ONGOING RELATIONSHIPS BETWEEN THE TOBACCO INDUSTRY AND UNIVERSITIES
An Insidious Obstacle to Tobacco Control
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PROGRESS ON SMOKE-FREE POLICIES, BUT SMOKING PREVALENCE STILL A PROBLEM
Although more than 1,750 colleges and universities in the United States alone have become smoke-free campuses over the past 20 years (including nearly 1,000 that have adopted entirely tobacco-free policies), considerable progress in reducing cigarette, smokeless tobacco, and hookah use among U.S. university students has slowed. Prevalence may be as high as 25%. Globally, reported smoking prevalence among university students ranges from 10% to 60% in Bangladesh. A little-studied subset of reducing tobacco use among university students is the fit to the financial and strategic coordination of tobacco use, such as the tobacco industry and academe. Coordinated strategies will comprise the control of the tobacco industry in academia and require greater awareness to tobacco control research.

PARTICIPATION & CAMPUS JUDGES
Increased attention has been paid by health organizations of the tobacco industry to involve cigarette manufacturers in the regulation, health, and social responsibility of cigarette and smoke markets. From 1989 to 1992, the University of Virginia, the University of North Carolina, the University of Georgia, the University of Alabama, the University of Texas, the University of Mississippi, the University of Kentucky, the University of Kansas, the University of Washington, and dozens of others. At these job fairs, cigarette companies, health organizations, and academic institutions developed a system for assessing job candidates. This system has helped to identify the tobacco industry in academia and require greater awareness to tobacco control research.

RESEARCH GRANTS

INVESTMENT IN TOBACCO STOCKS

IN 1996, the author, along with faculty members, students, and investment managers from many U.S. colleges and universities, attended a meeting on ethical investing. They discussed the ethics of public ownership of the tobacco industry. The 1996 investment memo was produced using the manufacturer of nuclear weapons or with to avoid doing business with companies that sold tobacco stocks because of the health risk caused by tobacco products. The University of Michigan, with its world-famous reputation for the treatment of cancer at its MD Anderson Cancer Center, invested almost $50 million in tobacco stocks in 1991. A single state, allowed by OCO, succeeded in persuading most of the holders of Liggett to sell tobacco stocks, but the chairman broke a 4-to-6 vote to retain the investment. As a consolation, the board passed a resolution banning smoking on the entire campus.

IN 1990, OCOME member Philip Huang, MD, MPH, led a successful effort to convince Harvard University to eliminate $50 million in tobacco stocks from its endowment fund. Harvard then increased its investment in public health and community health. Philip Huang created a campus radio advertisement that pointed out that Harvard had invested in the tobacco industry and expressed his university's hypocrisy of investing in tobacco companies while receiving $54 million in research grants from the National Cancer Institute.

NAMING OPPORTUNITIES
Several universities in the US have scholarships, professorships, hospitals, and even medical schools that have been endowed or named in the tobacco industry's honor (for example, the University of Virginia, UMBC, University of Alabama, University of California). There are also the Tobacco Research Institute at the University of California and the Tobacco Research Institute at the University of Georgia. In addition, the University of Alabama is a member of the National Association of Tobacco Distributors. In 2014, the university's board voted not to list tobacco stocks. Virginia Commonwealth University has a Philip Morris endowed Chair in International Business. Syracuse University has an endowed chair in business and government policy named for a past president of United States Tobacco Company, which populated tobacco stocks. In the UK, Cambridge University has an endowed chair named for a former chairman of the board of BAT.