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
MYTH #1

The tobacco industry is just like any other industry.
"Beyond Any Doubt"

For cigarette smokers, famed Surgeon General 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 assigning 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 the

RESEARCHERS CRONINGER & GRAHAM
For cigarette smokers, a horridous prediction.
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.”

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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.
MYTH #4

The solution = better products.
• vapes
• heated tobacco products
EXAMINE

THE FACTS
THE FACTS

The industry is not a stakeholder in public health.
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.

We are pledging aid and assistance to the research effort into all phases of tobacco use and health.
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.
Selling and marketing tobacco is recognized as a violation of basic human rights.
Other products must meet consumer safety standards.
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.
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
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
THE CHALLENGES

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

Retail, wholesale, and distribution networks:
• 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.
EMPHASIZE

THE END IS COMING
The tobacco epidemic **WILL NOT END** until the tobacco industry is **GONE**.
End the commercial tobacco epidemic by 2035.
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/