

Bitterly cold
Sunny and cold today,
high 25 to 30. Clear to-
night, low 14 to 18.
Cloudy tomorrow, high
30 to 35. Details: B-2.

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Califano Declares War on Smoking

INTERAGENCY COOPERATION PLEDGED, NEW RULES AT HEW

By **Cristine Russell**
Washington Star Staff Writer

Calling smoking a form of "slow-motion suicide," Health, Education and Welfare Secretary Joseph A. Califano Jr. today announced a "vigorous new program" of public education, regulation and research designed to discourage consumption of cigarettes.

The controversial campaign will be "backed by higher budgets, more energetic efforts and a renewed commitment from the government department that is charged with pro-

tecting the nation's health," pledged Califano, who proclaimed smoking "Public Health Enemy Number One in the United States."

His \$23 million plan for combating cigarette smoking — the result of more than six months effort — includes new efforts within HEW itself as well as strategies for coordinating with other federal agencies, state governments, local school systems and voluntary health groups.

IT WAS OUTLINED in a speech prepared for delivery at a meeting of health organizations who belong to

the National Interagency Council on Smoking and Health.

The announcement came on the 14th anniversary of the famous surgeon general's report on smoking which established the "causal link between cigarette smoking and lung cancer" and "suggested the strong connection between smoking and heart disease" as well as other serious health problems, Califano recalled.

Since then, he said, research has found that "smoking is even more dangerous than we originally believed." Yet, "in spite of all the en-

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TOBACCO INSTITUTE CHALLENGES ACTION BEFORE SPEECH

By **Cristine Russell**
Washington Star Staff Writer

Even before the Department of Health, Education and Welfare's controversial new campaign against cigarette smoking had been unveiled, the opponents were already firing up their crusade against it and the man behind the effort, HEW Secretary Joseph A. Califano Jr.

In an unusual maneuver, the Tobacco Institute took the offensive and held a formal press conference in their headquarters here yesterday, one day before Califano was sched-

uled to deliver a major policy speech to a meeting of anti-smoking organizations concerned about the rise in teen-age smoking.

The senior vice president of the trade organization, William Kloepper Jr., admitted that the action was "unusual," particularly since the tobacco group was apparently not privy to advance details about the new anti-smoking plan.

But it was clear that they were concerned about the prospect of any new government initiative whatsoever which would attempt to curb smoking, particularly since the

tobacco manufacturers represented by the institute still do not acknowledge any of the health hazards attributed to cigarettes since the surgeon general's report was issued 14 years ago.

Horace R. Kornegay, president and executive director of the group (and a former congressman from the tobacco-growing state of North Carolina), said that the industry would be looking for the government campaign to be "above all, fair. . . . Fair means telling it like it is. It does not mean talking any more about 300,000

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SMOKING

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couragement we have given them not to smoke, the people of the United States are still among the world's heaviest smokers" — more than 50 million adults and increasing numbers of teen-agers smoke more than 600 billion cigarettes annually.

"We must do more, if we are serious about preventive health in America," Califano said in his prepared text, which announced his intention to take the following actions:

- Increase public information and education against smoking, including a push for more broadcast messages on smoking and health.
- Concentrate on encouraging young people of school age not to start smoking. Califano pledged full cooperation from HEW's Office of Education and said that he would personally urge the chief state school officials as well as the 16,000 school superintendents to develop comprehensive health education programs dealing with smoking.
- Target messages to high-risk groups such as pregnant women, industrial workers in certain settings and persons with health problems likely to be worsened by smoking.

SPECIFICALLY, Califano said that the Food and Drug Administration, as part of its revised labeling for birth control pills, will warn that "women who use birth control pills should not smoke" because of new evidence linking smoking while using oral contraceptives with increased risk of heart attack.

- Initiate immediately the "strongest smoking policy in government" by strengthening HEW's own smoking rules. This would ban smoking in conference rooms, classrooms, auditoriums and other public areas and separate smokers and non-smokers within work areas to the degree that it is practically possible, with a general motto of "no smoking — except in smoking areas."

In addition, the administrator of the General Services Administration has agreed to work with HEW to strengthen GSA anti-smoking guidelines for the 10,000 government buildings it operates.

- Urge states which do not have laws governing smoking in public places — 28 already do — to enact "strong new 'clean indoor air' laws."

- Re-examine tax policies relating to cigarette use, since the federal excise tax has remained unchanged since 1951. The Treasury Department, Califano said, has agreed to join with HEW in an interdepartment task force to look at possible changes, including an overall tax increase or a graduated tax based on tar and nicotine content.

- Consider cooperative action with the Federal Trade Commission, including strengthened warnings on cigarette packages and advertisements. The new FTC chairman, Michael Pertschuk, who has previously been active in anti-smoking efforts, has agreed to work with HEW, Califano said.

THE TWO AGENCIES would also consider a controversial recommendation to give the federal government power to set maximum levels of haz-

ardous substances such as tar and nicotine — a proposal likely to arouse "freedom of choice" opposition.

- Encourage insurance providers to offer special premiums to non-smokers.

- Expand research to further investigate areas such as behavioral reasons for smoking and better methods for stopping.

Califano's proposals steered away from any mention of the federal expenditures by the Agriculture Department to support tobacco growing, but he had earlier declared that he would not "tilt at this windmill," which is a politically sensitive issue among the tobacco-growing states. President Carter has also indicated that he favors continued support of the tobacco subsidy program.

Califano obviously made no move to directly prohibit cigarette consumption in any way or have the Food and Drug Administration regulate tobacco use, a move which has been advocated by some anti-smoking groups but which is considered to have little chance of congressional approval.

To provide leadership for the enlarged program within HEW, Califano said he will establish a new Office on Smoking and Health under the assistant secretary for health. The National Clearinghouse for Smoking and Health, currently the chief government office on smoking and health, would become the nucleus for the new effort.

IN 1973, its budget was chopped in half and it was moved to Atlanta, but Califano said that not only will the clearinghouse return to Washington, but its \$1 million budget for information and education will be increased to more than \$6 million next year as part of the new Office on Smoking and Health.

Overall the HEW campaign, including research expenditures, will increase by "several million dollars" during the current year with "reprogrammed funds," and it will jump to \$23 million in fiscal 1979, he said. Current estimates of what the department is spending vary — ranging from \$10 million to \$15 million.

In addition, with the anniversary of the 1964 surgeon general's report in mind, the HEW secretary announced that he has asked Surgeon General Julius Richmond to prepare a new report by next year which will become the "major compendium of research on smoking and health over the past generation."

Califano, himself a reformed three pack-a-day smoker, countered criticism from the tobacco industry, saying his actions were not based upon the "zeal of an ex-smoker who wants to convert the world," but upon the knowledge of a "secretary who had been studying the scientific evidence on smoking and health for the past year."

He condemned smoking as a major factor in 220,000 deaths from heart disease and 100,000 cancer-related deaths last year, as well as \$5 billion to \$7 billion in annual health care cost and an estimated \$12 billion to \$18 billion economic loss in productivity, wages and absenteeism.

Launching his own counterattack, he added that the "few . . . who attempt to refute this overwhelming consensus of the experts are a self-interested minority."

TOBACCO

Continued From A-1

or 325,000 excess deaths every year due to smoking."

AND, IN AN INDIRECT jab at the HEW secretary, Kornegay said "it isn't fair to seek the advice of 40 outside organizations on the question of how to deal with smoking and health and to refuse any hearing to people like ourselves."

Kornegay's colleague William F. Dwyer, a vice president of the Tobacco Institute, was more straightforward in his attack, saying that "Secretary Califano's soon-to-be-revealed 'stop smoking' campaign appears the personal product of a prohibitionist mentality. He is entitled to his views on the alleged hazards of tobacco. He is entitled to voice those views and use whatever may be his powers of personal and private persuasion in attempts to enlist smokers to join him among the ranks of the reformed." (Califano gave up a three-pack-a-day habit two years ago at the request of his son.)

But, said Dwyer, "the title of secretary of Health, Education and Welfare does not confer an entitlement to use public powers in pursuit of a private hobby. No elective nor appointive office in the land endowed by the people's law grants the authority to decide individual lifestyles, to invade the minds of citizens or use the coercive reach of federal funding on matters as personal and private as whether one chooses to be a smoker or non-smoker."

ALTHOUGH THE speakers at the press conference frequently referred to new interest at HEW in taking action about the smoking problem as Califano's doing, Kornegay later admitted that he didn't expect to "hear anything different than what we've been hearing for 14 years."

The Tobacco Institute's opposition to the plan before it was announced was countered by the support of the

American Cancer Society, which issued an advance press release applauding the HEW effort in general terms, since it, too, was uncertain as to what the final plan would be.

"The American Cancer Society welcomes the projected broadening of the government's programs seeking to cut down the rising incidence of diseases caused by or associated with cigarette smoking. This decision of the Department of Health, Education and Welfare is especially timely because smoking among teen-age girls and women has increased while the overall per capita consumption of cigarettes has gone down, mainly because of the steady decline of the percentage of smokers among adults."

THE CANCER society has launched its own new anti-smoking effort, which it calls "Target Five," with the goal of reducing the number of teen-age smokers by 50 percent and the number of adult smokers by 25 percent by 1982.

Another anti-smoking group was less willing to announce its position in advance and instead announced its own press conference to be held after Califano's speech.

Lawyer John Banzhaf, who heads the Action on Smoking and Health group, said in his release that "there has been a great deal of speculation, both in the press and among anti-smoking organizations, as to whether these new initiatives would be truly effective or just another government smoke screen."

And in an interview last night he said that he would await the announcement before making further comment. "I don't know what my reaction will be," said Banzhaf.

Kentucky House Invites Califano To Quit HEW Post

LEXINGTON, Ky. (AP) — An anti-smoking campaign being proposed by Health, Education and Welfare Secretary Joseph Califano is drawing criticism in Kentucky, the nation's leading producer of burley tobacco.

The Kentucky House passed a resolution yesterday in Frankfort calling for Califano's resignation. The resolution, passed 65 to 14, was sent to President Carter, members of the Kentucky congressional delegation and Kentucky Gov. Julian Carroll.

In Lexington, site of the world's largest burley sales market, Sen. Wendell Ford, D-Ky., told a news conference yesterday that Califano should direct the anti-smoking funds instead "into well-founded scientific research. The American people can make their own decisions."