

## 2022 National Conference on Tobacco or Health

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### Primary Presenter

**Registrant ID:** 7072267

**First Name:** Alan

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**Credentials/Degrees:** MD, DSc [Hon]

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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

**Registrant ID** 7072272

**First Name:** Thomas

**Last Name:** Novotny

**Credentials/Degrees:** MD, MPHD, DSc (Hon)

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**Bio** Dr. Novotny is Professor Emeritus of Epidemiology and Biostatistics at the Graduate School of Public Health of San Diego State University. He founded the Cigarette Butt Pollution Project in 2010, a non-profit educational and policy advocacy organization based in San Diego and supported by the Truth Initiative, the U.S. National Cancer Institute, and the California Department of Public Health in its work on tobacco and the environment. He previously served as Deputy Assistant Secretary for Health in the US Department of Health and Human Services under Presidents Clinton and Obama. He continues to conduct research on the environmental impacts of tobacco production, use, and post-consumption waste.

**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.

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## Session Information

**Poster Session:**

**Panel Presentation (75 minutes):** Yes

**Individual Presentation (20 minutes):** Yes

**Session Title:** The Filter Fraud: Banning the sale of filtered cigarettes as a key new strategy for tobacco control

**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.:** Disclosure: This is a revised and updated version of a research poster shown at the 2019 National Conference on Tobacco or Health, to reflect increasing interest in addressing environmental harm caused by cigarette filter and e-cigarette waste. Issue: Deceptive cigarette descriptors such as "low tar" and "lights" were banned by Congress in 2010. Yet the biggest deception remains unchallenged: the filter. Although present on 99% of cigarettes, with the implication of reduced harm, filters do not reduce lung cancer or heart disease. Can new evidence of the filter's environmental harm change public perception? Description: As with flavorings, filters facilitate nicotine addiction by making smoking less harsh and easier to initiate. This false security diminishes the urgency to quit. Lung cancer mortality risk among smokers doubled for men and increased by almost 10-fold for women from 1960-1980; relative risks for adenocarcinoma of the lung increased from 4.6 to 19.0 in men and from 1.5 to 8.1 in women. These increases are linked to the adoption of filtered brands. The tobacco industry and public health community alike have known for decades that the filter does not provide any health protection. Meanwhile, as filtered cigarette sales increased, the filters on discarded butts became the most common trash item collected in beach and urban cleanups. Made of cellulose acetate, a non-biodegradable plastic, cigarette filters have become a significant environmental problem and a hazard to wildlife and humans. Lessons learned: The health community's failure to heed warnings by researchers since the 1970s about the filter deception has contributed to public ignorance and regulatory complacency. The filter should have been banned along with the descriptors "low tar" and "lights." Now that plastic filters comprise the bulk of tobacco waste, leaching toxic chemicals into water and soil, they should be subject to hazardous waste and clean water regulations and banned as an upstream environmental intervention. Recommendations: Tobacco control agencies can engage with environmental groups to challenge state and local jurisdictions to ban sales of filtered cigarettes and reeducate consumers about the harmfulness of filters to health and the environment. Policy options include stricter product labeling to inform consumers of the environmental harm caused by discarded filtered cigarettes and the lack of reduced health risk from filtered cigarettes; requiring the tobacco industry to assist in environmental waste management; and litigation against the tobacco industry to recover environmental costs.

**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.:** 305046-2-80782-179d48ed-2856-4b75-a85a-f2a89b87cba0.docx

**Learning Objective #1:** The reader of this poster will be able to list three cigarette brands that grew in popularity because of advertising that touted the filter.

**Learning Objective #2:** The reader will be able to cite two reasons why the filter may make the cigarette more

harmful than an unfiltered one.

**Learning Objective #3:** The reader will be able to list three adverse consequences to the environment caused by the disposal of filtered cigarettes.