

## PUBLIC SMOKING ISSUE

**Primary Responsibility:** Martha Rinker  
Sharon Ransome  
Karen Fernicola  
Carol Hrycaj

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### Overview

In September, TI staff continued to work on public smoking projects including revisions to the Corporate Assistance Program materials and preparation of allies responses to the OSHA RFI.

### Highlights

TI staff met with Professor Amitai Etzioni to discuss progress on Phase I of the Center for Policy Research's (CPR) project, "Extreme and Moderate Responses to Exercise of Individual Rights." The CPR undertaking, sponsored by the National Chamber Foundation, will examine the "continuum of [the public's] responses, from mild disapproval to violence" to a variety of issues and behaviors, including smoking, animal rights, weight and environment. CPR also is preparing a cross-cultural analysis focusing on social issues in another society, such as Japan.

Staff is working to reschedule the visits with airport executives in Hartford, CT, Burlington, VT, Boston, MA, Portland and Bangor, ME, that were postponed in August at the request of the SAD staff.

John Fox made Americans with Disabilities Act and workers' compensation presentations to the Washington State Self-Insurance Association and the California Firefighters Association.

The National Energy Management Institute (NEMI) conducted indoor air quality contractor training sessions in three Texas cities, San Antonio, Beaumont and Houston, and in Philadelphia, Pennsylvania.

Representatives from the Labor Management Committee (LMC) and NEMI gave an indoor air quality (IAQ) presentation at the Florida AFL-CIO convention as part of a workshop on labor legislation. The convention subsequently approved an IAQ resolution.

### Corporate/Smoker Assistance

The Tobacco Institute received approximately 102 requests for workplace smoking assistance and materials during September. Eighteen packets of materials were handled by TI staff and 80 were sent to TI's mail house service for fulfillment. Staff also

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- o Participated in briefing new member company personnel; and
- o Continued work on the Media Relations 1992 budget.

Overall in August, 37 broadcast and 73 print interviews were conducted, 347 information requests (129 from the media) were filled and 29 media relations contacts were made.

**Next Month's Goals**

- 1) Evaluate and adjust as necessary ETS media activities
- 2) Continue and expand media activities and support to SAD on the youth initiatives
- 3) Press conferences in Louisiana and North Carolina
- 4) Package materials from media tours for Senate hearing
- 5) Finalize and distribute privacy letters

**FIRE SAFETY ISSUE**  
**August 1991**

**Primary responsibility: Karen Fernicola**  
**Sharon Ransome**

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**Overview**

In August the fire safety issue staff kept busy building and strengthening The Institute's relationships with key fire service officials and organizations. We also helped the fire service learn about its obligations under the Americans With Disabilities Act, and we continued development of a 1992 budget.

**Highlights**

The \$1 million funding for "fire-safe" cigarette research was deleted from the Consumer Product Safety Commission's (CPSC) 1992 budget request by the Senate appropriations subcommittee overseeing the CPSC. Federal Relations offered TI's assistance in restoring the funding (which had been approved by the House), and were told that Rep. Moakley was confident the funding would be restored. We kept our fire service allies informed.

An article by consulting attorney John Fox called "Will the Americans With Disabilities Act Change Fire Service Standards?" appeared in the August issue of Fire Engineering magazine. The article has prompted scores of requests from fire department officials for more information. Fox also will speak on the ADA at the annual meeting of the California State Firemen's Association.

We met with the president of the Call-Volunteer Firefighters Association of Massachusetts and the chairman of the National Volunteer Fire Council (NVFC) to discuss the goals of the new state volunteer organization, how the association can be an effective member of the NVFC and assistance available through The Institute's Fire Safety Education Program.

The Consumer Awareness Committee of the CPSC's National Smoke Detector Project met in Washington, D.C. Committee members determined an action plan for the coming year, and divided responsibilities. As a member of the committee, we volunteered to help draft a standard speech for project representatives to use when encouraging organizations to become involved in the project.

TI consultant Phil Schaenman discussed industry-sponsored research on international comparisons in fire protection with the staffs of the Congressional Fire Services Institute (CFSI) and Rep. Curt Weldon (R-PA). CFSI staff requested additional copies of all four TI-sponsored TriData reports.

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TriData staff gave a presentation on the Proving Public Fire Education Works report at the annual meeting of the Virginia State Firemen's Association.

We assisted in designing a brochure publicizing the critical incident stress debriefing team hot line of the American Critical Incident Stress Foundation. The NVFC Foundation, on whose board of directors TI sits, is funding the hot line in its first year. We also assisted the NVFC in updating its membership brochure.

In response to a number of requests from newly appointed state-level public fire educators for help with resources and ideas, we began compiling a list of state fire marshals' offices that employ state-level educators in hopes of developing a peer networking directory. The National Association of State Fire Marshals is assisting.

In August, TI's Fire Safety Education Program responded to 50 requests for information and educational resources from fire departments and organizations in 23 states. In addition, the Congressional Fire Services Institute staff was grateful to receive a "grant" of several used office chairs from TI.

We provided a briefing on the "fire-safe" cigarette issue and TI's grants program to a new attorney for Lorillard.

We computed 1991 estimates for the fire safety issue budget, and submitted initial and revised budget requests for 1992.

Sharon Ransome continued to learn and rehearse the standard presentation on The Institute's Fire Safety Education Program and the "fire-safe" cigarette issue. We should begin receiving requests for 1992 fire conference speaking engagements before year's end.

We met with a new consultant working with the joint venture group of company scientists on the "fire-safe" cigarette issue to explain TI's Fire Safety Education Program and our work with the fire service.

We completed an updated draft of the "Accidental Fires: Where The Tobacco Institute Stands" brochure. Budget concerns have put production of the revised brochure on hold for now.

We met with the public education coordinator of the Prince George's County, Maryland, Fire Department about a proposal to produce the video featuring TI's Fire Safety Education Program

materials and other free public fire education resources. Meanwhile, we worked on developing a draft script.

We began a discussion with "social costs" issue staff about the social costs aspects of the "fire-safe" cigarette issue. We will consider whether and to what extent The Institute's "social costs" arguments are appropriate to advance within the context of federal "fire-safe" cigarette research. The CPSC is charged with developing information on the "societal costs of cigarette-ignited fires."

**Next Month's Goals**

Complete script for fire video.

Continue editing high school fire safety curriculum.

Update fire safety hearing readiness document.

Finish compiling list of state-level public fire educators.

Draft article on the fire service's accepting assistance from industry, for publication in fire press.

## SOCIAL COSTS

**Primary Responsibility:** Calvin H. George  
Carol Hrycaj

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### Overview

In August, issues staff completed a second draft of the 1992 Social Costs budget and 1991 spending estimates, which hold projected expenditures to approximately half of the original 1991 budget for this issue area in order to cover unanticipated cost overruns in other issue areas. As a result, activities in this issue area are being held to a minimum.

### Highlights

An edited draft of "The Political Element in Science: SAMMEC and the Anti-Smoking Lobby," an in-depth examination of the statistical methodology underlying "social costs" figures promulgated by the U.S. Department of Health and Human Services, has been returned to the authors for revision and clarification. Consulting economists Robert Ekelund and Richard Ault are expected to provide their second draft in early September. At that time legal review of the document will be undertaken.

In addition, issues staff will work with consultants to develop an executive summary of the Ekelund and Ault study for broad distribution to the media and policymakers. A promotion plan, including the potential for op-ed pieces and letters-to-the-editor in selected media markets will also be developed.

### Next Month's Goals

Finalize 1992 social cost plan and budget.

## INFORMATION CENTER

PRIMARY RESPONSIBILITY

MAUREEN BOOTH  
JENNIFER DOWDEN

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### OVERVIEW

In the month of August, with Congress out of session and the upheaval in the Soviet Union, tobacco coverage by the news media was kept to a minimum. The Youth Initiative did receive good regional coverage where media tours took place.

### HIGHLIGHTS

Nellie Sizemore, librarian at RJR, asked that we send the latest FTC report on nicotine and tar levels in cigarettes.

Felica Logman of Philip Morris, Richmond, requested the phone number for TI Australia.

Mari Miller of Lorillard requested and received a copy of an article on full-text imaging from Text Management Journal.

Bob Lewis requested assistance in securing a copy of the Federal Aviation Act of 1958.

Kay Packett requested a computer search of the Scientific Advisory Board's reaction to the EPA ETS study. A computer search for background information on Herbert Tate, proposed EPA General Counsel and Raymond Ludwyszewski, acting EPA General Counsel was also done.

Karen Fernicola asked for a computer search for background information on Mary Gall, the new head of the Consumer Product Safety Commission.

Bill Orzechowski was given an updated computer news search of stories about the smuggling of cigarettes over the Canadian border and U.S. state borders.

The transfer of membership charges for Compuserve, a computer network have been transferred from the Information Center to Data Processing.

Larry Eisenstein of C&B asked for TI pamphlets for a product liability suit.

Eric Tirshwelll of Patton, Boggs & Blow asked for a copy of the Duke University Legal Backgrounder on the Constitution and advertising. He was directed to the Washington Legal Foundation.

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Melinda Siak of C&B asked for the advertising restrictions for tobacco in Sweden. The appropriate pages from the Infotab restrictions notebook were transmitted to her by facsimile.

Professor Jean J. Boddewyn requested and received a copy of "Tobacco Marketing and Production." by Myers and Hollar from the AMA Tobacco Use in America Conference, January 1989, for testimony he is giving for the New Zealand Tobacco Institute.

Tobacco Institute of New Zealand requested any information on the report of green tea cutting the lung cancer rate of mice by 45 per cent. (Washington Times, Aug. 27, 1991).

Lindsey Wilson of Infotab requested and was sent a copy of the Leadership Council on Advertising Issues piece titled: Impact of Advertising on the Competitive Structure of the Media, by Lilley and Penner.

The Librarian for Terra Inc., a scientific consulting firm in Florida, asked for assistance in identifying the use of pesticides in tobacco fields. She was referred to the Kentucky and North Carolina Tobacco Research Laboratories and the United States Dept. of Agriculture.

Bill Ward of Row Sciences in Maryland, requested a copy of the Maxwell Report. Mr. Ward was given John Maxwell's phone number in Richmond, VA.

**Total Requests of the Information Center:**  
Staff - 14, Members - 3, Law Firms - 5, TROGS - 7, Public - 5,  
Total = 34.

**Goals for Next Month**

The Information Center will be hosting a meeting of the Association of Information Specialists on September 11, 1991.