

December 24, 1953

PRELIMINARY RECOMMENDATIONS FOR
CIGARETTE MANUFACTURERS

Because of the grave nature of a number of recently highly publicized research reports on the effects of cigarette smoking, widespread public interest has developed, causing great concern within and without the industry.

These developments have confronted the industry with a serious problem of public relations. Obviously, that problem would be quickly solved if the adverse publicity would cease and people would stop talking about the whole matter.

But there is no evidence that the publicity has abated, or is about to abate, or that the research workers who are critical of cigarettes are going to cease these criticisms. A check among national magazines indicates that other periodicals are considering articles on the subject. Among them are Woman's Home Companion, Look and Cosmopolitan. The February issue of Pageant has an article publicizing the Wynder researches.

There is nothing the manufacturers can say or refrain from saying that can stop people from being interested in their health, nor allay their fear of cancer. So long as the causes and cure of this dread disease remain unknown people will be subject to waves of fear regarding it.

It is important that the industry do nothing to appear in the light of being callous to considerations of health or of belittling medical research which goes against cigarettes.

The industry should lose no time in making it completely clear to the American people that it is not unmindful of the public health.

There is an evident urgency about the matter which makes it advisable to suggest certain immediate steps. A fully rounded-out program

1005104288

will be developed when there has been enough time to make a more comprehensive study of additional aspects of the problem and to think through various courses of action and projects.

The situation is one of extreme delicacy. There is much at stake and the industry group, in moving into the field of public relations, needs to exercise great care not to add fuel to the flames.

The recommended approach is conservative and long-range. We do not believe the industry should indulge in any flashy or spectacular ballyhoo. There is no public relations nostrum, known to us at least, which will cure the ills of the industry with one swallow. The need is for a soundly conceived and effectively executed program based upon continuing research and factual information.

It would be a mistake for the industry group to inaugurate the contemplated program unless it is prepared to maintain it for a minimum of three years. The results of some of the medical research suggested could hardly be in hand short of that period of time.

The underlying purpose of any activity at this stage should be reassurance of the public through wider communication of facts to the public. It is important that the public recognize the existence of weighty scientific views which hold there is no proof that cigarette smoking is a cause of lung cancer.

In connection with the proposed activity, it is impossible to overlook the fact that some of the industry's advertising has come in for serious public criticism because of emphasis on health aspects of smoking.

This, of course, is a problem for the individual companies and will not be included in this program. But it must be recognized that some of the advertising may have created a degree of skepticism in the public mind which at the start at least could affect the believability of any public relations effort.

1005104289

The decision of a group of companies in the industry to take joint action needs to be implemented by the selection of a Chairman and Treasurer and the adoption of procedures for the collection and disbursement of funds. In addition, it is important that the group establish procedures for expeditious clearance of any policy statements it may decide to issue.

The following recommendations are submitted for consideration by the manufacturers:

1. Headquarters of the Committee. Headquarters should be established in New York City.
2. Name of Committee. The following name is submitted:
Tobacco Research Committee.
3. Set-up and function of Committee. The word "research" should be included in the name of the Committee to establish the fact that the group will carry on or sponsor fundamental scientific research and will not be solely an information agency. The Committee's research should be of two kinds:
 - (a) scientific, medical research
 - (b) editorial and statistical research into pertinent phases of the current controversy.

The Committee should be prepared on competent scientific advice from outside the industry to give substantial support to objective non-duplicating medical research that is most likely to be productive promptly of convincing results.

The Committee should have a Director of Research, a medical research authority of unquestioned national repute. The Director would have such research assistants as may be required. The Research Director would serve as spokesman for the Committee on medical and scientific matters.

1005104290

The Committee should also form an Advisory Board composed of a group of distinguished men from the fields of medicine, research and education. These should be men whose integrity is beyond question.

The Director of Research and the Advisory Board should be consulted by the Committee on these points:

- a. What areas of objective medical research should be undertaken? Should it be confined to the problem of lung cancer or extend to other aspects of cigarette smoking and health?
- b. How and where and under what auspices should the industry carry out its joint research effort? Should a Research Foundation be established which would finance research projects by existing laboratories and institutions, and if so, which ones? Or should the industry establish a new jointly financed research laboratory to carry on the work?
- c. How much money, in the opinion of the Committee's Director of Research and its Advisory Board, should the member companies appropriate for medical research undertaking?

4. Public Statement by cigarette makers. The first public statement of the Committee should be designed to clarify the problem and to reassure the public that: (a) the industry's first and foremost interest is the public health; (b) there is no proof of the claims which link smoking and lung cancer; and (c) the industry is inaugurating a joint plan to deal with the situation.

This statement should be:

- (a) distributed widely as news, and to employees, stockholders, distributors, tobacco growers, dealers, suppliers, public officials, national and community leaders and other groups;
- (b) placed as an advertisement in leading newspapers and in leading news magazines.

(Draft of suggested copy of statement is attached.)

5. Research Sub-committee. A scientific research sub-committee should be set up by the top committee to be composed of Research Directors

1005104291

of member companies for the purpose of:

- a. working with the Committee's Director of Research;
- b. reviewing scientific materials assembled for public information;
- c. initiating scientific material for educational use by the Committee.

6. Continuing Public Relations Research. There should be set up at the headquarters of the Committee, under the direction of the Research Director, a continuing research project to collect, coordinate and disseminate (where practical) available information on various medical research activities bearing on pertinent phases of cigarettes and health. As time permits, this project would explore such questions as:

- a. Why do mice show no tendency to develop lung cancer in experiments where they live half their lives in smoke-filled chambers?
- b. Why, in some experiments, do mice show a tendency to develop skin cancer, when painted over a period with tobacco tars - whereas efforts to produce lung cancer in mice, by keeping them immersed in tobacco smoke, have failed?
- c. Why has the rise in lung cancer been most marked among men, although the greatest rise in the use of cigarettes in the last 25 years seems to have been among women?
- d. Why does the rate of lung cancer vary so greatly between certain cities, although the per capita rate of cigarette consumption in these cities seems approximately the same?
- e. What is the correlation, if any, between lung cancer and certain changes in American life - such as steadily increased industrialization, increased urbanization, and the rising problem of atmospheric pollution in many of our urban centers?
- f. Why is cancer of the lung on the increase, whereas no such rise appears in similar illness of the tongue, lip or throat?
- g. Is the incidence of lung cancer less in rural areas than it is in urban areas, and if so what is the per capita consumption of cigarettes in these respective areas?
- h. Is the incidence of lung cancer greater in cold climates than in mild climates and in the south, and if so what is the per capita consumption of cigarettes in the respective areas where this differential seemingly occurs?

1005104292

- i. The figures of the Damon Runyon Cancer Fund estimate in 1952 twenty-two thousand deaths from lung cancer in the United States in an estimated population of over one hundred fifty million individuals. The report in the New York Herald Tribune as of Sunday, December 13th, quoted the British Medical Society as advising that there were thirteen thousand cases of lung cancer in Great Britain last year. With Britain approximately one-quarter the size of the United States, their incidence of lung cancer would be approximately four times as great as the United States. What are the facts about this and what is the incidence of climate, etc. in the development of lung cancer?
- j. Is it possible that England, with a larger percentage of lung cancer incidence, may possible have obtained this result due to the fact that the tobacco for their cigarettes is not treated in any way with casing? Should the efficacy of casing used in the manufacture of American cigarettes be studied as possibly an antidote to the deleterious effects of tobacco, if any?
- k. With the extension of human life due to miracle drugs, etc. what is the percentage of the increase of lung cancer, if any, comparable to other diseases during the past ten years?
- l. What may be the effect on the significance of statistical comparisons of more accurate diagnosis during the past few years into specific causes of death?
- m. What are the benefits and enjoyment derived from smoking, both by scientific tests and by measurement of smoker reactions and attitudes?
- n. What are the smoking habits of long-lived distinguished public leaders?
- o. What are the human ills erroneously attributed to tobacco over the centuries?

There are many similar lines of inquiry which have so far been pursued without definitive answers. They should be explored still more vigorously, and with still greater resources; and the results studied for their usefulness as a matter of public information.

7. Public Opinion Poll. A national survey of public opinion is needed to determine attitudes toward cigarettes and tobacco held by (a) the medical profession; and (b) the public at large. The results of such

1005104293

a poll should be helpful in developing more effectively the continuing program of public information that may be required to offset anti-cigarette propaganda and to give justified reassurance to the public.

8. White Paper. The Committee should distribute as soon as possible a scientific White Paper digesting current available opinion of authorities on cigarette smoking and lung cancer.

9. Relations with the Press. An important function of the Committee will be to see that the pertinent facts are made available to the press.

In addition to any current statements or releases that may be issued, background memoranda of facts may be circulated to the press when occasion requires. The Committee, of course, will be alert to what is being published or said on the subject of concern to the industry and if any misstatements appear, the facts will be offered to proper sources.

In the case of magazines, the facts will be placed in the hands of editors for such use as may suit their purposes. Available for this work will be the publicity staff of public relations counsel. Any publicity activities, of course, will be adapted to current needs and opportunities as indicated by trends in public and professional opinion and discussions.

10. Radio and Television. Millions of people are informed and their attitudes influenced by radio and television. It will be important to keep commentators and other key people in broadcasting aware of the Committee's existence and of any facts it may assemble.

Moreover, the Committee should be on the alert for public discussion programs where spokesmen for the facts as the Committee sees them might be welcome. Public relations counsel has a radio and television specialist who can function in this area.

1005104294

Plans should be explored for giving attention to the positive aspects of smoking through motion pictures suitable for television use as well as group showings.

11. Committee as a source of facts. The work of the Committee in the field of public information should be such as to establish the Committee as a reliable source of industry facts on this subject, and a flow of enquiry by mail, telephone and personal visitation most likely can be expected gradually to develop. The Committee should develop as rapidly as possible materials, data and statistics bearing on various aspects of the cigarette industry, and have adequate staff to insure meticulous attention to all enquiries from the press or public.

12. Information for special groups. Attention should be given to material on cigarettes going to special groups such as women's clubs, garden clubs and other organizations that have discussion and study programs, and corrections offered in the case of any misinformation noted.

13. Washington Activities. The Washington office and staff of public relations counsel will be available to place accurate and up-to-date information into the hands of appropriate Committees of Congress, Congressmen and Senators from tobacco states, and interested government officials.

14. Materials for company distribution. It is extremely important that the facts and views as developed by the Committee be communicated promptly to various elements within the industry itself. Employees, stockholders, distributors, growers and others should know the facts in order that they can speak intelligently when the subject is discussed in their own groups.

1005104295

15. Medical Groups. The Committee will need to keep abreast of programs of various medical associations and groups.

16. Cooperation of other groups. The Committee should explore and develop to the greatest extent that it can, the possibility of cooperation from allied groups such as growers, retailers and distributors.

CONCLUSION

As already noted, it has not been practical to develop a full program in the brief space of time available. The effort has been to outline a basic policy approach to the problem and to indicate the direction which the activity should take in implementing policy.

We believe that the correct path to follow is one of patient, continuing, sure-footed presentation of the facts to the public -- facts supported and documented by careful research.

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