

SmokeFree Air

Fall 1992

SmokeFree Educational Services, Inc. 212 912-0960

NEW YORK TRANSIT SYSTEM ELIMINATES TOBACCO ADS

In another stunning defeat for the tobacco industry, New York's Metropolitan Transportation Authority (MTA) voted 10-1 to eliminate all tobacco advertising.

"We have a responsibility to our customers, especially the young ones, to reduce their exposure to a product which has been found to be dangerous to their health," said MTA chair Peter Stangl.

New York City Mayor David Dinkins applauded the MTA decision, "I salute the MTA board for this action that was executed in the spirit of cooperation and with the support of my administration."

The biggest influence on the

MTA's decision came, however, from scores of SmokeFree advocates who packed the hearing room. Thirty minutes before the hearing all seats were taken. Many advocates were stranded in the lobby, prevented by fire laws from entering. Ironically, so were three members of the Tobacco Institute who had come from Washington DC. None were able to testify.

The hearing began with testimony from New York City Commissioner of Health Dr. Peggy Hamburg, NYC Commissioner of Consumer Affairs Mark Green, NYC Comptroller Elizabeth Holtzman, and NYC Council

Member Stanley Michaels. The most moving testimony came, however, from former Lucky Strike model Janet Sackman. "I modelled for Lucky Strike and Chesterfield when I was 17," said Mrs. Sackman. "They convinced me to smoke because they said I would look more authentic. I tried many times to quit, but I was addicted."

Mrs. Sackman lost her voice box to throat cancer when she was 51. Seven years later, she developed lung cancer.

MTA Board Members Barbara Fife (NYC representative), Warren Dolny (Rockland County representative), and Ed Vrooman (Putnam County representative) spoke most forcefully in support of strong MTA policy. Lilian Affinito (at large) cast the lone vote in opposition.

Health Committee To Vote on Tobacco Product Regulation Act

The New York City Council Health Committee will vote September 11 on the Tobacco Product Regulation Act.

Two years in the making, this proposed legislation would require:

- Tobacco-free schools
- Photo IDs to purchase tobacco
- Counter-ads on City property
- No "loosies"
- Revocation of license for sales to minors

Public testimony is welcome before the vote, but limited to 3 minutes per person. If you would like to testify, call Yvonne Gonzales at City Hall, (212) 788-7210.

Written testimony can be sent to New York City Council Speaker Peter Vallone.

The Honorable Peter Vallone
Speaker
New York City Council
City Hall
New York, NY 10007

PROPERTY	DATE
NYC Transit Authority (New York City)	12/31/92
Metro-North (Westchester)	3/30/94
Long Island Rail Road (Long Island)	3/30/94
Suburban Bus Authority (Nassau County)	12/31/97
Outdoor Billboards (All areas)	3/30/94

Property covered by the MTA's decision to eliminate tobacco advertising and date when policy takes effect.

LETTER WRITING

California Governor Continues to Threaten Voter Mandated Campaign

In 1990, Californians voted to raise cigarette excise taxes by 25 cents per pack and direct the proceeds to fighting tobacco addiction.

In early 1992, Philip Morris held a \$5,000-a-plate fundraiser for California Governor Pete Wilson who subsequently redirected funds from the pro-health media campaign to other issues. The California Lung Association sued the State and won, but the Governor is up to no good again.

This time Governor Wilson is proposing to eliminate the school-based education program, cut the research budget in half, and once again eliminate funding for the media campaign when the current contract (signed in response to the Lung Association's lawsuit) expires. Nothing scares the tobacco industry more than effective counter-advertising.

✉ The Honorable Pete Wilson
Governor of California
The State Capitol
Sacramento, CA 95814

Federal Prosecutors Investigate Tobacco Industry

Federal prosecutors are conducting a criminal investigation into whether major tobacco companies misled the public about the risks of smoking.

The U.S. attorney's office in Brooklyn has issued subpoenas to tobacco companies for hundreds of documents.

The investigation was launched after a federal judge issued an opinion in a tobacco-liability case stating that enough evidence existed for a jury to conclude that the tobacco industry's research into the dangers of smoking was a "fraud."

Chicago Transit Authority Ad Contract Up In 1995

The Chicago Transit Authority (CTA) has agreed to remove all tobacco and alcohol advertisements from CTA buses and subway stations, according to Rev. Michael Pflieger, pastor at St. Sabina Church.

Pflieger, who is known for white-washing tobacco billboards in minority communities, said that CTA president Robert L. Belcaster approved the decision.

But in a phone interview with SmokeFree Educational Services, CTA spokeswoman Rosemarie Gulley said that absolutely no decision had been made and that the current advertising contract did not expire until December 31, 1995.

✉ Clark Burrus
Chairman of the Board
Chicago Transit Authority
Merchandise Mart Plaza
Room 734
Chicago, IL 60654

New Jersey PATH Trains Ad Contract Up In 1995

The New Jersey PATH system has shown interest in dealing with the problem of tobacco advertising.

Currently it is running SES's **Come To Where The Cancer Is** ad on some of its trains.

The PATH's advertising contract will expire on August 31, 1995. New York's decision to eliminate tobacco advertising should help its New Jersey neighbors do the same.

✉ Richard C. Leone
Chairman of the Board
PATH
1 World Trade Center
New York, NY 10048

Washington DC Metro Ad Contract Up In 1994

The advertising contract for the Washington/Maryland/Virginia transit system expires on December 31, 1994.

Health advocates should act now if they want the system to join the tobacco-ad-free movement.

Tobacco ads currently account for about 15% of ad revenue according to a transit spokesman.

✉ Mr. Cleatus Barnett
Chairman of the Board
Washington Metropolitan Area
Transit Authority
600 5th Street, NW
Washington, DC 20001

Transit Systems With No Tobacco Advertising

- Amherst
- Springfield
- Boston
- New York
- Syracuse
- Madison
- Denver
- Seattle
- Portland
- San Francisco
- Alameda County
- Santa Clara County
- Utah

IN THE NEWS

Minnesota Raises Cig Tax by 5 Cents

Minnesota raised the state's cigarette excise tax by 5 cents in July, for a total of 48 cents-per-pack. The increase is designed to provide start-up costs for HealthRight, a state-funded health plan for the uninsured.

Mass Excise Tax Battle

Massachusetts voters will decide in November whether to raise cigarette excise taxes by 25 cents per pack.

The tobacco industry insists that for 25 cents, residents will drive north to New Hampshire and load up not only on cheaper cigarettes but all kinds of other goods.

"Once again, the anti-health tobacco people are trying to deceive the public," counters Dr. Blake Cady of the Coalition for a Healthy Future. "People who aren't going to New Hampshire now are not going to start fleeing there for an extra 25 cents. Even \$2.50 for a carton does not justify people's time or the gas needed to get there."

New York State Restricts Tobacco Vending Machines

Under public pressure and media pressure, Senate Majority Leader Ralph Marino approved compromise legislation that would restrict tobacco vending machines to bars or the bar section of restaurants.

The bill entitled **The Tobacco-Use Prevention Act** would also limit free sampling to private social functions, bars, and conventions not accessible to persons under 18.

The final provision provides penalties for sales to minors of \$100 for the first offense, \$1000 for subsequent offenses, and the eventual lifting of tobacco licenses.

New York Newsday Profiles SES President

Excerpted from Hemican, 6/24/92

Joe Cherner was working the room. Cherner, who is every tobacco executive's nightmare, had come to the MTA for a hearing about cigarette ads in the subway. With him were the usual advocates—the emphysema patients, the placard-waving kids, and the cancer survivors. They were starting to line up for their turns at the microphone.

But first, Cherner had some introductions to make. He always makes a point of introducing tobacco company executives to lifelong smokers who have cancer.

Cherner caught sight of Tom Lauria across the room. Lauria is a spokesman for the Tobacco Institute, the cigarette companies' trade group.

"Tom," Cherner said, so cheerily he might as well have been introducing wedding guests, "I have someone I want you to meet."

Standing next to Cherner was a tall, thin woman, up in years, but strikingly attractive.

"This is Janet Sackman," Cherner said. "She was a Lucky Strike cover girl. She has throat cancer now."

"Nice to meet you," the woman said, holding out her hand.

But she and the man from the Tobacco Institute didn't get much chance to chat. Cherner had another cancer survivor for the executive to meet. It was David

Bresnick, who speaks through one of those electro-larynx devices. "Hel-lo," Bresnick said to Lauria, sounding like a computer.

Until Cherner came along a couple of years ago, the smokefree crusade in New York was led by the stodgy old medical groups. They were well-meaning. But none of them had much taste for the guerrilla tactics that big-city activists use these days.

A searingly intense 34-year-old, Cherner grew up in Maryland. He came to New York in 1980 to attend Columbia Business School, and then went to work as a bond trader at Kidder Peabody.

He made good money, paid off his student loans. And then in 1989, he took a leave and turned his attention to an advocacy group he had already set up, SmokeFree Educational Services.

In the past couple of years, Cherner has steered his group into several sharp political battles, with far more success than anyone would have predicted.

Now the free distribution of cigarettes is illegal in New York City. So are almost all cigarette vending machines. Next month, the City Council is expected to vote on a sweeping proposal that would ban cigarettes from all City schools and require smokefree messages on public telephone booths, taxi roofs and various other city-controlled property.

Australia Awards Victim of Secondhand Smoke

A Sydney jury awarded \$85,000 to a woman injured by longtime exposure to secondhand smoke in the workplace. The plaintiff, Liesel Scholem, claimed that 12 years of secondhand smoke worsened her asthma and led to emphysema.

The landmark decision has led to a revolution of smokefree activity. Australia's airports quickly moved to ban smoking, and other workplaces are expected to follow suit.

"Employers' obligations are absolutely clear," said one industrial lawyer, "Eliminate the smoke."

Los Angeles Teacher Wins \$29,999

Esther Schiller won \$29,999 from the Los Angeles Unified School District for chronic obstructive lung disease caused by exposure to secondhand smoke. She originally brought the problem to her employer who foolishly didn't get it corrected.

Tobacco-Free Sports Pick Up Momentum

Professional sports are quickly severing ties with the anti-health tobacco industry. The movement picked up steam recently when Oakland and Detroit eliminated tobacco smoke from their stadiums and Baltimore got rid of its giant tobacco billboard.

Tobacco companies sponsor sports for three reasons: 1) To associate their unhealthy product with a healthy event 2) To make children think that athletes endorse smoking or even smoke themselves, and 3) To get their brand name on television.

Last year, Secretary of Health and Human Services Louis W. Sullivan called on sports teams to cut tobacco links. "It is immoral for civilized societies to condone the promotion and advertising of products which, when used as

intended, cause disability and death," he said.

Sullivan continued to say that we shouldn't allow healthy sporting events to be exploited by the "merchants of suffering, disease and death."

Subsequently, the Federal Trade Commission (FTC) brought action

"It is immoral for civilized societies to condone the promotion and advertising of products which, when used as intended, cause disability and death."

—Dr. Louis Sullivan, Secretary of Health

against spitting tobacco companies whose logos were showing up frequently and prominently on industry sponsored televised sporting events. The companies settled with the FTC and agreed that they would no longer sponsor events where their logos would appear on television.

Kansas City Royals Consider Change To SmokeFree Stadium

Two months ago, Smoke-Free Educational Services got a call from the Kansas City Royals.

It appears that management is considering going smoke-free, following the lead of outdoor stadiums in Oakland and Detroit.

According to Tom Folk, Director of Stadium Operations, a decision will be made after this season is over.

Tom Folk
Director, Stadium Operations
Kansas City Royals
P.O. Box 419969
Kansas City, MO 64141

Whereas spitting tobacco advertising falls under the FTC's jurisdiction, smoking tobacco (i.e. cigarette) advertising can only be regulated by the Justice Department which is unwilling to take action. Babe Ruth, a famous baseball smoker died at 53, from throat cancer.

Tobacco-Ad-Free

- Baltimore Oriole Park
- Chicago Wrigley Field
- Los Angeles Dodgers Stadium
- Minnesota Metrodome
- Minnesota Timberwolves
- Montreal Expo Stadium
- Oakland Coliseum
- Phoenix America West Arena
- San Diego J. Murphy Stadium
- Toronto SkyDome
- Utah Jazz
- Dasherboards of all NHL rinks
- All Olympic Stadiums

Tobacco-Smoke-Free

- Atlanta Georgia Dome
- Colorado Rockies Stadium
- Dallas Cowboy Stadium
- Detroit Tiger Stadium
- Houston Astrodome
- Madison Square Garden
- Michigan State Stadium
- Minnesota Met Center Arena
- Minnesota Metrodome
- Minnesota Timberwolves Arena
- Oakland Coliseum
- Penn State Beaver Stadium
- Phoenix America West Arena
- San Diego J. Murphy Stadium
- Seattle Kingdome
- Texas Rangers Stadium
- Toronto SkyDome
- Utah Jazz
- All Olympic stadiums

Has Smoke-Free Section

- Atlanta Braves Stadium
- San Francisco Candlestick Park

Will Decide in Off-Season

- Chicago Wrigley Field
- Kansas City Royals Stadium

New York Parks Commissioner Can Require Shea and Yankee Stadiums to Remove Tobacco Billboards

SmokeFree Educational Services has found a clause in the contract between New York City and its baseball stadiums that allows the Parks Commissioner to "require the removal of any sign not in keeping with the character and dignity of the stadium."

"If there was ever a product not in keeping with the character and dignity of a healthy sports arena, it would be tobacco," says John Seirup of the Sierra Club.

Betsy Gotbaum, New York's Parks Commissioner, refuses to respond, however, to pleas from health advocates.

The stadiums currently refuse advertising for many harmless products, such as laxatives and feminine hygiene products.

As ballparks around the country throw out their tobacco billboards, New York resists.

✉ The Honorable David Dinkins
Mayor
City of New York
City Hall
New York, NY 10007

✉ Betsy Gotbaum
Parks Commissioner
The Arsenal, Central Park
New York, NY 10021

SmokeFree Educational Services To Hold 3rd Annual Va Slims Protest

On November 18, 1992, Smoke-Free Educational Services will take to the sidewalk in front of Madison Square Garden for the 3rd consecutive year to protest Virginia Slims' sponsorship of women's tennis.

"Only 7 cities out of 68 on the world-wide women's tennis circuit still allow Virginia Slims to be a sponsor," says protest organizer Robbie Schiff. "That's not a list we

want New York to be part of."

Oakland, California became the most recent city to drop Virginia Slims sponsorship. According to health advocate Nancy Andrews, "The tournament owner couldn't find anyone who would co-sponsor the event if Virginia Slims was involved. Philip Morris was forced to back out."

"Tobacco companies don't represent women," blasts Dr. Katherine Schneider of the Women's Medical Association of New York. "They kill women."

In 1986, lung cancer surpassed breast cancer as the #1 cancer-killer of women.

If you would like to participate in this year's protest, please call SmokeFree at (212) 912-0960. Let us know if you would prefer to hand out fliers or carry a placard. Fliers indicate why Virginia Slims is not an appropriate sponsor for a healthy women's sporting event. Placards say things like "We need a new sponsor."

Atlanta's New Stadium Is SmokeFree

Smoking will be prohibited in all seats at the Georgia Dome, the new home of football's Atlanta Falcons. Smoking will be allowed only in designated hall areas.

Penn State SmokeFree

In response to requests from fans, tobacco smoke pollution will be prohibited at Penn State University's 94,000 seat Beaver Stadium.

SmokeFree Materials Now Available

Curriculum Guide

(Teacher's Manual) *Students compare smokefree ads to tobacco ads and decide which ones are telling the truth* **\$10.00**

KIDS SAY DON'T SMOKE

(Book) *Posters from the SmokeFree Ad Contest and text by Andrew Tobias* **\$5.95**

Pack of Lies

(Poster) **\$5.00**

Come To Where The Cancer Is

(Poster) **\$5.00**

Come To Where The Cancer Is

(Postcard) **\$25.00/per hundred**

Come To Where The Cancer Is

(T-Shirt) **\$14.00**

The Feminine Mistake

(VHS Tape) *How girls became the target of the tobacco industry and the devastation they suffer as a result* **\$29.95**

Confessions of a Simple Surgeon

(VHS Tape) *How a prominent cancer surgeon became so frustrated treating tobacco victims that he vandalized tobacco billboards* **\$29.95**

Tobacco Wars

(VHS Tape) *How U.S. tobacco companies target and addict 3rd World children* **\$29.95**

Stickers

(Assortment) **\$10.00/per hundred**

The Truth About Secondhand Smoke

(Brochure) **\$25.00/per hundred**

To order materials, make a check or money order payable to Smoke-Free Educational Services and send to 375 South End Avenue, Suite 32F, New York, NY, 10280.

Add 10% for postage and handling. Please allow 2 weeks for delivery.

New SmokeFree Ad Riles Tobacco Industry

Tobacco Industry Charges Harlem Hospital With Racism

The National Black Leadership Initiative on Cancer (NBLIC) and Harlem Hospital launched a new ad campaign with the help of SmokeFree Educational Services and the Coalition for a Smoke-Free City. The ad depicts a skeleton cowboy lighting the cigarette of a 10-year-old black child and the tag line reads, "They Used To Make Us Pick It. Now They Want Us To Smoke It."

The ad attempts to highlight 4 disturbing trends:

- Tobacco companies disproportionately target blacks.
- Blacks suffer the highest rates of tobacco addiction in the U.S.
- Blacks suffer the highest rates of smoker's cancer in the U.S.
- All chairmen of U.S. tobacco companies are white males who don't smoke.

The Loews Corporation whose Newport brand is the leading seller among black males has no black males on its board of directors and none of its board of directors smoke Newport or any other brand.

In response to the campaign, the tobacco industry accused the sponsors of being racist.

"If anyone's guilty of racism it's



the tobacco industry," says Dr. Calvin Butts, pastor at Harlem's Abyssinian Baptist Church. "The tobacco conglomerates sell thousands of products that don't cause cancer but they don't advertise any of them in the black community. Why are tobacco and alcohol the only products they want us to buy?"

"This marketing strategy is outrageous and immoral," says Dr. Harold Freeman, director of surgery at Harlem Hospital. "Blacks suffer the highest rates of smoking-caused cancers in this country. We want the tobacco industry to stop targeting our children." At a recent meeting in San Francisco, the National Medical Association which represents black surgeons in America voted unanimously to endorse the ad.

A study published in *New Jersey Medicine* (May '91) found that 76% of billboards in minority communities advertise tobacco and alcohol versus only 42% in white communities. In last year's trial of Chicago billboard activist Rev. Michael Pfleger, arrested for painting over tobacco billboards, the Chicago Lung Association testified that Chicago's minority areas have on average three times as many tobacco billboards as predominantly white areas. Pfleger was acquitted by a jury who found his actions to be less harmful to the community than the tobacco ads themselves. The Detroit Free Press found similar targeting in that city.

The lung cancer rate among blacks has increased four times faster than among whites in the last 30 years, according to statistics from the American Lung Association and the National Cancer Institute.

"This ad isn't a question of blacks versus whites," says Smoke-Free president Joe Cherner. "This ad is a question of blacks versus the tobacco industry. And the black community is 100% right!"

How You Can Adopt A School

by Ann Paulson

I have long felt that the KIDS SAY DON'T SMOKE book could be a major tool in keeping young people tobacco-free. That's why I "adopted" my neighborhood school, P.S. 63 in Manhattan.

By "adopted," I mean that each year I give all 5th grade students a copy of the book. I chose 5th grade because 5th graders are old enough to read but not yet in their rebellious teen years.

The first presentation of books was made on May 27 at a 5th grade assembly. SmokeFree president Joe Cherner, cancer-survivor David Bresnick, and I spoke at the assembly.

What an event! The children were a terrific audience. They were anxious for the information and touched by the fact that people cared.

Following the assembly, I received letters from students telling me how much they appreciated the books and how they learned things about tobacco addiction that they didn't know.

I tried to immerse the school in the pro-health movement. I not only gave books to the students, but to all teachers, the principal, the library, and P.T.A. officers. Teachers also received teaching aids, including a tobacco-addiction prevention curriculum guide, to assist them in planning class lessons. All materials are available from SmokeFree Educational Services (see page 5).

I have a dream that one day every school and every student will own a KIDS SAY DON'T SMOKE book. Wouldn't that help make a smokefree generation!

Oakland Becomes Largest City to Pass SmokeFree Restaurant Law

On Tuesday, July 14, the Oakland, California city council voted 7-2 to eliminate smoking in restaurants. The policy will be phased in over two years. Currently restaurants must allocate 60% of seats to a smokefree section; 80% by August 1993, and 100% by August 1994.

The same city council enacted a 100% smokefree workplace ordi-

Solana Beach SmokeFree

As of September 14, 1992, Solana Beach, California banned smoking in restaurants and public places, including bars. The ordinance passed despite heavy opposition from the tobacco industry.

Au Bon Pain SmokeFree

All Au Bon Pain restaurants except franchise and airport locations are smokefree. According to a company spokesman, "Our decision was based on customer comments. We wanted to give our customers a clean, healthy, eating and breathing environment."

Au Bon Pain serves soups, salads, sandwiches, croissants, and cookies. For a list of locations, write:

☛ Au Bon Pain
19 Fid Kennedy Avenue
Marine Industrial Park
Boston, MA 02210-2497
or call
(617) 423-2100

Madison, WI Considers SmokeFree Restaurants

Madison, Wisconsin has proposed an ordinance that would require 100% smokefree dining in all restaurants that obtain less than 30% of their sales from alcohol.

Madison University graduate student Ira Sharenow has been leading this fight and the legislature is expected to vote in September.

nance several weeks prior. It will go into effect on November 18, the day of the Great American SmokeOut.

Pizza Huts in Australia Go SmokeFree

Pizza Huts throughout Australia are going smoke-free. David Chapman, the managing director, explained it this way: "As a family restaurant, Pizza Hut has a special responsibility to provide an environment that is safe and smoke-free to its customers, many of whom are young children."

North Carolina Refuses to Warn Pregnant Women About Smoking

By law, North Carolina must give newlyweds a brochure aimed at reducing the state's high infant mortality rate. The brochure warns prospective parents about alcohol, illicit drugs, and medicines that can undermine a healthy pregnancy. But nowhere does it discuss the greatest cause of fetal injury—tobacco!

The pamphlet and other materials were funded by the North Carolina Drug Cabinet whose chairman, Lieutenant Governor James Gardner is running for governor. Janet Pueschel, the acting executive director of the Drug Cabinet made it clear that there would be no mention of tobacco. "Not now, not ever," she told members of the committee in charge of developing the materials.

More than 26 percent of North Carolina women smoke. In 1988, when the campaign was born, North Carolina had the second-highest infant mortality rate in the nation.

Fetal and infant death rates are up to 50 percent higher for women who smoke.

ANN LANDERS

DEAR READERS: The piece that follows was written by Joan Beck, star columnist for the Chicago Tribune.

There's one terrible effect of tobacco that has gone unreported and unstudied by the medical journals. That is the stress and anxiety smoking creates in the lives of those who love smokers and the grief it causes when smokers die prematurely.

If smoking kills 435,000 Americans every year, how many spouses are left grieving? How many millions of people are growing old alone because a partner wouldn't, or couldn't, stop smoking? A majority of them are women, faced with the statistical likelihood of a decade or more of loneliness in a society that is not particularly kind to widows.

How many caring spouses try and fail to persuade a smoker to give up the stinking, slow suicide? Do you nag, plead, threaten, beg, offer rewards? Do you enlist the children and risk family tensions? Do you look for help from friends, physicians, videos, nicotine patches, gum, clinics?

Do you force yourself to recognize the truth a doctor points out, that you can't change a smoker who doesn't want to quit, that he must decide for himself, that you risk driving a widening wedge between the two of you that may even turn your marriage into ashes?

Or do you listen to the physician who tells you to keep trying whatever method you can think of, that you never know what might eventually be the successful persuasion.

Or do you pretend you don't care? Can you convince yourself that this is so? Can you turn the newspaper pages and TV channels fast enough to shut out the newest studies, the accumulating data?

How do you live with the stress that comes from listening to a smoker you love cough at night? How do you stop worrying about sudden death from a heart attack or slow demise from cancer? How do you stand the smell that smells like death and sets off anxiety and stress?

And after the worst has happened, how do you live with the guilt that, somehow, somehow, you should have been able to exorcise the demon? And finally, how do you go on, alone?

Statement from Governor Bill Clinton to SmokeFree Educational Services

As Governor of Arkansas, I have played an active role in tobacco-related issues. I signed legislation making it illegal to place tobacco vending machines in public places accessible to people under 18. I vetoed a "smokers' rights" bill which I believe is inappropriate. Smoking is an acquired behavior and given the overwhelming evidence of the toll it takes every year in disease and death, it should not be accorded legal protection like freedom of speech, nor should smokers be a protected class like those who have been wrongly discriminated against because of race, sex, age, or physical handicap.

In Arkansas, we have raised the tax on tobacco on more than one occasion and used the revenue to help finance education.

As President, I would be willing to talk with other nations about banning smoking on international commercial passenger airline flights. A Clinton Administration would consider any new scientific evidence about tobacco addiction that would merit strengthening existing warning labels or placing new warning labels on packaging and advertisements.

I personally am not now and have never been a smoker.

Comments/ Contributions

Feedback

Let Us Hear From You

Your comments and/or contributions are appreciated. There are no salaries at *SmokeFree Educational Services*.

Contributions are tax deductible. Our Federal tax-exempt I.D. number is 06-1226080. Send comments and/or contributions to:

SmokeFree Educational Services
375 South End Avenue
Suite 32F
New York, NY 10280-1085

Ph: 212 912-0960 Fax: 212 488-8911

DEAR CONTRIBUTORS:

MANY COMPANIES MATCH EMPLOYEE CONTRIBUTIONS TO CHARITABLE ORGANIZATIONS. PLEASE CHECK WITH YOUR COMPANY TO SEE IF THEY WILL MATCH. THANK YOU!

ti60307560001



SmokeFree Educational Services
Incorporated

375 South End Avenue, Suite 32F
New York, NY 10280-1085

NON-PROFIT ORG.
U.S. POSTAGE
PAID
NEW YORK, N.Y.
PERMIT NO. 3299

Maureen Booth
9814 Rosensteel Avenue
Silver Spring, MD 20910

WARNING: Secondhand smoke causes heart disease, respiratory disease, and cancer.

ANR: Fifteen Years of Advocacy for Nonsmokers

- 1976 Local GASPS from Southern and Northern California merge and incorporate as California GASP (Group Against Smoking Pollution).
- 1977 Proposition 5 State Initiative Campaign launched for a statewide Clean Indoor Air law. Berkeley passes comprehensive local smoking control ordinance.
- 1978 Prop. 5 defeated by a \$6 million tobacco industry campaign.
- 1979 Second try at a State Initiative Campaign, Prop. 10, similar to Prop. 5. Smoking ordinance passes in Los Altos.
- 1980 Prop. 10 is narrowly defeated by the tobacco industry. Campaign records reveal the tobacco industry spent more than \$10 million to defeat Propositions 5 and 10.
- 1981 California GASP becomes Californians for Nonsmokers' Rights (CNR). CNR strategy shifts firmly to passing local smoking control ordinances.
- 1982 CNR publishes first issue of UPDATE.
- The California Nonsmokers' Rights Foundation (predecessor to ANRF) is formed and frees the British documentary "Death in the West" from censorship by Philip Morris in England.
- 1983 CNR successfully campaigns for the first strong workplace smoking ordinance ever passed, in San Francisco. The tobacco industry forces a ballot initiative on the measure called Prop. P, which CNR wins in November.
- CNRF publishes the Death in the West Curriculum Guide, created in cooperation with the Lawrence Hall of Science, University of California, Berkeley. The guide draws on the successful Lawrence Hall of Science RAY:5 prevention program.
- 1984 CNR runs campaign in Los Angeles to pass strong workplace smoking ordinance protecting nonsmokers.
- CNR assists in the defeat of a tobacco industry referendum in Fort Collins, Colorado to repeal a local smoking ordinance.
- CNRF begins Workplace Smoking Program.
- 1985 CNR's campaign for local smoking ordinances takes off, with the passage of more than 30 local ordinances in California and dozens across the country. A Smokefree Workplace is published to assist employers and employees in implementing workplace smoking policies.
- 1986 CNR and CNRF go national and change name to ANR and ANRF. ANR becomes the only national anti-tobacco advocacy group with a primary expertise and interest in federal, state, and local lobbying and legislation.
- ANR initiates grass roots campaign for airline smoking ban.
- U.S. Surgeon General C. Everett Koop praises ANR's new publication, *Legislative Approaches to a Smokefree Society*, at a

press conference in San Francisco.

The American Nonsmokers' Rights Foundation (ANRF) publishes the *Secondhand Smoke Curriculum Guide* to accompany the film "Secondhand Smoke."

ANRF initiates Teens as Teachers smoking prevention program.

- 1987 ANR's grass roots political campaign for the airline smoking ban ends with the passage of a ban on smoking on flights of two hours or less.

ANR's Model Ordinance takes off around the country as local policy makers respond to the Surgeon General's Report on Involuntary Smoking.

- 1988 ANR holds first Flight Attendant Conference in Chicago. Campaign begins for ban on smoking on all domestic airline flights, in which flight attendants play a critical role.

New York City passes comprehensive smoking ordinance based on ANR's Model.

- 1989 Congress adopts ban on smoking on all domestic flights, and ANR is the only advocacy group cited as "particularly active" in the Congressional Record.

ANR produces *Major Local Smoking Ordinances in the United States, A Detailed Matrix of the Provisions of Workplace, Restaurant, and Public Places Smoking Ordinances*, published by the U.S. Department of Health and Human Services.

ANR holds national conference for grassroots nonsmokers' rights groups, held at the National Institutes of Health. Participants call for a 1995 Philip Morris Bill of Rights Campaign.

- 1990 ANR counters tobacco industry attempts to subvert the EPA Risk Assessment on environmental tobacco smoke. EPA Scientific Advisory Board declares tobacco smoke a Class A Carcinogen.

1990 marks the beginning of the end of separate sections, as ANR and local policy makers pass more and stronger smokefree ordinances for restaurants, workplaces, and public places.

ANR Washington Office opens.

1976

NONSMOKERS:
WE WANT
SEPARATE SECTIONS!

TOBACCO INDUSTRY:
SECTIONS WILL
RUIN AMERICA!

1990

NONSMOKERS:
WE NEED
100% PROTECTION!

TOBACCO INDUSTRY:
SECTIONS ARE THE
AMERICAN WAY!



Recycled paper

AMERICANS FOR NONSMOKERS' RIGHTS AMERICAN NONSMOKERS' RIGHTS FOUNDATION

Americans for Nonsmokers' Rights (ANR) is a non-profit public interest group formed in 1976 to protect the right of nonsmokers to smokefree air. ANR pursues an action-oriented program of legislation and education on both a national and local level. ANR was originally named California GASP (Group Against Smoking Pollution), one of the first so-named groups in the country.

During recent years, researchers have documented that secondhand smoking is not only unpleasant, but causes disease, including lung cancer, in otherwise healthy adults and children. Tobacco smoke is the major source of indoor air pollution, and poses an additional risk to people with special sensitivities, including asthmatics, the elderly, those with cardiovascular disease, and children.

ANR's activities began with efforts to enact legislation to protect nonsmokers in the workplace, restaurants, public transportation, and enclosed public places. From humble beginnings with the passage of a few local ordinances by 1980, ANR has promoted the enactment of more than 400 city and county ordinances across the United States. In the process, ANR has become a national resource on the issues of nonsmokers' rights, passive smoking, and tobacco in general. ANR has been called on to aid officials and health activists nationwide.

Most recently, ANR orchestrated a successful national campaign to eliminate smoking on all domestic airline flights. In the history of legislation on smoking and health, the airline smoking ban will be remembered as a political miracle. The success of the legislation was due in large measure to a national grass roots campaign organized by ANR.

In addition to protecting the health of nonsmokers, ANR's success in reducing smoking in public places and the workplace has had the important effect of helping children remain nonsmokers and smokers quit. Nonsmokers' rights legislation is reducing the social acceptability of smoking and this, in turn, is keeping children and other nonsmokers from starting. The result is disastrous for cigarette sales, and explains why the Tobacco Institute has recognized the nonsmokers' rights movement as "the most dangerous development to the viability of the tobacco industry that has yet occurred."

The American Nonsmokers' Rights Foundation (ANRF), ANR's educational arm, actively promotes smoking prevention and education about passive smoking and nonsmokers' rights. ANRF uncovered the previously censored documentary "Death in the West" ^{1.6 THE BIRTH OF} the 1976 documentary, called "the most powerful anti-smoking film ever made", was suppressed by Philip Morris after one airing in 1976. As the result of ANRF's efforts, "Death in the West" has since become the core of a highly successful smoking prevention curriculum for children and has been aired on television stations across the country.

Inspired by the success of "Death in the West", the Foundation helped produce a film on the harmful effects of passive smoking. "Secondhand Smoke" depicts an evil genius's quest for the perfect poison - tobacco smoke. Although accessible to children, "Secondhand Smoke" draws on the hard scientific facts about the health risks of secondhand smoke to nonsmokers. ANRF has authored a five day curriculum to accompany "Secondhand Smoke".

Finally, ANRF is currently implementing a comprehensive smoking prevention program entitled Teens as Teachers. Teens as Teachers is a uniquely effective curriculum which trains teen-agers as teachers for younger children. Teens as Teachers utilizes the successful "Death in the West" and "Secondhand Smoke" films.

ANR has developed a National Resource Center to provide information on passive smoking, tobacco, and the tobacco industry to government agencies, local advocates, and the media. ANR receives daily requests for information on federal, state, and local legislation from around the country. Requests for information and assistance have been received from across the United States, from New York to Hawaii, and from other countries, including Australia and Canada.

2530 SAN PABLO AVENUE, SUITE J, BERKELEY, CALIFORNIA 94702 (510) 841-3032

Julia Carol, Co-Director

Mark Pertschuk, JD, Co-Director