

Chien

August 15, 1989

MEMORANDUM

To: Samuel D. Chilcote, Jr.

From: Susan M. Stuntz *SMS*

Attached is a supplement to our current public smoking issue plan, incorporating a variety of new strategies and tactics to reach out to the media on the ETS issue, and the broader issue of science fraud.

It forms the basis for the Division's presentation on ETS science to the Executive Committee August 17, and will be included as an appendix to the 1990 public smoking issue plan and budget.

We are implementing this program immediately. I will be glad to answer any questions you might have.

Attachment

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**ENVIRONMENTAL TOBACCO SMOKE (ETS)
ADDITIONAL PUBLIC AFFAIRS PROJECTS**

BACKGROUND AND ASSUMPTIONS

- o Media coverage of environmental tobacco smoke is shifting away from portraying ETS as a controversial issue. Journalists are, increasingly, failing to apply standards of objectivity when reporting on anti-smoking claims of health effects alleged to be caused by exposure to ETS.
- o The Institute has aggressively promoted the industry's point of view on ETS and indoor air quality. The burgeoning of indoor air quality as an issue is, in large part, due to The Institute's efforts. However, as ETS press coverage becomes less balanced and less factual, the link between ETS and indoor air quality is diminished.
- o Renewed efforts, using new and creative approaches, are necessary to re-shape the climate with respect to ETS. While third-parties can be helpful on indoor air quality issues, it remains The Institute's role to act as advocate for the industry perspective on ETS.

OBJECTIVES

1. To increase the approaches used to bring the media the industry position on ETS and various alleged health effects.
2. To re-establish and reinforce with journalists the controversial and inconclusive nature of the scientific evidence on ETS.
3. To demonstrate to the media and the general public that breakdowns in scientific integrity - bias, error and intentional fraud in the scientific process - are leading to dangerous distortions of the truth and resulting in unreasonable fears, hysteria and false alarms.

Strategy I: Bring a "foreign" perspective on ETS science to U.S. journalists so that the U.S. media can better understand the controversial nature of anti-smoking claims about ETS from an international, scientific perspective.

Goals and Tactics:

1. Identify appropriate academic scientists from other countries to speak with the media in the U.S.
 - A. Develop appropriate messages for these scientists, including:
 - 1) While the SG and NRC assert a link to ETS exposure and lung cancer, the World Health Organization's International Agency for Research on Cancer and even the American Cancer Society have concluded that the link is insufficient;
 - 2) The majority of studies U.S. anti-smokers cite do not, in fact, establish links between exposure and adverse health effects;
 - 3) Of the studies of ETS and lung cancer, the majority do not show a statistically significant risk; and
 - 4) Exaggerations and misrepresentations of science are often reported without question in the U.S., creating a climate that is not replicated in other parts of the world.
2. Coordinate schedules to arrange for foreign scientists to participate in appropriate scientific conferences in the U.S. Upcoming conferences that may present opportunities include:
 - A. 9/22/89 Centers for Disease Control: Chronic Prevention and Control (San Diego)
 - B. 10/5/89 American College of Epidemiology (Washington)
 - C. 10/22/89 American Public Health Association (Chicago)
 - D. 10/31/89 , American College of Toxicology (Williamsburg)
3. Consider creating a "scientific" meeting, if feasibility of coordinating with a scheduled event is not possible.

4. Arrange for editorial board briefings and media interviews to be conducted by foreign scientists, sponsored by The Institute. Institute media relations staff would accompany the visiting scientists.
5. Call upon foreign scientists as well as U.S. scientists to aggressively promote reports from appropriate conferences on ETS.
6. Commission, from consulting scientists, a series of ETS-science op-eds for placement in regional newspapers.
7. Consider conducting opinion research regarding the intensity of public attitudes on ETS science for use in refining messages.

Strategy II: Illustrate the cost to business and society of politically motivated or exaggerated science, especially when it comes to ETS.

Goals and Tactics:

1. Work with an independent producer to develop a series of news segments on "health scares" leading to regulatory action and resulting in costs to business. These issues could include:
 - A. VDTs and Suffolk County, NY and USA Today;
 - B. Alar and apple growers;
 - C. ETS and Beverly Hills restaurateurs, also government intervention in private workplaces;
 - D. Cyanide on grapes and the Chilean economy; and
 - E. Ban on cyclamates.
2. Identify experts who can discuss examples and the shortcomings in the science or information that led to government action, including the peer review and funding processes of such science.
3. Call upon network of public choice economists to explain the direct and hidden costs of government intervention in business affairs, and to point out that while government may have an appropriate role in some areas of regulation, regulation carries costs and therefore must be based on sound science.

4. Seek third-party involvement. Other business organizations, such as the Chamber of Commerce or the National Association of Manufacturers, may have an interest in supporting such a project.

Strategy III: Provide reporters with information that will foster a better understanding of the nature and findings of scientific research on ETS so that media coverage is more balanced and accurate.

Goals and Tactics:

1. Develop a briefing book that:
 - A. Surveys the scientific literature (reviews as well as individual studies);
 - B. Provides information on the nature of epidemiology; and
 - C. Provides information on the criticisms and inconsistencies in the scientific literature.
2. Distribute the briefing book to reporters who currently, or may in the future, report on the issue.
 - A. Conduct a search to identify those reporters who regularly cover ETS to determine initial recipients.
 - B. "Test market" the materials, by mailing to journalists in an individual media market, and follow-up with personal visits by TI staff and consulting scientist.
 - 1) Identify any changes in tone, content or materials based on reception in test market, and
 - 2) Make changes in briefing book as appropriate.
 - C. Distribute final briefing book to those journalists identified as regular reporters on the issue, follow-up with personal visits as appropriate.
 - D. Consider wider distribution (e.g. to all science and health reporters).

3. Update the briefing book as additional studies or reviews are published.
 - A. When information is available before a study or review is published, use the briefing book and the prepared update with key reporters in advance of publication.
 - B. Follow-up any study receiving publicity with current and topical information.
4. Use individual sections of the briefing book as appropriate with journalists covering a specific aspect of the issue.

Strategy IV: Encourage examination by a credible third party of the way journalists cover controversial scientific issues, especially ETS.

Goals and Tactics:

1. Develop an arsenal of materials to make the case that faulty scientific studies are carried, often with factual errors and/or no perspective, to the public through the media.
 - A. Looking at more than ETS (e.g. caffeine, alcohol, cyclamates, fish oils), identify and compile case histories of scientific errors and faulty reporting.
 - B. Including the supporting science, develop a "white paper" that outlines the faulty reporting -- whether lack of perspective or the lack of news coverage devoted to changes in scientific opinion and contrary findings.
2. Encourage a columnist, professor of journalism, or other appropriate individual to review the materials and write and place an article on the poor quality of journalism applied to matters of high-profile, politically sensational science.
 - A. Seek placement in an appropriate journalism review publication.
 - B. Consider editing the article as appropriate for use as op/eds and columns for broader distribution.
3. Utilize the materials and "white paper" with economist network, TI consultants, and TI staff as appropriate when working with the media.

4. Work with a press foundation to encourage a seminar on coverage of science in the media, focusing on ETS as one case study.

Strategy V: Rebut and clarify all news reports on ETS that are inaccurate or do not include the industry's point of view.

Goals and Tactics:

1. Regularly monitor newspaper clips and broadcast transcripts to identify reports requiring response.
2. Conduct electronic searches to identify newspapers carrying wire service reports requiring response.
3. Using TI scientific consultants and staff, attempt to respond to 100 percent of these news reports.
 - A. Use updates of briefing book for studies or reviews as they are published.
 - B. Distribute responses and follow-up to appropriate staff, member companies and media outlets.

Strategy VI: Publicize and explain the scientific peer review process in such a way that the process is exposed for its limitations, weaknesses and fallibility.

Goals and Tactics:

1. Develop a body of research on the peer review system and its inadequacies.
2. Identify an expert who is credible within the scientific community and who can write and place papers on the operations and limitations of the peer review system.
 - A. Commission an article concerning the limitations of scientific peer review, for placement in a scientific journal.
 - B. Use arguments as basis of op-ed columns for more general distribution.

- C. Incorporate placed articles and columns in "arsenal" of materials used in media response to any future negative scientific study or report.
 - D. Carry message of peer review inadequacies to key media.
3. Employ experts, articles or materials with TI staff and consultants as appropriate when working with the media and decision makers.

Strategy VII: Publicize the financial, for-profit interests of the anti-tobacco scientific community which can lead to tainted scientific results.

Goals and Tactics:

- 1. Conduct extensive research on the funding of the anti-tobacco scientific community to determine sources of direct funding and grants for scientific projects, as well as potential economic interests in other areas, including interests in products or programs.
- 2. Develop inventory of scientific abuses by anti-smoking community in an effort to demonstrate relationship between scientific abuses and pecuniary interests.
- 3. Distribute results of research and inventory of data among critical media and policy decision makers.
 - A. Conduct one-on-one briefings where appropriate.
 - B. Utilize economists to write about impact of such fraud and bias.
 - C. Publicize messages through "paid" media opportunities such as matte services and VNRs.
- 4. Utilize materials with TI staff and consultants as appropriate when working with media and policy decision makers.

Strategy VIII: Promote the position that the general public is being overloaded with conflicting information about reasonableness of behavior and factors of risk.

Goals and Tactics:

1. Develop a body of research which establishes cases of questionable science leading to a poor balance between reasonableness and risk (science frauds and false alarms).
2. Develop arguments which highlight the lack of reliable risk assessment data.
3. Identify authors and spokespersons who are prepared to review materials and write and place articles as well as meet with the media on different aspects of the issue of reasonableness/risk and scientific fraud.
 - A. Utilize economist network to write and place articles on the economic impact of this issue.
 - B. Identify third party scientist who can write and talk about the limits of science and risk analysis.
 - C. Where appropriate, conduct media tours with third party spokespersons.
 - D. Identify and develop opportunities for third party spokespersons to meet with editorial boards.
 - E. Publicize messages through "paid" media opportunities such as matre services and VNRs.
4. Attempt to develop coalitions with groups impacted by bad science involved in quantitative risk analysis.
5. Utilize materials with TI staff and consultants as appropriate when working with media and policy decision makers.

OUTLINE: ENVIRONMENTAL TOBACCO SMOKE BRIEFING BOOK

I. THE SCIENTIFIC CONTROVERSY ON ENVIRONMENTAL TOBACCO SMOKE

A. Introduction

B. Overview of Scientific Reviews

1. The Health Consequences of Smoking: A Report of the Surgeon General, 1986
2. Environmental Tobacco Smoke: Measuring Exposure and Assessing Health Effects, National Academy of Sciences, 1986
3. International Agency for Research on Cancer, 1985 Report, 1986-'87 Updates
4. International Symposia
 - a) Environmental Tobacco Smoke: Report from a Workshop on Effects and Exposure Levels, Geneva, 1983
 - b) Workshop on Respiratory Effects of Involuntary Smoke Exposure, Bethesda, 1983
 - c) International Symposium on Medical Perspectives on Passive Smoking, Vienna, 1984
 - d) International Experimental Toxicology Symposium on Passive Smoking, Essen, 1986
 - e) Indoor and Ambient Air Quality, London, 1988
 - f) Indoor Air Quality, Argentina, 1988

C. The Nature of ETS Research: A Brief Discussion of Epidemiology

1. Definition of Epidemiology
2. Case-Control/Cohort Studies
3. Common Problems in Epidemiologic Studies
 - a) Bias (Selection, Classification, Interviewer, Respondent, Diagnostic)
 - b) Confounding Factors
 - c) Exposure Index

II. ENVIRONMENTAL TOBACCO SMOKE EXPOSURE

A. Introduction

- a. Definition of ETS
- b. ETS versus Mainstream Smoke
- c. Measurement of ETS Exposure
 1. Environmental Markers
 2. Biological Markers

B. Analysis of Exposure Research

- a. Environmental Measurement
 1. Carbon Monoxide
 2. Respirable Suspended Particulates
 3. Nicotine
- b. Exposure Histories
- c. Biomarker Measurement

C. Summary

III. ETS AND LUNG CANCER (Research list)

A. Overview of Research

B. Analysis of Research

1. Pre-1986
 - a) Hirayama
 - b) Trichopoulos
 - c) Gillis
 - d) Garfinkel (1&2)
 - e) Akiba
 - f) Pershagen
 - g) Lee, Correa
 - h) Chan and Fung
 - i) Kabat and Wynder
 - j) Koo
 - k) Wu (not considered in NAS), Buffler
(not considered in Surgeon General)
2. Post-1986
 - a) Gao
 - b) Humble
 - c) Lam
 - d) Brownson
 - e) Shimizu

C. Summary

**IV. ETS AND OTHER CANCERS
(Research List)**

A. Overview of Research

B. Analysis of Research

1. Pre-1986

a) All Sites

- * Miller (not considered by Surgeon General)
- * Sandler

b) Cervical Cancer

- * Sandler

c) Other

- * Nasal-sinus (Hirayama)
- * Leukemia (Sandler)
- * Brain (Hirayama)
- * Breast (Sandler)

2. Post-1986

a) All Sites

- * Vandenbroucke

b) Cervical Cancer

- * Slattery

C. Summary

**V. CARDIOVASCULAR DISEASE
(Research List)**

A. Overview

B. Analysis of Research

1. Pre-1986

a) Garland

b) Hirayama

c) Svendsen, Gillis

d) Lee, Aronow

e) Schievelbein (not considered in Surgeon General)

2. Post-1986

- a) Helsing
- b) Svendsen
- c) Sheps

C. Summary

VI. DISEASES OF RESPIRATORY FUNCTION
(Research List)

A. Overview of Research

B. Analysis of Research

1. Pre-1986

a) Pulmonary Function

- * Kauffman
- * Comstock
- * Kentner
- * White
- * Brunekreef
- * Jones (not considered by Surgeon General)

b) Acute Pulmonary Effects

- * Pimm
- * Shepherd
- * Dahms

c) Chronic Respiratory Symptoms

- * Schilling
- * Schenker

d) Asthma

- * Dahms
- * Pimm
- * Lebowitz
- * Shepherd
- * Wiedemann

2) Post-1986

a) Pulmonary Function

- * Hosein

b) Chronic Obstructive Lung Disease

- * Kalandi

c) Asthma

* Stankus and Lehrer
* Ing

C. Summary

VII. EXTRAPOLATION AND QUANTIFICATION

A. Overview.

B. Analysis of Research

1. Repace and Lowrey
2. Wells
3. NAS/Surgeon General Risk Assessments

C. Summary

VIII. CONCLUSION