

THE PRODUCT

I. Background and Assumptions

. Public, legislative and media interest in the cigarette manufacture/ingredients issue has been relatively light over the last two years. Anticipated release in Congress, or via the media, of a list of some 900 ingredients used by American cigarette manufacturers and turned over to the Office on Smoking and Health in 1986, with assurance of secrecy, in compliance with the 1985 labeling law has not materialized.

. At the same time, the work of the technical study group examining the feasibility of the "self-extinguishing" cigarette has moved that issue almost completely out of the public eye.

. These two years of relative peace on these issues is changing. Cigarette companies are coming under increasing attack and scrutiny over the manufacture of their product: To date in 1987, the Federal Trade Commission's announced plans to shut down its tar and nicotine testing labs, prompting a day of hearings and renewed calls to give the Consumer Product Safety Commission or the Food and Drug Administration authority to regulate cigarettes.

Shortly thereafter, U.S. Department of Agriculture officials announced that some exported cigarettes contained dicamba, a weed killer sometimes used by tobacco growers to ensure that an entire crop ripens at the same time. That announcement prompted still another day of hearings, and more questions about ingredients other than tobacco that are contained in cigarettes.

. Legislation has been introduced in the House, by Rep. Jim Bates (D-Cal.) to allow the Consumer Product Safety Commission to "regulate the safety of tobacco and tobacco products."

. The 1987 Surgeon General's report, on "the pharmacology of quitting," to be released at the end of the year, also will return attention to the product itself, rather than its advertising or environmental issues.

. Cigarettes contain, in addition to tobacco, substances to enhance or add flavor, to retain moisture and to control burn rates. Various public sources suggest that manufacturers choose from as many as 2,000 substances, in addition to tobacco, to achieve these effects. According to published reports, these include licorice and cocoa, shellac and clove oil, and

triethylene glycol, catechol, coumerin ("deer tongue") and calcium chloride.

. A list of some 900 ingredients commonly used by U.S. cigarette manufacturers has been provided to the Office on Smoking and Health. Legislation requires that federal officials regard this list as a "trade secret." To date, that list has not been released.

. The Consumer Product Safety Commission is coordinating the federal study of the "self-extinguishing" cigarette. Results of that study will be released in October, creating yet another opportunity for public and legislative scrutiny of the cigarette manufacturing process.

. Although the number of fire deaths related to careless smoking decreased in the early part of the decade, the latest data indicate that trend has leveled off and even increased. Even though the death rate remains lower than it was five years ago, careless smoking still is regarded by many as an important cause of accidental fires.

. In the past, as many as 15 states have considered "fire safe" cigarette legislation. To date in 1987, three states have bills requiring manufacture of "self-extinguishing" cigarettes. As of July 1, 1987,

bills are pending in Massachusetts and New Jersey; a Minnesota bill carries over to 1988. This contrast is due largely to the fact that officials are awaiting the outcome of the federal study.

. Although fire service hostility to the tobacco industry has subsided, it is far from nonexistent. The Institute has helped improve relations and has demonstrated that it can act responsibly to help deal with the fire problem.

. Many major fire service groups have in the past adopted resolutions in support of "self extinguishing" cigarette legislation. Although these resolutions are outdated, they may continue to reflect the positions of some of these groups, and may be used to justify lobbying.

. Elected officials remain unaware of the severity of the overall accidental fire problem and the availability of good prevention and education programs. They also are unaware of the Institute's role in fire prevention. The fire service believes that these public officials, and representatives from other industries, should be playing a larger role in the overall fire prevention effort.

. Anti-smokers argue that the contents of cigarettes should be scrutinized at least as rigorously as those of less controversial products. To industry arguments that the contents of cigarettes are "trade secrets," the anti-smokers respond that public safety is more important than trade secrets, and that no other industry has the same privilege.

II. Objectives

To demonstrate to legislators, journalists and consumers that cigarette manufacturers act responsibly by using ingredients which have been publicly scrutinized, and to reinforce the fact that the security of "trade secrets" is a fundamental part of a free market economy.

To demonstrate to key public officials and to fire service leaders that the tobacco industry acts voluntarily and responsibly in fire prevention.

III. Strategies, Goals and Tactics

Strategy I: Work with manufacturers of other consumer products, and with trade associations and manufacturers representing the ingredients industry, to

raise public awareness of the current rigorous process by which all ingredients, including those in cigarettes, are reviewed. Note that trade secrets are a necessary element of a competitive marketplace.

Goal:

To produce and have published in 1988 15 op-ed pieces by economists on the importance of competition and the role of trade secrets in a free market economy.

Tactics:

1. Review existing literature on the importance trade secrets; prepare briefing papers for use in meetings with other industries.
2. Identify spokespersons, if available, who are familiar with the issue; seek their assistance in briefing other industries and representing our views to the media, and in briefings with legislative representatives.
3. Identify officials within appropriate trade associations representing ingredients manufacturers

and brief them on the issue. Seek their support in publicly stating that ingredients that have been identified as being used in cigarette manufacture all have been subjected to proper scrutiny by the appropriate regulatory agencies, and that anti-smoker efforts to weaken consumer confidence in those ingredients as applied to cigarette manufacture could also affect consumer views of other products which use the same ingredients.

4. Commission economist team to develop arguments and produce op-ed pieces highlighting the importance of competition in a free-market economy, and how trade secrets foster that competition.

5. If appropriate, commission economic impact study of the effect on research and development of new products of efforts to force manufacturers to disclose trade secrets. Seek third-party sponsorship and promote, via op-ed pieces, testimony, etc., as appropriate.

6. Support, through a major association of manufacturers, a second economic impact study of the effect on competition of politically-inspired disclosure of confidential information.

7. Encourage manufacturers of well known products protected by trade secrets to speak out on the negative effects of disclosure of such secrets.

8. Encourage the inventors/developers of popular products to speak out on the importance of trade secrets to technology and investments.

Strategy II: Work with fire officials and, when possible, other public officials at the state and/or local level to improve the quality and increase the availability of education and prevention programs for fire departments.

Goal: To have working relationships in 275 localities by January 1, 1988. A working relationship signifies (1) a TI-sponsored project in place, (2) TI staff contact with the local fire service and (3) awareness or involvement of public officials.

Tactics:

1. Develop video formats for existing programs (e.g., smoke detector programs) by June 1, 1988.

2. Develop and implement promotion plan for all TI fire safety materials by January 1, 1988. Assess feasibility of offering nationwide distribution of all programs through NVFC.

. Develop catalogue of fire prevention materials and programs, for distribution in response to requests for information, by January 1, 1988.

3. Continue city grants program, awarding an additional 30 grants in 1988.

4. Continue grants to fire service organizations for fire prevention education programs, supporting an additional 3 programs in 1988.

5. Seek locales as opportunities to implement TI programs as follows:

- a. Make direct contacts with individual departments and officials in order to establish programs.
- b. Work through state and regional fire service groups to coordinate introduction of programs locally.

- c. Work through elected officials' offices to approach local departments.
- d. Approach fire officials who have commented favorably on research supported by The Institute.
- e. Follow up on all requests for assistance from fire service and public officials generally aware of our efforts.
- f. Follow up with departments already participating in the program.

Strategy III: Maintain and increase fire service awareness of the tobacco industry's contribution to fire prevention.

Publicity efforts will target California, Connecticut, Florida, Illinois, Iowa, Kansas, Massachusetts, Michigan, Minnesota, Missouri, New Jersey, New Mexico, New York, Ohio, Oregon, Pennsylvania, South Carolina, Tennessee, Texas, Virginia, Washington and West Virginia.

Goals:

1. Encourage placement of at least five articles, each describing a program supported by the industry, by fire service personnel in fire trade publications.
2. Obtain at least five mentions per quarter national, state and regional fire service publications.
3. Appear on the program of at least two national and five regional fire service conferences in 1988. Attend at least a dozen other conferences, to privately promote industry programs.

Tactics:

1. Encourage local departments to publicize industry efforts in newsletters, publications of national, regional, state and county fire associations.
2. Maintain and improve relations with key fire trade journalists.

3. Maintain and improve relations with individuals responsible for planning major conferences.
4. Conduct individual briefings as part of visits to departments, conferences and other meetings.
5. Identify opportunities to promote program in media relations visits to appropriate regions.
6. Consider implementing additional model fire safety programs in regions of the country identified by federal and/or state activities staffs.

Strategy IV: Continue to encourage discussion among fire service leaders and concerned public officials about the overall accidental fire problem.

See Strategy III for discussion of priority regions.

Tactics:

1. Make presentations of 1987 research findings of decision-maker attitudes toward fire safety and education to major fire service groups and to representatives of groups surveyed in the report.
2. Publish findings in state chiefs and firefighter publications.
3. Encourage fire service, financial, education and other officials to comment on study in articles, speeches and correspondence with public officials.
4. Consider actively supporting smoke detector legislation at the state and local levels.
5. Support efforts by the fire service to raise awareness of activities of other industries (i.e., insurance, chemical, etc.) as they relate to fire prevention.

6. Seek additional opportunities to assist key fire service organizations (e.g., IAFC, ISFSI, IAFF, NVFC, IABFF, Burn Concerns, Pan Educational Institute) with additional programs and projects aimed at fire prevention.

7. Where appropriate, assist in arranging briefings on fire prevention issues between elected officials and representatives of the fire service.

IV. Resources

A. Staff

1. Public Relations: Sparber, Stuntz
Osborne
2. State Activities: Yoe, appropriate
field staff
3. Federal Relations: Vinovich, White

B. Consultants

1. Legal
2. Fire Experts
3. Appropriate legislative consultants

C. Materials

1. New Tools for Volunteer Firefighters
2. Firesafety...for the Rest of Your Life
3. FireCare
4. Fire Education Evaluation Survey
5. Smoke detector programs (1) urban
(2) rural
6. Research reports
7. Fire Sense
8. Reprints of appropriate articles