

# 2022 National Conference on Tobacco or Health

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## Primary Presenter

**Registrant ID:** 7093862  
**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.:**

## Session Information

**Poster Session:** Yes  
**Panel Presentation (75 minutes):** Yes  
**Individual Presentation (20 minutes):**  
**Session Title:** Healthcare Hypocrite: SIEMENS, the company that helps manufacture cigarettes and detect lung cancer

**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.:** In proposing and implementing tobacco control policies, it is essential to identify potential barriers inherent in the network of supporting industries and services connected to cigarette production. These include agricultural chemical and equipment suppliers; manufacturers of cigarette-making machinery, producers of paper, ink, flavoring agents, filters, and packaging; shipping companies; investment firms and banks; advertising agencies and public relations firms; and supermarket, drugstore, and convenience store chains. Many

of these companies in turn also are involved in business relationships with health care institutions. For more than four decades, the author has called attention to health-related allies of cigarette manufacturers--which he has labeled "sick bedfellows" and "healthcare hypocrites"--with the aim of weakening or ending such ties. Sometimes this is accomplished in the form of shareholder advocacy. In the 1980s, 3M, the manufacturer of stethoscopes, asthma medications, and surgical supplies, also helped promote cigarettes through its billboard subsidiary, National Advertising. After a decade of pressure by the Interfaith Center for Corporate Responsibility (ICCR) and Doctors Ought to Care (DOC), in 1997 3M ended the acceptance cigarette ads. Kimberly-Clark, which makes surgical masks and hospital supplies, was a leading manufacturer of cigarette paper until it divested this division under shareholder pressure by DOC and ICCR in 1994. For more than 25 years, DOC and ICCR urged CVS to stop selling cigarettes in its 6300 drugstores; it finally did so to public acclaim in 2014. This illustrated presentation focuses on one of the most disturbing alliances. SIEMENS AG, a multinational engineering and electronics corporation and Europe's largest industrial manufacturer, has cultivated an image as a medical equipment and healthcare company in advertisements in major publications with headlines such as "More health care stories with happier endings." SIEMENS is one of the highest level sponsors of the cancer fundraising telethon Stand Up To Cancer. Among the 170-year old German-based company's divisions is Siemens Healthineers, which produces immunoassay, chemistry, hematology, molecular, and urinalysis testing technology for clinical laboratories. The company also makes MRI machines and other diagnostic imaging equipment and competes with General Electric for the highest market share in the medical imaging field. But this self-proclaimed healthcare leader is also a leading manufacturer of cigarette-making machinery. Among SIEMENS' customers has been Philip Morris USA, maker of the best-selling cigarette brand Marlboro. According to SIEMENS' website in 2015, the company's tobacco industry division makes "machines for the manufacturing and packaging of cigarettes at speeds of 4,000 to 20,000 cigarettes per minute." Moreover, its "Simotion Motion Control System is now gaining a foothold in the cigarette manufacturing industry." A single SIEMENS machine thus produces 1.2 million cigarettes (or 60,000 packs) during the annual one-hour Stand Up To Cancer telecast. This presentation includes screenshots of SIEMENS' website in 2015 that showcased its work for RJ Reynolds, British American Tobacco, Japan Tobacco, and the China tobacco monopoly. Today SIEMENS' streamlined public-facing website gives no obvious clue that the company remains an ally of the cigarette business.

**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.:** 306422-2-80782-5ee76d38-dde6-4914-b8b9-5dbd7e775ce6.docx

**Learning Objective #1:** As the result of attending this session, participants will be able to name five major healthcare-related companies that have played a role in cigarette manufacture.

**Learning Objective #2:** Participants will be able to cite three successful efforts by antismoking activist groups to break the ties between cigarette makers and healthcare companies.

**Learning Objective #3:** Participants will be able to name three information resources for identifying alliances between tobacco companies and healthcare companies.