

Thursday Reception to Feature Smoking Humor and Satire

Last spring, the National Museum of Health and Medicine in Washington, D.C., opened "Cartoonists Take Up Smoking," an exhibition of original newspaper edito-



rial cartoons that retraces the 40-year battle over the use and promotion of tobacco since the US Surgeon General's landmark report on smoking and health was published in 1964.

The exhibit, created by Alan Blum, MD, one of the nation's leading authorities on the history of the tobacco industry and the anti-smoking movement, will be on display during a reception for the Flight Attendants Medical Research meeting, "Thank You for Smiling—An Evening of Humor and Satire," from 5:30 to 8:30 p.m. Thursday at the National Museum of Health and Medicine.

The exhibit, which took Dr. Blum 10 years to research, features works from the collection of materials at the University of Alabama Center for the Study of Tobacco and Society, Tuscaloosa, which Dr. Blum founded and directs. The center holds one of the largest socio-cultural archives on tobacco, including more than 300 original editorial cartoons on smoking-related themes.

More than 50 nationally recognized American editorial cartoonists are represented in the show, supplemented by extensive illustrative material, from the original newspaper headlines that inspired the cartoons to advertisements promoting the health benefits of lighting up.

"The wide-ranging controversies



surrounding tobacco are captured in the cartoons, from the misguided quest for a safe cigarette to the targeting of tobacco advertising to women and minority groups," said Dr. Blum.

"Newspaper editorial cartoons on smoking have had an impact at both the national and local levels. For instance, they laughed 'Joe Camel' out of existence and have helped influence public opinion leading to the passage of countless indoor air laws."

The reception will feature famed editorial cartoonist Kevin

Kallaugher of "The Economist," as well as a quartet of flight attendants, Patty Young, Lani Blissard, Bland Lane, and Leisa Sudderth, who led the successful fight for smoke-free airlines.

Free transportation will be provided to the first 300 attendees. Buses will



depart from the Washington Convention Center at 5:15, 5:30, 5:45, 6:15, 6:30, and 6:45 p.m., and will return beginning at 7 p.m.

For those unable to attend the reception, the exhibit will continue its run at the National Museum of Health and Medicine through January 2007. The museum is located at Walter Reed Army Medical Center, 6900 Georgia Ave., NW. The museum is open from 10 a.m. to 5:30 p.m. daily. For more information about the exhibit, call 202-782-2200 or visit www.nmhm.washingtondc.museum. Admission and parking are free.



Taking a Break on a Busy Day

After the Combined Plenary ended Wednesday, thousands of attendees grabbed their boxed lunches and settled down around the convention center for a break and to discuss the many ideas thrown out by tobacco control leaders during the session.

Committee Calls for WCTOH Declaration Submissions

Conference delegates are encouraged to provide input to the World Conference on Tobacco OR Health Declaration via submission drop boxes located in the registration area of the convention center.

Members of the Declaration Committee will examine the submissions for their ability to measurably decrease the impact of tobacco use globally. Submission forms, which are available in conference bags, will be collected until noon Friday.

The committee will review the 2003 Helsinki Conference Declaration and present the 2006 Conference Declaration during the Closing Plenary from 1:00 to 3:00 p.m. Saturday in Ballrooms A-C of the convention center.

The committee, which is made up of eight members from around the globe, includes representatives from several fields, including advocacy, public health, medicine, and law.

According to chair Thomas J. Glynn, PhD, the most important part of the committee's work is to gain input from conference delegates.

"As the statement of the conference, this is an opportunity for delegates from all regions of the world to show what they think needs to be accomplished to advance the goal of reducing the disease burden of tobacco globally," said Dr. Glynn, director of Cancer Science and Trends and director of International Tobacco Programs at the American Cancer Society.

The committee requires that each delegate who submits a suggestion include a short description of how his or her declaration would be measured.

"The committee felt strongly that the submissions should go beyond broad declarations that, however admirable, cannot be met or their success adequately measured," he said.

During its review of the 2003 Declaration, Dr. Glynn noted that the committee would provide an update on the progress that has been made. The first of the 2003 declarations called upon governments to ratify the World Health Organization (WHO) Framework Convention on Tobacco Control by January 2005, to implement and enforce its provisions, and to actively involve civil society in this process.

Since 2003, more than 130 countries have ratified the WHO treaty.

"By any standard, that's a huge success. This treaty is the most rapidly embraced treaty in the history of the United Nations, and I think that the previous conference helped a great deal in providing the impetus for its adoption," Dr. Glynn said. "We need to continue to seek ratification from about 60 countries, including the United States, as well as to implement, enforce, and evaluate the treaty, as called for in the Helsinki Declaration."

Another declaration from 2003 called upon civil society, academia, and governments not to accept funding or to participate in the tobacco industry's youth, social responsibility, voluntary marketing, or other programs.

"I think that more countries have come on board in realizing that the tobacco industry cannot be considered a partner in any efforts for tobacco control, but this is still an issue," he said.

For Dr. Glynn, taking "the long view" on this issue should be the priority. Accepting investments from tobacco is tantamount to mortgaging the future of one's country, he added.

"The Declaration will be one of the lasting legacies of the 2006 conference and can have effects that extend beyond the conference itself," added Dr. Glynn, who urged delegates to make themselves heard and submit a declaration before noon Friday.

