

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.:

Co-Presenter 1

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Bio Dr. Bal was chief of the Cancer Control Branch in the Department of Health Services of the California Department of Health from 1981 to 2005. Following the passage of a statewide public referendum Proposition 99, which added a \$.25 tax on each package of cigarettes sold in California to finance a tobacco control campaign, he was responsible for implementing that program, one of the most extensive in the world. In 2000-2001 he served as the national president of the American Cancer Society. Dr. Bal has published extensively on cancer prevention and control, especially diet and cancer, tobacco control, and cancer and the underserved. Dr. Bal has served on the Advisory Committee to the Director of the Centers for Disease Control and Prevention. From 2005 to 2016 Dr. Bal was the District Health Officer for the Island of Kauai for the Hawaii State Department of Health.

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: Anti-smoking activists, tobacco control bureaucrats, and policy wonks: ways to work together

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.: Vocal anti-smoking activists may prefer to adopt a demanding and uncompromising public pose, but the goals of the savviest activists are more likely to be achieved by taking a harmonious and respectful behind-the-scenes approach to public health administrators and authors of academic policy papers. In return, health department directors and tobacco control program managers who are responsible for achieving tobacco control goals while balancing political pressures, tight budgets, and the morale of often overly risk-averse employees of large bureaucracies, can benefit from frank dialogue with outspoken anti-smoking activists and non-profit anti-smoking organizations. Indeed, the harsh criticisms of activists of fear and foot-dragging by government bureaucracies can enable the health official to espouse a stronger public policy than he or she might have been able to promote. Policy can thus be implemented that is more substantive and less symbolic. Such has been the relationship for more than 40 years between two veteran tobacco control strategists who have formed a bond that has also benefited tobacco control and public health. One founded the first national physicians' anti-smoking activist organization (Doctors Ought to Care, [DOC]) with over 100 local chapters at medical schools; the other directed the California tobacco control program, the largest statewide effort in the nation. One has been an outsider; the other, part of the system. Together they have shared strategies for tobacco control since the 1970s and have critiqued each others' priorities and styles. The result has been a closeness and an opportunity to join forces in opposing the tobacco industry's deceptions and its tactic of dividing the health community, such as in the areas of harm reduction and e-cigarettes. Successful examples of groups whose assertive tobacco control policies were eventually adopted and supported by traditional health organizations, public health agencies, and lawmakers include the close-knit band of US airline flight attendants organized by Patty Young in the late-1960s; ASH (Action on Smoking and Health), founded in 1967 by John Banzhaf III; various GASP (Group Against Smoking Pollution) groups across the US beginning in the 1970s (from which emanated Americans for Non-Smokers' Rights in 1986). International examples include Australia's underground movement BUGA-Up (Billboard-Utilizing Graffitiists Against Unhealthy Promotion) in the 1980s; Canada's Non Smokers' Rights Association founded in 1974; and Physicians for a Smoke-Free Canada beginning in the mid-1980s. Long before government-created offices of tobacco control, these groups successfully led the fight for passage of clean indoor air legislation and restrictions on tobacco advertising. Reconciling the continuum between activism and legislated policy can be successfully applied to everyday situations of tobacco control workers nationwide.

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.: 306798-2-80782-75e159bd-1644-43d4-81a7-97f4c7899b01.docx

Learning Objective #1: As a result of attending this session, participants will be able to name three examples of collaboration between health departments and private sector groups to strengthen clean indoor air laws.

Learning Objective #2: Participants will be able to list three examples of constraints on health departments in strengthening tobacco control policies.

Learning Objective #3: Participants will be able to cite three examples of anti-smoking activist initiatives that preceded those of health departments and voluntary health organizations.