Shaming Medical Associations into Fighting Smoking

In the 1940s and 1950s, as epidiemologists studied smoking as a leading cause of lung cancer, cigarette companies sponsored public health conferences on the tobacco pandemic. The American Cancer Society (ACS), the American Lung Association (ALA), and the American Heart Association (AHA) convened conferences to present the latest findings on tobacco. In 1954, the ACS sponsored a conference on cigarette smoking and lung cancer, which was attended by hundreds of public health professionals and tobacco company executives. The ACS recommended that tobacco companies promote the importance of early detection of lung cancer and supported public health efforts to reduce smoking.

However, the tobacco companies were reluctant to support public health efforts to reduce smoking. They feared that such efforts could harm their business by reducing the demand for cigarettes. In 1954, the ACS recommended that tobacco companies promote the importance of early detection of lung cancer and supported public health efforts to reduce smoking. The tobacco companies were reluctant to support public health efforts to reduce smoking. They feared that such efforts could harm their business by reducing the demand for cigarettes.

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