

2022 National Conference on Tobacco or Health

Paper Number: 687
Date Submitted: 10/24/2021
Status: Submitted

Primary Presenter

Registrant ID: 7093614
First Name: Alan
Last Name: Blum
Credentials/Degrees: MD, DSc [Hon]
Organization: University of Alabama School of Medicine
Title: Professor, Family Medicine; Director, Center for the Study of Tobacco and Society
Address1: 26 Pinehurst Dr
Address2:
City: Tuscaloosa
State: AL
Zip Code: 35401
Country: United States
Phone: 2057999478
Fax: 2053482889
E-mail: ablum@ua.edu

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.:

Co-Presenter 1

Registrant ID 7097475
First Name: Phillip
Last Name: Wilbur
Credentials/Degrees: MA
Organization: National Network of Public Health Institutes
Title: Program Manager, Tobacco Control
Address1: 1250 Connecticut Avenue NW
Address2:
City: Washington
State: DC
Zip Code: 20036
Country: United States

Phone: 7033382435

E-mail: pwilbur@nnphi.org

Bio Phillip Wilbur has worked in tobacco control and media advocacy since the 1980s, beginning as a writer with renowned political consultant and media expert Tony Schwartz. For writing and producing numerous political and public interest campaigns with Schwartz, he received several awards and two nominations for Clio Awards an international program that recognizes innovation and creative excellence in advertising, design, and communication. In the 1990s, Wilbur directed tobacco control and media advocacy programs for the Advocacy Institute (AI). With AI co-founder Michael Pertschuk, he co-authored the first handbook on media advocacy for the National Cancer Institute, and he has since written many articles, chapters, and training curricula on media advocacy. In addition to tobacco control, he has worked on other public interest issues including alcohol control, housing, childhood lead poisoning prevention and obesity prevention. He currently works as Program Manager, Tobacco Control for the National Network of Public Health Institutes.

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: Tony Schwartz: Pioneer of paid anti-smoking advertising in the mass media

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.: The proliferation of personal digital devices and the dependence of Generation X, Millennials, and Generation Z on social media have been so pronounced that it is hard to believe the iPhone was only introduced in 2007. The average high school student now spends upwards of 9 hours a day on digital devices. Yet the dominance of social media as a communications medium has not precluded some health entities from making an impact with paid anti-tobacco advertisements in traditional media, especially television. Since its creation with Master Settlement Agreement funds in 1999, TRUTH (nee Legacy) has aimed several campaigns at adolescents. Since 2012 the Centers for Disease Control and Prevention's TIPS From Former Smokers campaign has helped increase adult smoking cessation. For local health departments, small foundations, and other organizations with limited media budgets, however, it behooves every tobacco control advocate to study the work of Tony Schwartz (1923-2008). Over his 60-year media career, Schwartz produced a unique series of recordings of everyday New York City street sounds and conversations; created political advertisements for Democratic presidential candidates from Lyndon Johnson to Bill Clinton; and donated thousands of hours to assisting social justice organizations in reaching wide audiences. In 1963, he created the first anti-smoking TV commercial for the American Cancer Society. A little boy and a little girl are shown dressing up like a bride and groom. As they playfully hold up cigarettes, an announcer intones, "Children love to imitate their parents. Children learn by imitating their parents. Do you smoke cigarettes?" Schwartz taught that that the most effective messages aren't those that are designed to win creative awards at advertising festivals but rather those that are run as paid media. He coined the unforgettable definition of public service advertisements: "The ones that are on at 3 o'clock in the morning telling children not to take rides with strangers, when the only people listening at that time are the strangers." Such advertisements are worthless because the advertiser cannot dictate when they will be heard. Schwartz' commercials are different because they are either carefully honed to tie into a current event or to create interest in a new aspect of a familiar subject. As with political commercials, they can be very effective when played at the time of a legislative hearing or vote. By not always seeming to be commercials, they subvert the listener's conventional concept of advertising. Schwartz called it "guerilla media." To Schwartz, it is essential for tobacco control advocates to use paid advertising, which permits the sponsor to control the time and space in which a message will appear and which can have an impact far out of proportion to its cost. One co-author of this presentation served as Schwartz' full-time assistant; the other was invited by Schwartz to advise on a series of commercials to help pass clean indoor air measures in New York City. The presentation will feature several of

Schwartz's anti-smoking TV and radio ads over a period of more than 30 years.

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.: 306390-2-80782-ea66650d-c707-4000-bea2-31f06645dd70.docx

Learning Objective #1: As the result of attending this session, participants will be able to list differences between public service advertisements, paid advertisements, and earned media.

Learning Objective #2: Participants will be able to define the terms "public health communications," "media advocacy," and "guerilla media."

Learning Objective #3: Participants will be able to cite three features of Tony Schwartz' anti-smoking advertisements that set them apart from most other tobacco control messages.