

How to use personal testimonies in support of policy initiatives

Cliff Douglas, J.D.

Director, University of Michigan Tobacco
Research Network

Lecturer, University of Michigan School
of Public Health

Witnesses to the epidemic

- Survivors/“victims”
- Parents
- Children (students)
- Teachers
- Family members
- Tobacco insiders (whistleblowers)

Examples

(Former tobacco users and their survivors)

Who:

- Injured smokers
- Smokers who quit before diagnosis of illness
- Family members, friends

Action:

- Legislative testimony (Congress, state & local)
- Earned media coverage
- Paid media (TV/radio ads)
- Highlight: CDC's new "Tips From Former Smokers" campaign stresses human suffering caused by smoking and encourages smokers to quit

Real Stories by Name



[Meet Annette \(/tobacco/campaign/tips/stories/annette.html\)](/tobacco/campaign/tips/stories/annette.html). Annette, age 57, lives in New York and began smoking in her teens. At age 52, she was diagnosed with lung cancer, which required removal of one of her lungs. She was later diagnosed with oral cancer.



[Meet Brandon \(/tobacco/campaign/tips/stories/brandon.html\)](/tobacco/campaign/tips/stories/brandon.html). Brandon, age 31, lives in North Dakota and began smoking at age 15. At 18, he was diagnosed with Buerger's disease, which resulted in the amputation of both his legs and several fingertips.



[Meet James \(/tobacco/campaign/tips/stories/james.html\)](/tobacco/campaign/tips/stories/james.html). James, age 48, lives in Brooklyn and began smoking at age 14. He quit smoking in 2010 to reduce his risk for health problems and now bikes 10 miles every day.

Examples (Whistleblowers)

Who:

- William Farone, Ph.D.
- Victor DeNoble, Ph.D.
- Paul Mele, Ph.D.
- Ian Uydess, Ph.D.
- Jeffrey Wigand, Ph.D.
- Alan Landers
- Janet Sackman
- David Goerlitz

Action:

- Legislative testimony
- FDA investigation
- Department of Justice RICO litigation
- Injured smoker cases
- Media coverage (events, counter-ads, news, exposés)
- New documentary: “Addiction Incorporated”
- Movie: “The Insider”

