How States Can Amplify Tobacco Industry Corrective Statements

January 23, 2018
3 – 4:15 PM ET
Webinar Logistics

• Two ways to listen to audio
  – Through your computer speakers (preferred)
  – Via telephone: 888-378-4398, passcode 785828
  – Do not use both methods

• This webinar is being recorded

• Submit discussion questions in the chat box for the Q&A session
Today’s Agenda

• Welcome
• Corrective statements legal background
• National partner resources
• Public policy research in OK
• MN’s Big Tobacco Lied campaign
• Q&A
• ASTHO and TCN Resources
About ASTHO
TCN Mission

To improve the public’s health by providing education and state-based expertise for tobacco prevention and control at the state/territory and national levels.
TCN 2016-2019 Strategic Map

Strengthen the Relevance and Sustainability of the Tobacco Control Movement

**Year Two Tracks of Work:**

**Track 1:** Engage members in the future of TCN

**Track 2:** Support tobacco funding with national partners

**Track 3:** Keep pace with environmental changes

**Overarching principle:** Incorporate health equity throughout the work of TCN

**Strengthen the Connections Between Tobacco Control Practice and Research**
TCN Executive Committee

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- **Chair-Elect:** Luci Longoria (OR)
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- **Region 5:** Tana Feiner (WI), Christina Thill (MN)
- **Region 6-8:** Amanda Mortensen (OK)
- **Region 9-10:** Liz Hendrix (CA), Lola Irvin (HI)
U.S. v. Philip Morris: Legal Background
U.S. V. PHILIP MORRIS
HISTORICAL CONTEXT
U.S. V. PHILIP MORRIS
TOBACCO CONTROL IN 1994

David Kessler, Commissioner
U.S. Food and Drug Administration
1990-1997

ABC News’ DayOne broadcasts exposes on cigarette companies manipulating nicotine in March 1994 which lead to a defamation lawsuit.

Network Issues an Apology
Over Report on Nicotine

New York Times – August 22, 1995

Robert Reich, Secretary
Department of Labor
1993-1997

ABC News settles suits on tobacco

How Cigarette Makers Keep Health Question ‘Open’ Year After Year

Council for Tobacco Research Is Billed as Independent But Guided by Lawyers

An Industry Insurance Policy

Wall Street Journal – February 11, 1993

Rep. Henry Waxman (D-CA) chairs several hearings investigating the tobacco industry and the potential for government regulation.

Hubert H. Humphrey III, Attorney General of Minnesota 1983-1999, filed the state’s lawsuit against cigarette manufacturers.

CBS’s 60 Minutes interviews Brown & Williamson whistleblower, Jeffry Wigand, broadcasting first a redacted interview and then a full interview identifying him as a whistleblower.

Former Philip Morris Scientist Victor DeNoble testifies before Congress. April 28, 1994

Seven tobacco industry CEOs testify before Congress. April 14, 1994

PUBLIC HEALTH LAW CENTER
Tobacco Control Legal Consortium
U.S. V. PHILIP MORRIS
CAUSES OF ACTION

• Medical Care Recovery Act 42 U.S.C. § 2651
• Medicare Secondary Payer Provisions 42 U.S.C. § 1395
• Racketeer Influenced and Corrupt Organizations Act 18 U.S.C. § 1962(c)
• Racketeer Influenced and Corrupt Organizations Act 18 U.S.C. § 1962(d)
U.S. V. PHILIP MORRIS
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U.S. V. PHILIP MORRIS
R.I.C.O. – ENTERPRISE
U.S. V. PHILIP MORRIS
R.I.C.O. – RACKETEERING ACTIVITY
U.S. V. PHILIP MORRIS
R.I.C.O. – 1962(C)

18 U.S.C. § 1962(c)
It shall be unlawful for any person employed by or associated with any enterprise engaged in, or the activities of which affect, interstate or foreign commerce, to conduct or participate, directly or indirectly, in the conduct of such enterprise's affairs through a pattern of racketeering activity or collection of unlawful debt.
18 U.S.C. § 1962(d)
It shall be unlawful for any person to conspire to violate any of the provisions of subsection (a), (b), or (c) of this section.
U.S. V. PHILIP MORRIS
JUDGE KESSLER’S 2006 OPINION
U.S. V. PHILIP MORRIS
JUDGE KESSLER’S 2006 OPINION
admitted: “It is simply incorrect to say, there is not a scientific proof that smoking causes ill health.”

3. Despite their Internal Knowledge, Defendants Continued, From 1964 Onward, to Falsely Deny and Distort the Serious Health Effects of Smoking

725. In an August 10, 1967 FRR memorandum from J.S. Dowdall to C.R. Wade, Dowdall acknowledged:

Despite the fact that the industry has very little, if any, positive evidence upon which to base the aggressive campaign necessary at this late date to materially change public opinion, public attitudes can be changed...TH(3) unfavorable opinion on the hazards of smoking will remain definitely high, and will not shift in a favorable direction, until positive action is taken by the industry to counter the anti-smoking propaganda and publicity.256

736. During an off-camera interview, Philip Morris President Joseph Calman stated that cigarettes posed a hazard to pregnant women or their infants: “It’s true that babies born from women who smoke are smaller, but they are just as healthy as the babies born to women who do not smoke. Some women would prefer to have smaller babies.”

743. Defendants issued scathing comments about official reports demonstrating the adverse health effects of smoking. For example, a February 26, 1972 Tobacco Institute press release asserted that the 1972 Surgeon General’s Report on the Health Consequences of Smoking “justifies the scientific community” and that the report was “another example of press conference science” — an absolute masterpiece of bureaucratic obfuscation.”

758. One year prior to the release of the 1979 Surgeon General’s Report on Smoking and Health, Defendants started planning their response to what they expected it to say. That response included establishing a task force to write and publish a rebuttal paper. Rather than have scientists evaluate the evidence or the Report’s holdings, once they were issued, the Tobacco Institute assigned a public relations staff member to research, write, and add the rebuttal paper.

780. The Tobacco Institute purported to review the testimony given at the 1982 and 1983 Congressional tobacco labeling hearings and stated:

The Hazards of Smoking

- Addiction
- Nicotine Levels
- Light Cigarettes
- Marketing to Youth
- Secondhand Smoke
- Suppression of Information

The report failed to disclose that most of these scientific witnesses were tobacco industry consultants who were receiving funding from the lawyers’ Special Account No. 4.255

Tobacco Control Legal Consortium

Law, Health, Justice
U.S. V. PHILIP MORRIS
REMEDIES

- Prohibition on Brand Descriptors (“Light,” “Low Tar,” “Ultra Light,” and “Mild”)
- Corrective Communications
- Disclosure of Documents and Disaggregated Marketing Data
- General Injunctions
- Litigation Costs
- Disgorgement of profits
- Youth Smoking Reduction Targets
- Corporate Structural Changes
- Public Education and Counter Marketing Campaign
- National Smoking Cessation Program
U.S. V. PHILIP MORRIS
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U.S. V. PHILIP MORRIS
CORRECTIVE STATEMENTS

• Adverse Health Effects of Smoking

• Addictiveness of Smoking and Nicotine

• Lack of Significant Health Benefit from Smoking “Low tar,” “Light,” “Ultra Light,” “Mild,” and “Natural” Cigarettes

• Manipulation of Cigarette Design and Composition to Ensure Optimum Nicotine Delivery

• Adverse Health Effects of Exposure to Second Hand Smoke
A Federal Court has ruled that the Defendant tobacco companies deliberately deceived the American public about the addictiveness of smoking and nicotine, and has ordered those companies to make this statement. Here is the truth:
U.S. V. PHILIP MORRIS
CORRECTIVE STATEMENTS

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about the health effects of smoking.

Here is the truth:
U.S. V. PHILIP MORRIS
CORRECTIVE STATEMENTS

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about the health effects of smoking.

• Smoking kills, on average, 1,200 Americans. Every day.

• More people die every year from smoking than from murder, AIDS, suicide, drugs, car crashes, and alcohol, combined.

• Smoking causes heart disease, emphysema, acute myeloid leukemia, and cancer of the mouth, esophagus, larynx, lung, stomach, kidney, bladder, and pancreas.

• Smoking also causes reduced fertility, low birth weight in newborns, and cancer of the cervix.
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Corrective Statements: National Partner Resources

January 23, 2017

Becky Wexler
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When and Where the Corrective Statements Will Run
Corrective Statements Dissemination

- Television
- Newspapers
- Defendants’ corporate websites
- Cigarette pack onserts
- Point of sale – still subject of litigation

Started November 26

Details still being finalized
Newspapers: Tobacco companies must purchase five full-page ads in the first section of the Sunday edition of 50+ newspapers specified by the court. Each newspaper ad will contain one of the five corrective statements according to the following schedule:

- **November 26, 2017** – Adverse Health Effects of Smoking
- **December 10, 2017** – Addictiveness of Smoking and Nicotine
- **January 7, 2018** – Lack of Significant Health Benefit from Smoking “Low Tar,” “Light,” “Ultra Light,” “Mild,” and “Natural” Cigarettes
- **February 4, 2018** – Manipulation of Cigarette Design and Composition to Ensure Optimum Nicotine Delivery
- **March 4, 2018** – Adverse Health Effects of Exposure to Secondhand Smoke
A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about the health effects of smoking.

- Smoking kills, on average, 1,200 Americans. Every day.

- More people die every year from smoking than from murder, AIDS, suicide, drugs, car crashes, and alcohol, combined.

- Smoking causes heart disease, emphysema, acute myeloid leukemia, and cancer of the mouth, esophagus, larynx, lung, stomach, kidney, bladder, and pancreas.

- Smoking also causes reduced fertility, low birth weight in newborns, and cancer of the cervix.
Television: Tobacco companies must purchase ads with text and voice-over containing one of the five corrective statements that must:

- Run **five times per week for one year** (52 weeks) for a total of 260 spots.
- Run Mon.-Thurs. between 7:00 p.m. and 10:00 p.m. on one of the three major networks (CBS, ABC or NBC).
- Four of the ads are 45-second spots and one is a 30-second spot.
- Began to air **the week of November 26, 2017**.
You can download the videos here: 
http://tfk.org/corrective-resources

(Or TFK’s YouTube channel if you need to extract the video files)
How Public Health Advocates Can Make the Most of the Statements
Amplifying the Corrective Statements: Goals

- Expand reach of the corrective statements themselves
- Tell public, policymakers, media and other audiences why tobacco companies must make the statements: A federal court in the U.S. found them guilty of racketeering, fraud, conspiracy, deception and lies
- Counter tobacco companies’ claims they have changed
- Use the corrective statements to make the case for policy goals in your state/locality
Amplifying the Corrective Statements: Key Messages

• Tobacco companies aren’t making these statements voluntarily or because of a settlement. A federal court ordered them to do so after finding they violated racketeering laws and engaged in a decades-long conspiracy to deceive and defraud the public.

• Tobacco companies fought for 11 years to block, delay and weaken the corrective statements. That shows how little they have changed.
Though the ads come at a time when tobacco companies like Philip Morris International are trying to rebrand themselves as part of the solution to the global tobacco epidemic, tobacco companies continue to market to kids, fight proven policies, and they are the biggest obstacle to combatting tobacco use around the world.
• **The statements** are not only **focused on the health harms of tobacco use**, but also **require the companies to admit that they "intentionally designed cigarettes with enough nicotine to create and sustain addiction."**

• **We need** more than corrective statements. **We also need strong corrective actions** to win the fight against tobacco, which is still the #1 cause of preventable death.
Amplifying the Corrective Statements: Earned Media

- Issue press release using corrective statements as hook to highlight your state or local policy goal(s)
- Use Tobacco-Free Kids social media graphics, press release template or create your own resources
- Pitch the story to the media
- Submit op-ed or letter to the editor, ideally tying back to a local tobacco policy goal
Amplifying the Corrective Statements: Social Media

• Share TV ads of corrective statement on your Facebook, Twitter and other social media channels

• Share social media graphics: find shareable graphics at http://www.tfk.org/corrective-resources

• Use hashtag #TobaccoRacketeers

• Reach out to policymakers and urge them to share the corrective statement ads or social graphics
Liars.  
Racketeers.  
Big Tobacco.

Learn more: tfk.org/tobaccoracketeers

http://www.tfk.org/corrective-resources

Campaign for Tobacco-Free Kids
racketeer
{rækəˈtɪər}

noun: a person who engages in dishonest business dealings; a con artist.

See also: Big Tobacco.

tfk.org/tobaccoracketeers

http://www.tfk.org/corrective-resources
“Over the course of more than 50 years, Defendants lied, misrepresented, and deceived the American public, including smokers and the young people they avidly sought as ‘replacement smokers,’ about the devastating health effects of smoking.”

- U.S. District Judge Gladys Kessler
United States v. Philip Morris ruling, 2006
A federal court found tobacco companies lied to the public and ordered them to tell the truth:

“Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA intentionally designed cigarettes to make them more addictive.”

Learn more: tfk.org/tobaccoracketeers

http://www.tfk.org/corrective-resources
On August 17, 2006, U.S. District Judge Gladys Kessler issued a final judgment and opinion in the U.S. government’s landmark lawsuit against the major tobacco companies that found the companies have violated civil racketeering laws and defrauded the American people by lying for decades about the health risks of smoking and their marketing to children.

Judge Kessler also found that the tobacco companies’ wrongdoing continues today. "The evidence in this case clearly establishes that Defendants have not ceased engaging in unlawful activity. Their continuing conduct misleads consumers in order to maximize Defendants revenues by recruiting new smokers (the majority of whom are under the age of 18), preventing current smokers from quitting, and thereby sustaining the industry" (pages 1604-1605 of the opinion).

https://tfk.org/tobaccoracketeers
Court-Ordered Corrections of Tobacco Industry Racketeering: Awareness, Attitudes, and Implications for Tobacco Control Policy

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Background

• Internal tobacco industry documents show tobacco companies have not only deliberately misled the public, they have also deliberately misled policymakers.

• By 1997, tobacco companies had helped defeat – separately and in all 50 states – bills that would have 1) restricted smoking in workplaces, 2) raised the price of tobacco products, 3) limited marketing of tobacco products, 4) made it harder for youth to buy tobacco, and 5) advanced tobacco control programs or research.

• When outright defeat could not be achieved, the companies have sought to delay or weaken such measures, often drafting the final language.

• According to public records – in all 50 states – at least one lobbyist is currently representing a major U.S. tobacco company included in the racketeering verdict.
Survey Methodology

• Data collection in May 2017
• Cross-sectional survey conducted using GfK KnowledgePanel, a probability-based online panel designed to be representative of the U.S. population
  • General population sample (n=2,010)
  • Oklahoma oversample (n=620)
  • Smoker oversample (n=205)
• Half of the respondents were randomly assigned to express their opinions before exposure to the corrective statements and related court findings, and half after
• Using aided recall, the survey assessed baseline awareness of each of the 18 bullet-point facts within the corrective statements and 10 related court findings
General Population Results (n=2,010)

• Even with the aided recall survey design, less than half of respondents reported being aware of 6 of the 18 bullet-point facts and 8 of the 10 court findings.

• There is strong public support for a wide range of existing or proposed tobacco control policies. Greater public awareness of the corrective statements and court findings will likely increase overall public support for certain tobacco control policies and increase the intensity of support for other tobacco control policies.

• A clear majority of Americans don’t think lawmakers should trust tobacco companies as much as they trust other companies or trust tobacco company lobbyists to provide accurate information on tobacco issues. Exposure to the statements and findings will likely reduce the extent to which the public thinks lawmakers should trust tobacco companies or tobacco company lobbyists.
AWARENESS
U.S. Adults
1.) Health effects of smoking
Awareness among U.S. Adults

Smoking kills, on average, 1,200 Americans. Every day.

More people die every year from smoking than from murder, AIDS, suicide, drugs, car crashes, and alcohol combined.

Smoking causes heart disease, emphysema, acute myeloid leukemia and cancer of the mouth, esophagus, larynx, lung, stomach, kidney, bladder, and pancreas.

Smoking also causes reduced fertility, low birth weight in newborns, and cancer of the cervix.
2.) Addictiveness of smoking and nicotine
Awareness among U.S. Adults

Smoking is highly addictive. Nicotine is the addictive drug in tobacco.

Cigarette companies intentionally designed cigarettes with enough nicotine to create and sustain addiction.

It’s not easy to quit.

When you smoke, the nicotine actually changes the brain – that’s why quitting is so hard.
3.) Low tar and light cigarettes being as harmful as regular cigarettes

Awareness among U.S. Adults

Many smokers switch to low tar and light cigarettes rather than quitting because they think low tar and light cigarettes are less harmful. They are **not**.

“Low tar” and “light” cigarette smokers inhale essentially the same amount of tar and nicotine as they would from regular cigarettes.

**All** cigarettes cause cancer, lung disease, heart attacks, and premature death – lights, low tar, ultra lights, and naturals. There is no safe cigarette.
4.) Designing cigarettes to enhance the delivery of nicotine
Awareness among U.S. Adults

Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA intentionally designed cigarettes to make them more addictive.

Cigarette companies control the impact and delivery of nicotine in many ways, including designing filters and selecting cigarette paper to maximize the ingestion of nicotine, adding ammonia to make the cigarette taste less harsh, and controlling the physical and chemical make-up of the tobacco blend.

When you smoke, the nicotine actually changes the brain – that’s why quitting is so hard.
5.) Health effects of secondhand smoke

Awareness among U.S. Adults

Secondhand smoke kills over 38,000 Americans each year.

Secondhand smoke causes lung cancer and coronary heart disease in adults who do not smoke.

Children exposed to secondhand smoke are at increased risk for sudden infant death syndrome (SIDS), acute respiratory infections, ear problems, severe asthma, and reduced lung function.

There is no safe level of exposure to secondhand smoke.
Federal court findings
Awareness among U.S. Adults

- **Violated civil racketeering laws (engaged in an organized conspiracy to commit fraud)**
  - Yes: 23.1%
  - No: 55.5%
  - Not Sure: 20%

- **Committed fraud**
  - Yes: 32.1%
  - No: 47.5%
  - Not Sure: 19%

- **Are likely to continue to commit fraud**
  - Yes: 37%
  - No: 40.9%
  - Not Sure: 20.9%
Federal court findings, cont.
Awareness among U.S. Adults

Denied that they control the level of nicotine
to create and sustain addiction

40  42.2  16.6

Suppressed and concealed scientific research

43  39.1  16.2

Marketed low tar and light cigarettes as less harmful
though they knew they were not

45.3  38.1  15.4
Federal court findings, cont.
Awareness among U.S. Adults

- Marketed cigarettes to young people to replace smokers who die or quit smoking: 49.7% Yes, 33.1% No, 15.8% Not Sure
- Denied that secondhand smoke harms nonsmokers: 49.8% Yes, 33.9% No, 15% Not Sure
- Denied that smoking is addictive: 53.1% Yes, 31.8% No, 13.8% Not Sure
- Denied the health consequences of smoking: 54.6% Yes, 30.5% No, 13.3% Not Sure
“Lawmakers should trust tobacco companies as much as they trust other companies.”

Attitudes among U.S. Adults

Not Exposed to Statements and Findings

- Agree: 20.6%
- Disagree: 32.9%
- Not Sure: 12.2%

Exposed to Statements and Findings

- Agree: 18.9%
- Disagree: 41.3%
- Not Sure: 14.1%

p = <0.001
“Lawmakers should trust tobacco company lobbyists to provide accurate information on tobacco issues.”

Attitudes among U.S. Adults

$p = <0.05$
“Do you think tobacco companies are now taking responsibility for the harm caused by smoking?”

Attitudes among U.S. Adults

Not Exposed to Statements and Findings

- Yes: 10%
- No: 64.4%
- Not Sure: 24.5%

Exposed to Statements and Findings

- Yes: 8.4%
- No: 68.5%
- Not Sure: 22.4%
Potential tobacco industry influences
Attitudes among U.S. Adults

Lawmakers should refuse meals or other gifts from tobacco company lobbyists
- Agree: 74.4%
- Disagree: 13.7%
- Not Sure: 10.9%

Lawmakers should refuse campaign contributions from tobacco company lobbyists
- Agree: 72.7%
- Disagree: 15.7%
- Not Sure: 10.5%

Lawmakers should refuse campaign contributions from tobacco companies
- Agree: 70.9%
- Disagree: 17.8%
- Not Sure: 10.4%

Lawmakers should allow tobacco companies or tobacco company lobbyists to help write laws
- Agree: 19.7%
- Disagree: 67.3%
- Not Sure: 11.9%
“If a tobacco-related law was written or influenced by a tobacco company or a tobacco company lobbyist, what do you think lawmakers should do?”

Attitudes among U.S. Adults

<table>
<thead>
<tr>
<th>Option</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leave the law as it is</td>
<td>5</td>
</tr>
<tr>
<td>Revise the law</td>
<td>30.1</td>
</tr>
<tr>
<td>Remove the law and start over</td>
<td>35.3</td>
</tr>
<tr>
<td>Not Sure</td>
<td>28.8</td>
</tr>
</tbody>
</table>
“In general, which of the following types of lawmakers do you think are least likely to be influenced by a tobacco company lobbyist?”

Attitudes among U.S. Adults

- Local-level Lawmakers: 41.9%
- State-level Lawmakers: 6.2%
- National-level Lawmakers: 9.6%
- Not Sure: 41.2%
Major Conclusions

• Large proportions of U.S. adults are unaware of many of the corrective statements and court findings; awareness is lowest for the racketeering verdict itself

• Strong majorities of U.S. adults think lawmakers should reject potential tobacco company influences and take corrective action to remedy past influences
Limitations

• Aided recall can cause reported awareness levels to be artificially high. Unaided recall measures (such as open-ended questions) would likely have resulted in lower reported awareness levels.

• This survey measured the effects of a single exposure to the corrective statements and court findings. Additional research is needed to determine how multiple exposures might affect attitudes over time.
Opportunities for Public Health Practitioners

• Supplement the corrective statements with educational campaigns
  • Emphasize key court findings (racketeering, fraud, likely to continue to commit fraud)
    • Earned media (press releases, media events, etc.)
    • Owned media (social media)
    • Paid media (as funds allow)

• Expose and “denormalize” tobacco industry influences on policymaking
  • Emphasize racketeering verdict in talking points/rationale for ALL tobacco control policy initiatives
  • Provide lawmakers with survey results on attitudes towards tobacco industry influences
  • Provide lawmakers with relevant state-specific quotes from internal industry documents
  • Encourage introduction of non-binding resolutions to raise awareness among lawmakers, public
Resolution of the American Medical Association (AMA)

RESOLUTION 912 – CORRECTIVE STATEMENTS ORDERED TO BE PUBLISHED BY TOBACCO COMPANIES FOR THE VIOLATION OF THE RACKETEER INFLUENCED AND CORRUPT ORGANIZATIONS ACT

RESOLVED, That our American Medical Association collaborate with state and medical specialty societies and other interested public health organizations to help educate the public and policymakers about the tobacco companies’ organized conspiracy to commit fraud leading to the federal court verdict finding them in violation of the Racketeer Influenced and Corrupt Organization Act (RICO) and resulting in the corrective statements as ordered by the U.S. Court of Appeals in United States v. Philip Morris (Directive to Take Action); and be it further

RESOLVED, That our AMA encourage state and medical specialty societies to work with appropriate public health organizations in their states to help identify public policies that may have been directly or indirectly influenced by tobacco companies or their lobbyists and encourage lawmakers to remediate all such influences, to reject any potential tobacco industry influences in the future, and to formally censure the tobacco companies for their fraudulent and harmful behavior. (Directive to Take Action)

Adopted 11/15/17 by the AMA Board of Delegates
https://www.ama-assn.org/ama-continues-efforts-prevent-tobacco-use
Additional Information

Executive Summary & Preliminary Report
otrc.stephensoncancercenter.org/Policy/PolicyBriefsandWhitePapers.aspx

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Corrective Statements
Campaign Overview

January 23, 2018
After nearly 20 years of litigation, Big Tobacco has been found in violation of federal law and ordered to address this fraud through a corrective statements campaign.

This campaign does not go far enough.
Assignment + Objectives

**Assignment**

Develop a paid media campaign that amplifies and critiques Big Tobacco’s court-ordered campaign.

**Marketing Objectives**

Expand awareness of and engagement around Big Tobacco’s corrective statements:

- Build support for policy change
- Drive site traffic
- Increase social engagement
Media Plan Overview

Paid Media Budget
$100,000

Timing
Flight One: 12/4 – 12/22 | Flight Two: 2/12 – 3/31

Geography
Statewide

Audience
Broader Minnesota adults, with emphasis on “Connectors,” Priority Populations + legislators/policymakers.

Channels
Print | Paid Social | Digital Display
Military to allow transgender people to enlist despite Trump opposition

The Pentagon is allowing transgender people to enlist in the military beginning Jan. 1, despite President Donald Trump's opposition.
For more than a decade, Big Tobacco has been hard at work making (ahem, fighting) these court-ordered ads that tell the truth. We noticed a few missing details, so we figured we'd give them a hand and add them in.

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to:
- make this statement about the health effects of smoking,
- tell the truth, which proves we deliberately deceived Americans
- Smoking kills, on average, 1,200 Americans every day. Every day, mothers, fathers, brothers, sisters, sons, and daughters.
- Our products kill more people than - More people die every year from smoking than from murder, AIDS, suicide, drugs, car crashes, and alcohol, combined.

We're selling Smoking causes heart disease, emphysema, acute myeloid leukemia, and cancer of the mouth, esophagus, larynx, lung, stomach, kidney, bladder, and pancreas.

For decades we've denied the truth: smoking also causes reduced fertility, low birth weight in newborns, and cancer of the cervix.
Social Media

For Big Tobacco, telling the truth about secondhand smoke isn't second nature. So we edited their court-ordered ad.

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about the health effects of secondhand smoke, which we've internally acknowledged for decades.
Website + Asset Sharing

http://www.BigTobaccoLied.com

All creative assets available as working files through asset sharing portal (password protected; available upon request).

amowery@clearwaymn.org
Questions and Answers

Submit your questions through the chat box on your screen
Visit the TCN Website!

www.tobaccocontrolnetwork.org/
TCN Resources

• Twice monthly newsletter archive
• State and territorial tobacco program directory
• 2016 Policy Recommendations document
New to the TCN Website

• TCN/ASTHO tobacco and health equity blog series
• TCN Podcast Series
• Any TCN inquiries can be directed to tcn@astho.org
Coming Soon – TCN Member Packet

TCN MEMBER PACKET

Key Resources and Information from the Tobacco Control Network
ASTHO Tobacco Resources

- Issue briefs, case studies, and other written resources
- Webinar recordings
- ASTHO E-Cigarette Library

http://www.astho.org/Programs/Prevention/Tobacco/
State and territorial health agencies develop and implement public health programs and policies to reach populations within their jurisdictions. In tobacco control and prevention, state and territorial health agencies have an important role to play in addressing the tobacco-related health disparities among priority populations.

http://www.astho.org/Prevention/Tobacco/Tobacco-Related-Disparities-Infographic/
State Success Stories

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Please complete your evaluations following the webinar – we value your feedback!

WHAT DO YOU THINK?
THANK YOU!

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