

The Journal of Medical Activism

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9th World Conference on Tobacco and Health

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In 1967, participants at the First World Conference on Smoking and Health in New York City heard a stirring keynote address delivered by Senator Robert F. Kennedy. The 9th World Conference on Tobacco and Health brings together more than 1,000 scientists, educators, and activists from around the world and marks the fifth appearance by DOC.

Since the Fifth World Conference in Winnipeg in 1983, where DOC founder Alan Blum, MD presented an action plan for involving health professionals, DOC has played a key role in these meetings. In 1990, at the 7th World Conference in Perth, Western Australia, Dr. Blum's opening day plenary address was broadcast nationally in its entirety over Australia's ABC radio network.

Over the years, DOC has presented original research and strategic information on minorities and tobacco, sports sponsorship, the targeting of women, and satirical counter-advertising. In Buenos Aires in 1992, at the 8th World Conference, Dr. Blum's and Eric Solberg's unique analysis of one year of tobacco promotions in a major US city marked the culmination of tobacco sponsored activities in Houston, Texas during 1991.

As a result of presentations made at world conferences,

DOC chapters have been established in 27 countries. In addition, several organizations such as Physicians for a Smoke-Free Canada and Doctors for Tobacco Law in England, have modeled themselves after DOC.

In an effort to increase communication with DOC members and others working on the tobacco issue, this special edition of the *Journal of Medical Activism* highlights some of the presentations and discussions by DOC during the 9th World Conference on Tobacco and Health. These presentations were invited by conference organizers after abstracts had been submitted in January, 1994.

Abstracts from eleven papers were submitted, and all were incorporated into the program as either a workshop or an oral presentation. One original contribution, entitled "Revisionism, magical thinking, and hokey pokey objectives: A critical review of strategies to reduce tobacco use," provides perhaps the first detailed critical analysis of conventional anti-tobacco policy.

The major objective within each of these papers is to encourage individuals and organizations working on the tobacco issue to re-evaluate their own attitudes.

Revisionism, magical thinking, and hokey pokey objectives:

A critical review of strategies to reduce tobacco use

Alan Blum and Eric Solberg

Despite stepped-up efforts aimed at reducing tobacco use in the United States, largely as a result of increased public and private funding made available for such activities, few strategies apart from clean indoor air policies regulating smoking in public places have proved their efficacy when held accountable to their stated objectives. Such strategies include policy initiatives (eg, increases in cigarette taxes, restrictions on tobacco advertising), public service media campaigns, smoking cessation interventions, and school-based anti-smoking programs.

This paper discusses the history and evolution of these and other strategies in order to better understand why such strategies have failed to reduce tobacco consumption in the United States. The paper also provides a critical analysis of the role that government agencies, voluntary health organizations, coalitions, and other agencies have assumed in efforts to curb tobacco use. Finally, this paper provides suggestions for delegating responsibilities within the larger scope of tobacco prevention and control efforts.

A Publication of

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Doctors Ought to Care

Guidelines for policy: Limiting the influence of tobacco advertising and promotion

Alan Blum and Eric Solberg

Research strongly suggests that adolescents are influenced by tobacco advertising. There has been considerable discussion about the need for stronger policies to restrict or eliminate tobacco advertising in the United States and other countries. Indeed, several major health and medical organizations have called for a total ban on tobacco advertising, and have identified such an approach as an essential component of a comprehensive program to reduce tobacco use. At the same time, health policy advocates appear to have underestimated the dynamic nature of the tobacco industry and its ability to circumvent legislation and regulations.

By exploring the circumstances surrounding the development, introduction, implementation, and enforcement of public health policies designed to ban tobacco advertising and promotion, this paper identifies the formal processes and cultural contexts that contribute to public policy outcomes—and responses to those outcomes by the tobacco industry. This paper also provides a comprehensive analysis of factors leading to the enactment of

policy initiatives designed to limit the influence of tobacco advertising, through cross-cultural comparative case studies. Such an analysis will assist the US and other countries to begin to develop proactive policy initiatives.

The Journal of Medical Activism is a publication of Doctors Ought to Care. DOC is a coalition of health professionals and other concerned individuals helping to educate the public, especially young people, about the major preventable causes of poor health and high medical costs. Our focus is the "killer habits" with a particular emphasis on counteracting the promotion of tobacco and alcohol. DOC's professional aim is to tap the highest possible level of commitment and involvement in their communities from physicians, medical students, other health professionals, business leaders and all other citizens. DOC is unique among health organizations in being solely concerned with health promotion, and has pioneered the concept of paid advertising aimed at reducing lethal lifestyles. For more information write to:

Doctors Ought to Care
5510 Greenbriar, Suite 235
Houston, TX 77005
(713) 798-7729

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Eric Solberg
Executive Director, Managing Editor
Erik Vidstrand, MPH
National Coordinator, Assistant Editor

Sick Bedfellows...: Unexpected allies of the tobacco industry

Alan Blum and Eric Solberg

During the late 1970s and early 1980s, the anti-smoking movement recognized a significant shift in the focus of its strategies, led primarily by a small group of activists. The movement began to shift away from people who smoke, nicotine addiction and the adverse health effects of tobacco use, and instead onto the tobacco industry and the way in which tobacco is promoted in society.

During the same period, the tobacco industry was making changes of its own by buying food and beverage companies, and thus creating a new and diversified image. Such changes have sparked a debate among some medical and health organizations struggling to defend their financial ties to such tobacco-owned companies.

In an effort to again shift the focus of tobacco control strategies, the medical activist group DOC has shifted the focus to include the corporate allies of the tobacco industry. Based on the work published by Blum in the tobacco theme issues of the *Medical Journal of Australia* (1983) and the *New York State Journal of Medicine* (1983, 1985), this paper reviews the unexpected corporate alliances of the tobacco industry. Especially troubling are companies that manufacture health-related products while continuing to be active suppliers to cigarette companies. The paper also explores the more than 45 lobbying and public affairs firms representing tobacco and health interests in Washington, and recommends strategies for weakening these links.

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- *Medical Activism*, a guide for counteracting the tobacco industry and its allies;
- discounts on DOC's award-winning educational materials.

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The DOC/Everett Archival Tobacco Collection and International Resource Center

"A museum about when people used to smoke"

Alan Blum and Eric Solberg

The DOC/Everett Archival Tobacco Collection and International Resource Center comprises a vast collection of materials in print, audio, video, and other media documenting the history of tobacco use and the influence of tobacco advertising on society. Former Surgeon General C. Everett Koop, MD has described the Collection as "a national treasure" and has donated his work on tobacco.

The Collection, which now comprises nearly 3,000 cubic feet (a standard archival measurement), is the largest and most comprehensive compilation of its kind, and consists of selected newspapers, magazines, trade journals, annual reports and other documents from major tobacco companies, advertisements, in-store promotional displays, posters and signs, audio cassettes, videotapes, photographs, slides, toys and other artifacts which demonstrate the role

of tobacco in popular culture around the world. Political and legislative activities of the tobacco industry are documented by transcripts of hearings and other government documents, while medical journals, conference proceedings, reports, internal memos, and memoirs provide extensive information on the strategies used by the tobacco industry and its allies in response to the scientific indictment of tobacco by the World Health Organization as the single most preventable cause of death and disease.

This illustrated paper discusses how the Collection is becoming a rich and unique resource for the medical community, government and voluntary health agencies, and scholars and researchers in fields such as history, ethics, law, journalism, sociology, business, psychology, and advertising.

"Artists as Ashtrays"

A history of tobacco industry sponsorship of the arts

Alan Blum

Sponsorship of concerts, art exhibitions, dance troupes, film festivals, and other cultural activities by major corporations grew dramatically in the 1980s. As a result, in the US the tobacco industry has fostered ties to the Lincoln Center for the Performing Arts, the National Gallery of Art, the Museum of Modern Art, the Folger Shakespeare Library, the Joffrey Ballet, and hundreds of other theater troupes, orchestras, operas, art associations, museums, libraries, and historical societies. Arts sponsorship has been so successful in shoring up the image of Philip Morris among the upper classes that the corporation has adopted the slogan, "It takes art to make a company great."

Several musicians, including the Oak Ridge Boys and Peter, Paul, and Mary, have refused to perform in tobacco-sponsored concerts, and a few American artists such as Hans Haacke and Doug Minkler have attempted to warn their colleagues about the growing influence of the tobacco industry in the arts community. One of Minkler's works, "Artists as Ashtrays," produced in association with DOC, parodies Philip Morris' self-congratulatory advertisements in the New York Times by adding the slogan, "It takes art to make complacency great."

Apart from these examples, few significant inroads have been made in challenging the association between the tobacco industry and the arts. This illustrated paper reviews the history of tobacco sponsorship of cultural activities in five countries, as well as the reaction of the health professions, the arts community, and the public at large.

A review of divestment by medical organizations and Academic institutions of shareholdings in tobacco companies

Alan Blum, Dick Daynard, Phil Huang, Brad Krevor, and Eric Solberg

In June 1981, the American Medical Association (AMA) rejected a request by its Resident Physician Section to eliminate several million dollars worth of tobacco stocks from the AMA's retirement fund. Immediate widespread derision of the AMA in the mass media caused the medical organization to reconsider its decision, and the tobacco stocks were sold soon thereafter. Three years later, the AMA began taking a strong stand on anti-tobacco issues and by 1987 was urging all American medical schools to pursue divestment of tobacco stocks from their endowments.

Yet until June 1990, when Harvard University and the City University of New York

divested their tobacco stock holdings, universities had all but ignored this issue. The Tobacco Divestment Project was established in May 1990 to redress this situation.

This paper explains the rationale for tobacco stock divestment and reviews the history of such actions by medical organizations and academic institutions in the US and the UK. The paper also discusses other forms of tobacco industry connections to universities, including research funding, faculty pension fund investments, and the use of university names and facilities for promotional purposes.

Mass media guerrilla warfare:
Tony Schwartz vs. the tobacco industry
Alan Blum

As the recognized leader in the field of Public Health Communications—the use of mass media to reduce death, disease, and disability—Tony Schwartz has created dozens of memorable commercial advertisements designed to end the tobacco pandemic.

This paper presents a retrospective of Schwartz' work to counteract smoking and cigarette advertising, from the first anti-smoking public service announcements developed for the American Cancer Society in 1963 to his more recent, unsettling, paid counter-advertisements in collaboration with DOC that directly attack tobacco companies, executives, cigarette brands, politicians, and other allies of the tobacco industry. The paper also discusses Schwartz' techniques of focusing on a specific objective for a campaign and of creating the maximum impact—quite often controversial—for each advertisement.

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