness at controlling the agenda and to restore balance to the debate.

“Fair Play” included:

1. Intensify research on the composition, objectives and initiatives of the anti-tobacco industry -- build on existing information and establish new channels of information

2. Build relationships with potentially moderate anti-tobacco groups to exacerbate conflicts within the movement and define extremists

3. Diminish funding sources available to the ATI

4. Weaken credibility of anti-tobacco groups and individuals (with an emphasis on their leadership)

Exacerbating conflicts

Our Fourth Strategy focuses on efforts to cause dissention within the ATI.

1) As the tobacco company that is seeking "reasonable solutions to complex problems" we want to reach out to members of the ATI where we can potentially establish Common Ground -- such as on the issue of preventing youth access to tobacco products.

2) We also want to enhance internal conflicts that already exist within the ATI -- and possibly encourage some new ones.

the issue of preventing youth access to tobacco products.

2) We also want to enhance internal conflicts that already exist within the ATI -- and possibly encourage some new ones.

Weaken credibility

- “Publicize financial motives of Voluntary Health Organizations: How do these organizations raise funds and what do they do with them?...”
- “Work with other social stakeholders to question priorities of foundations involved in tobacco advocacy—e.g. raise questions about why RWJ foundation support is not going to other causes.”

Source: PM 2063393720/3726

- We expect, that as their funding is squeezed and investigations are launched on potential violations of state and local lobbying laws, some ATI advocates may think pragmatically about accepting our offer to work together to address the youth issue as well as other issues where we can arrive at a consensus.

This effort will cause further dissention between those anti groups that seek prohibition at any cost and those who are truly concerned about achieving reasonable solutions.

2063393718



Objectives

- ▲ Improved Attitudes Toward Philip Morris
- ▲ Increased Credibility
- ▲ Foundation of Acceptability for all our Actions

Source: PM 2078018689/8800

Improved attitudes toward PM

- 1993: PM's opinion research showed:
 - Highly negative view of company
- 2000: 39% view favorably
 - 18-34 age group rating grew by 26 percentage points
- December 2000: More young adults view PM favorably (45%) than unfavorably (34%)

Of course, now we have the
new tobacco industry

MY PROFILE - NEED HELP? - EXIT

CAMEL SNUS

WARNING:
THIS PRODUCT
MAY CAUSE
GUM DISEASE AND
TOOTH LOSS

WHAT'S SNUS? * HOW TO SNUS * WHERE TO SNUS * SNUS FAQS * TELL US WHAT YOU THINK

to enjoy Snus
where

At a concert
(right in front of Security) ...

On a jet
from Miami to L.A. ...

At a bar, at a club,
even an over-priced
Tapas restaurant.

CAMEL SNUS  PLEASURE FOR WHEREVER

New Marlboro SNUS

★ SPIT-FREE TOBACCO POUCHES ★

Made for smokers.

WHENEVER SMOKING ISN'T AN OPTION,

REACH FOR NEW MARLBORO SNUS.

THE FOILPACK FITS PERFECTLY ALONGSIDE YOUR SMOKES.

THAT MAKES IT EASY TO ENJOY MARLBORO WHEN YOU WANT IT.

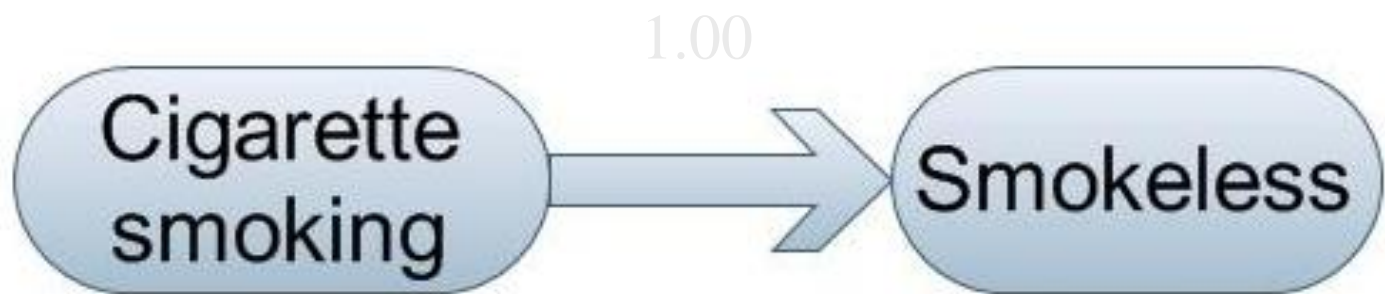


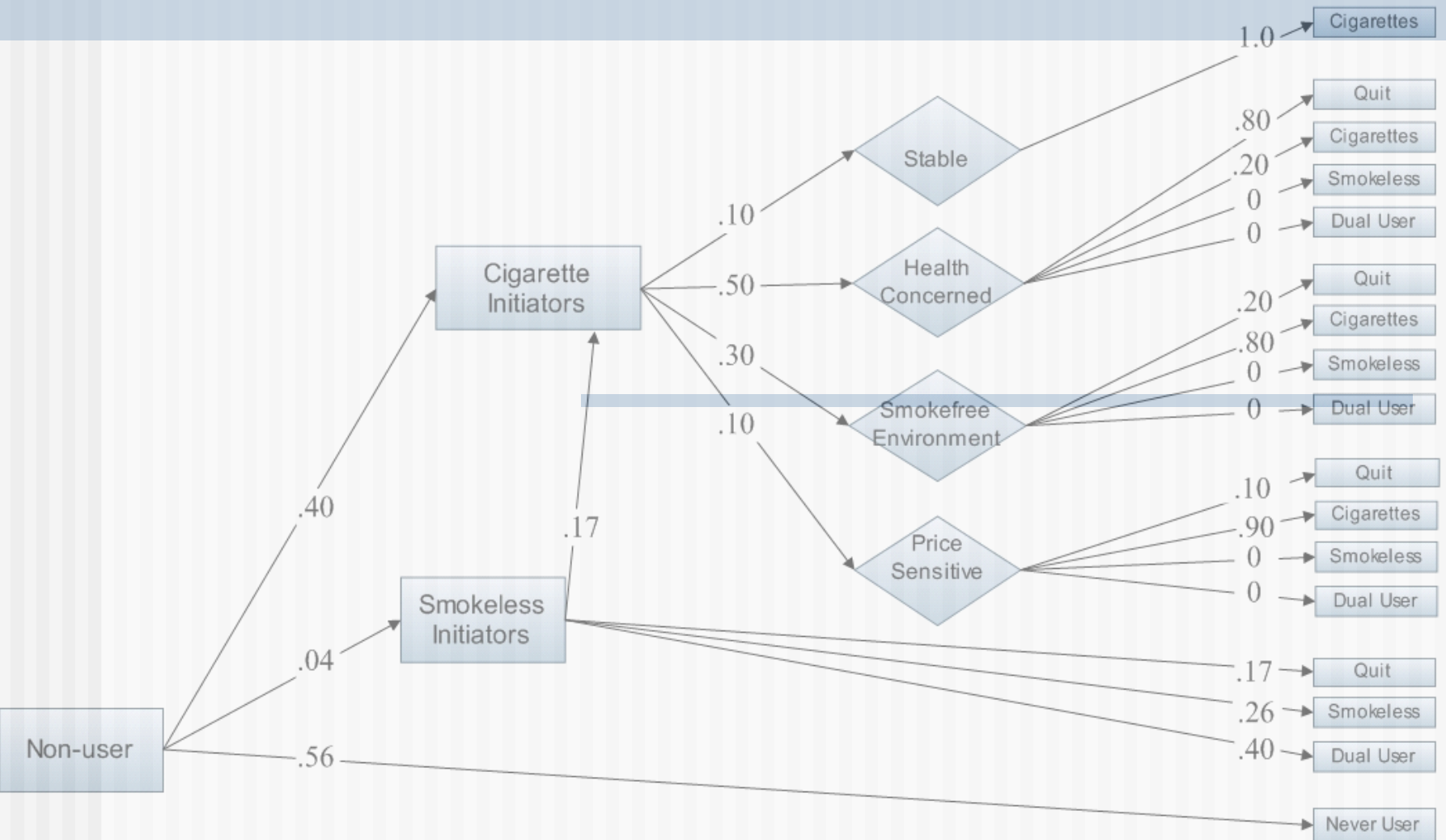
RICH • MILD • PEPPERMINT • SPEARMINT

WARNING:

THIS PRODUCT
MAY CAUSE
MOUTH CANCER

For product information
visit pmusa.com or call 1-800-985-9889.





Dual Use

- US men:
 - Among current every day snuff users, 19% currently smoked
 - Among current some day snuff users, 39% currently smoked¹
- US adolescent boys:
 - 41% using smokeless tobacco (nonsmokers at baseline) were using both smokeless tobacco and cigarettes at follow-up²
- Sweden 9th grade boys
 - 71% of current oral snuff users also smoked cigarettes³

¹Tomar, S. Snuff use and smoking in U.S. Men: Implications for harm reduction. *Am J Prev Med* 2002;23 (3).

²Severson, H, Forrester, K.K., Biglan, A. Use of smokeless tobacco is a risk factor for cigarette smoking. Use of smokeless tobacco is a risk factor for cigarette smoking. *Nicotine Tob Res.* 2007 Dec;9(12):1331-7.

³Galanti M.R., Wickholm, S., Gilljam, H. Between harm and dangers. *European Journal of Public Health* 2001;11:3

Health Cost: Now

Condition	Prevalence
Never User	56%
Quit	20%
Cigarettes	22%
Smokeless	1%
Dual	2%
Total	

Health Cost: Now

Condition	Prevalence	Risk
Never User	56%	0
Quit	20%	5
Cigarettes	22%	100
Smokeless	1%	10
Dual	2%	90
Total		

Health Cost: Now

Condition	Prevalence	Risk	Cost
Never User	56%	0	0.0
Quit	20%	5	0.1
Cigarettes	22%	100	22.0
Smokeless	1%	10	0.1
Dual	2%	90	1.2
Total			24.2

Aggressive Smokeless Promotion

- Increase snus initiation by 10x
 - USST hopes for 3.7
 - Half from cigarettes, half from never users
- Health concerned
 - Increase snus by 10x
 - Half from cigarettes, rest from quitters
 - 25% new snus users become dual
- Smoke-free environment
 - Cut quitting by half
 - 75% new snus users become dual
- Price Sensitive
 - Cut quitting in half (move to snus)
 - Move half cigarette users to snus
 - 25% become dual users
- Happy smokers unaffected

Health Cost: Aggressive

Condition	Prevalence	Risk	Cost
Never User	38%	0	0.0
Quit	19%	5	1.0
Cigarettes	11%	100	11.0
Smokeless	13%	10	1.3
Dual	20%	90	18.0
Total			30.5

Key Results

- Promotion of smokeless tobacco is unlikely to have any population benefits
- Assumptions required for promoting smokeless are unrealistic
- So we cannot assume benefits to the “average” smoker
 - Even though all these scenarios were associated with declines in cigarette only use
- Might actually cause harm

For people who think we
have not made progress

