

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: "Cartoonists Take Up Smoking": Anti-tobacco advocacy through the eyes of political artists

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.: This illustrated presentation retraces the modern era of anti-smoking advocacy as seen through the eyes of the nation's newspaper editorial cartoonists over a nearly 50-year period since the release of the US Surgeon General's Report on Smoking and Health in 1964. From mocking the tobacco prohibitionist movements at the dawn of the 20th century to cheering laws and lawsuits aimed at the tobacco industry by century's end, newspaper editorial cartoonists have had a significant influence on public opinion. Their trenchant works of art have derided tobacco company executives and lobbyists for blocking clean indoor air policies and

airline smoking bans in the 1980s and for circumventing restrictions on tobacco advertising to the present day. The cartoonists have ridiculed politicians, publishers, athletes, and even artists for being in cahoots with the tobacco industry, but they have also made fun of anti-smoking zealots. The use of humor, satire, and parody to counteract the influence of tobacco advertising on young people was made popular by MAD Magazine beginning in the 1950s. In 2004 the author produced "Cartoonists Take Up Smoking," an exhibition of 100 political cartoons on tobacco-related themes from the more than 1000 he had collected over three decades through directly contacting over 90 cartoonists. With the assistance of the Association of American Editorial Cartoonists (AAEC), the Herb Block Foundation and the Flight Attendant Medical Research Institute, the exhibition debuted at the annual convention of the AAEC in Lexington, Kentucky before going on view in eight other venues across the country, including a twice-extended full-year showing at the National Museum of Health and Medicine and a display at the National Conference on Tobacco or Health in Minneapolis in 2007. The shift to online news media has led to a decline in newspaper readership and diminished influence of editorial cartoonists in print media. However, through the efforts of cartoonist Daryl Cagle, editorial cartoons are more widely available than ever through caglecartoons.com and other websites. Newly updated with cartoons since 2004, additional historical cartoons, a section of MAD Magazine cartoons, a tribute to Tampa Tribune cartoonist Wayne Stayskal, and recently commissioned cartoons by the University of Alabama Center for the Study of Tobacco and Society, "Cartoonists Take Up Smoking" has been transformed into an online exhibition on the history of the use of humor, satire, and parody to counteract cigarette smoking and its promotion. This presentation offers highlights of the exhibition, viewable on the website of the University of Alabama Center for the Study of Tobacco and Society following its completion in November 2021 at <https://csts.ua.edu/cartoons/home/>.

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.: 305037-2-80782-388a1afa-824e-401d-aa41-49a85b6231ea.docx

Learning Objective #1: As a result of attending this presentation, participants will be able to name the most widely syndicated newspaper editorial cartoonist in American history, who was among the first cartoonists to skewer the tobacco industry.

Learning Objective #2: Conservative and liberal cartoonists alike have portrayed cigarette company executives as villains. Participants will be able to cite one example about which most cartoonists agree.

Learning Objective #3: Conservative and liberal cartoonists alike have poked fun at what they see as excesses of the anti-smoking movement. Participants will be able to cite one example about which most cartoonists agree.