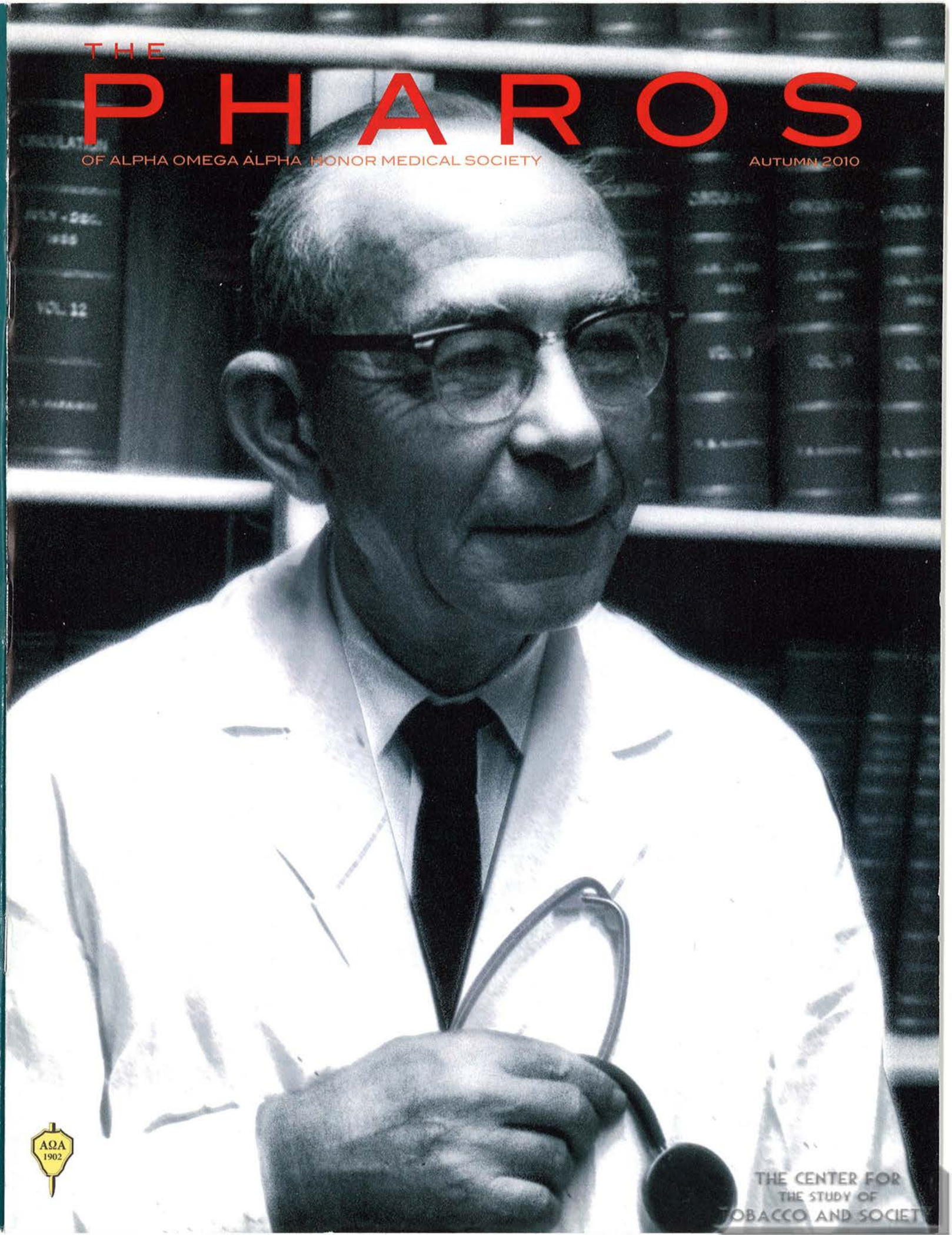


THE

# PHAROS

OF ALPHA OMEGA ALPHA HONOR MEDICAL SOCIETY

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THE CENTER FOR  
THE STUDY OF  
TOBACCO AND SOCIETY

OxyRomandie, with help from ASH UK and ASH Scotland (ATP is based in the UK), having survived a tobacco company's attempt to throttle it in the Swiss courts, had finally won through.

However, the file is still not entirely closed. In France, the health advocacy group Comité National Contre le Tabagisme (CNCT) has launched legal proceedings against the broadcasters involved in televising the tobacco promoting tennis games, Eurosport, and Canal+ and the sponsors of the tournament, which have still to be resolved.

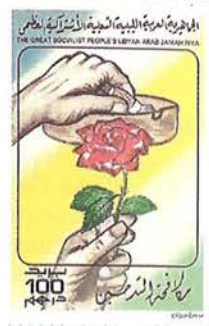
**INDIA: INDUSTRY'S LONG LOVE AFFAIR WITH PACKS**

An anecdote from India comes as a timely reminder to anyone who may question whether the plain packs law announced by Australia, and aspired to by other leading tobacco control countries, is likely to be effective. In 1996 the distinguished epidemiologist and tobacco control advocate Dr Prakash Gupta attended a workshop called, 'Should Cigarette Advertising be Banned?' organised by the Indian chapter of International Advertising Association, held at the World Trade Centre building in Mumbai.

Dr Gupta and the late Dr Sharad Vaidya of Goa were the main tobacco control experts invited to speak, with most of the other participants apparently being cigarette company executives, advertising agency staff and industry lawyers. After the two health representatives had spoken, the meeting reportedly became extremely heated. In the ensuing m  le, one pro-industry executive took hold of the microphone and shouted that the health side could ban advertising as much as they liked, but as long the industry had the pack, it did not matter, as "...that is our main advertisement!"

**USA: AMA BACKS COMMEMORATIVE STAMP**

In June, the American Medical Association (AMA) backed a proposal to encourage United States postal authorities to issue a special postage stamp in 2014 to commemorate the 50th anniversary of the first report on smoking of the US Surgeon General. Together with the first smoking report of the Royal College of Physicians of London, published in 1962, the 1964



USA: some of the anti-smoking postage stamps form the collection of Dr Alan Blum. It is hoped that the United States will produce a new one in 2014 to mark the 50th anniversary of the US Surgeon General's first report on smoking.

Surgeon General's report and its successive annual reports thereafter represent much of the scientific foundation on which subsequent national and international tobacco control activity has been built.

The AMA is now preparing a letter, with endorsements by national medical speciality societies, state medical associations and other appropriate health organisations, to send to the Citizens' Stamp Advisory Committee. The AMA heard that 22 state chapters of the AMA and 17 speciality medical societies had already supported the resolution, indicating the weight of medical opinion behind the idea.

Meanwhile, in recent months an exhibition of anti-smoking stamps from around the world, gathered over many years by Dr Alan Blum of Alabama, has been on view at the Lister Hill Library/Alabama Museum of Health Sciences, together with an exhibition on Dr Luther Terry, the Surgeon General who released the landmark report in 1964. In October, the exhibitions are due to be expanded and hosted at the Roswell Park Cancer Center in Buffalo, in New York state.

**INDONESIA: POLICE BOX ADS**



Indonesia: this police box in Indonesia is just one of many topped by cigarette advertisements. Tobacco companies pay for the signs, some of which are electronic and feature traffic warning devices. Photo: Mary Assunta.

**UK: DIRECT MARKETING**



UK: with few possibilities remaining for the legal promotion of cigarettes, manufacturers are increasingly turning to direct sales using attractive young staff to approach customers in bars and other hospitality venues.

Tobacco Control 2010;19:351-354. doi:10.1136/tc.2010.039784