

INTRODUCTION

The following pages outline strategies to address the Minnesota Plan for Nonsmoking and Health, prepared by the Minnesota Department of Health (MDH) in September 1984. We have prepared these strategies with several points in mind:

1. Much of the underlying research for the plan is inaccurate.
2. Our demonstration of those inaccuracies, although important, will not prevent the MDH from implementing certain program elements.
3. Some recommended program elements should not be addressed by us directly because they relate to the primary health issue, or because they pertain to industry marketing strategies.

Given these considerations, our strategies seek to refute the plans underlying research, concentrating on those areas in which we have the most credible arguments; e.g., economics, government intervention, etc. Where possible, we propose strategies aimed at specific items in the plan.

State Activities headquarters and field staff, and industry lobbyists may choose those strategies they judge to be most appropriate.

GENERAL STRATEGY

Identify and remove as supporters of the plan representatives from those groups with whom we have developed working relationships.

Tactics

1. The Tobacco Industry Labor Management Committee will work through its membership to identify contacts with major unions in the state (see Attachment 1).
2. Using those contacts -- and AFL-CIO statements opposing excise taxes and public smoking restrictions -- the committee will work through its supporters to remove organized labor from the list of supporters of the plan.
3. Headquarters and field staff, and lobbyists, will inventory their contacts for representatives from other groups supporting the plan. Where appropriate, they will work through those contacts to remove other supporters.

SCHOOL AND YOUTH EDUCATION

The plan calls for a variety of school programs, reinforced by and coordinated with state law and community efforts.

Strategy I

The Institute should consider direct involvement in the school and youth education effort, through promotion of Helping Youth Decide.

Tactics

1. Mail copies of the promotional package, with cover letters from Institute and NASBE officers, to state legislators, educators and allies. Whenever possible, field staff and/or lobbyists should make personal visits to those receiving the materials.
2. Seek endorsement of the program from state legislators and educators. If possible, obtain a resolution of commendation from the legislature (as was done in Pennsylvania).

3. Arrange for Institute and NASBE spokesmen to appear before state and local education groups to describe the program. If available, consideration should be given to including the Minnesota representative to NASBE in these appearances.

4. Publicize reaction to the program via ads in state and local media, including endorsements by Minnesotans, labor unions, national educators, etc.

Strategy II

Persuade officials that the education portion of the program is unnecessary because it is based upon faulty research, and would be costly and difficult to implement.

Tactics

1. Arrange for an education group (NASBE, NEA, AFT, etc.) to review for accuracy and reliability the research cited in the plan; e.g., that nonsmokers do better in school, are more likely to go to college, are less rebellious and are less likely to use other drugs.

2. Promote any errors that are uncovered with legislators and other educators. If possible, seek third party promotion of these findings.

3. Develop cost estimates for the education portion of the plan. Present to teachers and parents, asking if they want their tax money spent for unnecessary education programs or for textbooks, teacher salaries and other basics.

4. Promote to parents and teachers the concern that the "six or more hours of...nonsmoking education" cited in the plan might preclude six hours of education in another area (such as basic skills, driver and/or sex education).

MARKETING AND COMMUNICATION TECHNIQUES

The plan recommends an aggressive communications campaign aimed at smokers, nonsmokers, the medical and health community, and civic organizations.

Because The Institute neither encourages people to start smoking nor discourages anyone from quitting, we should not address directly strategies aimed at persuading smokers to quit.

Strategy

Demonstrate that the massive communications campaign proposed in the plan is unnecessary, expensive and impractical.

Tactics

1. The plan estimates a cost of \$1 million to develop and implement a statewide communications program. Seek estimates from advertising and public relations firms that demonstrate the state estimate is inaccurate, that a program such as the one the plan describes would require far greater sums of taxpayers' money.
2. Promote the findings from these firms via a statewide business and labor coalition, if possible.
3. Arrange editorial roundtables with representatives from state business, labor, education and law enforcement groups to review, from individual perspectives, the negative effects of such extreme steps.

4. Implement the model voter registration poll to demonstrate Minnesotans don't want further government intrusion in their lives.
5. Inform taxpayers of the large number of national programs that already address this issue, to indicate that local efforts are duplicative, a waste of taxpayers' money and unnecessary.
6. Promote the text of Gov. Rudy Perpich's 12/15/84 statement on smoking regulation: he does not believe the state needs additional regulation, and that any new anti-smoking measures should be aimed at young people in school.

PUBLIC AND PRIVATE REGULATORY MEASURES

Many of the proposed activities in this section cover areas in which the Institute has programs in place.

Strategy

Using existing Institute programs, promote questions, problems and/or concerns with plan recommendations addressing the public smoking, fire and advertising issues.

Tactics

1. Promote findings from the Response Analysis productivity study, the Tor Dahl Minnesota productivity study, the Environetics study of facilities planners and Lew Sjolmon's work on the economics of smoking restrictions in the workplace, to media in the state.

2. Target specialized Response Analysis surveys to labor and business in the state. Where possible, seek third party dissemination of information. For example, identify a labor union or official who could distribute the union report, along with other labor testimony on the workplace issue.

3. Once legislation has been introduced, conduct an economic impact survey, to demonstrate to businesses the costs workplace legislation imposes on them. Seek third party dissemination of the results of the survey.

4. Using reports from the 1983 and 1984 workshops, and other recent findings, demonstrate that the question of nonsmoker health harm from cigarette smoke is not yet proven. Promote the idea that there is no support for public smoking regulation based on the idea that ambient cigarette smoke harms the nonsmoker.
5. Consider use of voluntary workplace and restaurant policies to block potential legislation, thus demonstrating that businesses should decide for themselves how best to serve their employees and customers.
6. Via existing contacts with sports promoters, demonstrate that discontinuation of cigarette sponsorship of sporting and cultural events would result in large ticket price increases, thus making such events less affordable for the general population.
7. Compile and make available to field staff and lobbyists data citing the difference in costs between sporting and cultural events sponsored by private interests and those that are not.

8. Promote, through field staff and lobbyists, the manufacturers' code of cigarette sampling practices, which opposes distribution of cigarettes to children.

9. Using data compiled by consultants at Tri-Data demonstrate the inaccuracy of statistics used to support calls for "self-extinguishing" cigarettes.

10. Rely upon Tri-Data and those Minnesota fire officials with whom we have working relationships, to speak to legislators about the Institute's fire program and how it has been implemented in Minnesota. Consideration will be given to expanding the grant program to other Minnesota communities.

ECONOMIC INCENTIVES AND DISINCENTIVES

The plan recommends a variety of programs, ranging from excise tax increases to special incentives for businesses who encourage nonsmoking.

Strategy

Demonstrate that the assumption that smoking imposes economic burdens on the taxpayers and on employers is not supported by the data.

Tactics

1. Arrange for a conference sponsored by a state business and labor coalition, to examine and discredit the accuracy of the plan's economic data. Promote the conference findings, via a position paper, to state legislators, businesses, and the media. Seek third party sponsorship and promotion of the conference.
2. Compile estimates of the costs of the entire plan -- including research and tax incentives -- to the state. Promote via business/labor coalition.
3. Counter calls for a statewide excise tax increase with regressivity, unfairness arguments. Note that the state is not in need of revenue, and potential bootlegging problem. Seek support of these arguments from the AFL-CIO state fed.

4. Demonstrate the contradictory nature of calling for increases in both state and federal excise taxes.
5. Through the labor management committee, demonstrate the loss of jobs that would result from increased excise taxes.
6. Using Lew Solmon's economic research, demonstrate that arguments citing cost savings to businesses hiring nonsmokers are faulty and without merit.
7. Work with Institute statisticians to develop a statement that demonstrates, to the extent possible, the lack of actuarial justification for different insurance rates for smokers and nonsmokers.
8. Promote the results of the Environetics study of facilities planners to demonstrate the lack of justification for smoking bans as an energy saving device. Promotion should be directed toward business groups and local chapters of facilities planning organizations. To the extent possible, also promote the tentative ASHRAE decision to return to a single ventilation standard for all buildings.

9. For organizations which cannot be reached via major business groups, distribute information addressing the economic issues through the mail.

UNIONS IN MINNESOTA

According to BC&T resources, which outline union membership by Congressional district, Minnesota's top unions include:

- o United Food and Commercial Workers
- o Actors and Artists
- o Steelworkers
- o International Brotherhood of Electrical Workers *
- o Service Employees International Union
- o American Federation of Teachers
- o Brotherhood of Carpenters and Joiners *
- o International Association of Machinists *
- o Operating Engineers
- o Laborers International Union

* Contact made through the industry labor management committee

Unions heavily represented in individual congressional districts include:

- o Oil, Chemical and Atomic Workers
- o Communication Workers of America
- o Sheet Metal Workers *
- o Clothing and Textile Workers
- o Graphics and Communications Workers
- o Brotherhood of Railway and Airline Workers
- o Postal Workers
- o Wood Workers

Other influential unions in the state include:

- o United Auto Workers
- o Hotel and Restaurant Workers
- o AFSCME
- o National Education Association
- o Teamsters

In addition, BC&T has a bakery local in Minneapolis-St. Paul.

MAJOR MINNESOTA CORPORATIONS

Pillsbury

Honeywell

Control Data

Sperry

3M

Ford

IBM

Burlington Northern Railroad

Northwest Orient

Republic Airlines

Hormel Packaging

Wilson Packaging

Cargill

Hannah Mining

U.S. Steel

Blue Cross & Blue Shield

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