



Who Needs to Quit Tobacco?

The Tobacco Industry!

Individual Cessation

- Focus is on individuals
- Voluntary
- 5 A's of cessation





Endgame requires institutional cessation

- The industry, the state, and retailers need to quit
- They won't do it unless compelled
- Instead of the 5 A's, we offer the 5 E's

1

Explain

2

Examine

3

Explore

4

Expect

5

Emphasize

EXPLAIN

THE MYTHS

Reality

Myth



MYTH #1

The tobacco industry is just like any other industry.

Reader's Digest

December 1962

ARTICLES OF LASTING INTEREST • 31st YEAR OF PUBLICATION

The Real Meaning of Christmas . . . *Illustrated London News* 1
We're Selling America Short . . . *American Scholar* 4
Cancer by the Carton . . . *Christian Herald* 7
This, Too, Is Infidelity . . . *Your Life* 9
He Wanted to Fight for Uncle Sam . . . *Redbook* 12
Are We All Doomed to Die? . . . *Charles Stevenson* 17
A Giant . . . *Life* 21
England . . . *Life* 25
We Had . . . *Life* 29

Cancer by the Carton

Continued from *Christian Herald*
Roy Nere

Two . . . *Life* 29
What You . . . *Life* 32
Train to Genoa . . . *Life* 33
Every Dog a Gentleman . . . *Life* 34
Germany's Lonely Jews . . . *Life* 35
"Not Charly, But a Jew" . . . *Life* 36
The Reindeer As He Really Is . . . *Life* 37
Jungle Doctor . . . *Life* 38
Network to Catch International Crooks . . . *Life* 39
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Pictures: see Speech, 44—Word Power, 123—Language, 312—Index, 343

"Beyond Any Doubt"

For cigarette smokers, famed Surgeon Evarts A. Graham of St. Louis had news last week.

"Dr. Ernest L. Wynder and I have reproduced cancer experimentally in mice by using merely the tars from tobacco smoke. This shows conclusively that there is something in cigarette smoke which can produce cancer. This is no longer merely a possibility. Our experiments have proved it beyond any doubt."

What Dr. Graham stated as proven fact had long been suspected. Beginning in the 1930s, medical statisticians noticed an unusual rise in the number of cases of lung cancer. Part of the apparent increase

the idea gathered more data and reversed themselves.

But no cancer-causing agent was known in tobacco smoke, so medical researchers were careful not to fall into the error of arguing *post hoc, ergo propter hoc*. For a long time, their scientific caution would let them say no more than that there must be a "correlation" between heavy, continued cigarette smoking and lung cancer.

Working with Research Assistant Adele B. Croninger, Drs. Graham and Wynder obtained tar from a machine which "smokes" thousands of cigarettes, then painted the tar on the backs of mice. It produced scores of cancers. While these skin cancers are not identical with lung cancer in man, they are so similar that



Floyd B. Bowser

RESEARCHERS CRONINGER & GRAHAM
For cigarette smokers, a horrendous prediction.

“Doubt is our product...” – 1969

...as the mass public, our product as doubt, our message as truth --
well stated, and our competition as the body of anti-cigarette fact that

Doubt is our product since it is the best means of competing with the
"body of fact" that exists in the mind of the general public.

being dealt with -- and perhaps as effectively as
possible -- by the Tobacco Institute.

- It is a group with little exposure to the positive side of smoking and health.
- It is the prime force in influencing Congress and federal agencies -- without public support little effort would be given to a crusade against cigarettes.

Doubt is our product since it is the best means of competing with the
"body of fact" that exists in the mind of the general public. It is also
the means of establishing a controversy. Within the business we
recognize that a controversy exists. However, with the general public
the consensus is that cigarettes are in some way harmful to the health.
If we are successful in establishing a controversy at the public level,
then there is an opportunity to put across the real facts about smoking
and health. Doubt is also the limit of our "product". Unfortunately,

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“It is also the
means of
establishing a
controversy.”

B&W 690010951/0959



Tobacco Company Chief Executive Officers



MYTH #2

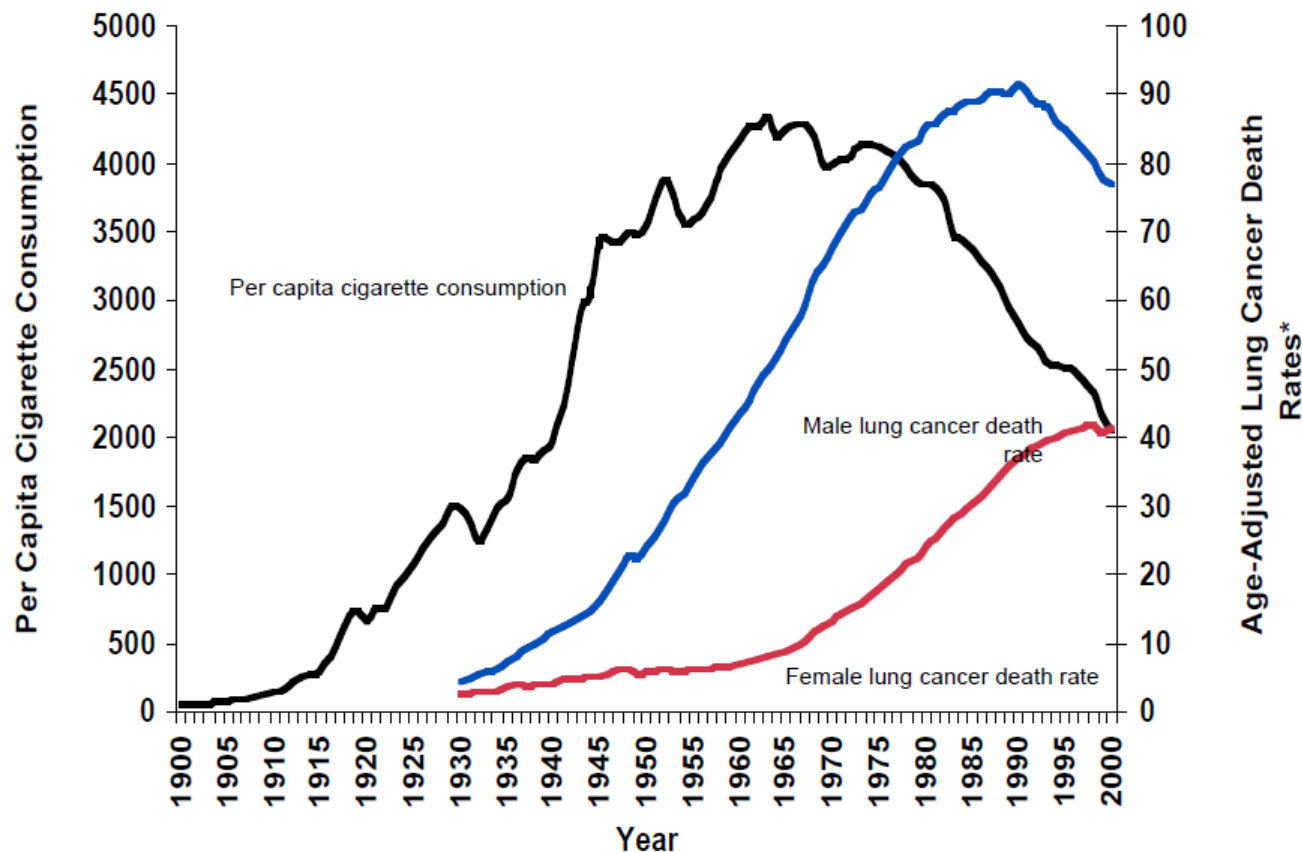
The problem lies with individuals who smoke.



MYTH #3

People have always smoked. Tobacco use is thousands of years old.

Tobacco Use in the US, 1900-2000





MYTH #4

The solution = better products.

- vapes
- heated tobacco products

EXAMINE

THE FACTS





THE FACTS

The industry is not a stakeholder in public health.

A Frank Statement to Cigarette Smokers

RECENT REPORTS on experiments with mice have given wide publicity to a theory that cigarette smoking is in some way linked with lung cancer in human beings.
Although conducted by doctors of professional standing,

For more than 300 years tobacco has given solace, relaxation, and enjoyment to mankind. At one time or another during those years critics have held it responsible for practically every disease of the human body. One by one these charges have been

We accept an interest in people's health as a basic responsibility. ... We always have and always will cooperate closely with those whose task it is to safeguard the public health.

the disease could apply with equal force to any one of many other aspects of modern life. Indeed the validity of the statistics themselves is questioned by numerous scientists.

scientists of unimpeachable integrity and national repute. In addition there will be an Advisory Board of scientists disinterested in the cigarette industry. A group of distinguished men from medicine, science, and education will be invited to serve

We are pledging aid and assistance to the research effort into all phases of tobacco use and health.

WHE AMERICAN TOBACCO COMPANY, INC.
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1840 Wisconsin St., Kansas City, Mo.
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J. W. Peterson, President



THE FACTS

The tobacco industry's base business model is ethically and legally wrong. No other industry gets to do this.

Other dangerous products are phased out or strictly regulated.

BAYER
PHARMACUTICAL PRODUCTS
Manufacturers
of
ASPIRIN
&
HEROIN
The Sedative for Coughs
AVAILABLE FROM
**FARBENFABRIKEN of
ELBERFELD CO**
40 STONE STREET, New York

GMK 04/23

Dutch Boy White-Lead



WHEN you paint your buildings with Dutch Boy lead-and-oil, you apply the kind of paint that any good painter prefers and recommends.

Economical in Every Way

Also, you have the satisfaction of knowing that you are using the paint which is most economical.

Dutch Boy White-Lead with Linseed Oil is cheaper today in actual per-gallon cost than any other paint you would think of putting on your buildings. Its great covering capacity makes its cost per square yard very much lower than that of other paints.

Dutch Boy Durability

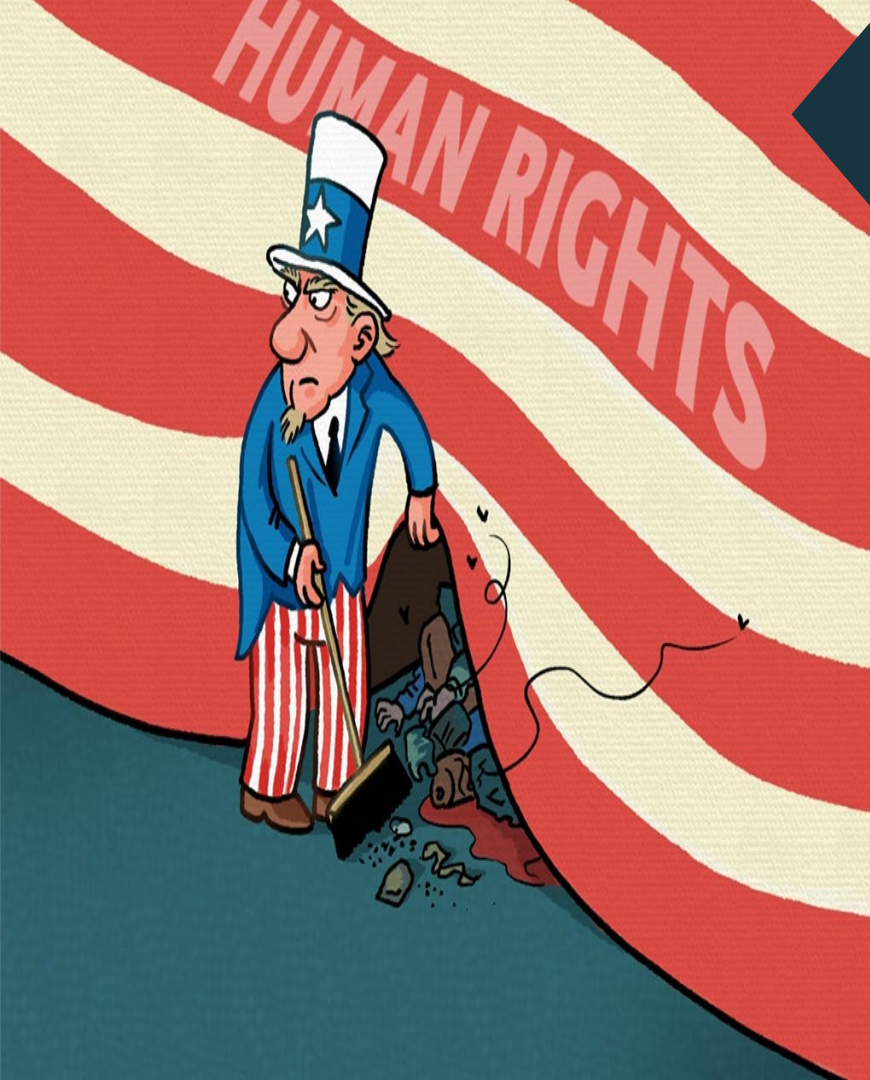
Dutch Boy's durability and resistance to weather mean a still further saving—you do not have to paint so often.

Write to our nearest branch for free "Handy Book on Painting."

NATIONAL LEAD COMPANY

New York Boston Buffalo Chicago Cincinnati
Cleveland St. Louis San Francisco
JOHN T. LEWIS & BROS. NATIONAL LEAD & OIL CO.
Philadelphia Pittsburgh

Dutch Boy Products



THE FACTS

Selling and marketing tobacco is recognized as a violation of basic human rights.

Other products must meet consumer safety standards.

Consumer Protection

Consumer protection by [Nick Youngson](#) [CC BY-SA 3.0](#) [Pix4free](#)



THE FACTS

Cigarettes today are far more dangerous than cigarettes 60 years ago.



THE FACTS

The industry provides nothing to society beyond feeding addiction.



THE FACTS

The industry has been convicted or implicated in racketeering, bribery, tax evasion, smuggling, child labor and a host of other crimes.



Pack of Lies

The Advertising of Tobacco

THE FACTS

The industry lied about cigarettes being dangerous, then about secondhand smoke being dangerous, then about nicotine being addictive.

EXPLORE

HOW TO TAKE ACTION

Action

Changes

Things

HOW TO TAKE ACTION

End commercial tobacco sales – that's what has to happen.





Phased approaches to a sales ban

- Strong Smokefree Policies
- Limit the Number or Locations of Retailers
- Ban Sales in Pharmacies
- Flavor Sales Ban
- No New Tobacco Retailers Licenses

HOW TO TAKE ACTION

Ending sales of dangerous products is standard operating procedure with other items.



HOW TO TAKE ACTION

Identify and call out front groups. The industry rarely shows up representing itself.



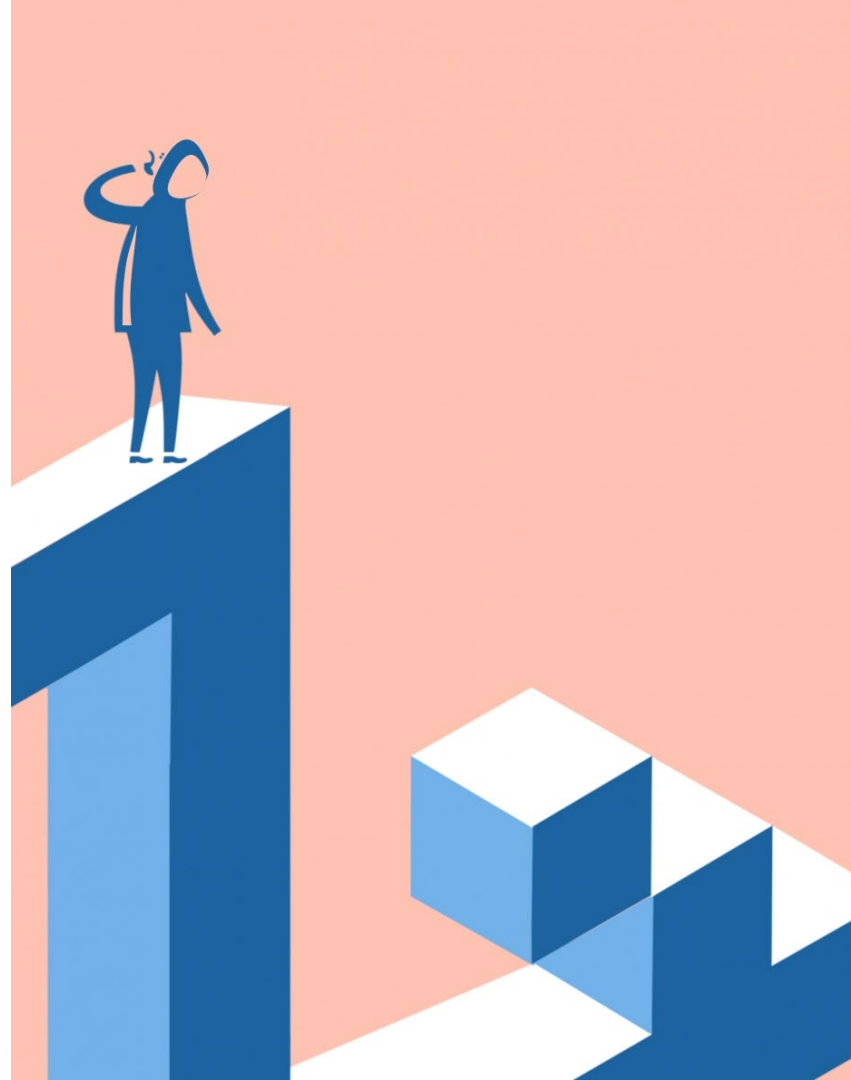
HOW TO TAKE ACTION

Call out politicians that accept campaign funding from the tobacco industry.



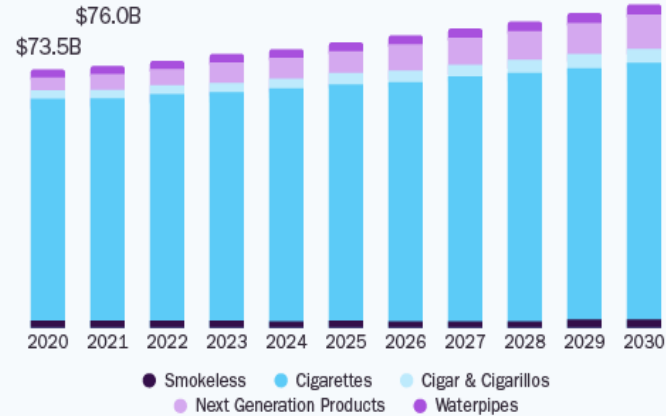
EXPECT

CHALLENGES



U.S. Tobacco Market

size, by product, 2020 - 2030 (USD Billion)



GRAND VIEW RESEARCH

3.4%

U.S. Market CAGR,
2022 - 2030

Source:
www.grandviewresearch.com

THE CHALLENGES

Tobacco Industry:
They have virtually unlimited funds, especially compared to the public health community.



- Many businesses outside the tobacco industry benefit financially from the tobacco trade.



THE CHALLENGES

Congress:

- The tobacco industry is among the largest donors to political campaigns.
- However, they are less powerful at the local level, which can open doors for change.



THE CHALLENGES

People who smoke? Not really!

- Most want to quit, wish they had never started and are desperate that their kids never use tobacco.
- Polling in CA and around the world shows that the majority of tobacco users favor Endgame policies.

Cigarettes are *NOT* normal consumer products.
Most people don't like being slaves to nicotine.

CIGARETTE COMPANIES
ARE MAKING A
KILLING OFF YOU.



EMPHASIZE

THE END IS COMING



The tobacco epidemic **WILL NOT END**
until the tobacco industry is
GONE.

End the commercial tobacco epidemic by 2035.

WELCOME TO CALIFORNIA
AMERICA'S LARGEST NON-SMOKING SECTION

CALIFORNIA DEPARTMENT OF PUBLIC HEALTH

© 2008-03/PM

CALIFORNIA LAW



**PROHIBITS SMOKING IN
THIS ESTABLISHMENT**

CALIFORNIA LABOR CODE SECTION 6404.5(c)(1)

Resources

- Search Tobacco Industry documents <https://www.industrydocuments.ucsf.edu/tobacco/>
- Tracking political donations <https://www.opensecrets.org/>
- Stanford website 'who selling tobacco' <https://cthat.org/>
- Tobacco Industry Interference Report <https://ash.org/2021index/>
- Economic Impact of Tobacco <https://youtu.be/5fmho-vJwqY>
- STOP <https://exposetobacco.org/>

