

Three Decades of
Initiatives
by a Responsible
Cigarette Industry

OUR COMMITMENTS

For the past thirty years—and for the future—this industry has maintained responsible positions in five policy areas of concern to all Americans, smokers and nonsmokers alike: **YOUTH SMOKING, SCIENTIFIC RESEARCH, FIRE SAFETY, TRUTHFUL ADVERTISING, and WORKPLACE SMOKING.** They are detailed in this booklet. Please read them and share your comments with us.

ON YOUTH SMOKING

Cigarette manufacturers have always believed that the decision to smoke or not is a choice to be made by informed adults. In line with that belief, we have taken the following steps:

In 1963 The industry announced termination of cigarette advertising and promotion in college publications and on campuses.

In 1964 The industry adopted a code prohibiting advertising and promotion in publications directed primarily at young people, forbidding use of sports figures and other celebrities in advertisements, requiring that models in advertising must be, and must appear to be, at least 25 years old, and assuring that advertisements do not present smoking as a pastime essential to success, sexual attractiveness or prominence.

In 1969 The companies offered to end cigarette commercials on television and radio. Cigarette commercials left the air in 1971 as a result of Congressional action.

In 1981 Reinforcing its existing ban on distribution of brand samples to young people, the industry adopted a new code of sampling practices which prohibits sampling within two blocks of youth activity centers, such as playgrounds, schools, campuses and fraternity or sorority houses.

In 1982 On the industry's behalf, The Tobacco Institute began an advertising campaign which was to reach 110 million Americans with the message, "Do cigarette companies want kids to smoke? No. As a matter of policy. No. As a matter of practice. No. As a matter of fact. No."

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In 1984 The Institute began offering a free parental guidebook, "Helping Youth Decide," prepared by the National Association of State Boards of Education. Another booklet, "Helping Youth Say No," followed. Both provide guidance on family communication to enable parents to help youngsters develop decision-making skills needed to deal wisely with everyday choices and lifestyle decisions and resist peer pressure to smoke.

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In 1986 The Institute provided unrestricted grants to the National Association of State Boards of Education for funding Community Alliance Programs (CAPs) at the rate of ten a year. Towns and cities throughout the U.S. were invited to apply for the grants, which provided the impetus for a broad community-based effort to improve parent-youth interaction.

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In 1990 The Institute launched a major five-part program to discourage youth smoking and address concerns about cigarette advertising and promotion. The program initiatives are broad-based efforts aimed, among other things, at curbing the availability of cigarettes to children. The components include: a retail program called "It's the Law," which provides decals, point of purchase displays, buttons and educational materials to employees, to limit young people's access to cigarettes; a booklet designed for parents to help their children deal with peer pressure entitled, "Tobacco: Helping Youth Say No" (this is the third part of the Responsible Living Program started by The Institute in 1984); legislative support to enact state laws setting a minimum age of 18 for the purchase of cigarettes; legislative support to enact state laws requiring supervision of cigarette vending machines in places frequented by minors; and new industry guidelines limiting the distribution of product samples and restricting billboard advertising to no less than 500 feet from schools and playgrounds.

IN SCIENTIFIC RESEARCH

Industry support of independent research exceeds \$166 million through 1990 and has resulted in publication of more than 4,145 scientific papers. Some milestones in the industry's continuing commitment to the search for answers to the unresolved questions about smoking and health:

In 1954 The industry established what is now known as the Council for Tobacco Research (CTR) to provide financial support for research by independent scientists into tobacco use and health. With the guidance of a board of independent scientists in reviewing research grant applications and selecting projects to support, CTR is completely autonomous. Its grantees are encouraged to publish their research findings.

In 1964 The industry pledged separate funding to the Education and Research Foundation of the American Medical Association for a smoking and health research program similar to the CTR's in its freedom and autonomy.

In 1971 Washington University in St. Louis received from the industry the first of what was to become a total grant of \$7 million to support studies of possible immunologic factors in cancer.

In 1972 Harvard Medical School received an industry commitment that was to total nearly \$5 million for a long-term study of pulmonary and cardiovascular diseases.

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In 1974 At the conclusion of the Education and Research Foundation project, grants totaling \$15 million had been awarded to 844 scientists in 98 medical and research institutions.

The School of Medicine at the University of California at Los Angeles received what was to become a \$2.75 million grant from the industry for a program of research on lung defense mechanisms including early detection and treatment of cancer.

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In 1982 The industry awarded a \$300,000 grant to the Heart Research Foundation in New York City for a clinical study of the association between smoking and other behavioral factors and heart disease.

IN FIRE SAFETY

Accidental fires attributed to careless use of smoking materials have long been a major concern of the tobacco industry. The industry strongly supports scientific research to investigate ways to address this complex problem. Public education also shows great promise in reducing accidental fires of all kinds, and The Tobacco Institute's Fire Safety Education Program has grown to be one of the chief sources of private sector funding for fire prevention education in the United States.

In 1982 The Tobacco Institute awarded the first grants under its Fire Safety Education Program, which provides funding and resources to assist the U.S. fire service with fire prevention activities at the national, state and local levels.

The Institute also funded and began distributing at no cost the IriData Corporation research report International Concepts in Fire Protection: Ideas From Europe That Could Improve U.S. Fire Safety.

In 1983 The Institute's Fire Safety Education Program introduced a free public relations and promotion kit, "New Tools for Volunteer Fire Fighters," developed with and for the National Volunteer Fire Council.

In 1984 With support from major fire organizations and the tobacco industry, Congress passed the Cigarette Safety Act of 1984, which created the Technical Study Group (TSG), to determine the technical and commercial feasibility of developing cigarettes less likely to ignite upholstered furniture and mattresses. Tobacco industry representatives actively participated with the TSG in the three-year federal study.

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In 1985 The "Fire Safety Education Evaluation Survey," developed with the Foundation for Fire Research, and the TriData report International Concepts in Fire Protection: Ideas From Japan, Hong Kong, Australia and New Zealand became available at no cost from The Institute's Fire Safety Education Program.

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In 1986 The Institute debuted "FireCare," a fire safety program for senior citizens developed with guidance from fire officials in New York and Pennsylvania.

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In 1987 The final report of the TSG identified certain characteristics of cigarettes that could be modified experimentally to reduce their tendency to ignite upholstered furniture and mattresses. The report also emphasized that additional work would be needed to address commercial feasibility and assess the real-world effects of the laboratory changes as well as associated costs and benefits.

The Interagency Committee on Cigarette and Little Cigar Fire Safety (IAC) reviewed the TSG work and recommended to Congress that additional research be conducted to complete recent technical work and make findings and recommendations on commercial feasibility and health implications of modifying the cigarette.

The Tobacco Institute joined state and national fire service organizations in support of federal legislation that would carry out the IAC recommendations from the 1984-87 study. Meanwhile, the tobacco companies continued independent research on their own.

The Tobacco Institute also funded the TriData research report Overcoming Barriers to Public Fire Education in the United States, and introduced additional fire safety education programs, including "FireSense: Fire Safety for the Deaf and Hearing Impaired," which was developed with the assistance of California fire officials.

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In 1990 The Fire Safe Cigarette Act of 1990, which directs the completion of the work begun under the 1984-87 federal study, was passed by Congress with the support of fire service organizations and the tobacco industry. Tobacco company representatives will again participate in this effort.

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In 1991 The new TriData research report called Proving Public Fire Education Works became available at no cost to the fire service from The Institute.

It is estimated that fire prevention materials distributed by The Institute's Fire Safety Education Program over the past decade are in use by at least one-quarter of the nation's 33,000 fire departments.

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IN ADVERTISING

The industry's advertising and promotion practices scrupulously conform to all pertinent laws, agreements with government agencies, and beyond that to its own voluntary standards. We believe in freedom of commercial speech to foster vigorous brand competition for all legally marketed products. Here are some responsible initiatives taken:

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In 1954 To meet public demand, the industry began to advertise low "tar" and nicotine cigarettes.

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In 1960 When the Federal Trade Commission (FTC) said such advertising could be construed as a health claim, the industry agreed to eliminate references to "tar" and nicotine from advertising.

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In 1966 When the FTC reversed its position, the industry resumed such advertising. The industry began a continuing program of scientific and technical cooperation with the FTC in its measurements of "tar" and nicotine.

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In 1971 Under an agreement reached with the FTC, the industry began to include in all brand advertising the agency's "tar" and nicotine yield measurements.

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In 1972 The companies agreed with the FTC on uniform terms of the warning label in brand advertising.

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In 1981 The industry reached agreement with the FTC to increase the size of the warnings.

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In 1990 The industry further strengthened its voluntary Cigarette Advertising and Promotion Code originally written in 1964. Additions to the code beyond its already stringent guidelines on sampling practices include: cigarette advertising shall not appear on billboards located within 500 feet of any school or playground; no payment shall be made by any cigarette manufacturer... for the placement of any cigarette, cigarette package or advertisement as a prop in any movie produced for the viewing by the general public; other promotional activities such as distribution of nontobacco premium items with cigarette brand names shall be only to those over 21 years of age.

ON WORKPLACE SMOKING

The question of corporate smoking policies is best settled by employer and employee consensus, not by the federal, state or city government. The Institute believes that decisions concerning smoking in the workplace are most appropriately committed to the good sense and common courtesy of smoking and nonsmoking employees.

In 1985, The Institute set up a program to provide information and assistance to companies facing decisions concerning smoking in the workplace. Since then, The Institute has conducted on-site briefings for more than 250 companies. In addition, The Institute has provided assistance to more than 6,000 companies and thousands of individuals seeking information on the issue.

ONGOING COMMITMENTS

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Youth Smoking It has always been the policy of cigarette manufacturers that smoking or not smoking is a choice to be made by informed adults. In keeping with that policy, the industry has recently launched five new initiatives designed to support and strengthen its commitment that youth should not smoke.

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Scientific Research Industry support of independent research is in excess of \$166 million and has resulted in publication of some 4,145 scientific papers. Eminent scientists believe that many questions relating to smoking and health and indoor air quality issues are unresolved, and the tobacco industry will make new commitments to help seek answers to those questions.

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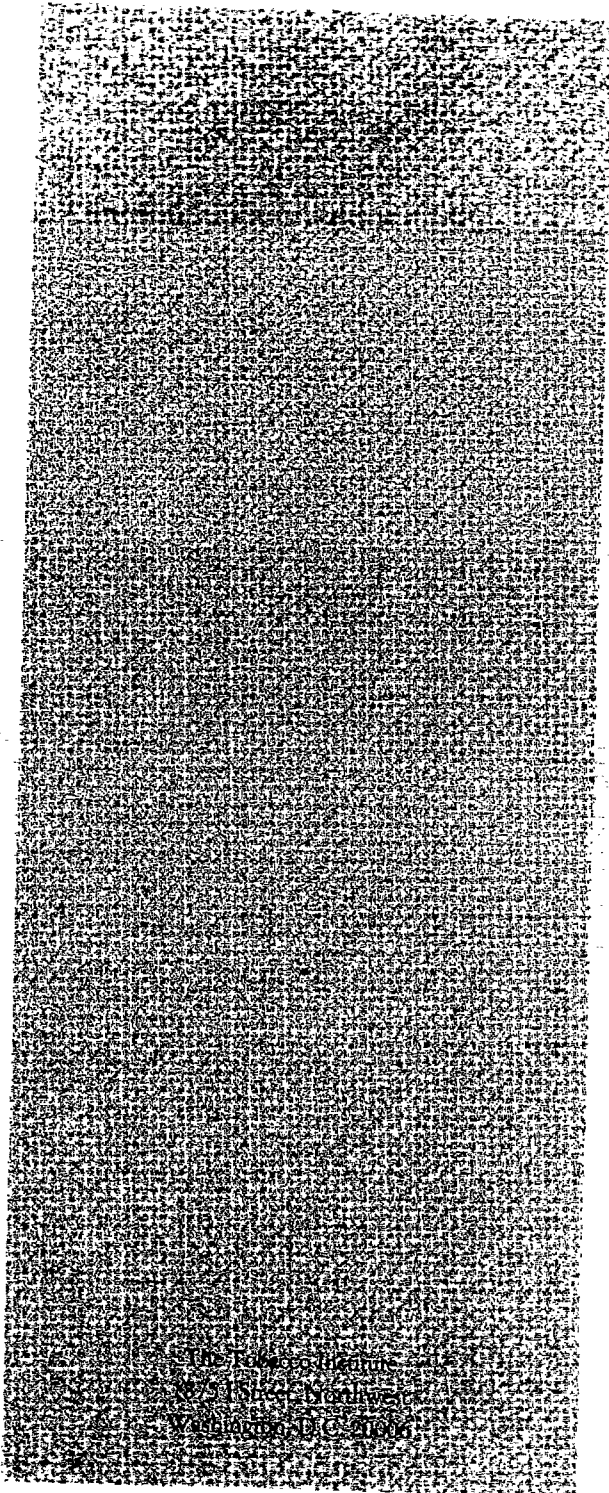
Fire Safety By working with the fire service to develop and distribute public fire education and prevention materials, and by cooperating in federal efforts to investigate ways to reduce fires attributed to careless smoking, The Tobacco Institute and its member companies have pledged to help improve fire safety in the United States.

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Advertising The industry scrupulously adheres to its voluntary restrictions, pertinent laws and agreements with government agencies while maintaining its freedom of commercial speech in promoting brands of its legally marketed products.

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Workplace Smoking The Institute will continue to provide practical assistance and information to employers and individuals dealing with workplace smoking issues.



The following information
is for your information
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used for any other purpose.