

OPERATION DOWNUNDER

THE ISSUE

A change of the socio/legislative climate has occurred. Forced non-smoking situations are encroaching. Situations where smokers can smoke become scarce.

THE SCOPE

To address the problem of both perceived risk and annoyance.

BASIC Y/N DECISION

YES, because the "end-game" scenario is too risky.

THE CASE

- (1) No scientific evidence that ETS poses any risk to non-smokers.
- (2) ETS can be of annoyance to non-smokers.
- (3) Freedom of choice for both non-smokers and smokers. Therefore, accommodation by consent and cooperation. Appropriate measures can include separation.
- (4) No government imposition of measures through legislation.

THE CRITERIA

Credible/plausible
Realistic
Worth the risk
Cost efficient
Appropriate timing (immediate / long-term)
Simple

THE NATURE OF ACTION

Monday 9 o'clock : all guns blazing. Start alone with invitation to join (RJR ?).

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STRATEGY : THE BIG CHILL

- (1) To communicate with smokers (two-way).
- (2) To announce the great change of attitude : accommodation, including accepting the principle of separation.
- (3) Public perception will change : smokers and industry will be perceived as being reasonable. (We'll take the high ground !)
- (4) The Antis will go bananas and they will become the unreasonable lot.
- (5) To work on politicians, including defeating some of the Antis.
- (6) To provide employers / unions / restaurant managers with help to accommodate non-smokers and smokers.
- (7) To step up the scientific work : more spokespeople, more and better data, create a vehicle for publication, provide support for scientists.
- (8) To improve the media vehicles.
- (9) To create a rainmaker.
- (10) To reverse selected legislation.

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ACTION : SCIENCE

- (1) Increase the number of Whitecoats.
- (2) Fund research on IAQ.
- (3) Create CIAR
- (4) Create IAR Chair at a university.
- (5) Create a journal, eg. J.I.A.R.
- (6) Fund research refuting the "social cost" claim.
- (7) Transfer results on positive aspects of smoking to the communicators.
- (8) Fund further research in this area.
- (9) Counter-attack the "Koops" of this world.
- (10) Organise some publications on the "ethics" of science (to counter the leper principle).

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