

ETS Strategy

Technological Approaches  
to Indoor Air Quality

- Total air quality
- Create Public Demand  
for Clean Air  
Technology

Science and the Media  
in the Public  
Policy Process

- Public Policy Formation  
Forum
- "Politicized" Science

Science and  
Reasonable Risk  
Assessment

- Risks in Context
- Independent  
Research  
Institutes
- National Academy  
of Sciences
- Scientific  
Recruitment
- Center for Indoor  
Air Research

Spreading the Word Through the Media

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## Risks in Context

Objective: Mitigate the perception of ETS risk by comparing ETS exposure with other unavoidable risks associated with every day life. Demonstrate that the risk posed by ETS is negligible in comparison to other agents commonly found in our environment.

Date

- Action Plan:
- Identify consultants proficient in EPA law and risk assessment methodologies.
  - Evaluate risk assessment methodologies utilized by EPA and OSHA for estimation of environmental and occupational risks. Identify how these methods may be manipulated to allow for differences in interpretation of regulations, e.g. cost/benefit, safe levels, acceptable risks.
  - Identify a strategy in risk assessment methodology that allows comparison of ETS to other commonly found environmental agents such as those found in indoor air (volatile organic chemicals), foods (pesticides), and water (lead, fluorine).
  - Design a communications package that illustrates the significant risks associated with everyday life that includes ETS as a "negligible risk".
  - Use the scientists network and public relations firm to communicate these results.

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Independent Research Institutes

Objective: Participation in non-profit research institutes currently associated with food and chemical safety issues in order to expand their concerns to ETS.

Action Plan: - Identify and contact appropriate institutions.  
- Contribute funds under Philip Morris Companies umbrella and to include ETS in the research reports of these organizations.

Date

Lead Person: Tom Borelli

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## "Politicized" Science

Objective: Demonstrate that the ETS issue is another example of selectively used science to achieve a political agenda.

Action Plan: Date

- Document cases where the Federal agencies are not consistent in their approach to regulation of carcinogen risks.
- Identify "outdated" federal laws that allows selective enforcement by the agencies which circumvents the need to modernize these laws. Cite the recent state initiatives (e.g., California Prop. 65) as examples of the failing Federal system.
- Document cases where this inconsistency leads to distortion by the media that is selectively used by political leaders to manipulate public policies.
- Sponsor think tanks and political forums to publicize these issues.
- Built coalitions with other industries and trade organizations to modify these laws.
- Expose these double standards by documenting via questionnaires or scientific focus groups that there are extreme difference between what experts say and what they do.
- Provide examples of "acceptable" health risks commonly found in everyday life and calculate morbidity and mortality rates.

Lead Person: Tom Borelli

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## Spreading the Word Through the Media

Objective: Disseminating the results of these programs to the media to alter the public perception of the ETS issue.

Date

Action Plan:

- Identify a Public Relation firm whose sale focus is disseminating the results of our other initiatives.
- Establish a hierarchy of media, other general and scientific, for story "pitches".
- Ensure all stories are also disseminated in PM publications: PM Magazine, PM Editorial and Broadcast Services and Smoker Newsletter.
- Develop an effective letter writing and op-ed response mechanism to ETS article using scientists' network as well as current letter writing network.
- Arrange editorial board meetings to seek more balanced coverage of ETS.
- Ensure media coverage of all forums, research reports and critiques generated by other initiatives.

Lead Person: Chris Dobias

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Center for Indoor Air Research

Objective: Establish the Center for Indoor Air Research as a first rate research institute dedicated to resolve indoor air issues through sponsorship of independent research.

Date

Action Plan:

- Attract membership from corporation and environmental consulting firms interested in indoor air quality.
- Establish a credible and respected scientific advisory board including members from the academic community.
- Identify and fund research programs that will support our posture on ETS issues.
- Sponsor scientific symposia and meetings to communicate research findings to the scientific community.

Lead Person: Tom Osdene

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## Public Policy Formation

Objective: Sponsor Public policy forums to expose the elements (science, the media, special interests groups and politicians) that drive public policy formation.

Date

Action Plan: - Sponsor and videotape a public policy forum in cooperation Fordham University on ETS issue with a panel consisting of journalists, scientists, legislators and activists.

- Attract wide media coverage and attendance.

- Disseminate edited videotape to colleges and universities, as well as various journalism conferences and symposia.

Lead Person: Steve Weiss

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Create Demand for Clean Air Technology

Objective: Provide examples of clean air technology to the public as a means to promote accomodation of smoking.

	<u>Date</u>
Action Plan:	
- Demonstrate the effectiveness of clean air technology by launching smokers lounges at airports in the US.	
- Illustrate the utility of this system for airlines by installation of clean air technology in Philip Morris corporate aircraft.	
- Demonstrate the effectiveness of this technology to a variety of commercial airlines as well as the pilots and flight attendants unions.	
- Market this technology to the aircraft manufacturers such as Boeing Aircraft and McDonnell/Douglas Corporation.	

Lead Person: Mike Irish

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National Academy of Sciences

Objective: Convince the National Academy of Sciences to reconsider the ETS issue.

Date

Action Plan:

- Dissect the NAS report on ETS and identify the most vulnerable assumptions that leads to its conclusions.
- Collect the various ETS articles since the NAS report and group them according to the most vulnerable assumptions.
- Identify and fund further studies that could support our case.
- Determine the best avenue to contact the NAS - public, political, private. Determine what additional information would be required for NAS to reconsider ETS issue.
- Utilize contacts within scientific network to create a consensus for a reexamination.

Lead Person: Tom Borelli

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## Scientific Recruitment

Objective: Establish a network of scientists who are committed to maintaining the high standards of science and are willing at various capacities to criticize poorly designed ETS studies.

Action Plan:

- Utilize personal/professional contacts within the scientific community to establish a network of sympathetic scientists.
- Extend this network by providing financial incentives for scientists to recruit their colleagues. This program would be administered by a PM law firm.
- Coordinate the effort with the Tobacco Institute's consultants in an attempt to maximize efficiency while minimizing exposure of these scientists.
- Utilize this network to respond to the expected onslaught of new ETS papers.
- Utilize selected individuals to maintain a presence at certain scientific meetings.

Date

Lead Person: Tom Borelli

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Technological Approaches to  
Indoor Air Quality

Objective: Demonstrate that poor indoor air quality is a potential health risk which can be resolved by adequate ventilation thereby mitigating focus on ETS and the need for smoking restrictions legislations.

Date

Action Plan: - Communicate the prevalence of "sick building syndrome" and identify the responsible factors.

- Generate individual awareness in total air quality by providing a simple biological test for target groups.

- Illustrate the solution is a air filtration not legislation by marketing AVCA Inc. and other indoor air quality firms.

Lead Person: Tobacco Institute

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