

THE MEDICAL JOURNAL OF AUSTRALIA

March 5, 1983

Leading Articles**Corporate black sheep****Ending the dependence on cigarette sponsors**

How sweet are the looks that ladies bend, on whom their favours fall.

Tennyson.

SWEET LOOKS and favours sometimes need returning. One way in which favours are returned these days is elegantly demonstrated by a recent tobacco industry submission to parliamentarians and other politicians entitled *Don't Sit on the Sidelines*. This document contains a series of letters, all written at approximately the same time, from 35 individuals apparently representing major competitive organizations.

Don't Sit on the Sidelines was prepared by the Tobacco Institute, a public relations arm of cigarette manufacturers, in support of the case for continuation of sports sponsorship by cigarette manufacturers. The document makes it clear that the sporting establishment owes the tobacco industry a favour.

The reason behind this wooing of sport officials is the simple profit-oriented desire to advertise cigarettes in close proximity to athletic competitions. The tobacco industry has steadfastly refused to go along with any notion that its product has been demonstrated over the last 30 years to be an effective poison of the heart, lung, and blood vessels — not to mention a potent inhibitor of athletic performance. Through its association with athletes and exciting competitions on the playing grounds, the industry is actually *expanding* its market by appealing to a younger audience.

The tobacco industry has now bought Australian aerobic sports almost lock, stock, and barrel. It has the Benson & Hedges test cricket (Amatil), the Marlboro open tennis tournament (Philip Morris), and football (Rothmans). Rothmans now sponsors films which are distributed to junior athletic organizations. This company is also increasingly getting its name into schools through various promotions. Certain cigarette companies are already planning sponsorship roles for Australia's Olympic team in 1984 and Australia's Bicentennial in 1988.

The tobacco industry's self-serving art exhibitions have tainted every major Australian art gallery. Amatil has tried to make its Benson & Hedges brand synonymous with the "finer things" of life, such as ballet. Amatil's sister company

in the United States, British American Tobacco (BAT) has been busy associating itself with jazz, country music, and opera. In Britain, it is promoting Du Maurier brand cigarettes through sponsorship of the London Philharmonic Orchestra. And is nothing sacred? Philip Morris is boasting of its sponsorship of an exhibition of works from the Vatican's art museum.

Buying credibility and creating public complacency is the name of the game. And if politicians go along with this industry, they are believing people who are still saying that cigarette smoking cannot cause even a cough. Another of their arguments is that marijuana use is widespread in the absence of advertising for it. Listening to teenage-oriented radio stations, or visiting rock concerts, record stores, or news-stands, will dispel any notion that marijuana is not widely promoted.

If we wish to protect the next generation from the cigarette-caused diseases that have become our leading killers, then all forms of tobacco promotion must be stopped now. Is it too much to ask of those who control tax-supported sports stadiums and museums that they get out of the business of disease promotion?

Dare anyone criticize athletes for taking money from cigarette companies? Why not! They are missing an opportunity to use their fleeting fame for the good of an entire generation. It is time to praise athletes like Ric Charlesworth, Alex Watson, and others in CRUSH (Celebrities Resisting the Unhealthy Smoking Habit), who refuse to keep their heads in the sand and who have exposed the tobacco industry as drug-pushers. Similarly, British actor Warren Mitchell and the Federal Council of the 9000-member Australian Actors' Equity deserve our undying gratitude for urging performers to dissociate themselves from productions sponsored by tobacco companies and to refrain from appearing in cigarette advertisements.

If we are going to ask arts and sporting bodies to earn their income more decently, then we must also ask medical

workers to reject the lucrative research offers of the tobacco industry.

How can these rich prizes be replaced? For now, the proceeds from cigarette taxes can readily subsidize sports, the arts, and grants for health promotion and research. For the future, the strength of these activities will have to depend on broad-ranging support — not just on that from a single industry pushing a single lethal product.

Tobacco sponsorship supporters listed in *Don't Sit on the Sidelines*

| | |
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| P. L. Ridings | Australian Cricket Board |
| Arthur T. George | Australian Soccer Federation |
| J. A. Keefe | Confederation of Australian Motor Sport |
| Jim Stuart | Australian Rough Riders Association |
| Ted Dwyer | New South Wales Showjumping Association |
| D. J. Fairfull | Country Rugby Union of New South Wales |
| Frank Silvestri | New South Wales Production Sedan Association |
| W. J. Dwyer | Dapto Greyhound Racing Club |
| Ian McEwen | Moonee Valley Racing Club |
| Tracey Bromilow | Wangaratta Athletic Club |
| M. D. Wolsey | Brisbane Amateur Turf Club |
| D. V. Roach | South Australian National Football League |
| Robert W. Clampett, AM | South Australian Jockey Club |
| Barry Saunders | West Australian Turf Club |
| Peter Bowler | West Australian Football League |
| C. S. Migro | Claremont Speedway Pty Ltd |
| R. A. Winzenberg | Tasmanian Racing Club |
| Eddie Charlton | Eddie Charlton Trading Pty Ltd |

Brian R. Tobin

Kevin Humphreys

R. Cher
W. L. Vivers

Ken Elphick
E. J. Wood
Len Smith

I. D. McKnight
Alan Schwab

T. P. A. Doyle
Lloyd G. Rees
P. Nikolich

G. W. Eglinton
H. L. Ashton

M. J. Ward

R. R. Pyke

P. G. Baker

Lawn Tennis Association of Australia
Australian Rugby Football Association
Bocce Federation of Australia
Australian Bushmen's Carnival Association
Sydney Rugby Union
Central Trotting Association
New South Wales Trotting Club Ltd
Light Car Club of Australia
Victorian Country Football League
Queensland Rugby Union
Albion Park Trotting Club
South Australian Soccer Federation
South Australian Trotting Club
Adelaide Greyhound Racing Club
West Australian Greyhound Racing Association
1982 Interdominion Racing Championship
Symmons Plains Motor Racing Club

ALAN BLUM,

Editor,

The Medical Journal of Australia.

NIGEL GRAY,

Director,

Anti-Cancer Council of Victoria

Advertising, cigarettes and young smokers

WHAT MORE is there to write about smoking? And why should a vascular surgeon presume to write about advertising, cigarettes and young smokers when his principal concern is the management of elderly people with symptoms and signs of advanced atherosclerosis?

I feel that far too little is heard from physicians and surgeons whose patient population consists almost entirely of people who smoke. In my field, no less than 97% of male patients with intermittent claudication have nicotine-stained fingers.¹ I believe that doctors in similar clinical situations must constantly emphasize the magnitude of smoking ill-health in their selected groups of patients.

Furthermore, I think we have to face up to the cigarette advertisement issue for the sake of our families. I have no doubt that my 14-year-old daughter is a prime consumer

target of the tobacco executives and their advertising agency employees. Although there appears to have been some decrease in smoking among middle-aged men,² smoking among teenage girls is increasing dramatically.³ Why should our young women be starting to smoke at such a rate? The advertising industry in America and Australia has assessed the increased purchasing power of the wage-earning woman, and has identified her as "the hottest marketing target today".⁴ Could it be that specific advertising campaigns aim to recruit women in the knowledge that they become more severely addicted to cigarettes and are, therefore, less able to give them up?⁴

Now that adults are not only dying from tobacco-related disease but actually exercising their free will and giving up their cigarettes, the tobacco companies are recruiting