

SPORTS + TOBACCO = A LOSING TEAM

STUDY GUIDE

THE UNIVERSITY OF ALABAMA CENTER FOR THE STUDY OF TOBACCO AND SOCIETY

<https://csts.ua.edu/sports/>

QUESTIONS

1. Doctors have known for many decades that cigarette smoking can cause severe health problems and impair the ability to play sports. So when and how did tobacco products first become associated with baseball and football?
2. List five methods that tobacco companies have used sports to promote cigarettes, cigars, and smokeless tobacco.
3. Name five Major League Baseball players in the National Baseball Hall of Fame who endorsed brands of cigarettes.
4. Before going into the game, baseball pitchers practice throwing in a certain area of the stadium. What is it called, and how is this name related to tobacco?
5. One of the biggest hobbies of the 20th century in the US was collecting and trading baseball cards. What is the connection between tobacco and baseball cards?
6. In 2003 the baseball card company Topps reprinted a set of cards of players from 100 years earlier. But what was left out on the new set?
7. The great New York Yankee baseball player Babe Ruth was featured in an advertisement in 1946 for Raleigh cigarettes that claimed the brand was “safer to smoke” than other brands and had “less throat irritants.” What health condition was he found to have a year later?
8. When and why did professional football (the National Football League) begin surpassing other sports in popularity? Which cigarette brand was the first to be an official sponsor of the National Football League?
9. By the 1930s cigarette advertisements were published in college football gameday programs. When and why did they stop appearing in these programs?
10. In 1971 Auburn University quarterback Pat Sullivan was awarded the Heisman Trophy as the nation’s leading football player. Discuss his tragic experience with the use of tobacco.

BONUS QUESTIONS TO RESEARCH AND DISCUSS

1. By the 1940s, doctors knew that cigarette smoking can cause severe health problems and impair the ability to play sports. Yet in most major league baseball and football stadiums, advertisements for cigarettes could still be found in the 1990s. Why do you think it took so long for cigarette advertising in sports stadiums to be taken down?
2. What serious illness caused by the use of tobacco did Major League Baseball players Tony Gwynn and Brett Butler and umpire Bill Tuttle have in common, and what did each do to help prevent up-and-coming baseball players from getting this illness?
<https://oralcancerfoundation.org/people/sports-figures/>
3. In the early-1990s, both the National Collegiate Athletic Association (NCAA) and the minor leagues in professional baseball both banned the use of smokeless tobacco by players. What is the policy of Major League Baseball on tobacco use by players?