

2022 National Conference on Tobacco or Health

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Primary Presenter

Registrant ID: 7072175
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: Why is there not a U.S. anti-smoking postage stamp to promote public health?

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.: Postage stamps have long been used as an educational communications medium for major public health threats, including tuberculosis, Alzheimer's disease, polio, breast cancer, and prostate cancer. The United States is noticeably absent from the list of 21 countries that have issued stamps related to COVID-19. However, this is nothing new: at least 65 countries have issued anti-smoking postage stamps, but not the United States. On January 11, 1964, United States Surgeon General Dr. Luther Terry released Smoking and Health, a report of an advisory committee that had been charged to review all of the published scientific research on the

health effects of smoking. The report's unequivocal conclusion that cigarette smoking caused lung cancer and other diseases made front-page headlines around the world and was supposed to end the decades-old debate about the dangers of smoking. In 1986 Dr. James Lutschg, a pulmonary disease physician and stamp collector in Baton Rouge, Louisiana, sent a letter to the United States Citizens' Stamp Advisory Committee (CASC) to propose that a U.S. postage stamp be issued in 1989 to commemorate the 25th anniversary of the Surgeon General's Report and to reinforce Dr. Terry's anti-smoking message. Coincidentally, in 1986 Preston Tisch, whose family owned cigarette manufacturer Lorillard tobacco, was the Postmaster General. CASC informed Dr. Lutschg that stamps marking historic events were not issued before the 50th anniversary. Over the past three and a half decades, the American Medical Association and other organizations and individuals joined Dr. Lutschg in urging the CASC to issue an anti-smoking stamp that would also honor Dr. Terry, to no avail. This illustrated presentation features numerous examples of the more than 130 anti-smoking postage stamps and philatelic covers issued by 65 countries and collected by Dr. Lutschg. The covers of the first four issues of the journal Tobacco Control featured stamps from Dr. Lutschg's collection, which he has donated to the University of Alabama Center for the Study of Tobacco and Society. The presentation also includes an excerpt of the tobacco education curriculum that Louisiana 6th grade teacher and stamp collector Chris Wilder has created for his students, which draws on anti-smoking stamps from around the world. In 2020, while countries were issuing Covid-19 postage stamps, the United States Postal Service issued a set of stamps commemorating 80 years of Bugs Bunny. One of these stamps features the popular cartoon character in a smoking jacket holding a cigarette case containing carrots in one hand and a carrot in his other hand simulating smoking. Covid-19 is a global health crisis, but so is cigarette smoking. What message is the US Postal Service sending by not taking advantage of the opportunity to help reinforce positive health practices?

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.: 305041-2-80782-f68a8a8f-5568-49d4-b756-2446d344539a.docx

Learning Objective #1: As a result of attending this presentation, participants will be able to name three developed nations that have not issued anti-smoking postage stamps.

Learning Objective #2: Participants will be able to list five health problems that have been the subject of US postage stamps.

Learning Objective #3: Participants will be able to provide three reasons why the United States has not issued an anti-smoking postage stamp.