

Overall objective: MAINTAIN LIFESTYLE ENVIRONMENTS FOR SMOKERS.

More specific goals are:

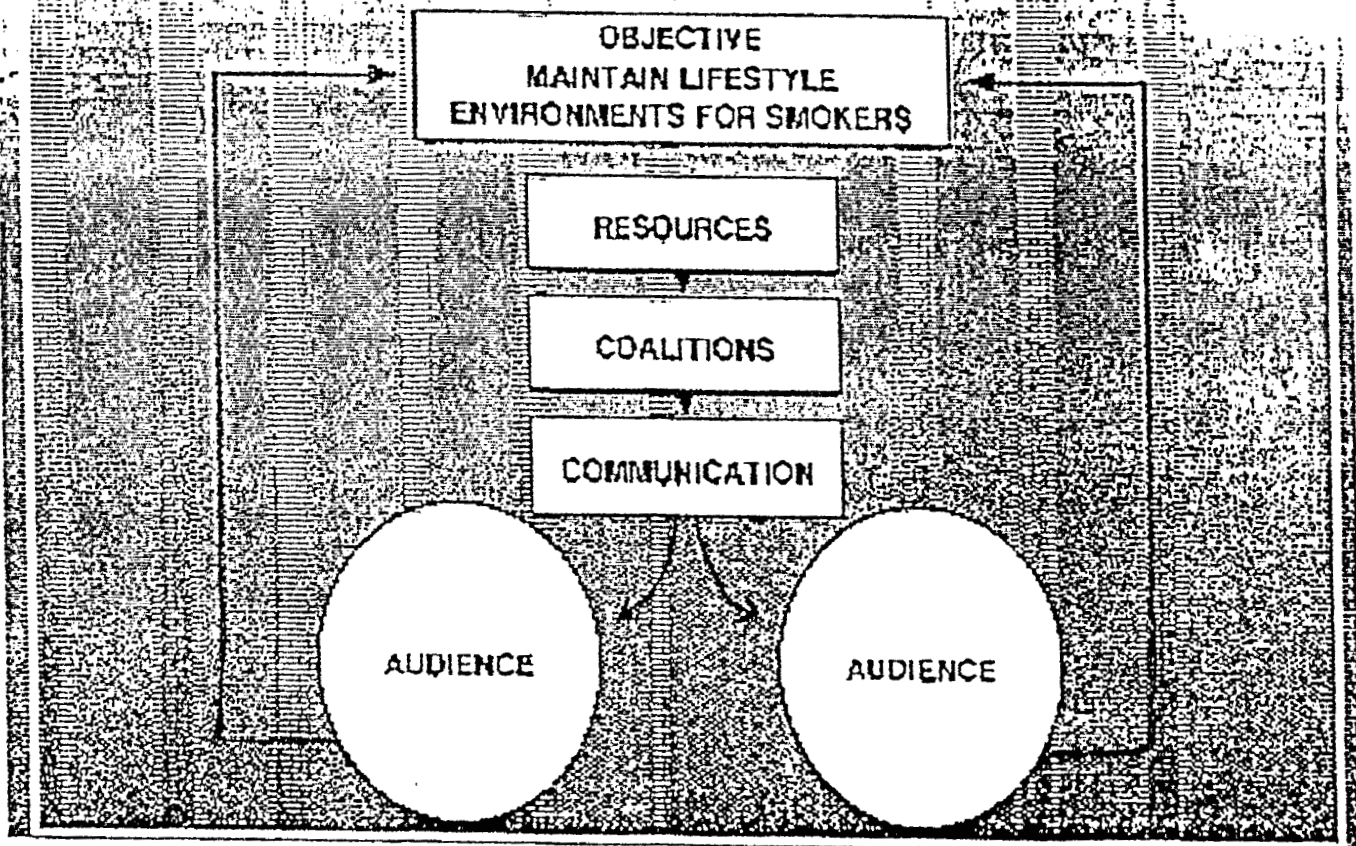
- Maintain the controversy and correct misinformation about tobacco smoke in public and scientific forums.
- Pre-empt further public smoking restrictions.
- Demonstrate to general public and specific issue groups that tobacco smoke is a minor contributor to the quality of indoor environments.
- Build coalitions among appropriate individuals and local/international groups.
- Maintain research activity and an academic, scientific and lay consultant team to provide support for our positions.
- Develop and promote acceptable solutions for smoker/non-smoker accommodation.

In most markets it is difficult to attain the overall objective directly as Philip Morris. Therefore, we have developed resources which can be used to communicate "key messages" to carefully targeted "audiences" or to develop allies/coalitions which in turn communicate our messages. The "audience" will vary in both composition and time frame. In many instances, the "audience" will be potential allies. Hopefully, as time moves forward, they become a resource or part of a coalition which then communicates to other audiences. The goal is to reach decision makers or those who can favorably influence decisions regarding public smoking environments.

The following chart is intended to be a generic framework to address the public smoking portion of the tobacco smoke program. The plan will take shape differently in each market. The strategies employed will depend on market specific components: e.g., current state of restrictions, PM's influence, strength and cooperation of the rest of the industry and/or NMA, available resources, the political process, existing contacts and coalitions, public perception of the issue, legal constraints, cultural nuances, relationship with the media, market priorities with regard to public smoking and, of course, available funds.

2503001585

TS ACTION AND SUPPORT FRAMEWORK



Three major areas of public smoking concern are specifically addressed: workplace, hospitality and transport.

With each company/association or individual in these three areas we can have discussions as representatives from two industries with a vested interest in the same issue, tobacco smoke, for much the same reason, consumer/individual preferences. Because many of our consumers are also their patrons or employees it is logical that we would have developed information and programs to address the issue. Likewise, we are eager to provide support to others who want to reasonably accommodate all of their employees and patrons in response to a demand for smoking restrictions.

2503001586

I LIFESTYLE - WORKPLACE

Location

- private office
- open office
- factory

Background (market specific)

- Determine which countries currently have legal/social security systems that provide fertile ground for workers' compensation cases with regard to tobacco smoke.
- What would be our strongest arguments and how can we support them?
- What effect will EEC harmonization have on the legal parameters of workers' compensation issue, particularly as relates to IAQ?
- What are the current workplace restrictions, voluntary and/or mandatory?
 - Is there legislation pending?
 - Has there been recent media coverage on in-door air quality and/or sick building syndrome?
- Identify unions and who best to approach them: PM, NMA, third party, other unions, e.g., US labor relations committee.
- Utilize Benchmark survey results as market profile.

Objectives

- Pre-empt further workplace bans/restrictions.
- Assure equitable indoor air quality standards.
- Promote a building systems approach to workplace environment.

Key Messages

- Tobacco smoke is a minor contributor to the indoor air environment.
- Available science does not justify restrictive legislation based on health claims.
- Management, labor and employee consensus -- not government regulation -- can best develop the workplace smoking policy.

2503001587

- Solution to tobacco smoke controversy in the workplace:
 - proper ventilation
 - courtesy and mutual respect

Strategies

- Expand the workplace smoking issue to a discussion of overall indoor air environment.
- Conduct IAQ testing in workplaces -- at least 2 building in 3 cities in each selected market.
- Conduct 'man in the street' office profile survey which addresses the workplace environment, including air quality.
- Use results of survey and testing to publicize key messages through third party media briefings, IAQ conferences, trade meetings.
- Publish proceedings from conferences and trade meetings which can be used as instructional material for selected audiences.
- Seek out and/or create opportunities to have consultants participate in discussions at government, local and trade society level regarding air quality standards.
- Set up a meeting of US consultants who have been involved in the development of ASHRAE ventilation standards with European counterparts who will be addressing the issue.
- Encourage articles for trade publications.
- Promote the ASHRAE ventilation standard as a means of resolving indoor air quality problems. Target information to health and safety officers, employee organizations, unions, business management, building owners and operators, engineering and architectural societies, occupational health societies.
- Promote IAQ book, (published by Cambridge press) among groups listed above.
- Promote book "Others People's Tobacco Smoke: Environmental, Social and Health Issues" in appropriate forums.
- Identify target recipients for HBI journal.
- Encourage trade schools and unions to use the case study and possibly other sections of the HBI journal as teaching tools.

2503001588

- Encourage appropriate Philip Morris personnel to become active members of local Chambers of Commerce, personnel management associations, business management associations and community groups. Utilize their forums, e.g., meetings and newsletters, to communicate key messages.
- Where appropriate, promote the tenet that a smoking policy in the workplace is a work rule and falls under the collective bargaining process. Smoking restrictions by management or by legislative process undermines the collective bargaining process.
- Encourage Business Council for Indoor Air (US) to extend its membership into Europe and Asia.

Allies/Coalitions

- Elected officials
- Media
- Engineers
- Architects
- Building owners and operators
- Occupational Hygiene Societies
- Personnel Management Associations
- Trade Associations
- Union and employee groups
- Chamber of Commerce
- Small and medium size business owners
- Business management associations
- Smokers

2503001589

II LIFESTYLE - HOSPITALITY

Locations

- restaurants
- pubs/bars
- hotels
- sports facilities

Background (market specific)

- Scope of current smoking restrictions.
- Restrictions voluntary or mandatory?
- Is legislation pending?
- What is the level of public expectation that separate S/NS areas will be provided?
- Are there other issues currently "hot" for the hospitality industry?
- Develop a market profile of hospitality trade in three cities in the market.
 - how many and what size hotels (chains or independent)?
 - how many and what seating capacity of restaurants in each category (up-market, family, casual)?
 - how many employees?
 - which establishments currently have smoking policies?
 - have there been recent surveys by the hotel/restaurant association or other interested parties?
 - benchmark survey results

Objectives

- Pre-empt legislated smoking restrictions.
- Develop allies in hospitality industry in opposing legislation to restrict/ban smoking in their establishments.
- Promote "self regulation" and "accommodation" programs.

2503001590

Key Messages

- Legislated smoking restrictions/bans in the hospitality trade are undesirable.
- Such legislation can have negative impact on business.
- Owners and operators -- not government -- are in the best position to determine what arrangements best accommodate their patrons preferences.
- Solution to tobacco smoke controversy in hospitality areas:
 - proper ventilation
 - courtesy and mutual respect

Strategies

- Get to know well local key owners/managers of hospitality facilities and management of local hospitality associations. Through them communicate with larger groups.
- Share with them problem and solutions from other markets.
- Encourage development of local "self-regulation" and "accommodation" programs.
- Seek out/create opportunities both with public media and trade press to publicize experience of those who have dealt with bans/restrictions and those who have utilized an accommodation campaign -- include restaurateurs, hotel owners, taxi owners.
- Where appropriate, conduct IAQ testing.
- Add restaurant IAQ results to cumulative report by HBI and published by Ho Re Ca.
- Encourage Ho Re Ca to distribute Issues Alert to local restaurants.

Allies/Coalitions

- Media
- Elected officials
- Restaurateurs
- Restaurant Associations. local, national and international

2503001591

- Restaurant workers
- Vendors who supply hospitality establishments
- Patrons
- Smokers

2503001592

III LIFESTYLE - TRANSPORT

Location

- airlines
- trains
- buses
- boats
- taxis

Background (market specific)

- Scope of current smoking restrictions
- Is legislation pending?
- What is the level of public expectation that separate S/NS areas will be provided?
- Are there other issues "hot" in the transport industry?

Objectives

- Maintain smoking areas in transport vehicles.
- Create tools for changing attitudes towards smoking in the various transport environments.
- Put tobacco smoke in proper perspective for transport environments.
- Develop data for trains, buses, boats similar to that of airlines.

Key Messages

- Available scientific data does not support prohibition of smoking.
- Concentrations of tobacco smoke components are low.
- Health effects from exposure to tobacco smoke aboard aircraft are highly unlikely.
- Factors other than tobacco smoke may be major contributors to subjective complaints.
- Solution to tobacco smoke controversy in transport vehicles:
 - proper ventilation
 - courtesy and mutual respect

2503001593

Strategies

- Continue to work with International Flight Attendants Association.
- JAL paper to be distributed to all who attended original presentation.
- New airline review paper distributed to flight attendants who requested SAS video.
- Follow-up with journalists that showed interest in initial airline media tours.
- Publicize airline presentation from Aerospace Medical Society meeting.
- Encourage smokers groups to run "alternative carrier" ads in markets where consumers have a choice.
- Get to know management of the new Denmark train -- what makes their train so different -- perhaps publicize their good air quality results.
- In selected markets, survey passenger waiting for trains as to their priorities regarding rail service.

Allies/Coalitions

- Media
- International Flight Attendants Association
- Taxi owners/drivers
- Transport management
- Passengers
- Smokers

2503001594

RESOURCES

- Corporate affairs personnel
 - briefed on the tobacco smoke issue
 - briefed on specific arguments for workplace, hospitality and transport.
- Company salesmen
ibid
- Company/industry PR consultants
ibid
- International network of academics and scientists who publicly and credibly, as independent consultants, address the inflammatory and unsound claims concerning the health effects of tobacco smoke.
 - Write review articles for scientific journals and lay publications on tobacco smoke and indoor air quality.
 - Present papers at scientific conferences and participate in scientific discussions at such conferences.
 - Prepare letters to the editors in appropriate circumstances.
 - Be available for briefings of opinion leaders, media and public hearings on tobacco smoke.
 - Be active in scientific organizations to which they belong and seek out activities in which they can participate in their areas of expertise.
- Objective publications, e.g., HBI journal, IAI journal
- Paid advertising
- Public opinion polls
- Direct mail campaigns
- Videos/brochures covering tobacco smoke, restaurants, airlines, indoor environments
- Briefing memoranda
- Indoor environment testing companies
- Smokers groups
- Beverly Hills Restaurateur spokesmen
- Scientific and specific industry publications
- Ho Re Ca

2503001595