

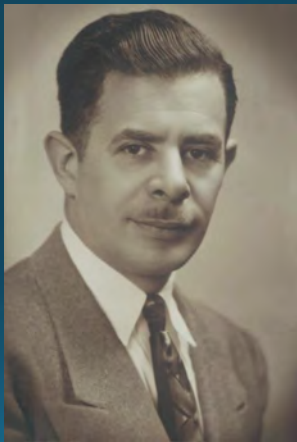
THE CENTER FOR
THE STUDY OF
TOBACCO AND SOCIETY

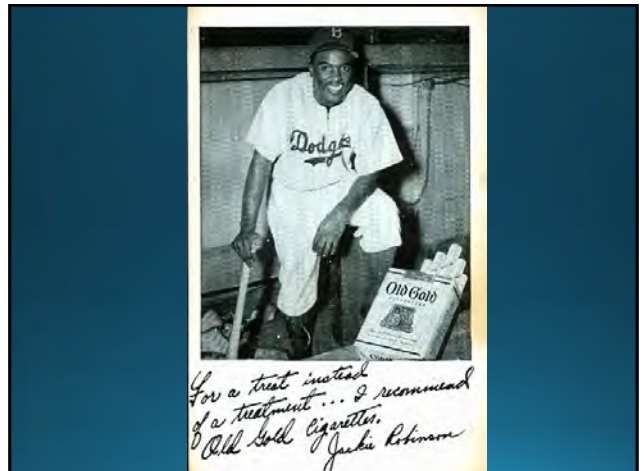
***The ABC'S of Smoking
and E-Cigarettes***

***What we need to know and do about
the number one addiction on campus***

ALAN BLUM, MD

American College Health Association May 29, 2019





According to repeated nationwide surveys:

More Doctors Smoke **CAMELS** than any other cigarette!

There is no other brand of cigarettes so widely smoked by doctors as Camels. In fact, the brand named "Camel" is the brand named "Camel" by the doctors. The brand named "Camel" is the brand named "Camel" by the doctors. The brand named "Camel" is the brand named "Camel" by the doctors.

THE DOCTORS' CHOICE IS AMERICA'S CHOICE!

For 30 days, test Camels in your "Zone" (3 for Peace, 3 for Taste)



Camel invites you

TO ENJOY THE INTERESTING FEATURES
OF THE CAMEL CIGARETTE EXHIBIT AT THE
A.M.A. CONVENTION - JUNE 8 TO 12



- See for the first time the scientific explanation of nicotine absorption from cigarette smoke in the human respiratory tract.
- See the giant photographs of Camel laboratory research experiments in the burning rate and nicotine production in the smoke of the 100 mg. soft-leaf brand of cigarettes.
- See to the extent of the scientific investigation with the Camel Cigarette "Flow Test" and "Tobacco Analysis" which is a step in developing Camel Cigarettes.
- The study of developing CAMEL cigarettes has shown that the 100 mg. soft-leaf brand is the most balanced in nicotine content of any of the major brands.

In the same way, CAMEL brand shows that any of the 100 mg. soft-leaf brand is the most balanced in nicotine content of any of the major brands.

Camel

THE CIGARETTE OF COSTLY TOBACCO

HOSPITAL NUMBER

THE JOURNAL

American Medical Association

NOTICE

Not one single case of throat irritation due to smoking Camels!

130,000 definitions!

See also LAURENCE advertisement on pages 2, 3, 4 and 5



SMOKING and HEALTH

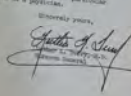
REPORT OF THE ADVISORY COMMITTEE
TO THE SURGEON GENERAL
OF THE PUBLIC HEALTH SERVICE

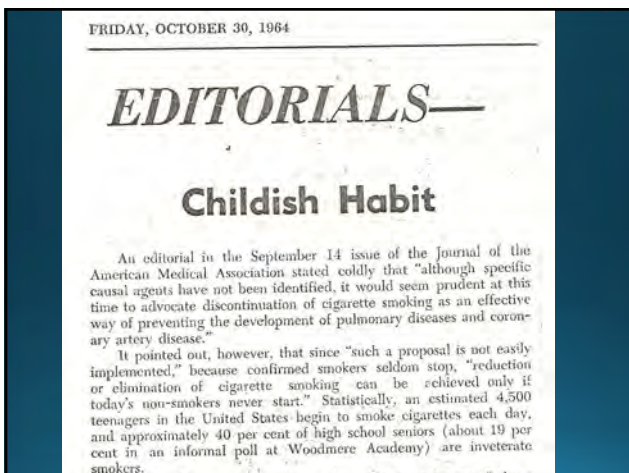
U.S. DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE
Public Health Service

January 27, 1964

Dear Doctor:

I am pleased to send you the enclosed report of the Advisory Committee on Smoking and Health. The committee's work, I hope, is of particular interest to you as a practitioner.

Sincerely yours,

 Charles F. Stinebaugh
 Director, Division of Lung Diseases





SHIFTING THE FOCUS

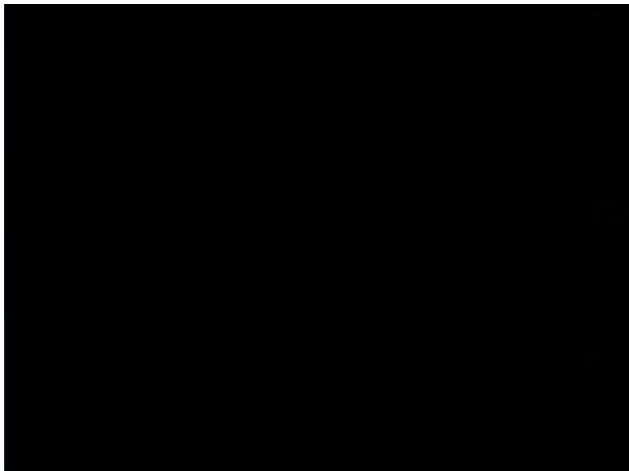
Substance → Product

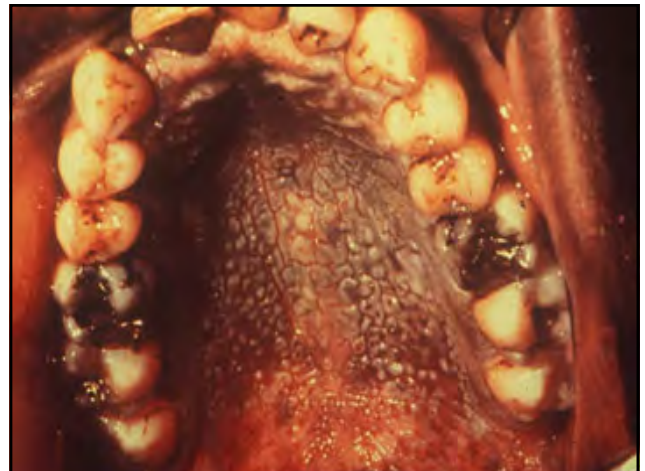
Effects → Promotion

User → Pusher



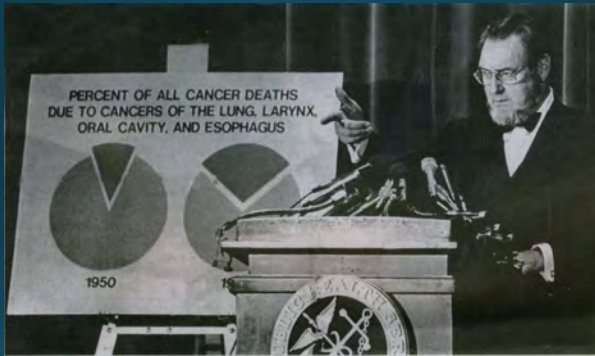












DEATHS FROM CIGARETTE SMOKING IN U.S. SINCE 1964

20,000,000

U.S. ANNUAL DEATH TOLL

Motor vehicles:	40,100
Opioids:	47,600
Alcohol:	88,000
Cigarettes:	480,300

"TOBACCO CONTROL"

- Increase taxes
- Raise purchasing age
- Ban indoor smoking
- Ban ads
- Anti-smoking ads
- Quitlines
- Lawsuits
- FDA regulation

6A FRIDAY, FEBRUARY 16, 2007 | THE TUSCALOOSA NEWS

NATION

States pinched from loss of smokers

By Martiga Lohm
The Associated Press

BLOOMINGTON, Minn. | Roland Henkel quit smoking in September and has been doing the math ever since. A week added to his life. More than 2,100 Marlboro Lights he hasn't smoked. And more than \$400 he didn't spend on cigarettes.

"It does add up," said Henkel, 50. "You don't think about it when you're smoking so much."

The state of Minnesota has been doing the math, too, and isn't quite as delighted.

Because of quitters like Henkel, Minnesota's tobacco tax revenue is expected to go into a gradual slide later this year — a drop that may grow steeper with the expected passage of a statewide smoking ban.

Across the country, states are putting their treasuries under pressure by adopting smoking restrictions as well as higher cigarette taxes, which appear to be discouraging people from lighting up, as many health activists had hoped would happen.

State Sen. David Brunori, a Democrat who opposes a statewide smoking ban, said he worries about the lost tax dollars.

"The taxes on smoking are

The current state of cigarette taxes

Taxes on cigarettes vary greatly from state to state. Smokers in New Jersey pay more than \$2 compared to just 7 cents in South Carolina.

Per-pack tax by state, as of Dec. 31, 2006

According to the American Lung Association.

Also, all but a few states have jacked up their cigarette taxes in recent years. In many cases, lawmakers did so with a combination of motives to raise revenue at least in the short term, and to discourage smoking by making the habit more expensive.

Minnesota slapped an extra 75-cent charge on a pack of cigarettes because of budget problems two years ago. The state expects to collect about \$45 million from smokers this year but is projecting a drop of about 1 percent a year, or \$4 million to \$5 million — and that is due not even take into account the potential effect of a statewide smoking ban.

California banned smoking in bars and restaurants in 1999 and raised its cigarette tax to 50 cents a pack in 1999. Tobacco tax revenue, however, then started to decline. It has leveled off at about \$1 billion a year in the past few years, thanks to crackdown on counterfeit tax stamps, said Anita Gere, spokeswoman for California Board of Equalization.

Henkel, a security company supervisor, kicked the smoking habit after 25 years out of con-

Cigarette taxes are now "a lousy way to fund your government. The government is not letting you smoke anywhere."

David Brunori, teaches courses on tax policy at George Washington University.

to a study backed by the tobacco industry. States such as New

lousy way to fund your govern-

ment," said David Brunori, who

Survey: Medical schools fail to teach smoking cessation

By CHRISTINE B. NEEDHAM
Health and Fitness News Service

The war against smoking may have caught fire in public debate over the past 10 years in the United States but it hasn't yet reached the medical schools that train doctors.

A new survey of all 126 U.S. medical schools finds there is a decided lack of adequate smoking cessation training and instruction for medical students. Based on their findings, the survey's authors are urging the development and implementation

tent of their curriculum on both basic tobacco education and intervention skills for dealing with patients with tobacco dependence. The survey included 12 tobacco content areas recommended by the National Cancer Institute and Agency for Health Care Policy and Research.

Surveys were returned by almost all of the associate deans — 122 or 98.6 percent.

Some feedback:

- Only 4.4 percent of the schools included the recommended topics in their third and fourth years of medical schools.
- No clinical training in smoking cessation techniques were required at 69.2 percent of the schools who replied.
- Only 23.5 percent offered additional training in smoking cessation in elective courses.

The survey appeared in a special issue of *The Journal of the American Medical Association* dealing with medical education.

SMOKING CESSATION

- 37.8 million smoke
- 77% want to stop
- 40% try each year
- 5% succeed

PATIENTS WHO SMOKE

- No advice from MD: 50%
- Tobacco-related deaths: 50%

SMOKING'S MYTHS

- Relieves stress
- Keeps weight down
- Low-tar, filters, are safer

THE PRODUCT

- Filter
- Low tar
- Lights
- Menthol

MEDICAL APPROACH

- “How much do you smoke?”
- “How long have you smoked?”

CONSUMERIST APPROACH

- “What brand do you buy?”
- “How much do you spend?”

METHODS FOR STOPPING

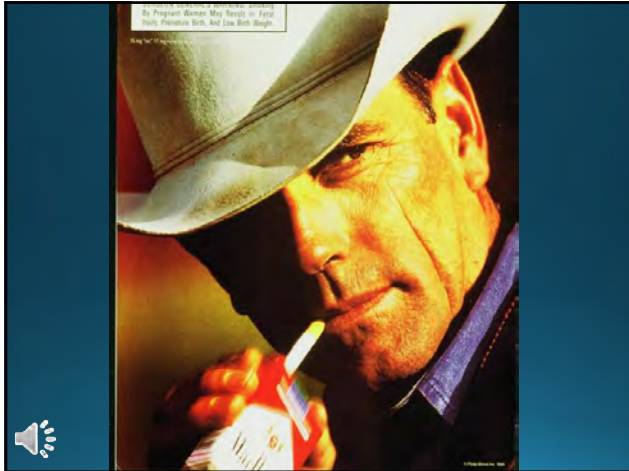
- Cold turkey
- Medication
- Classes, counseling, quitlines
- Hypnosis, herbs, acupuncture

ADJUNCTIVE THERAPY

- Gum (Nicorette)
- Patch (Nicoderm)
- Varenicline (Chantix)
- Bupropion (Zyban)
- E-cigarettes

TOP CAUSES OF DEATH

1. Heart disease
2. Cancer
3. Stroke
4. COPD
5. Accidents
6. Diabetes



LOW BIRTHWEIGHT

- Smoking mothers: 12.40%
- Non-smoking mothers: 7.66%

SMOKING IN PREGNANCY

- Low birthweight
- Preterm labor
- Spontaneous abortion
- Abruptio placenta
- Placenta praevia
- Premature rupture of membranes

EFFECTS IN CHILDREN

- SIDS
- Asthma
- Bronchitis, pneumonia
- Otitis media
- School performance

The Health Consequences of Involuntary Exposure to Tobacco Smoke

A Report of the Surgeon General

Executive Summary



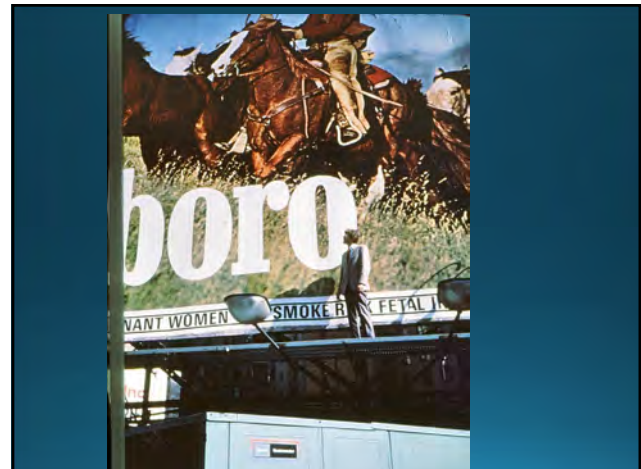
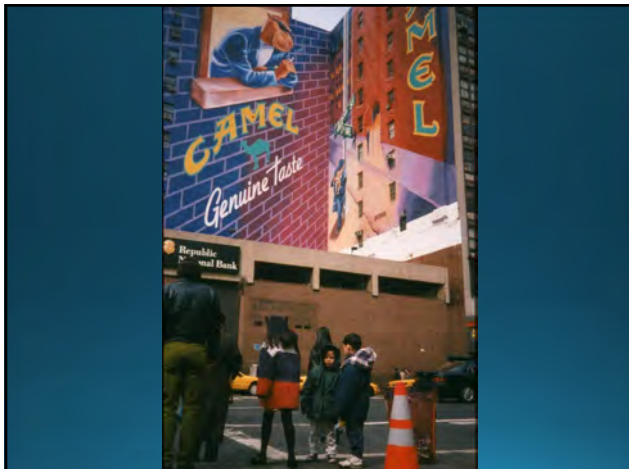
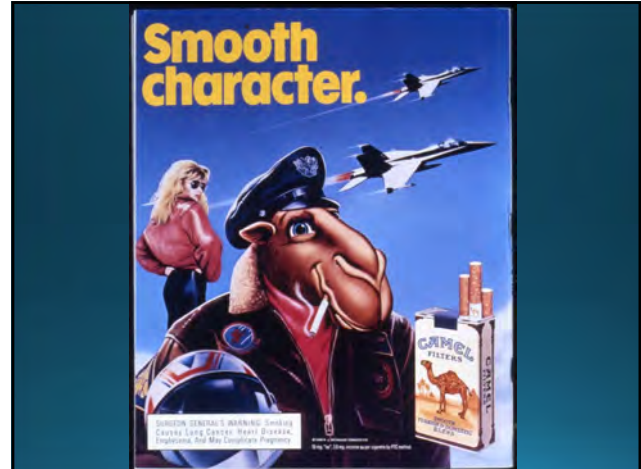
Department of Health and Human Services

SECONDHAND SMOKE

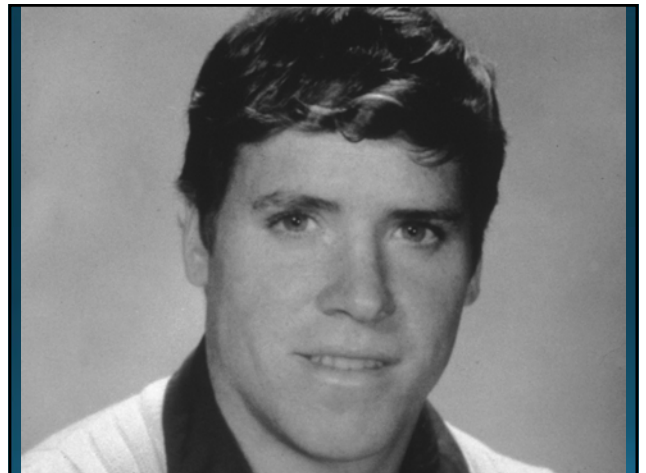
- Lung cancer: 3,000 deaths/year
- Heart disease: 40,000 deaths/year
- Asthma: 2 million ER visits/year

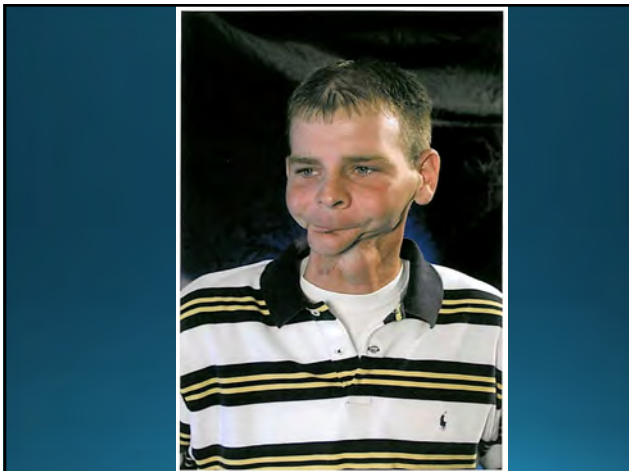
INFLUENCES

- Peers
- Parents
- Propaganda













Health

Smoking makes the campus scene

Study focuses on parties backed by tobacco industry

By Liz Scabo
USA TODAY

College life has long provided young people with a smorgasbord of late-night diversions. But now students have been flocking to bars, stadiums and campus parties for a new kind of social event: tobacco-industry-sponsored parties, complete with complimentary cigarettes. A new study suggests these parties are a powerful marketing tool that encourages some to start smoking.

Nearly one in 10 college students have gone to an industry-sponsored party, according to an article in the January edition of the *American Journal of Public Health*. Students at all but one of 119 colleges surveyed have attended tobacco parties. At some schools, 27% of students have attended tobacco parties, which often include live music and freebies such as T-shirts.

Students who did not smoke before college were almost twice as likely to start if they attended an industry-backed party that included free cigarettes, the article said. The article was based on prob-

According to the study, researchers note that college students are the youngest legal target for tobacco marketing.

Tobacco companies agreed not to market to anyone under 18 as part of the 1998 Master Settlement Agreement with 46 state attorneys general. Tobacco companies have since shifted their marketing efforts toward brand-centered social events, Kagan says.

"The tobacco industry is still clearly marketing to young adults as replacement smokers to replace the ones who die," Kagan says.

David Townsend, a spokesman for R.J. Reynolds Tobacco, says the company does not hold any promotional events on college campuses. The company does give away cigarettes at events at bars and nightclubs — which may be located near colleges — but only to smokers who can prove they are 21 or older.

Consumers also must sign an agreement certifying that they are interested in the promotion.

"Brand-sponsored events are a very effective and responsible way for us to communicate with adult smokers," Howard says.

Dana Broder, a spokesman for Philip Morris USA, says the company does not give out free cigarettes, and its events are open only to those with invitations who are over 21.

The American College Health As-

BY JEFF L. CARP/STOCK PHOTO

Buzzy days: At some schools, 27% of kids have attended tobacco parties.

ties directly led people to smoke; the authors say there might be a strong link.

Tobacco-sponsored events aim to link smoking with alcohol, music and socializing, Kagan says. Kagan

WINNIE
VC replaces the cosmetics
editor. BY HELEN HOSKINS

NEWS
A time to get confused for
it. BY FRANK M. BLUMENFELD

1 MORE CITY
Openh Winfrey leads a still
parade. BY JACOB BERKOWITZ

2 MORE CITIES
A Brooklyn novelist, on (and
in) Brooklyn. BY HEAVY BELLAR

DICTION | BEAUTY | NIGHTLIFE

ThursdayStyles

The New York Times

THURSDAY, AUGUST 8, 2013

Smoking Is Back, Without the Stigma

-cigarettes have ushered in a generation of smokers who needn't cower in doorways.

By STEVEN KURUTZ

Maybe it was the thumping music, the alcohol or the beating sun, or some hallucinatory combination, but for a moment in early July, it appeared as if a waterfront park in Williamsburg, Brooklyn, had turned into a smoker's paradise.

Rhino-topped women and sweaty guys in muscle tees were puffing away as they stood at a techno party hosted by Verbo, a raving nightclub. The surgeon general might have had a stroke.

One of the revelers, Howard Wang, 28,

an information technology consultant from New Jersey, took a deep drag in apparent disregard for the law and decades of anti-smoking campaigns. But on closer inspection, he wasn't puffing a Marlboro but a Bedford Slim, a brand of electronic cigarette marketed to the skinny-jean set.

"It's the future," said Mr. Wang, who does not classify himself as a smoker. "It's like when you watch 'Tron' and they're smoking something like this."

Ten years after Mayor Michael R. Bloomberg banned smoking in public places, he is returning to the city's bars, restaurants and workplaces, thanks to the growing popularity of e-cigarettes.

They can be spotted wherever tradition-

Continued on page B7

MICHAEL DREYER FOR THE NEW YORK TIMES

Michela Dreyer with a Bedford Slim e-cigarette.

Bloomberg Businessweek

E-Cigs

They're new. They're blue. But will they still kill you?

THE JOURNAL OF
FAMILY PRACTICE

Vol. 67 • No. 8 • August 2010

E-cigarettes

• How "safe" are they? *David J. Reardon*

• Who's using them and why? *David J. Reardon*

• Beyond the built-in nicotine: Lysine disease *David J. Reardon*

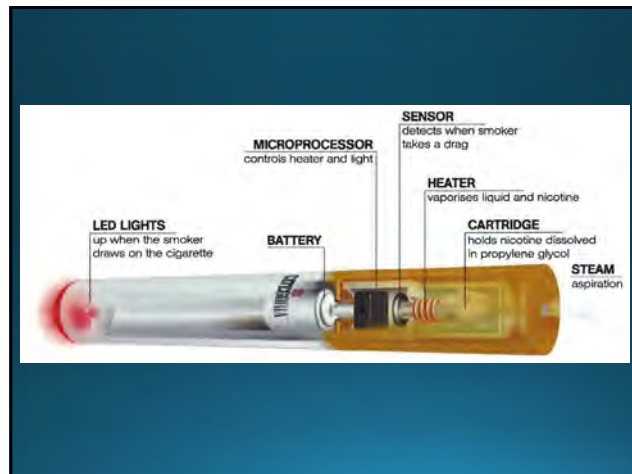
• How do they work? *David J. Reardon*

• Most effective topical Tx for scalp psoriasis? *David J. Reardon*

• Multiple plaques on mandible • Dx? *David J. Reardon*

• Case report: 3-day office, overnight, and self-cure in a teenager • *David J. Reardon*

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THE WALL STREET JOURNAL

Friday, April 26, 2010

CORPORATE NEWS

Penney Gets Shot In the Arm From Soros

Big Tobacco Embraces E-Cigs

Altria, Maker of Marlboro, to Roll Out a Version of Electronic Smokes, Which Are Gaining Traction

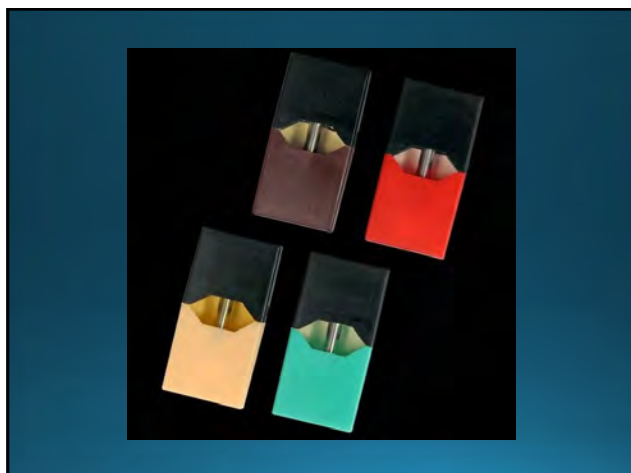
Cigarette Consumption

U.S. retail cigarette sales volume

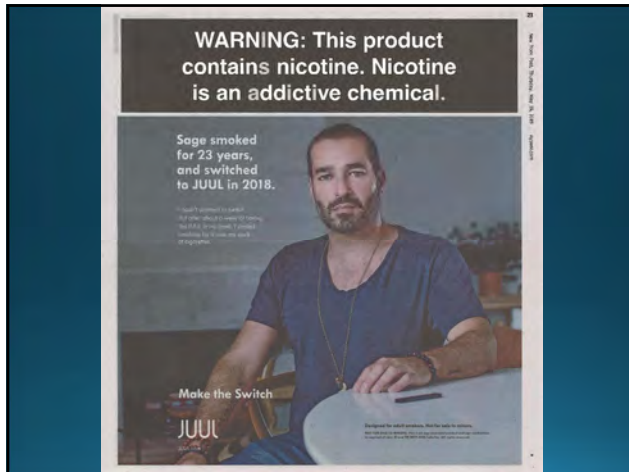
2002 2003 2004 2005 2006 2007 2008 2009 2010

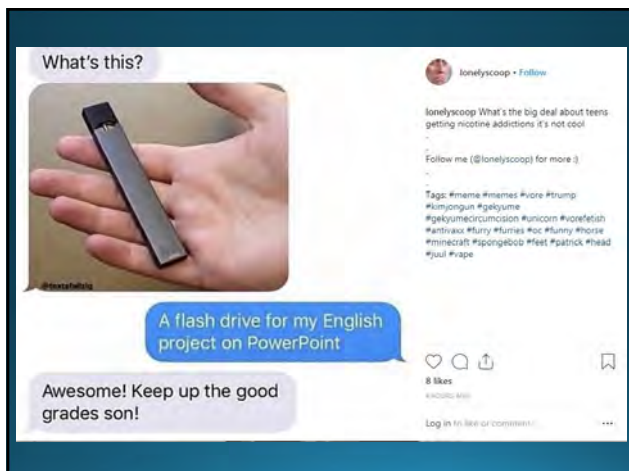
The CDC estimates that 21% of adult smokers used e-cigarettes in 2010.

Altria, maker of Marlboro, is rolling out a version of electronic cigarettes, which are gaining traction. The company's e-cigarettes are now available in retail stores nationwide.









THE WALL STREET JOURNAL.

Vaping by Youth Jumps in 2018

BY BETSY MCKAY AND JENNIFER MALONEY

Teenage use of e-cigarettes has soared this year, according to new research conducted in 2018 that suggests fast-changing youth habits will pose a challenge for public-health officials, schools and parents.

U.S. Food and Drug Commissioner Scott Gottlieb said last week that teen use "has reached an epidemic proportion." He announced new measures to curb teen vaping and warned he is considering banning flavored products.

Heroin and cocaine overdose deaths by drug type

IT'S TIME TO RAISE THE LEGAL AGE TO PURCHASE TOBACCO PRODUCTS, INCLUDING VAPOR, FROM 18 TO 21.

BECAUSE WHEN YOUTH NEVER START SMOKING AND VAPING, THEY NEVER HAVE TO STOP.

About 80% of all high school students have 18 before graduating. And in most states, they can then legally purchase tobacco and vapor products. Some illegally, even with or sell these products to underage students.

This "social norming" accounts for nearly 80% of youth access to vapor products.

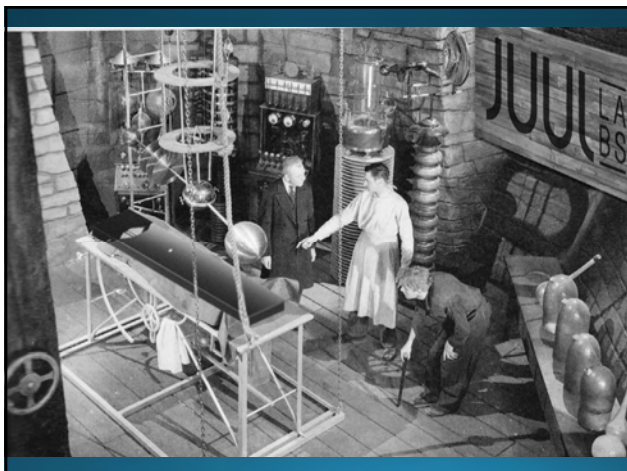
Raising the legal age of purchase to 21+ reduces this social norming and can allow states plans to enforce vaping.

JULU Labs supports the states that have gone to 21+ and supports making it the standard nationwide.

FOR ADULT SMOKERS ONLY

JULU

JULU.com/21



It's taken us twenty years, but a smoke-free future looks like it's becoming a smoke-free reality.

It's time to raise the legal age to purchase tobacco products, including vapor, from 18 to 21. Because when youth never start smoking and vaping, they never have to stop. About 80% of all high school students have 18 before graduating. And in most states, they can then legally purchase tobacco and vapor products. Some illegally, even with or sell these products to underage students. This "social norming" accounts for nearly 80% of youth access to vapor products. Raising the legal age of purchase to 21+ reduces this social norming and can allow states plans to enforce vaping. JULU Labs supports the states that have gone to 21+ and supports making it the standard nationwide.

FOR ADULT SMOKERS ONLY

JULU

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THE CENTER FOR
THE STUDY OF
TOBACCO AND SOCIETY

csts.ua.edu

ALAN BLUM, M.D.

ablum@ua.edu