

July 26, 1989

MEMORANDUM

To: Martin Gleason

From: Susan Stuntz *SMJ*

I would like to see the Savarese Economic Network take a crack at three new op-ed campaigns -- all of them in the public smoking area. Please see that the necessary materials are pulled together and delivered to Savarese promptly, so that we can get these moving.

1. Smokers' productivity in the workplace. There's a new social cost piece coming out; Lew Solmon has prepared a good (and as yet unpublished) review of the smoker productivity literature. There should be enough around for these guys to take a crack at the productivity issue. They also ought to touch on the whole question of costs to employers -- without necessarily getting into the whole question of who incurs higher insurance and social security costs.
2. The costs of poor indoor air vs. the costs of providing proper ventilation. Here, the hope would be to point out to employers that increased worker illness and lost productivity more than justify any additional costs to employers and building managers in providing improved ventilation. Obviously, noting that smoking restrictions do nothing to solve the employee productivity problem is important here.
3. Scientific fraud. We'll talk more about this matter this afternoon, but I think there's enough anti-regulatory and questionable statistical stuff around to prompt some pretty good pieces.

In terms of priorities, the third one probably comes first, although all are important. Please keep me posted on this project. Thanks.

cc: Brennan Dawson
Charles Powers

TI17682262