

2022 National Conference on Tobacco or Health

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Primary Presenter

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Biography Since founding the first physicians' anti-smoking activist organization Doctors Ought to Care (DOC) in 1977, Dr. Blum has given over 2000 invited presentations on tobacco and has published over 100 peer-reviewed articles. As editor of the Medical Journal of Australia and the New York State Journal of Medicine, he produced the first theme issues on the world tobacco pandemic at any journal. In 1988 he received the Surgeon General's Medallion from Dr. C. Everett Koop, who wrote, "Dr. Blum has done more against smoking than anyone." In 2006 Amherst College awarded him an honorary Doctor of Science for his career-long effort to combat the tobacco industry. Since 1998, he has served as Professor of Family Medicine and Director of the Center for the Study of Tobacco and Society (csts.ua.edu), the most comprehensive archive of original documents and ephemera of the tobacco industry and the anti-smoking movement throughout the past century.

Have you ever been employed by or received any funding from the tobacco industry (including manufacturers of tobacco products, the Tobacco Institute, law firms, or other interests representing tobacco companies to conduct research or provide consultation), the pharmaceutical industry (including producers of smoking cessation products), or another for-profit healthcare company that sells products or conducts research relevant to tobacco control policies (including e-cigarette manufacturers or marketing companies)?: I have not received any funding from these entities.

Please provide additional detail explaining the funding received and your relationship with the entity. If your abstract is accepted, you will be required to complete and sign a disclosure of conflicts of interest form providing this detail and more of these relationships.:

Session Information

Poster Session:

Panel Presentation (75 minutes): Yes

Individual Presentation (20 minutes):

Session Title: Exhibitions as public health interventions: Best of the Center for the Study of Tobacco and Society
Session Abstract: please provide a brief (500 words or less) description of this proposed session. Please note that if your abstract is accepted this description may be published in meeting materials as is, or may be edited for clarity or brevity.: Can exhibitions of artifacts from the tobacco industry, its allies, and its critics act as a public health intervention? Founded in 1998, the University of Alabama Center for the Study of Tobacco and Society (CSTS) has pioneered in the creation of exhibitions about the tobacco industry, cigarette marketing, and anti-smoking activism over the past century. This illustrated presentation is a director's cut of ironic items from among tens of thousands in the Center's collection CSTS's 20 online or museum-based exhibitions have been drawn from its founder's vast collection, amassed over 50 years, of advertisements and promotional ephemera;

tobacco industry shareholder reports and internal documents; tobacco trade journals; print and broadcast news and editorial coverage; photographs; and artifacts. They bear witness to one of history's most ghastly corporate misdeeds: cigarette smoking now takes the lives of 480,000 people annually in the United States. Institutions that document, investigate, and present public health artifacts complement disease prevention efforts by providing historical evidence that educate and stimulate discussion. CSTS is a public health research center, archive, and museum. As an archive, CSTS collects, catalogues, and preserves tobacco-related materials. As a museum, CSTS exhibits collections physically and virtually. As a research center, CSTS produces original medical journal articles, op-ed columns, historical videos, and presentations and research posters for scientific conferences. Public health scholar Lise Saffran argues that public health humanities (the sustained engagement with art, literature, history, and the performing arts to promote self-reflection and ethical public health practices) can enhance both the effectiveness of public health professionals and the education of the general population by going "beyond pale statistical abstractions to create narratives that illustrate the data and move us to action." CSTS does just that, using as evidence curated exhibitions of original artifacts and multimedia materials instead of tables and graphs to tell stories about the public health catastrophe and cultural pathology that "Big Tobacco" has wrought. Archives like CSTS that have preserved public health evidence can have an impact in tearing the curtain off Big Tobacco's history of profiteering and political influence. CSTS works to hold the tobacco industry and its enablers accountable. Each item in the collection has a story, many of them ironic. Examples that will be discussed in this presentation include the following: - Photograph of the Parliament cigarette booth at the 1952 American Medical Association convention; - Pack of KENT cigarettes with the Micronite filter made of asbestos; - KENT gift box to doctors at the 1960 California Medical Association meeting; - Carlton cigarettes advertisement in a 1983 medical journal; - Pair of Camel boxer shorts purchased at a Malaysia flea market; - New York Times advertisement in a tobacco industry magazine ("Lifestyles are made, not born") seeking more cigarette ads; - Letter to physicians from Philip Morris touting its Quit Assist smoking cessation booklet; - Mayo Clinic cigarette case; - MD Anderson Cancer Institute ashtray; - Toy candy cigarette-dispensing machine; - First lecture at a medical school on the dangers of smoking (1804); - 1915 Camel ad salesman's book with the same ad in 100 different languages.

Supporting session documentation (OPTIONAL): If you have additional documentation that you believe is critical for reviewers to have in order to evaluate your submission (i.e. journal article, poster design), you may choose to upload that document here. (Word, PDF, .jpeg, or Excel files may be uploaded.: 305023-2-80782-4866bdc8-4b09-4adf-b53c-3a5155596cd8.docx

Learning Objective #1: As a result of attending this presentation, participants will be able to cite three ways that historical exhibitions on the tobacco industry, cigarette marketing, and anti-smoking activism complement tobacco control policy initiatives.

Learning Objective #2: Participants will be able to list three examples of tobacco companies' historic involvement with medical associations and hospitals.

Learning Objective #3: Participants will be able to cite three examples of ironic popular culture tobacco ephemera originally targeted to children.