

SMOKING
and
HEALTH

Newsletter



NATIONAL INTERAGENCY COUNCIL ON SMOKING AND HEALTH

8600 WISCONSIN AVENUE, BETHESDA, MARYLAND 20014

Vol. 1, No. 1

July-August, 1965

A key objective of the National Interagency Council on Smoking and Health is to serve as a medium of exchange for groups and organizations concerned with the smoking problem.

This Newsletter has been launched to help meet this objective. It is intended as an instrument to disseminate information on existing and emerging programs and materials dealing with smoking as a health hazard. We hope it will be useful to state interagency councils on smoking and health, their component health and education organizations, and to members of the National Council who have expressed the need for a mechanism to know what is going on in this field and where.

The National Interagency Council Newsletter will be issued on a bimonthly basis. We will be glad to receive items for publication, comments, and ideas for improving content. With your cooperation we can move forward more effectively toward our goal.

- Emerson Foote, Chairman,
National Interagency Council on
Smoking and Health

Legislative News

In July, the Congress passed and the President signed into law a cigarette labeling bill requiring all cigarette packages to carry this statement: "CAUTION: CIGARETTE SMOKING MAY BE HAZARDOUS TO YOUR HEALTH." This label is to be in a conspicuous place, but exact placement on the package is not specified. The bill, which goes into effect January 1, 1966, prohibits the Federal Trade Commission and state and local official agencies from requiring a warning statement in advertising earlier than July 1, 1969.

Manufacturers who do not comply will be subject to a \$10,000 fine. The Department of Health, Education and Welfare and the Federal Trade Commission are required to report in 18 months and annually thereafter on the effectiveness of the label, current information on the health consequences of smoking and current advertising practices.

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Commenting on the bill, Senator Warren G. Magnuson said, "This warning will not only serve notice upon all who read it that they smoke at their own risk. It will also make manifest to every American that the Federal government upon which they rightly rely to warn them of hazardous substances, accepts the evidence that . . . 'Cigarette smoking is a health hazard of sufficient importance in the United States to warrant appropriate remedial action.' "

Eight Congressmen, in a letter to President Johnson, urged a veto of the bill on the grounds that it "protects only the cigarette industry." The letter was signed by Senators Gaylord Nelson of Wisconsin, Paul H. Douglas of Illinois, Joseph S. Clark of Pennsylvania and Robert S. Kennedy of New York and by Representatives John A. Blatnik of Minnesota, Richard Bolling of Missouri, John E. Moss of California and Morris K. Udall of Arizona.

"The essential feature of the bill," they wrote, "is the postponement for four years of the Federal Trade Commission's rule requiring a health hazard warning in cigarette advertising."

Editorial support for the veto was given by the New York Times and the Washington Post. Dr. David D. Rutstein, Head of the Department of Preventive Medicine at Harvard Medical School, also favored veto.

National Clearinghouse on Smoking and Health

U. S. Public Health Service, pending final approval of the appropriation by Congress, will establish the Clearinghouse. The House has passed the appropriations bill which requests almost \$2 million for the Clearinghouse; a Subcommittee of the Senate Appropriations Committee is now considering this bill.

The Clearinghouse will concentrate on public and professional information and education, behavioral research studies, and assistance to state and community programs. One part of the program will be the development of two "community laboratories" in which public education and communications media will be brought to bear on the control of cigarette smoking.

NOTE: Beginning with this issue of the Newsletter, we are sending 50 copies to each state interagency council for distribution to local organizations. A similar quantity is being sent to active, affiliate and observer organizations of the National Interagency Council for distribution to their divisions, branches or units. We plan to continue with this procedure for succeeding issues. Extra copies beyond the original 50 may be ordered in lots of 50 at \$2.50 per unit lot. Your order should indicate whether you wish to receive the copies on a continuing basis. Please make checks payable to American Public Health Association and send to the National Interagency Council on Smoking and Health, 8600 Wisconsin Avenue, Bethesda, Maryland 20014.

Write For:

A limited number of the following items are available on request at the National Interagency Council on Smoking and Health, 8600 Wisconsin Avenue, Bethesda, Maryland 20014.

- List of Smoking and Health Materials Developed by States or Local Communities (teachers' guides, films, leaflets, reports, etc.)
- Report on Smoking and Health Activities in the United States: document presented by Secretary of National Interagency Council at VIth International Conference on Health & Health Education, Madrid, July, 1965.
- Leaflet describing the organization and objectives of the National Interagency Council on Smoking and Health.
- National Library of Medicine Bibliography on Smoking and Health, listing more than 1,000 references compiled from 1958 to 1963. (A new supplement is in preparation which will include articles published up to January, 1965).
- Smoking and Health Report Confirms Cigarette Hazard, by Dr. Eugene H. Guthrie reprinted from George Washington University magazine, Vol. 1, No. 2, Summer, 1964.
- Summary Proceedings of the National Conference on Cigarette Smoking and Youth, New York, June 10-11, 1964.

Also Available (At Addresses Indicated)

A record of hearings before Senate and House Committees on cigarette labeling and advertising. United States Government Printing Office, Washington, D. C. 20402.

Hearings Before the Committee on Commerce, United States Senate, Part I.	\$2.00
Hearings Before the Committee on Commerce, United States Senate, Part II.	\$1.75
Hearings Before the Committee on Interstate and Foreign Commerce, House of Representatives.	\$2.00

"Smoking: The School's Responsibility"-- a position paper of the American Association for Health, Physical Education, and Recreation, a department of the National Education Association, 1201 16th Street, N.W., Washington, D.C. 20036.

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State Interagency Councils and Committees on Smoking and Health*

California: California Interagency Council on Cigarette Smoking and Health, 875 O'Farrell Street, San Francisco 94109. Edward K. Williams, M. D., Chairman.

Colorado: Interagency Committee on Smoking and Health Education, University of Colorado Medical Center, 4200 East Ninth Avenue, Denver 80220. Roger S. Mitchell, M. D., Chairman.

Connecticut: Connecticut Health League Task Force on Smoking, Connecticut Department of Health, 79 Elm Street, Hartford 06103. Harold S. Barrett, M. D., Deputy Commissioner of Health, Chairman.

Delaware: Delaware Smoking and Health Committee, Delaware Tuberculosis and Health Society, 1308 Delaware Avenue, Wilmington 19806. Frank F. Pierson, Jr., Chairman.

District of Columbia: Interagency Council on Smoking for D. C., D. C. Department of Public Health, 300 Indiana Avenue, N. W., Washington 20001. Nina B. Woodside, M. D., Chief, Bureau of Chronic Disease Control, Chairman.

Florida: Florida Committee on Smoking and Health, University of Miami School of Medicine, Miami 33136. Charles F. Tate, Jr., M. D., Chairman.

Georgia: Georgia Interagency Committee on Smoking and Health, Georgia Department of Public Health, 47 Trinity Avenue, Atlanta 30334. Fred Allman, M. D., Chairman.

Idaho: Idaho Interagency Committee on Smoking and Health, Idaho Department of Health, Statehouse, Boise 83701. Don R. Bybee, Chief, Health Education and Training Section, Chairman.

Illinois: Illinois Interagency Coordinating Committee on Smoking and Health, 840 South Wood Street, Chicago 60612. Warren H. Cole, M. D., Chairman.

Kansas: Kansas Interagency Council on Smoking and Health, 824 Tyler Street, Topeka 66612. Charles H. Schreiber, Chairman.

Maryland: Maryland State Committee on Smoking and Health, State Department of Health, 301 W. Preston Street, Baltimore 21201. Kay K. Edwards, M. D., Chief, Division of Adult Health Services, Chairman.

Massachusetts: Commissioner's Advisory Committee on Smoking, Massachusetts Department of Public Health, 170 Morton Street, Jamaica Plains 02130. Frank Reynolds, M. D., Chairman.

Michigan: Michigan Council on Smoking and Health, Michigan Health Council, 712 Abbott Road, P. O. Box 431, East Lansing 48824. Henry J. Vandenberg, Jr., M. D., Chairman.

Minnesota: Minnesota Interagency Council on Smoking, Department of Education, Centennial Office Building, St. Paul 55101. Carleton Knutson, Chairman.

*List of agencies affiliated with each of the councils and committees will be sent on request.

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Mississippi: Interagency Council on Smoking and Health, Mississippi School Health Service, State Board of Health, State Department of Education, Jackson 39205. A. D. Owings, Education Director, Chairman.

New Hampshire: Interagency Committee on Smoking and Health, Exeter Hospital, 10 Buzell Avenue, Exeter 03833. Richard Curtin, M. D., Chairman.

New Jersey: Joint Committee on Smoking and Health, New Jersey State Department of Health, P. O. Box 1540, Trenton 08625. Mrs. Florence Fiori, Chairman.

New Mexico: (No official name or status) School Health, New Mexico Department of Public Health, 408 Galisteo Street, Santa Fe 87501. John F. Allanson, M. D., Program Director, Chairman.

New York: Interagency Committee on the Health Hazards of Smoking, New York State Department of Health, 84 Holland Avenue, Albany 12208. Dr. Granville W. Larimore, M. D., First Deputy Commissioner, Chairman. (Address correspondence to Miss Dorothy Nelson).

North Dakota: Interagency Council on Smoking and Health, P. O. Box G, 212 Second Street, Bismarck 58502. Mr. Edward L. Sypnieski, Chairman.

Ohio: (In process of formation) American Cancer Society, Ohio Division, 2185 E. 14th Street, Cleveland 44115. Leo F. Gerber, Exec. Vice-President, Chairman.

Oklahoma: Multi-Agency Conference Committee on Smoking and Health, Oklahoma State Thoracic Society, 301 N. W. 12th Street, Oklahoma City 73103. Edward Munnell, M. D., Chairman.

Oregon: Oregon Interagency Committee on Smoking and Health, Health and Physical Education, Lewis and Clark College, 0615 S. W. Palatine Hill Road, Portland 97219. Michael Hosokawa, Chairman.

Pennsylvania: Pennsylvania Committee on Smoking and the Health of Youth, State Department of Health, State Capitol, Health and Welfare Building, Harrisburg 17120. Charles L. Leedham, M. D., Chairman.

Rhode Island: Interagency Council on Smoking, 333 Grotto Avenue, Providence 02906. Robert W. Drew, M. D., Chairman.

Texas: Interagency Council on Smoking and Health, Texas State Health Department, 1100 West 49th Street, Austin 78756. William S. Brumage, M. D., Director, Cancer & Heart Disease, Chairman.

Vermont: Interagency Council on Smoking and Health, State Medical Society, 128 Merchant Row, Rutland 05701. Getty Page, Exec. Secretary, Chairman.

Washington: Smoking and Health Advisory Committee of Voluntary Agencies, State of Washington Department of Health, 214 Public Health Building, Olympia 98501. George Spendlove, M. D., Chairman.

West Virginia: Joint Committee on Smoking and Health, Bureau of Public Health Education, West Virginia State Department of Health, Charleston 25305. Harold T. Colley, Jr., Director, Chairman.

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Program Ideas and Activities from the States

California: Legislation proposing a \$5,000,000 appropriation for a statewide advertising campaign against cigarette advertising has been introduced in the State Legislature . . . The California Interagency Council on Cigarette Smoking and Health has issued its first newsletter. Since the Council was formed two years ago 22 county councils have been formed.

Colorado: Denver School Superintendent Dr. Kenneth E. Oberholtzer has recommended that the School Board prohibit smoking by all high school students on school grounds. Seniors are now permitted to smoke in designated areas on school grounds.

District of Columbia: Washington Post Columnist Bill Gold and W. H. Simmons, President of the Teachers' Union in Washington, are at odds over a School Board order barring teachers from smoking in schools. The School Board says smoking is bad for teachers' health, creates fire hazards and sets a poor example for impressionable children. Gold agrees, and deplores the action of teachers who defied the order. "Pupils," he says, "are expelled for willful disobedience; why not teachers? They're supposed to be more responsible than children." Simmons replies: "Would further repressive techniques eliminate the smoking problem as Mr. Gold suggests? . . . (He) should ponder the fact that Washington is the only major city where this policy exists. If teachers in Baltimore, St. Louis, Philadelphia, Chicago, etc., are allowed to smoke in teachers' lounges, then why not in the Nation's Capital?"

Maryland: Psychology Professor Dr. Donald K. Pumroy, University of Maryland, has begun a withdrawal clinic for student smokers in an experiment to determine the effectiveness of the gradual approach in reducing the number of cigarettes smoked . . . As an example to their students, 31 faculty members of the 800-pupil St. Clair Elementary School in Cambridge voted unanimously and voluntarily to give up smoking on school grounds.

Massachusetts: The Interagency Council in Lynn, in cooperation with the Lynn Hospital, conducted a double panel of 5 adults and 5 teenagers in a discussion of "Are Teenagers Dying to Smoke?" The event was well covered by the media.

Michigan: The Michigan Health Council is coordinating an intensive educational program on smoking and health. Over 25,000 copies of a 32-page Resource Guide for Teachers of Grades 5-12 have been distributed statewide to 5,500 public and parochial schools.

Ohio: A group of health agencies in Columbus has issued a 1965 revised resource kit for teachers titled, "Will Your Students Smoke?" . . . In Akron's 70 public schools a six-week course on smoking and health was given in physical education and science classes.

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Oklahoma: A bibliography and newsletter, recommending use and source of materials for varying age groups, is being distributed to schools under the auspices of a Multi-Agency Conference on Smoking and Health.

Oregon: Established in March, 1962, the Oregon Interagency Committee has had a long record of activity in smoking and health, including sponsorship of workshops, smokers clinics, a speakers bureau, exhibits, radio and television programs, conferences, surveys. This year two regional conferences for senior high school students have been planned.

Pennsylvania: The Philadelphia Resource Booklet on Smoking and Health has been issued to "assist various groups and individuals interested in smoking and health by providing a convenient compilation of information on the subject." It was prepared jointly by the City Health Department and the Philadelphia Smoking and Health Research Project (540 Municipal Service Building, Philadelphia 19107).

NIC Adds 18th Member

The National League for Nursing, Inc., became the 18th member of the National Interagency Council on Smoking and Health in July, 1965. Formed in 1952 by an amalgamation of seven national nursing groups, the NLN has some 24,500 individual members and more than 1,300 member agencies. It works to improve nursing service and nursing education and to interest young people in nursing careers. Headquarters are in New York with a Western branch office in San Francisco.

Views in the News

- "There has been a tendency in the U. S. to concentrate smoking and health programs exclusively on school children. This restriction is unwise. Adult smoking is a tremendous immediate problem . . ."--Dr. Eugene H. Guthrie, Secretary, National Interagency Council on Smoking and Health, at International Conference on Health and Health Education, Madrid, July 14, 1965.

- "It is deceptive for cigarette companies to advertise and promote their products without a hint of the dangers of cigarette smoking . . . If there is any hope of changing the smoking habits of American youth, it is essential that some restrictions be placed on cigarette advertising."--Senator Robert F. Kennedy, before Senate Commerce Committee, April 8, 1965.

- "Of course, there are those who admit the evidence but continue to smoke under the handy delusion that whatever bad happens will happen to others. Statistics can help puncture this 'Next Guy' theory. If we are to take the conservative estimate of 125,000 premature deaths a year, this means that every four minutes someone in this country dies prematurely because of his cigarette smoking. This is a real American tragedy because most of these deaths could be prevented."--Surgeon General Luther L. Terry, at National Tuberculosis Association annual meeting, Chicago, May 31, 1965.

NIC Officers and Membership

National Interagency Council on Smoking and Health:
A voluntary association of national agencies and organizations to combat smoking as a health hazard.
8600 Wisconsin Avenue, Bethesda, Maryland 20014.

Officers:

Emerson Foote, Chairman
Dr. Harold S. Diehl, Vice-Chairman
Dr. Eugene H. Guthrie, Secretary

Members:

American Association for Health, Physical Education
and Recreation
American Association of School Administrators
American Cancer Society
American College Health Association
American Dental Association
American Heart Association
American Pharmaceutical Association
American Public Health Association
American School Health Association
Association of State and Territorial Health Officers
Department of Classroom Teachers of the NEA
National Congress of Parents and Teachers
National League for Nursing
National Tuberculosis Association
U. S. Children's Bureau
U. S. Office of Education
U. S. Public Health Service

Affiliate Member:

Public Health Cancer Association of America

Meetings

September 8-11: 125th annual meeting of the American Statistical Association, Philadelphia.

September 21-25: Education Week on Smoking and Health, Philadelphia. The Community Council on Smoking and Health, comprising 13 health agencies, schools and professional groups, is sponsor, and the Philadelphia Health Department is coordinator. Keynote speaker: former Surgeon General Leroy E. Burney.

October 18-22: 93rd Annual Meeting of the American Public Health Association, Chicago. Dr. Eugene H. Guthrie, Chief, Division of Chronic Diseases, U.S.P.H.S., will report on "What's Happened Since the Surgeon General's Report on Smoking and Health?" Also, a distinguished panel of economists and businessmen will discuss the impact on the economy of a cut-back in tobacco production and consumption.

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