

September 13, 1967

INFORMATIONAL MEMORANDUM:

Subject: World Conference on Smoking & Health,
Third and Final Day (Wednesday), New York City

The final day of the Conference was devoted to drafting the recommendations of the various Work Groups. Copies of the recommendations are attached with the exception of Work Group 2B, which was not immediately available. However, a summary of the 2B recommendations, as read by Dr. A. C. McKennell, Chairman of Group 2A, is attached instead. It will be noted that the recommendations tend to overlap in several cases.

Of special interest are the recommendations of the following Work Groups: 3, "Research Towards A Less Harmful Cigarette. Does a Filter Protect?"; 9, "Results of Government Action and Legislation: What Other Government Action is Needed?"; 10, "Communications -- The Media."

Following reading of the recommendations, a group of panelists commented. A new face on the panel and at the Conference was Senator Frank Moss of Utah, who gave a blanket endorsement to all the recommendations for legislation. However, he added that he particularly favored government action in the fields of "education and full disclosure." Prohibition or similar coercion would not work, Moss said. He specifically mentioned that he favored the Magnuson and Kennedy bills to require a warning in advertising. Moss did not mention the other two Kennedy bills, but he did commend the FCC for its equal time ruling in regard to cigarette advertising.

It was reported that at the Work Group session on "Government Action and Legislation," John Banzhaf, III, New York attorney who precipitated the FCC's "fairness doctrine," reprimanded the Conference for not giving his position legal support. As a result, clarifying statements were later issued by Conference Chairman Luther L. Terry and Dr. Lewis E. January, president of the American Heart Association. These are attached.

Enclosure

cc: Senator Clements
General Counsel
Ad Hoc Committee
Company Public Relations Representatives
Chief Executives

TI54200404

Papers under individual's
file - Book encompasses
entire Conference -

- * 1. William H. Stewart; KEYNOTE ADDRESS - INFLUENCING SMOKING BEHAVIOR
2. Leo Noro (Finland): Presentation to work group on Government Action and Legislation
RESULTS OF GOVERN. ACTION & LEG. - WHAT OTHER GOVERN. ACTION
IS NEEDED
3. William A. Hunt & Joseph D. Matarazzo; Presentation to Work Group, TOBACCO -
HABIT AND ADDICTION
4. Lester Breslow, M.D.; Presentation to work group on Govern. Action and Legislation
RESULTS OF GOVERN. ACTION & LEG.: WHAT OTHER GOVERN. ACTION
IS NEEDED?
5. Daniel Horn; Presentation to General Session, HOW DID SOCIETY GET INTO THE CIGARETTE
MESS? WHY IS IT SO HARD TO FIND A WAY OUT?
6. John Wakefield; Presentation to work group on Communications -- The Media
CHANGES IN ADVERTISING EXPENDITURE AND SMOKING BEHAVIOR AFTER
THE BAN ON TELEVISION ADVERTISING IN THE UNITED KINGDOM
7. Sir Austin Bradford Hill, CBE, F.R.S.; Presentation at General Session
PROBLEMS IN CONDUCTING SMOKING RESEARCH
8. Sir George E. Godber; Presentation at Luncheon, THE BRITISH EXPERIENCE
9. C.N. Fletcher, C.B.E., M.D., F.R.C.P.; Presentation at General Session
CIGARETTES AND RESPIRATORY DISEASE
10. World Conference on Smoking & Health; Advance for Release Sunday, Sept. 10, 1967
11. Cuyler Hammond; Life Expectancy Tables, prepared by the Epidemiology & Statistics
Department of The American Cancer Society presented to World Conf.
by Hammond
- ~~12.~~ World Conference on Smoking & Health; GENERAL INFORMATION
13. Richard H. Overholt; Presentation to World Conf., THE PHYSICIAN AS EXEMPLAR
14. Charles L. Leedham, M.D.; PRE-TEEN SMOKERS "--A Negative Image for Smoking"
15. Clem W. Thompson; Thompson Smoking & Tobacco KNOWLEDGE TEST
16. Luther L. Terry; Presentation to General Session, A TIME FOR ACTION

17. Judith S. Mausner, M.D. & Bernard Mausner, Ph.D.; Presentation to work group, giving up smoking THE ROLE OF THE PHYSICIAN IN THE CONTROL OF SMOKING
18. Emerson Foote; Presentation to work group on Communications -- The Media
WHAT TO DO ABOUT CIGARETTE ADVERTISING
19. World Conference on Smoking & Health; LISTS
20. World Conference on Smoking & Health; PROGRAM
21. Ira Gordon, Ph.D.; Presentation to work groups on School Programs
SMOKING EDUCATION: WHEN, WHERE, AND HOW
22. W. T. Robbins, M.D.; Presentation to work group on College Programs
THE PRESENT SITUATION IN COLLEGES AND UNIVERSITIES AND A LOOK
AT THE FUTURE
23. Eva J. Salber, M.D. & Theodor Abelin, M.D.; Presentation to work group on Roles of
Physician and Other Exemplars
AN ANTISMOKING PROGRAM FOR TEACHERS
24. Jerome L. Schwartz, D.P.H. & Mildred Dubitzky, Ph.D.; Presentation to work group on
giving up cigarette smoking
IMPLICATIONS FOR FUTURE TREATMENT PROGRAMS
25. Cuyler Hammond; LIFE EXPECTANCY OF AMERICAN MEN IN RELATION TO THEIR SMOKING HABITS
26. Kjell Bjartveit, M.D.; Presentation to work groups on Giving Up Cigarette Smoking
AN ATTEMPT TO DISCUSS THE COST/BENEFIT PROBLEM RELATED TO
SMOKING WITHDRAWAL CLINICS AND COURSES.
- * 27. Senator Robert F. Kennedy; Address at World Conf. on Smoking and Health
Waldorf-Astoria, Sept. 11, 1967
- * 28. Group 1 -- ADDICTION, HABITUATION, PHARMACOLOGY OF TOBACCO
RECOMMENDATIONS: Chairman, C.M. Fletcher, C.B.E., M.D.
- * 29. Group 2A REPORT -- SUBJECT: RESEARCH: BEHAVIORAL PROBLEMS AND PROGRESS
PRESENTED BY THE CHAIRMAN: A. C. McKennell, Ph.D.
- * 30. Work Group 2B -- Paraphrased Summary of Report (Not Official)

Recommendations for Research: Behavioral Problems and Progress
- * 31. Wynder, M.D.; SUMMARY STATEMENT - WORKSHOP 3

* Missing -- included in book

* 32. SCHOOL PROGRAMS

II. Teaching-Learning Suggestions:

III. Student-Centered Activities

* 33. THE ROLE OF COMMUNITY AGENCIES RELATED TO SMOKING AND HEALTH EDUCATION IN SCHOOLS

* 34. Recommendations -- Group 5 COLLEGE PROGRAMS

* 35. GROUP 6 - TEACHER EDUCATION -- GENERAL RECOMMENDATIONS

* 36. Lewis E. January, M.D.; January's statement, President of the American Heart Association, Sept. 13, 1967

* 37. WORK GROUP 10 (Communications -- The Media) -- RECOMMENDATIONS

* 38. WORK GROUP 9 (RESULTS OF GOVERNMENT ACTION AND LEGISLATION - WHAT OTHER GOVERNMENT ACTION IS NEEDED?) -- RECOMMENDATIONS

* 39. GROUPS 7A and 7B -- GENERAL RECOMMENDATIONS

* 40. Discussion Group 8 -- RECOMMENDATIONS

* 41. RECOMMENDATIONS - GROUPS 7A and 7B
Private and Individual Practice

* 42. Luther L. Terry, M.D.;; Statement by Terry, Chairman of the National Interagency Council on Smoking and Health

* Denotes those already sent out through regular distribution.

T154200407