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D R A F T

Cigarette Smoke and the Nonsmoker

Issue Analysis
and
Program Recommendations

Issues Management Group
Public Relations
The Tobacco Institute

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Executive Summary

Since Surgeon General Jesse Steinfeld first raised the question of nonsmoker harm from cigarette smoke in the air -- in 1971 -- "no smoking" signs have become an increasingly popular symbol of interest in "indoor air quality."

Those who argue in favor of "no smoking" signs have, at best, incomplete and questionable science to support their cause. Even so, their arguments frequently are perceived as good faith attempts to protect the general public.

Those who argue against these signs -- the tobacco industry and its allies -- have even less science on which to rely. Historically, the industry has chipped away at the science a piece at a time: a statistical error here, a poorly chosen sample population there. That contributes little to the science and a great deal to the public perception that the industry is interested only in protecting its marketplace, and cares nothing about the quality of the air.

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The debate over public smoking restrictions has generated a tremendous amount of publicity. Much of it is of our own making and a great deal of it has proven counterproductive. In spite of the industry's efforts to enlighten the public, attitudes toward cigarette smoke in the air have deteriorated seriously over ten years the industry has measured them.

Although it is doubtful that the industry's efforts have contributed to the deterioration, these efforts have added to its visibility. And with this deterioration has come an increased public outcry for broader smoking restrictions.

We do not know whether our efforts have slowed that deterioration, but it is clear that we have:

- o added to the public awareness of what is inherently a negative issue;
- o added to the anti-smokers' exposure and credibility by responding defensively and predictably;

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- o fueled anti-smoker allegations that the industry is unconcerned about anything other than profits.

While this debate about the possible effect of cigarette smoke on the nonsmoker has raged in the media and at public hearings, another inquiry has developed that is quite apart from the nonsmoker health issue. This is the inquiry into the nature of indoor air, and the contribution of elements such as tobacco smoke, radon decay products, carbon monoxide, nitrogen dioxide, formaldehyde, asbestos fibers, microorganisms and aeroallergens to the indoor environment.

We do not know about the relative contributions of these elements to the indoor atmosphere. We do know, however, that different methods of measuring elements in the air produce a variety of findings -- some of them indicting tobacco smoke as a major contributor to indoor air pollution, some analyses of ventilation filters suggesting that tobacco smoke should be low on the list of indoor air concerns.

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We also know that few companies with standard office operations have examined their own indoor air. And we know that not a single smoking restriction rule has been entered or enacted on the basis of any measured threshold of air quality. Therefore, the perception may be worse than the reality.

This broader issue of indoor air quality should be of far greater concern and interest to special interests -- including the tobacco industry -- and to the public at large than the issue of cigarette smoke alone. This issue has the potential of:

- o placing cigarette smoke in the air in a larger context;
- o involving other industries and consumer groups in ways which will draw attention to other elements of indoor air;
- o providing our industry with an opportunity to support and direct constructive efforts to better understand and improve upon indoor air;

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- o promoting a more scientific, less subjective, approach to the overall question and, in so doing, discouraging simplistic solutions such as public smoking restrictions.

The tobacco industry, in this issue as in the fire issue and the teenage smoking issue, has the opportunity to assume a role in the search for answers.

This document analyzes reasons for the industry's historic inability to influence productively the issue, and proposes that the industry adopt a new objective to contain and publicly redefine the issue to decrease pressures for unnecessary public safety measures.

To do so, it is recommended that the following strategies be adopted:

- o While continuing to oppose all public smoking restriction legislation, contain the existing debate by using legislative and scientific consultants in private briefings with legislators rather than in public hearings.

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- o Continue to build strong personal relationships with key journalists, but do not accept media appearances where industry representatives and consultants serve as "whipping boys."

- o Move the debate to the broader issue of indoor air quality by working privately with representatives of other industries and agencies concerned with the issue and retaining knowledgeable experts.

- o Position the industry as concerned about indoor air quality by sponsoring and participating in seminars, research and publication of articles on the issue.

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Issue Analysis

The following assumptions and supporting comments form the basis for the recommendations that begin on page 17.

I. Influential persons and the public at large believe cigarette smoke in the air probably is harmful. But there is much uncertainty about the extent of the harm, as well as several related issues. It is possible for the industry to decrease the degree to which this idea is perceived as a public priority:

- o Cigarette smoke is visible, immediately identifiable and fairly common. It is not an "out of sight, out of mind" problem.
- o Despite the visibility of the problem, businesses who are asked to deal with it are so far unlikely to view a smoking ban as a solution. Rather, they are far more likely to do nothing or institute minimum restrictions.

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- o It is widely believed that cigarette smoke has serious, harmful effects on smokers. It is reasoned that the same smoke, no matter how nonsmokers are exposed to it or in what amounts, is likely to have at least some negative effects on nonsmokers.
So long as the primary argument is believed, the secondary one will be as well.

- o The public is much more concerned about air pollution in general than about the specific issue of cigarette smoke in the air. (See Appendix A for three graphs outlining public perception of the smoker-nonsmoker and air pollution issues.)

- o The public is ambivalent about science and medicine. There is considerable skepticism about scientific alarmism, and outright disdain for the "money-making" aspects of medical care and research. Still, individual physicians and scientists are among the most trusted and honored participants in society.

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o The broad public view of the tobacco industry could not be more negative. However, there exist groups and individuals who are willing to listen to its views, who are receptive to our constructive approaches to problems, and who will support us publicly.

II. As an issue, indoor air quality is far broader than public smoking. It represents enormous potential conflict between those who maintain and/or construct facilities and groups which represent the people who work and live in those places.

o Those who provide the fuel to heat office buildings and homes are lobbying for decontrol of energy prices and calling upon consumers to insulate to conserve energy. Energy tax credits also encourage conservation. Heightened emphasis on conservation, however, has given rise to the tight buildings that are suffering most from air quality problems.

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- o There are a number of industries that make products that contribute to the indoor air. Other industries purchase and use those products. The responsibility for maintaining clean indoor air has not been established legally, but it could be legislated to include far more than smoking restrictions.

- o Industry will continue to study the market and cost implications of this type of legislation; we can expect business' standard response to be to question the science and the economic justification for control.

If the issue itself evolves, cigarette smoke as a concern may become less important as part of a broad agenda because it has been placed in its proper perspective.

- o Unions may not want their employees to smoke, but they also do not want smoking status to be a factor in adjudicating disability or other claims against employer-provided coverage.

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- o Moreover, unions hold employers accountable for maintaining safe working conditions. Cigarette smoking they argue, is a matter of personal choice; working conditions are a matter of corporate responsibility.

- o Thus far, the professional anti-smokers have pre-empted the indoor air quality label as a means to an end. For the individual seriously interested in indoor air quality, anti-smokers' zeal may represent a barrier to serious study and reform.

III. The issue of cigarette smoke and its potential effect on the nonsmoker is one that the anti-smokers wish to debate. It is one on which they can communicate succinctly and credibly. It has a ready audience. It emphasizes the industry's alleged lack of concern. And it directly supports the anti-smokers' objective of reducing cigarette consumption.

The anti-smokers do not wish to debate the broad indoor air issue because it draws attention from their interests. Nor are they qualified to do so.

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- o The tobacco industry has debated the environmental tobacco smoke issue, within the adversaries' boundaries, at every opportunity: on talk shows, in public legislative hearings, in popular and scientific literature, in advertising.

The effect has been to increase public awareness of the issue, to create better theater for the anti-smokers, and, in some cases, to provide opportunities to the anti-smokers that might not otherwise have been available.

- o In the news media, industry spokesmen generally must either (a) respond to the anti-smokers' charges or (b) state the allegations to answer them. Time constraints and lack of scientific data to support their views force them to speak defensively and superficially on complex subjects. Often, they are the sole industry representative facing large groups of anti-smokers.

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- o As with most legislation, public smoking bills best are handled as early in the legislative process as possible. Once a bill or an ordinance reaches the public hearing stage, the odds of defeating it are reduced substantially.

In most cases, hearings are well publicized events that pit volunteer local physicians and anti-smokers against tobacco industry lobbyists and paid consultants. Frequently, they serve only to help legislators justify existing positions, not to gain new information.

- o The industry has retained many expert witnesses in the hope that their credibility would improve ours. Some have been more effective than others; in all cases, however, they appear to be most effective when used in targeted briefings with influential officials.

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- o The terms by which cigarette smoke in the air are typically described all are negative: "passive" and "secondhand" suggest involuntary; "environmental" links cigarette smoke to toxic fumes and smoke stacks; "sidestream" establishes pollution; others are harsh or scientific and thus "medical" sounding.

 - o Anti-smoker scientists and other researchers whose findings are used by the anti-smokers will continue to publicize their findings. It will be some time before research supported by the tobacco industry will be ready to present publicly.
- IV. It cannot be proved that cigarette smoke in the air has no effect.

It may be established by nontobacco interests that cigarette smoke in the air is of relatively little concern.

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The industry will be able to raise serious questions about the anti-smoker research and may be able to contribute to the scientific understanding of how best to analyze indoor air.

- o Agencies and companies that have investigated indoor air have found that cigarette smoke in the air is not a primary cause of air quality complaint. Appendix B contains two reports on building air quality investigations -- one by ACVA, a private air quality consultant; another by the National Institute on Occupational Safety and Health. Both reported few problems with cigarette smoke.

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Objectives

We believe the anti-smokers' objective has been:

To affect cigarette consumption by persuading the public that smokers are endangering and annoying others.

To offset the anti-smokers, our objective has been:

To counter the anti-smokers' initiatives, as aggressively as possible.

Given the assumptions contained on pages 8-16, we recommend the fo

To publicly redefine the issue and place it in proper perspective in order to decrease pressures for unnecessary public safety measures.

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Strategies and Tactics

I. Change the content and method of debate.

**A. Continue to oppose all public smoking
restriction legislation.**

- 1. Develop an industry position paper on
indoor air quality, for use in briefings
with legislators, potential allies,
health boards, and other decision-makers.
Place tobacco smoke in proper
perspective.**
- 2. Make full use of scientific consultants
in private briefings with legislators,
health boards and other decision-making
bodies.**

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Appendix C contains a roster of physicians, toxicologists, industrial hygienists, biostatisticians and epidemiologists currently available for testimony as members of the Indoor Air Pollution Advisory Group of the Center for Environmental Health and Human Toxicology.

The center works with state, local and federal agencies, private industry, and consumer groups to identify and deal with problems of environmental health and occupational health and toxic substances.

3. To the extent possible, do not add to the debate in public hearings. The degree of industry participation in public hearings should be determined on a case-by-case basis.

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- B. Reduce the visibility of the issue by not appearing on talk shows or in other media settings where industry representatives and consultants serve as "whipping boys," i.e., with close-minded interviewers or "authoritative" adversaries.

- C. Continue to build strong personal relationships with key journalists; utilize those contacts to encourage fair handling of the broader issue.
 - 1. Use the indoor air quality briefing paper recommended in I.A.1., in meetings with editors and key journalists.

 - 2. Encourage journalists to provide fair treatment of the issue rather than controversial publicity. To that end, do not refer to the smoker-nonsmoker issue as a "controversial" one.

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II. Move the debate to the broader issue of indoor air quality.

A. Privately educate legal and government relations counsel from other industries about the economic and labor relations implications of the indoor air quality issue. Encourage their support of the need for true scientific inquiry. Encourage development and use of valid measurement methods.

1. Identify industry representatives and expert consultants who can participate actively in committees and organizations that are studying the issue. Encourage such participation.

2. Identify and contact representatives of industries making and selling products that contribute to indoor air "pollution" to discuss the need for true scientific inquiry into the issue, note the need to avoid treating any single industry as a "scapegoat." Utilize expert consultants in these briefings.

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3. Identify and contact representatives of real estate and construction firms, and businesses maintaining and managing building facilities. Using studies that indicate a wide range of contributors to indoor air quality, and scientific consultants, stress the need for a broader based inquiry into the problem.
4. Identify representatives of companies making products that improve indoor air quality. Using scientific consultants, brief these officials on the extent of the problem. Discourage them from singling out tobacco smoke as the only problem.
5. Retain experts knowledgeable about indoor air components for use in briefings.
6. Encourage these experts to publish scientific and popular articles on the issue of indoor air quality.

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7. Through the Center for Environmental Health and Human Toxicology, or another organization of indoor air quality experts, establish a clearinghouse to educate other industries and the public about the issue.

8. Sponsor a science writers' seminar on the broader issue, placing cigarette smoking in the proper perspective. Speakers would be sponsored by the Center for Environmental Health and Human Toxicology.

9. Through the Center for Environmental Health and Human Toxicology, offer the services of an air quality analyst to help businesses determine for themselves the degree and components of their "problem." These services may be promoted as part of the one-on-one visits being conducted on the workplace smoking program.

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10. Establish a grant program, whereby cities concerned about indoor air pollution may apply to have an air quality analyst measure the air in a building of their choice. Target publicity about this program in top 50 market cities which have a history of public smoking restriction legislation. Consideration should be given to funding this program through the Center for Environmental Health and Human Toxicology.

11. In states and cities having "clean indoor air" bills that only restrict smoking, use scientific consultants to brief legislators on the broader issue. Encourage reconsideration of smoking restriction legislation to address the broader issue.

- B. Privately encourage labor unions and professional societies to express concern about the narrowly defined, smoking-related "indoor air pollution" issue.

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1. Working with scientific consultants identified above, brief labor representatives within the voluntary health organizations; encourage them to promote attention to the broader issue.

2. Working through the Tobacco Industry Labor-Management Committee, brief health and safety officers of unions on the ramifications of smoking restriction legislation when used to divert manufacturer attention from true occupational hazards.

3. Encourage science consultants and health and safety officers to publish articles in occupational safety journals urging attention to the broader issue.

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III. Position the tobacco industry as concerned about indoor air quality.

- A. Working through the Center for Environmental Health and Human Toxicology, or a similar organization established in cooperation with the Center, support proper scientific inquiry into the broader issue of indoor air quality.

- B. Recruit industry officials, labor organizations, trade associations and consumer groups to participate in the organization, which will serve as an information clearinghouse for the broader indoor air quality issue. Such participation may include:
 - 1. Seminars for other officials on the indoor air quality issue.

 - 2. Visiting and briefing companies and other persons who should become involved in the issue.

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3. Encouraging and/or funding independent research on the problem.
 4. Publications, from the center, targeted to specific industry/labor/consumer groups.
 5. Science writers seminars specific to a certain industry/labor/consumer group.
- C. Encourage and sponsor scientific research into:
1. The development of proper research methodologies and measurements.
 2. The effects of all components of indoor air.
 3. Factors other than air components that may be contributing to the indoor air quality problem, or may be hindering the search for solutions, i.e., energy efficient buildings.

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4. The development of means to deal effectively with the problem.

- D. Fund third-party research and studies by professional organizations and associations interested in studying the broader issue.

- E. Sponsor seminars for science writers, legislators and their staff, scientists, academicians, trade association and business officials, labor representatives.

- F. Increase visibility of the Center's activities by critiquing and commenting on research findings produced by other researchers.

- G. Publish reports of Center activities and research for distribution to legislators and journalists.

- H. Produce periodic columns on research findings; seek publication in building and air quality journals.

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- I. **Seek placement on indoor air research panels; participate actively in meetings and seminars on the issue; promote studies and research agendas that address the broader issue.**

- J. **Through research panels and advisory committees, adopt and publicize resolutions urging scientific examination of the broader issue by legislative and scientific bodies.**

- K. **Actively promote -- through the center -- scientists and researchers as witnesses for legislative hearings and for journalistic interviews. In all cases, use the scientists and researchers as spokesmen for the Center to maximize the objectivity of their assessments and views.**

- L. **Offer research and consulting services of the Center and subsidiary organizations (i.e., ventilation experts) to legislative committees examining the issue.**

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Potential Audiences

I. Organized Labor

- A. The labor community, to great extent, sees the issue of cigarette smoke in the air as one that draws attention away from a greater concern: safety in the workplace. Unions are concerned that management is symbolizing and seizing upon the smoking issue -- and restricting or banning smoking in the workplace -- in lieu of seeking and maintaining a clean and safe work environment for the employees.

- B. Organized labor concedes that smoking is an issue that should be addressed by management and labor; however, the unions see it as an issue of lifestyle preference that should be discussed only after all workplace-related issues have been solved.

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C. Unions with whom we can work and who have expressed concern about management's propensity to "blame the victim instead of the victimizer," and thus should be interested in addressing the broader issue of indoor air quality include:

1. Service Employees International Union (SEIU), whose 650,000 members represent local and state government workers, building service, custodial and clerical workers. District 925, which is part of SEIU, represents clerical workers, and is particularly concerned with potential health hazards from long-term exposure to video display terminals. The Institute has a good working relationship with key officials in SEIU.

2. International Association of Machinists (IAM), whose 560,000 members are employed throughout U.S. industry, are concerned about workplace exposure to toxic substances and chemicals. IAM is a member of the Tobacco Industry Labor Management Committee.

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3. United Brotherhood of Carpenters and Joiners, whose 775,000 members are employed throughout U.S. industry, also has expressed concern about workers' lifestyle preferences being singled out as an excuse to avoid maintaining a safe working environment. This union, too is a member of the industry Labor Management Committee.

4. Air Line Pilots Association and Association of Flight Attendants, whose combined membership of 61,000 deal with the unique aircraft cabin environment as a workplace. The flight attendants have in the past expressed concern about the contribution of tobacco smoke to cabin air quality.

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5. Additional unions represented by the Building and Construction Trades and the Food and Allied Service Trades departments of the AFL-CIO also are of potential assistance as we seek to move from a focus entirely on cigarette smoke to one on indoor air quality. These might include the Retail, Wholesale and Department Store Union, which represents the cigar workers and attended the February tobacco issues seminar.

II. Scientific, Technical and Engineering Organizations

- A. These organizations conduct research and disseminate information and/or standards on a variety of building issues, including air quality.
- B. The industry has worked with some in the past, industry observers and/or consultants serve on air quality committees of others, still others represent a potential for future cooperation.

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C. Organizations include:

1. American Society of Heating, Refrigerating and Air-Conditioning Engineers, whose 50,000 members conduct research on a variety of issues, including indoor air quality. ASHRAE also publishes engineering standards.

2. American Society of Testing and Materials, whose 30,500 members establish voluntary consensus standards for materials, products, systems and services. Its 140 technical committees include one on indoor air quality. The society is made up of engineers, scientists, managers, professionals, academicians, consumers and technicians.

3. Building Officials and Code Administrators International, whose 7,000 members promulgate and maintain modern building codes. BOCA also promotes "safe, suitable and modern" construction techniques and materials.

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4. National Institute of Building Sciences, whose 800 members represent architects, engineers, builders, contractors and realtors. NIBS was created by Congress to promote "a favorable and coherent building regulatory environment" and to encourage new technology. It has recently established a committee to investigate indoor air quality.

5. Air Pollution Control Association, whose 8,000 members have designated indoor air quality as its number one issue for 1985. APCA represents industrialists and manufacturers who are "seeking economical answers to the problem of air pollution."

6. Association of Local Air Pollution Control Officers, whose 215 members are directors of local airpollution control program agencies.

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7. Association for Rational Environmental Alternatives, whose 150 members are professionals in environmental fields... who "oppose regulations and restrictions on private property rights" and who encourage development of "practical, innovative and efficient solutions to environmental problems."

III. Trade Associations and Corporations

- A. These organizations all have indicated an interest in the broader issue of indoor air quality, although the extent of that interest has not yet been determined. Some of these organizations manufacture and/or sell materials that contribute to the indoor environment; others are responsible for building construction and maintenance.

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B. Industry representatives and/or their consultants have worked with some of these organizations in the past; a few have participated in industry-sponsored surveys. Where previous working relationships are known, they have been identified.

C. These organizations include:

1. Environetics International, Inc., a corporate space planning and design consulting firm, has worked with the Institute in the past on a survey of office smoking issues. This survey included a section on corporate approaches to the air quality issue.
2. International Facility Management Assn., whose 1,600 members represent facility management, planning and design personnel. IFMA, which participated in the 1984-85 Environetics survey, has breached the subject of the Institute sponsoring an air quality research project.

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3. American Institute of Architects, with 44,000 members promoting the interests of architects. AIA also participated in the Environetics survey.

4. American Society of Interior Designers, with 22,000 members, responded to the Environetics survey and indicated an interest in future work on the issue.

5. Building Owners and Managers Association International, whose 5,000 members represent managers and proprietors of office buildings, as well as developers and agents of commercial property. BOMA, too, responded to the Environetics survey.

6. National Association of Corporate Real Estate Executives, whose 2,300 members are responsible for management of real estate. NACORE also was a participant in the Environetics survey and has approached Environetics about promoting survey results at its June convention.

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7. National Association of Realtors, whose 650,000 members are organized into 1,800 local boards and 50 state associations, and who responded to the Environetics questionnaire.

8. Institute of Business Designers, whose 3,000 members represent commercial interior designers. IBD, too, participated in the Environetics survey.

9. National Association of Home Builders, with 118,000 members representing single and multifamily home builders and commercial builders.

10. Trade associations of organizations that manufacture materials that contribute to indoor air quality, such as the Formaldehyde Institute, the Gypsum Association, the Computer and Business Equipment Manufacturers Association, etc., as well as individual manufacturers such as Goodrich.

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11. Organizations that manufacture equipment intended to address indoor air quality, such as Honeywell, the National Air Filtration Association, the Air Conditioning and Refrigeration Institute.

12. The American Society for Personnel Administration, whose 33,500 members represent personnel and industrial and industrial relations executives. ASPA has been working with Institute staff on the workplace smoking issue.

IV. Consumer and Other Organizations

- A. Some of these organizations have in the past indicated an interest in the indoor air quality issue; others are included because we believe there exists a potential for cooperation.

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B. They include:

1. Consumer Federation of America, which has issued a wide ranging research plan on indoor air quality (including a proposal for an \$800,000 study of tobacco smoke's contribution). The plan, however, does address the broad issue.
2. Environmental Law Institute, which "represents the establishment in its influence on environmental philosophy, legislation and regulatory agencies. Support for ELI is coming increasingly from the private sector. Its activities include research, information clearinghouse, conferences, workshops and publications.
3. U.S. Chamber of Commerce and the National Chamber Foundation, whose members are some 200,000 businesses.

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4. National Association of Towns and Townships, which represents "small town America" -- some 20,000 to 30,000 communities.

5. U.S. Conference of Mayors, which represents cities of more than 30,000 population.

6. National Conference of State Legislatures, with which the State Activities Division has worked in the past.

V. Federal Government

- A. A variety of agencies at the federal level are studying aspects of indoor air quality. Most are represented on the umbrella Interagency Committee on Indoor Air Quality, which is expected to release its research agenda shortly. Key agencies on this issue include the Environmental Protection Agency, the Consumer Product Safety Commission, the Departments of Health and Human Services,

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Energy, Transportation and Defense. The National Academy of Sciences, too, is conducting studies on the issue.

- B. The Environmental Protection Agency has consistently claimed it has no authority to regulate indoor air. However, several representatives in Congress, notably Claudine Schneider of Rhode Island and James Scheuer of New York, believe otherwise. They have introduced legislation calling for a broad federal program to address indoor air quality, with the EPA taking the lead.

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Resources

I. Staff

A. Implementation

1. Susan Stuntz will be issues manager responsible for coordination and implementation of this plan. She will concentrate on the development of working coalitions with organizations and associations concerned with the broader issue of indoor air quality.

2. Jeffrey Ross will assist Ms. Stuntz in ensuring proper editing and back-up support from TI staff and outside consultants.

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3. Scientific Affairs Division staff will assist in preparation of technical briefing papers and development of a briefing team. Staff also will monitor appropriate workshops and meetings on the indoor air quality issue, and provide reports as necessary.

4. Judy Wiedemeier, as agency liaison in the Federal Relations Division, will develop necessary regulatory and Congressional contacts to monitor developments on this issue at the federal level. She will advise on potential areas for Institute involvement on the broader issue, and assist in the development of briefing papers for agency staff, when necessary.

5. State Activities Division headquarters and field staff will work with Public Relations Division staff to identify opportunities for briefings, workshops and scientific expert involvement.

B. Outside Resources

1. Covington & Burling, as Institute counsel, will provide counsel on efforts undertaken as a result of this program are consistent with TI practice and legal strategy. In addition, attorneys John P. Rupp and Matthew Jacobs, and their staff will assist Institute staff in monitoring, assessing and influencing actions at the federal, state and organizational levels.

Rupp and Jacobs have been monitoring activity related to the indoor air quality issue for several years; they have developed close personal and professional contacts with individuals in organizations and industries interested in this issue.

2. Similarly, issue analysts at Shook, Hardy and Bacon, who have followed the indoor air quality issue closely in the past, will monitor and assess actions at the organizational level.

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3. The Center for Environmental Health and Human Toxicology will, in cooperation with Covington & Burling, provide scientific experts to testify and brief legislators, journalists and other concerned individuals and organizations on the indoor air quality issue.

The Center also may coordinate the provision of additional resources, such as ventilation experts, and serve as a clearinghouse for industry, labor and consumer groups to discuss air quality issues.

4. The Tobacco Industry Labor Management Committee will provide guidance and support in making appropriate contacts with the labor community.

5. Environetics International, Inc., Institute facilities planning and design consultants, will provide technical expertise on issues officers planners and designers face. Marcy Allingham, vice president and manager

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of the Washington, D.C., office, will assist Institute staff in developing presentations for and meeting with key officials in national design and space planning associations.

6. ACVA, Institute consultants on ventilation issues, will provide background and expertise in identifying air quality concerns among building owners and managers, and in the home.

7. Public relations counsel will be necessary to assist Institute staff in coordinating with labor officials; counsel also may be used to assist the Center for Environmental Health and Human Toxicology in carrying out the programs recommended in this plan.

Appendix A

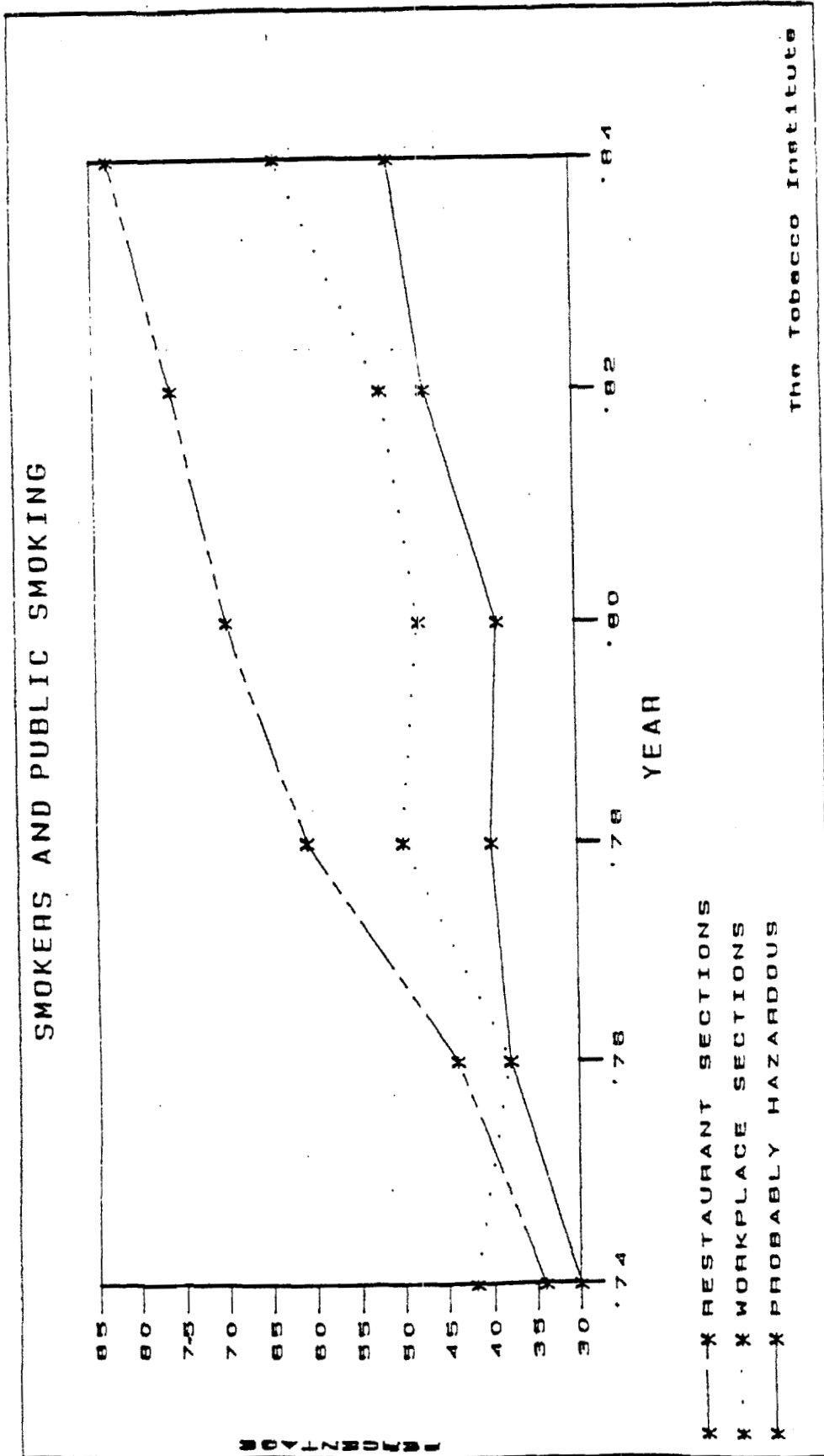
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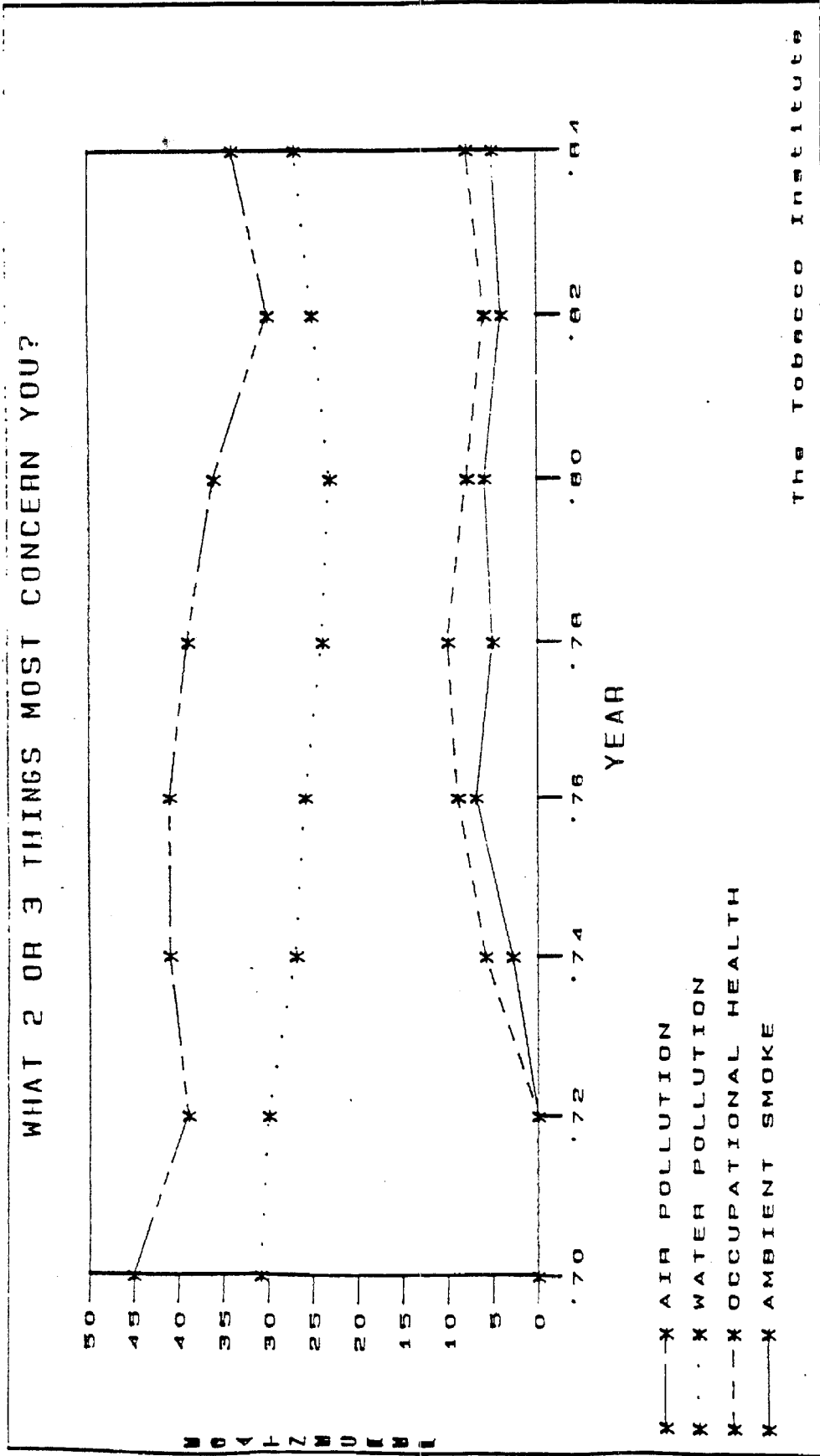
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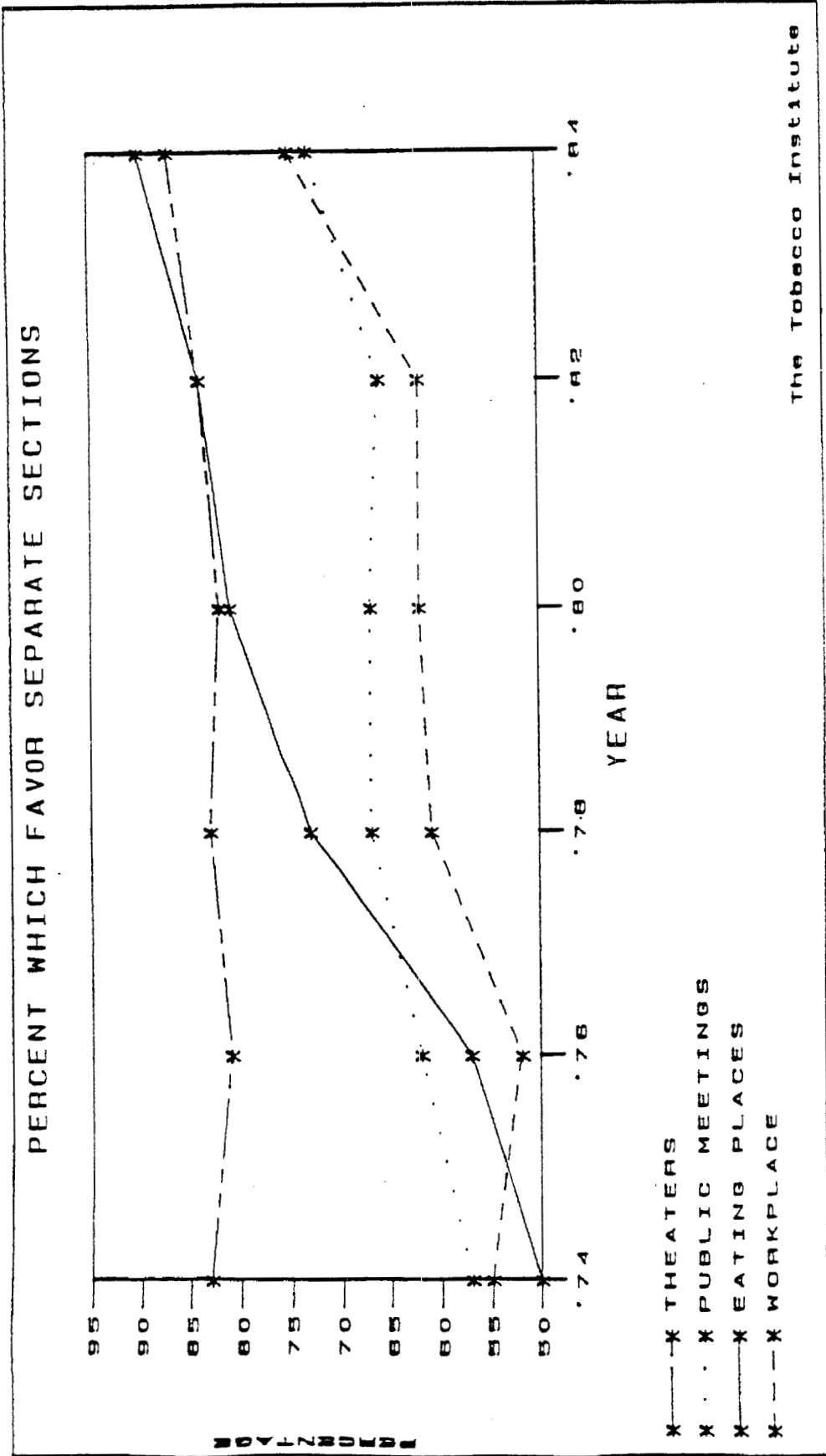
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Appendix B

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