

Indoor Air Quality Programs

Summary

The programs call for extensive briefings of liberal/labor and corporate communities on indoor air quality issues via briefing teams, direct mail, print and broadcast advertising, videos and other communications. These experts and individuals promote ventilation as the best solution to all indoor air quality problems, including smoking.

Background

Although there is an increasing awareness of the problems of indoor air pollution and poor office ventilation caused, in part, by industry efforts, environmental tobacco smoke continues to be viewed as a separate and distinct issue, and smoking restrictions continue to be viewed as the best way to improve indoor air quality.

Member Company Programs

Philip Morris and R.J. Reynolds incorporate indoor air quality issues into their own materials, publications and presentations. Philip Morris also provides grants to some organizations for purchase of ventilation equipment.

Strategy

Promote ventilation as the best solution to all indoor air quality problems, including smoking.

Highlights

- o Continue and expand current programs to brief media, labor/liberal organizations, and the corporate community on the true nature of indoor air quality.
- o Provide additional visibility to indoor air quality expert briefing teams and experts via print and broadcast advertising, direct mail, newsletters, seminars, op-ed mailings.
- o Promote positive case studies -- such as the rescission of the Beverly Hills, Cal., restaurant smoking ban -- where indoor air quality can be improved without resorting to smoking bans. Promote productivity/cost savings as an added incentive for the corporate community to improve indoor air quality.

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o Expand grants program to include assistance to individuals and organizations seeking ventilation retrofit information as an alternative to smoking bans.

Media

The program relies upon expert spokespersons to conduct briefings with decision-makers and allies. Seminars, symposia, media tours, publication of articles and promotion of reprints, and videos also are used to disseminate the indoor air quality message.

Targeted advertising and direct mail promotion of ventilation company services are also components, along with provision of grants to conduct additional building studies and to retrofit existing systems.

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Indoor Air Quality Programs

Relationship to comprehensive plan

Primary Strategy

Strategy 4: Increase awareness of true nature of indoor air pollution. Promote improved ventilation as the best solution.

Secondary Strategies

Strategy 1: Oppose all legislative, regulatory, judicial and voluntary efforts to discriminate unfairly against smokers. Attempt to reverse all existing restrictions.

Strategy 5: Reduce superficial public debate of ETS.

Strategy 7: Critically evaluate ETS research.

Tactical Programs

Tactical Program D.3: Promote the need for ventilation standards through news media, advertising, direct mail, videos, print materials, and coalitions.

Tactical Program D.4: Conduct briefings with groups of legislators, journalists, business, professional, labor and civic officials on the subject of ETS and indoor air quality. Coordinate with scheduled meetings of allied associations, labor unions, lobbyists' and legislators' meetings.

Political and business environment

o There is an increasing awareness of the problems of indoor air pollution and poor office ventilation.

o The effort in the mid-1970's to conserve energy by reducing ventilation and tightening building insulation has contributed to building occupant illnesses.

o Many indoor air components are regulated through OSHA for industrial workplace environments; however, there are few standards regulations for the white collar workplace.

o Several jurisdictions and states have taken preliminary steps to address this problem to one degree

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or another. Therefore, eventually, it will be addressed with or without our input.

o Although we have caused increased focus on the broader issue of indoor air quality, environmental tobacco smoke is still viewed as a separate and distinct issue, and smoking restrictions continue to be viewed as the most effective way to improve indoor air quality.

o The business community typically would not support legislation to mandate ventilation controls; however, some businesses may support ventilation standards laws if they are already in compliance or if they perceive a financial interest in doing so.

o There may be substantial costs to owners of older buildings with poor or outdated systems if ventilation standards are imposed. Costs to newer building owners may not be substantial if existing ventilation equipment is adequate to meet new standards.

o Organized labor supports ventilation standards as an improvement in working conditions and as a jobs issue.

o Depending on location, the issue may break down to "energy conservation vs. indoor air quality." If this does take place, the issue of energy tax credits will come into play. The suppliers of energy (i.e., coal, oil, hydro, etc.) may also be a factor.

o The argument of "freedom of choice" with regard to workplace smoking is becoming increasingly difficult to sell because those who are opposed to smoking have used the same argument effectively. The concept of "indoor air quality" (with an emphasis on science) has much more credibility and will draw in a wider audience.

o Many anti-smoking groups may support ventilation standards legislation, although not at the expense of existing smoking restrictions.

Institute program

Strategy I: Focus greater attention on the broader issue of indoor air quality and the need for improved ventilation systems or more efficient use of existing systems.

Strategy II: Continue to broaden political and professional relationships with organizations and individuals concerned with the issue of indoor air quality.

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Tactics:

1. Conduct at least one ACVA indoor quality and two ETS Truth Squad media tours per month. Conduct at least one media tour per month in unionized regions of the country, featuring labor consultants.
2. In conjunction with ACVA (a company devoted to the identification and control of internal pollution problems in public and commercial buildings) media tours, urge ACVA to place indoor air quality issue ads in newspapers in media tour cities.
3. Conduct at least 500 briefings on the indoor air quality issue with officials from labor, industry, trade, environmental groups and the media throughout 1988. Conduct briefings before at least 20 state/local labor councils on workplace smoking issues.
4. Assist interested organizations in preparing statements supporting broad indoor air quality standards and regulations.
5. Identify, prepare and promote positive case studies where indoor air quality was improved without restricting smoking.
6. Continue support of National Energy Management Institute (NEMI) indoor air quality project, through the Tobacco Industry Labor Management Committee. Identify appropriate NEMI spokespersons and promote the project as appropriate.
7. Through the Tobacco Industry Labor Management Committee, ACVA and NEMI, identify opportunities to conduct building ventilation studies in areas or among employers considering smoking restrictions. Support efforts of local unions to promote indoor air quality awareness.
8. Utilize materials prepared for organized labor to encourage state and local labor councils/international unions to reasonably accommodate all members in their bargaining conferences, and to view smoking restrictions in the broader context of indoor air quality.

Status:

o **ACVA/Truth Squad/Labor Tours.**

In the first quarter, ACVA completed two media tours, in Minnesota and in Tampa/Jacksonville/St. Petersburg, Fla. Media briefings to date total 30. Our

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understanding is that ACVA will launch a national media campaign.

We have completed six Truth Squad tours, in Denver, Cleveland/Columbus, Baton Rouge/Shreveport, Seattle/Tacoma, St. Louis/Columbia/Jefferson City, and Detroit. Media briefings to date total 48.

We have completed two labor media tours, in Seattle/Tacoma, Wash., and in Portland, Ore. Briefings to date total 10.

o **ACVA Advertising Campaign.** Two ACVA indoor air quality ads, for use in conjunction with ACVA media tours have been developed and tested.

The National Energy Management Institute (NEMI) also is considering advertising on the indoor air quality issue.

o **Indoor Air Quality Issue Briefings.** Completed indoor air quality issue briefings to date include:

Federal: January and April briefings of Members of Congress by ETS scientist Larry Holcomb and ACVA's Gray Robertson. A February briefing of Congressional staff by the same two.

State: Background briefings for legislators and policy makers in Massachusetts and Virginia, by ETS scientists and ACVA representatives.

Media: 78 media briefings have been completed to date.

Labor: January briefings included the presidents and legislative directors of 9 AFL-CIO northeast state federations; officials from the Washington and Oregon state federations. In February we completed briefings before the Food and Allied Service Trades Department of the AFL-CIO; with legislative counsel for all Maryland AFL-CIO affiliates; and with additional representatives from Washington and Oregon federations. In March, briefings included the Pennsylvania AFL-CIO executive council and the Pennsylvania AFL-CIO convention. April briefings included the board of the Labor Council for Latin American Advancement and a regional meeting of the A. Philip Randolph Institute.

Total briefings to date: 185 individual briefings; 16 briefings before state or local labor councils.

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May briefings scheduled to date include another regional conference of the A. Philip Randolph Institute, the Washington State AFL-CIO educational directors meeting, and the Meany-Murray-Gompers Educational Institute in Massachusetts.

In August, we will address the Labor Council for Latin American Advancement national convention, the Washington State AFL-CIO convention, and the A. Philip Randolph Institute national conference.

In November, we are booked on the program of the Coalition of Labor Union Women national conference.

o **Encourage Statements from Third Parties.**

In February, the AFL-CIO executive council passed a resolution encouraging improved ventilation and passage of indoor air quality standards as the best means of dealing with indoor air pollution.

The Sheet Metal Workers union and the National Energy Management Institute have submitted comments on an Environmental Protection Agency indoor air quality brochure, noting that improved ventilation solves most building air quality problems, including those that have been traced to smoking.

NEMI has requested representation on a new Commission on Indoor Air Quality being established in Connecticut. The organization also has asked to appear on the panel of a Consumer Federation of America workshop on indoor air quality, and before the National Association of Counties tobacco task force.

o **Promote Positive Case Studies.** The Institute has in production a brochure on the indoor air quality issue, referring to several case studies of building air quality complaints which were corrected by improved ventilation.

ACVA refers to such case studies in its media materials, and in briefings with the media and with corporate clients.

The National Energy Management Institute is producing a brochure, and quarterly newsletters with the same message. These include case studies cited in a 1987 National Academy of Sciences report on building air quality.

o **Continue Support of National Energy Management Institute (NEMI).** A promotion plan for NEMI has been

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developed and is being implemented. Activities to date include:

Establishment of a toll-free telephone number, to assist in generating requests for indoor air audits.

Development of a quarterly NEMI newsletter for distribution to contractors and their customers. Development of a NEMI promotional brochure to describe NEMI's indoor air quality services.

NEMI promotional booths at state AFL-CIO conventions, and ventilation organization trade shows. NEMI recently staffed a booth at the Pennsylvania state AFL-CIO convention.

Identification and training of a national NEMI spokesperson, to represent the organization before legislatures, the media, and labor/industry gatherings.

NEMI continues to support the Beverly Hills Restaurant Association in its efforts to find a reasonable alternative to the City Council's smoking ban.

NEMI has met with officials in San Diego County, Cal., in an effort to persuade them that a proposed smoking ban would do little to solve indoor air quality problems.

NEMI has requested representation on the newly established Connecticut Commission on Indoor Air.

Production of a NEMI promotional video is underway.

Additional activities in the future include training of additional spokespersons, print and broadcast advertising, op-ed placements and a direct mail campaign.

o **Conduct Building Studies. Assist Unions in Raising the Indoor Air Quality Issue.** In addition to the NEMI building studies underway in Beverly Hills, the Tobacco Industry Labor Management Committee has supported building studies in:

Maine and New Hampshire, where five state office buildings were inspected at the request of the Northern New England Indoor Air Coalition, to support ventilation legislation in those states.

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Oregon, where state employees asked for building studies at three sites.

We also have provided expert ventilation testimony to support workplace grievance proceedings in Iowa and Michigan, where employers attempted to justify smoking bans as the best way to clean up the indoor air. We have offered similar assistance to the American Federation of Government Employees, in its continued efforts to block a Department of Health and Human Services smoking ban.

o **Promote Labor Management Committee Materials.** These materials include two AFL-CIO Executive Council resolutions opposing legislated smoking restrictions and supporting comprehensive indoor air quality programs; a guide to collective bargaining and indoor air quality in the workplace; and videos featuring two international union presidents.

To date in 1988, 2,300 workplace guides have been distributed to national, state and local unions throughout the country. These guides include the AFL-CIO resolutions.

We also have provided the two videos to 235 unions, particularly in the northern states. In Washington State, the president of the state federation has broadcast the videos on the federation's cable channel.

Member Company Programs

Philip Morris provides grants to some organizations for purchase of ventilation equipment. Grants of up to \$20,000 are provided to non-profit corporations. PM also promotes ACVA's services in its Philip Morris magazine.

R.J. Reynolds incorporates ventilation/indoor air quality issues into all of its corporate, hospitality and smoker materials, as well as its newsletters. It also includes indoor air quality arguments in the presentations it makes to trade and hospitality groups.

Recommended Program Expansion

o Identify and train at least four additional ventilation/indoor air quality spokespersons available and willing to brief media, labor and other groups on the issue. At least one of these experts should be an industrial hygienist who can accompany labor spokespersons on briefings of unions.

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o Identify and retain at least two additional national and four additional state labor consultants, for indoor air quality briefings of labor organizations, labor media, and other liberal organizations. These consultants also would represent the Tobacco Industry Labor Management committee in other coalition efforts with organized labor/liberal groups.

o Renew and expand NEMI grant to include training and support for two additional NEMI spokespersons, and continued support of NEMI newsletter, promotional materials and advertising. Provide for grants to enable NEMI to assist allies in developing plans to respond to alternatives to smoking restriction legislation.

o Seek opportunities for sponsorship of indoor air quality seminars -- sponsored by NEMI, by liberal/labor organizations, or by corporate associations, as additional speaking forums for IAQ experts. Promote as appropriate. Sponsor at least four for the remainder of 1988.

o In conjunction with ACVA, NEMI and seminar activity, expand use of indoor air quality print advertisements. Explore feasibility of producing broadcast ads. Point to case studies in which indoor air has been improved without resorting to smoking bans.

o Develop indoor air quality exhibition booth, for use by NEMI, ACVA, and other allies at trade shows, conventions, etc. Use to promote indoor air quality videos, materials, etc.

o Initiate op-ed mailings, with articles authored by indoor air quality/ventilation experts, in targeted areas in which smoking restrictions and/or indoor air quality issues are under consideration.

o Generate debate on indoor air quality issues. Identify a constituency that would argue that workplace air already is clean (much as the airlines argue that cabin air is clean). Encourage debate with ACVA, NEMI and other ventilation consultants.

o Develop arguments that cleaning up the indoor air improves productivity and thus results in savings to the employer, rather than expense. Add to existing corporate materials and promote in presentations to corporations, state and local Chambers of Commerce, etc.

o Via direct mail to the corporate community and to state and local chambers of commerce promote ACVA, NEMI and other indoor air quality/ventilation services as a means of cleaning up the indoor air.

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o Encourage existing coalitions -- Hispanics, minority groups, women's groups -- to speak out on the indoor air quality issue. Develop targeted briefing materials, identify speaking forums and briefing teams for each constituency, and arrange for participation in workshops.

o Commission article for labor audiences on indoor air quality as a workplace issue for union attention. Seek publication in a labor journal. Promote reprints as appropriate.

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