



National Conference on Tobacco^{or} Health

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MEDI-231. Tobacco Industry Sponsorship of the Arts: How Best to Break the Link?

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Learning Objectives: Identify five major ongoing examples of tobacco industry sponsorship of the arts in the US. List three ways in which sponsorship of the arts furthers the tobacco industry's business objectives. Compare the strategies utilized by Artpatch, Essential Action, and DOC to counter tobacco sponsorships.

Abstract: Audience: All members of community-wide tobacco control coalitions; project directors; media specialists will benefit from techniques to monitor subtle tobacco industry promotions and to undo tobacco-arts alliances.

Key Points: 1) Tobacco sponsorship of the arts represents a well-entrenched public relations and social responsibility gambit that poses a formidable challenge to tobacco control advocates. Corporate sponsorship of art exhibitions, dance troupes, film festivals, opera, and music concerts was pioneered by Philip Morris in the 1950s, to offset the increasingly negative news about smoking. The tactic has enhanced the image of Philip Morris among opinion-leaders in business, politics, and the arts in the U.S. and abroad. 2) Several ongoing initiatives seek to address tobacco sponsorship of the arts. Artpatch, a collaboration between the Cornish School of Design and Public Health Seattle, is raising public awareness about the paucity of sustainable funding for the arts and challenging efforts by tobacco companies to take advantage of the arts to market their products. 3) And an international advocacy campaign organized by Essential Action, Reality Check, and the Thai Health Promotion Institute has renewed public controversy around the Philip Morris-founded and sponsored ASEAN Art Awards.

Educational Experience: The panel will consist of three presentations, including an illustrated overview of a 20-year ethnographic project to attend, photodocument, and track more than 350 such sponsorships in the U.S., and two case studies of counter strategies.

Benefits: Enhanced knowledge of one of the most sophisticated tobacco industry strategies can be applied to community-based and statewide tobacco control coalition planning.

Related Web Pages:

www.artpatch.org

www.essentialaction.org/tobacco/event/asean04/