



# TRDRP Newsletter

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**TRDRP Staff**

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Susanne  
Hildebrand-Zanki, Ph.D

Research Administrators

Jerome Beck, Dr. P.H.  
Epidemiology and  
Policy Research

Jeffrey Cheek, Ph.D.  
Biomedical Sciences

Phillip Gardiner,  
Dr. P.H.  
Social and Behavioral  
Sciences

Administrative Staff

Teresa E. Johnson

Yuri Mok

Carlin Colbert

Carolyn Robinson

Mark Tilley

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## Increases In African American Tobacco Use Pose New Challenges

By Phillip Gardiner

Researchers, health educators, and parents were rudely awakened on April 3<sup>rd</sup> when the Centers for Disease Control and Prevention (CDC) reported that African American youth smoking rates had increased sharply (see Figure 1 on page 4) from 12.6% to 22.7%, an 80% increase from 1991 to 1997.<sup>(1)</sup> As if to add insult to injury, the most recent Report of the Surgeon General: Tobacco Use Among

U.S. Racial/Ethnic Minority Groups not only confirmed the CDC findings from earlier in the month, but went even further, stating that African American men stand the greatest risk of dying from lung cancer. 81% of African American men who smoke and have contracted lung cancer die from the disease, compared with 54% of their white counterparts.<sup>(2)</sup> In short, smoking and tobacco use in the African American

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## UCI Honors David Kessler and Sponsors Tobacco-Related Workshops

By Jeffrey Cheek

David Kessler, former Commissioner of the U.S. Food and Drug Administration (FDA) and current Dean of the Yale University School of Medicine, was featured as this year's Tanner Lecturer on Human Values, hosted by the University of California at Irvine (UCI) on March 9. Established by the American scholar, industrialist and philanthropist O.C. Tanner, this award is given annually in recognition of uncommon achievement and outstanding ability in the field of human values. Previous recipients have included distinguished individuals from disparate backgrounds including religion, philosophy, creative arts and government. In his address, Dr. Kessler spoke on "The Tobacco Wars: Risks and Rewards of a Major Challenge," documenting the FDA's efforts

to classify cigarettes as nicotine delivery devices and, accordingly, to regulate their sale and distribution. Dr. Kessler detailed how the FDA's initial examination of patent applications filed by the major tobacco producers revealed numerous industry modifications to the design of cigarette filters intended to modify the nicotine content of inhaled smoke. The evidence of intent to control the amount of nicotine delivered to smokers formed the basis for the current rationale for proposed FDA regulation of cigarettes and the tobacco industry.

A day-long series of events leading up to the Tanner lecture was organized by Sidney Golub, Executive Vice Chancellor of UCI, and included several workshops on issues relating to tobacco use and control. Frances Leslie, UCI Associate Vice Chancellor of Research, moderated a morning session on "The Science of Tobacco: What is Known & What is Unknown." The featured panelists included Jack Henningfield of Johns Hopkins University, who spoke on the biological and behavioral determinants of nicotine addiction; Kent Pinkerton of UC Davis, who discussed health concerns associated with exposure to second-

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hand smoke; and Stephen Hecht of the University of Minnesota, who provided an overview of current theories on how cancer is induced by cigarette smoke.

In the afternoon session entitled "The Proposed Tobacco Company Settlement," Daniel Stokols, Dean of the UCI School of Social Ecology, moderated a plenary discussion featuring Dr. Kessler, who was joined by his former coworker Mitch Zeller, Associate Commissioner of the FDA; Dileep Bal of the California Department of Health Services; and Luanne Nyberg of the Minnesota Attorney General's office. The participants provided their views on the comprehensive tobacco legislation being debated in Congress.

It was during this discussion that Dr. Kessler stated his case for eliminating any clause providing immunity from liability to the major tobacco companies, maintaining that the threat of future litigation provides the only means to ensure industry compliance with current and future policies on tobacco control. In response to an inquiry from the audience regarding what actions individuals could take to limit the extent of tobacco industry immunity in any national settlement, Dr. Kessler replied that if all those who had lost a family member to a disease resulting from tobacco use were to send a picture of their deceased loved ones to their representatives in Congress, federal deliberation of the immunity issue would end immediately. Dr. Kessler also commented on the ongoing debate in the California State Legislature regarding repeal of the new state law banning smoking in bars. Stating that the tobacco industry has a long history of manipulating legislative action on public smoking policies, Dr. Kessler emphasized that California has a unique opportunity to preserve smokefree workplaces for bartenders and servers, and that this important public health statute should not be repealed on the basis of initial objections by a vocal minority.

The second afternoon session, organized by Professor Robert Phalen (from the UCI

Department of Community and Environmental Medicine) and moderated by Professor Hung Fan (co-Director of the UCI Chao Cancer Center), highlighted TRDRP-sponsored researchers at UCI. Dr. Susanne Hildebrand-Zanki, Director of TRDRP, provided an overview of the Program's research priorities and elaborated on the need for TRDRP to maintain a comprehensive research portfolio, ranging from basic science to clinical treatments to sociobehavioral interventions and public policy issues. The presentations by UCI researchers provided an excellent example of this comprehensive approach to addressing public health problems associated with tobacco use and control. The diverse TRDRP-funded projects at UCI include treatments for lung disease and pancreatic cancer, pulmonary uptake of second-hand smoke, nicotine dependence, teen susceptibility to tobacco use and the influence of advertising on preventing youths from beginning to smoke. Those faculty at UCI currently funded by TRDRP disseminated their latest research findings.

- Novel therapy for pancreatic cancer (P.I. Hung Fan; presented by Dr. Murray Korc)
- Lung volume reduction surgery in an emphysema model (P.I. Matthew Brenner; presented by Dr. John Chen)
- Quantification of lung doses from inhaled tobacco smoke (P.I. Robert Phalen)
- Brain adaptations to chronic nicotine exposure (P.I. Frances Leslie)
- The role of nicotine receptors in nicotine dependence (P.I. Katumi Sumikawa)
- Adolescent susceptibility to tobacco: a panel analysis (P.I. Larry Jamner)
- Evaluation of ad strategies for preventing youth tobacco use (P.I. Cornelia Pechmann)

TRDRP staff gratefully acknowledge the efforts of Drs. Phalen, Fan and others at UCI for this opportunity to hear firsthand of ongoing progress by UCI researchers and to participate in the Tanner lecture workshops.

# TRDRP Highlights

By Susanne Hildebrand-Zanki

## Program Awards \$31 Million to 84 New Grantees

TRDRP has completed the first part of its 7<sup>th</sup> award cycle and awarded a total of \$31 million for 84 awards to individual investigators at 24 California research organizations. This represents a “payline” of 43%. Approximately one half of the awards address the research priorities “*Effects of Smoking*” and “*Effects of Secondhand Smoke*”. The other half will investigate topics in “*Nicotine Dependence*”, “*Primary Prevention of Tobacco Use*”, “*Epidemiology of Tobacco Use*”, and “*Public Health/Public Policy*”. The two major reasons for this year’s generous payline were the availability of larger than usual appropriations to the Program over the last two years (\$60.422 and \$32.95 million, respectively) and the fact that we received fewer applications (see below). As appropriations return to normal levels, the percentage of applications that can be funded will decrease.

The second part of TRDRP’s award cycle will conclude in December, when Integrated Research Project (IRP) grants will be awarded. Required concept papers for this mechanism were due May 1, 1998. Full applications are due by October 1, 1998. IRPs are restricted to addressing issues in the research priorities of “*Nicotine Dependence and its Treatment*”, “*Primary Prevention of Tobacco Use*”, “*Epidemiology of Tobacco Use*”, and “*Public Health/Public Policy*”.

A list of grant recipients and the abstracts describing their research projects will be published in the Compendium of Awards, 1998, which will be issued in July. You can request a copy from our office or look for it on TRDRP’s Homepage.

## Total Application Number Declines

For this 7<sup>th</sup> award cycle, the Program received 31% fewer applications than in the 6<sup>th</sup> cycle (197 vs. 287). This decline was particularly pronounced in the sociobehavioral

(-49%) and public health/public policy (-38%) areas. The decline occurred despite TRDRP’s efforts to encourage applications in the fields of sociobehavioral and public policy research. The response to the new Dissertation Award was also lower than expected, but interest in this award mechanism will likely increase as more researchers become aware of its availability.

## Scientific Advisory Committee Approves New CARA Mechanism

TRDRP’s SAC has approved a new award mechanism to encourage and strengthen research directly relevant to tobacco control in California. The purpose of the Community-Academic Research Award (CARA) award is to stimulate and support collaborations between community-based organizations (CBOs) and other agencies involved in tobacco control at the local level and researchers to perform scientifically rigorous research into tobacco control issues that: 1) are identified as important to specific communities in the state; 2) are likely to produce results that are meaningful to specific communities; and 3) use methods that are relevant, culturally sensitive, and appropriate in terms defined and accepted by the interested communities. For the purpose of this award, “community” is defined as any group sharing a given interest, such as geographic, cultural, racial, ethnic, gender, age, or other aspect that might impact the effectiveness of tobacco control programs.

The CARA mechanism requires a collaborative research partnership between a community or group and experienced researchers in each stage, from identifying the problem and formulating the research questions, to designing and carrying out the research, to applying and disseminating results. It is our hope that these collaborative projects will encourage the interchange of ideas, communication, and skills between the academic researchers and the CBOs, and that the results of the research will be disseminated widely to benefit others who are working on similar problems.

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community is a growing and deadly public health issue that must be addressed by tobacco researchers.

Tobacco use (including cigarettes, cigars, and smokeless tobacco) increased among all teenagers in the 1990s. Tobacco use was highest among non-Hispanic white students, with more than 50% of white males saying they had used some form of tobacco in the preceding month.<sup>(1)</sup> Cigarette smoking was also most prevalent among white students: 39.7% percent reported cigarette use, an increase from 30.9%

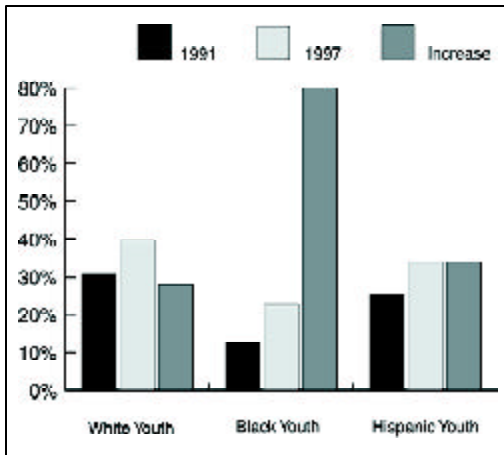


Figure 1

in 1991.<sup>(1)</sup> Over 33% of Hispanic students smoked cigarettes and 50% of American Indians youth reported smoking cigarettes.<sup>(1,2)</sup> Yet, the increases were most striking among young black males, whose low cigarette smoking rates were once deemed a public health success story. In 1991, 14.1% of Black male high school students smoked cigarettes, but by 1997, twice as many youth reported (28.2%) smoking cigarettes.<sup>(1)</sup> While African American teenage girls' smoking rates also rose (11.3%-17.4%), their rate actually dropped in the years 1993-1995<sup>(1)</sup>.

A host of factors have been identified as contributing to the increases in African American smoking: the glamorization of tobacco products, especially cigars, in the movies and on television; the relatively stable price of cigarettes in the 1990's; and the tobacco industry marketing directly to African Americans. The release of tobacco industry documents confirms years of suspicion that tobacco companies have especially targeted African Americans. Documents show that as early as the 1960's, the motivations of the "negro" tobacco consumer were a major concern of R.J. Reynolds.<sup>(3)</sup> Moreover, other documentation confirm that R.J. Reynolds,

which makes Salems, and Brown & Williamson, which makes Kools, were constantly contending for the African American mentholated cigarette market.<sup>(3)</sup> One of the more conspicuous expressions of targeted marketing is the Kool Jazz Festival, which annually travels the country promoting cigarette smoking and attracting large numbers of African Americans.

The impact of years of targeted advertising is seen in the brand loyalty of African American teenagers. Generally speaking, Marlboro and Camel portray white images and characters and are the brands of choice among white teens. On the other hand, Kool and Newport use black and other minority images and are favored by African American teens. Additionally, we know from previous research that teens mimic their parents in their smoking habits; white adults smoke Marlboro and Camels, African American adults smoke mentholated brands.

An increase in tobacco use among young African Americans has also been linked to marijuana use. Robin Mermelstein, Ph.D., University of Illinois at Chicago, speaking of the findings from focus groups held among 1,200 teenagers, points out that many black teens were drawn to cigarettes because nicotine intensifies their marijuana high.<sup>(4)</sup> Similarly, Charyn Sutton, who works for a Philadelphia marketing company, calls the phenomenon the "reverse gateway effect".<sup>(4)</sup> Traditionally, white youth have proceeded from legal substances to illegal substances. Here we have findings that show that some black teens are taking the opposite path. In addition, some young African Americans empty out the insides of cigars and refill them with marijuana and/or crack cocaine among other substances.<sup>(4)</sup> These concoctions called variously "Philly Blunts" or sometimes "Caviar" have augmented cigar and tobacco use among teenage blacks. It is important to note that while crack cocaine use has declined, marijuana and, increasingly, tobacco use appears to be rampant among African American youth.

**Tobacco-Related Disease Research Program (TRDRP) grant recipients are tackling some of the unique questions of smoking and nicotine dependence faced by African Americans:**

- "Nicotine Pharmacogenetics: Influence of Ethnicity" (P.I. Russell E. Poland, Harbor-UCLA Research and Education Institute)
- "Reducing Minors' Access to Tobacco: Project CHALK" (P.I. Hope Landrine, Public Health Foundation, City of Industry)
- "Predictors of Smoking in African American Adolescents" (P.I. Mark Alexander, University of California, San Francisco)

The rise in African American teen tobacco smoking coupled with marijuana usage presents new challenges and thorny questions that tobacco control experts and nicotine addiction researchers must grapple with. Scientists know that tetrahydro-cannabinol (THC), the active ingredient in marijuana, and nicotine both influence the dopaminergic pathway, which is involved in the neural reward mechanism. Is it possible there is a synergistic effect of these two drugs on brain chemistry? Does the combined use of tobacco and marijuana produce greater neuropharmacological effects than if the two drugs are used separately? Does THC extend the addictive qualities of nicotine?

Surprisingly, a current California Tobacco Control Section (TCS) survey depicts a much different picture of African American teenage smoking rates than that seen nationally. According to TCS, African American teen smoking has dropped from 6% in 1992 to 3.6% in 1997.<sup>(5)</sup> This nearly 50% decrease is in striking contrast to the 80% increase in African American smoking rates reported nationally. Interestingly, TCS figures show increases in white and Hispanic teen smoking during the 1990's. White teen smoking increased from 10.3% in 1992 to 12.5% in 1997.<sup>(5)</sup> Similarly, Hispanic teen smoking increased from 7.8% in 1992 to 11.9% in 1997.<sup>(5)</sup>

Tobacco researchers must ask why smoking among California African Americans is in decline when national rates are up? While tobacco control efforts have been important in the California Black community, the question is begged: are there other contributing factors? Other researchers might ask whether the TCS figures are replicable.

Behavioral scientists are faced with still other questions. Why do white youth typically proceed from tobacco to marijuana while

many black youth proceed from marijuana to tobacco? Has the cigar smoking craze, promoted by the tobacco industry and Hollywood, exacerbated "Philly Blunt" use among African American teens? Even though African American teen smoking rates have escalated nationally in the past 8 years, the prevalence in this population is still the lowest compared to other ethnic groups. What are the factors that have so far protected African American youth from higher rates of smoking? Moreover, what are the factors that lead African American youth from the lowest rates of smoking to become African American adults with the highest rates of smoking? What is it that takes place during the years 18-24 that increases cigarette smoking among this population?

The CDC report, the most recent Report of the Surgeon General and other research reported in this article should serve as a wake up call for tobacco researchers. Not only hasn't smoking been controlled, it is actually growing among young people, especially African American youth, one of the most vulnerable sectors of the population.

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#### References

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2. "Tobacco Use Among U.S. Racial/Ethnic Minority Groups," A Report of the Surgeon General: 1998, Executive Summary. U.S. Department of Health and Human Services; Centers for Disease Control and Prevention; National Center for Chronic Disease Prevention and Health Promotion; Office of Smoking and Health.
3. "Data on Tobacco Show a Strategy Aimed at Blacks," Barry Meier. New York Times: February 6, 1998.
4. "Young Blacks Link Tobacco Use to Marijuana," Jane Gross. New York Times: April 22, 1998.
5. "California Tobacco Survey (CTS), UCSD 1990, 1992-1993; California Youth Tobacco Survey (CYTS), CDHS, 1994-1997." California Department of Health Services, Tobacco Control Section, May 1998.

## Tobacco Industry Cries Wolf

by Phillip Gardiner

The State of Minnesota, and the Blue Cross and Blue Shield insurance companies, settled their suit out of court with the tobacco industry for \$6.5 billion. The State of Minnesota will receive \$6.1 billion and health insurers will split \$469 million. The deal requires the tobacco industry to disband the Council for Tobacco Research and establishes a court-enforced ban on misrepresenting the health consequences of tobacco. Furthermore, the deal calls for the industry to pay \$100 million over the next 10 years for programs to reduce youth smoking. This settlement will not only affect smoking and the tobacco industry in Minnesota, it will also serve as a blue print for anti-tobacco legislation for other states and nationally.

All states with pending cases against the tobacco industry will probably use the Minnesota settlement as leverage in their negotiations with the tobacco industry. Future state settlements will likely include greater financial payments, payments to insurers, and court-enforced bans on misrepresentation. It is important to note that the \$6.1 billion over 25 years for the State of Minnesota is 50% greater than the share it would have received from the proposed \$365 billion national settlement. Jeffrey Modisett, the Attorney General of Indiana, speaking prior to the Minnesota settlement, said it was his understanding that any additional financial and public health benefits won by Minnesota would also apply to Mississippi, Florida and Texas. Additionally, the plethora of documents released during the Minnesota trial can only bolster other states' efforts. Tobacco industry documents showing decades of marketing tobacco products directly to young people and other papers of suppressed scientific investigations into nicotine addiction, will all be brought into play in future local, state and national lawsuits.

Yet at the same time the tobacco industry was negotiating a settlement in the Minnesota case, it backed out of the proposed national settlement because of certain provisions in the bill proposed by Senator McCain, Republican from Arizona. The McCain bill, the latest and most hotly debated iteration of the June 20<sup>th</sup> national settlement currently being debated on the senate floor, would increase the amount of money the tobacco industry would pay states (\$365 billion to \$516 billion), give the FDA greater authority to regulate nicotine in tobacco, and not provide full protection from future lawsuits. Stating that the McCain bill would bankrupt the industry and spawn a large black market, industry leaders removed their approval from the congressional process.

Some lawmakers agree with the industry's assessment, including Senate Majority leader Trent Lott, Speaker of the House Newt Gingrich and, most notably, Senator Orrin Hatch, Republican from Utah. While holding up a blue pack of Chinese cigarettes Hatch declared: "The real concern I have is that we're going to be flooded with this stuff." Hatch, working hand in hand with the tobacco industry, has co-sponsored a national advertising campaign to defeat the proposed McCain Bill. With a photograph depicting a serious-minded police officer, the campaign's headline asserts: "If the police are afraid of tobacco legislation . . . How safe can it be?" This question is followed by four letters written to Senator Hatch from police officers, warning about the growth of a black market in cigarettes. The punch line for this advertisement is that it asks the reader to contact Philip Morris et al., for further information.

But not all members of Congress agree with Senator Hatch. Senator John Chafee, Republican from Rhode Island, characterized the industry's argument of a black market as a "red herring." More pointedly, Senator Kent Conrad, Democrat from North Dakota, characterized the cigarette makers' specter of

a black market “as false and misleading as the industry’s past assertions about addiction, health effects and marketing to kids.” Treasury Secretary Lawrence Summers told the Senate Judiciary Committee that it wasn’t a completely groundless fear that a black market could develop if cigarette prices rose steeply. However, Summers also stated that the current government economic analysis of the McCain legislation shows that the cigarette tax increase contained in the bill would not create a black market or bankrupt the tobacco industry.

To support their assertions, industry spokespersons point to the Canadian and Swedish examples, where increased tobacco taxes led to a black market in cigarettes. Children would no longer be buying cigarettes from convenience stores or “stealing them from their mother and daddy. They’re going to be out on the street dealing with drug dealers,” asserted J. Phil Carlton, a top industry lawyer.

Others lay the blame for black marketing and the smuggling of cigarettes directly on the tobacco industry doorstep. Raymond Bonner and Christopher Drew reporting in the *New York Times* (August 1997), assert that: “The largest tobacco companies are selling billions of dollars of cigarettes each to traders and dealers who funnel them into black markets in many countries . . .” They argue that cigarette smuggling has tripled in the last decade and that industry officials have played a significant role in “stimulating and fueling it.” Indeed, not only have two sales managers for Brown and Williamson Tobacco pleaded guilty to aiding smugglers, “newly released court documents show that R.J. Reynolds Tobacco Company . . . sponsored trips to a luxury Canadian fishing resort for several dealers who have since been charged with conspiring to smuggle cigarettes into Canada.”

It is important to note that Canadian smuggling escalated in the early 1990’s. By 1992, Canadian imports to the United States

increased by one third. These cigarettes were then smuggled back across the border, untaxed, reaping windfall profits for dealers, smugglers and ultimately the tobacco industry. “The grand jury in Syracuse indicted 21 people in June (1997) on charges that they were involved in smuggling \$700 million worth of cigarettes . . . from 1992 through 1996.” While R.J. Reynolds officials have denied any culpability in the smuggling operations, Canadian Prime Minister Jean Chretien stated “that the Canadian tobacco manufacturers have benefited directly from this illegal trade.” Or in the words of David T. Sweanor, an antismoking advocate in Canada: “[the industry] basically played Canada for a banana republic and got rewarded for it.” The tobacco industry’s claim of a burgeoning black market seems to be mainly attributable to the actions of the industry itself.

It appears that the tobacco industry’s pullout from crafting national tobacco legislation is a scare tactic, designed to buffalo lawmakers into making concessions to cigarette makers. Additionally, settling the Minnesota case, as the jury was to begin deliberations, showed that the tobacco industry would rather pay greater damages than have the precedent of a jury conviction. While the Minnesota settlement may have prevented the onus of a jury verdict, the industry’s decision to pay Minnesota nearly 50% more than a national settlement would have garnered them belies the industry’s claim that a national settlement would bankrupt them. Moreover, the industry’s protestations that a black market will result from the proposed tobacco legislation are at best a smoke screen. All reliable reports target the industry as the source and main beneficiary of a black market in cigarettes.

But why is the tobacco industry crying so loud about the McCain bill? Some commentators think that actually the McCain bill is just what the tobacco industry ordered. The small and large print of the McCain bill confirm many anti-smoking activists fears:

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PAT OLIPHANT, Washington

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1) Payments under the McCain bill are tax deductible; 2) The industry is still given broad antitrust immunity; 3) Amnesty is proposed for “any person that at any time was or is an affiliate, officer, director, employee, attorney or agent of a participating tobacco product manufacturer.” (Sec 702(a)(2) McCain bill); 4) Preemption of state and local laws are a feature of the McCain bill; 5) International tobacco subsidiaries and affiliates are excluded from any regulation under the current McCain bill. Maybe it is just what Robert Weissman, editor of the Multinational Monitor says: “Big Tobacco’s lobbyists think the best way to generate support for the McCain bill—a bill which grants the industry a wide array of concessions and protections—is to pretend to oppose it.”

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In order to encourage and foster this type of cooperation, the award will be offered in two phases:

**Pilot CARA:** An award for a maximum of \$75,000 direct costs, for a period of up to 18 months, intended to support the initial phase of the project, including solidifying the collaborations, negotiating the roles and responsibilities, detailing the research plan and methods, and collecting pilot data.

**Research CARA:** An award for a maximum of three years, in which a fully developed research plan is carried out. A soft cap of \$150,000 direct costs/year applies to this award.

Details about the requirements for this award mechanism are available on our Homepage ([www.ucop.edu/srphome/trdrp](http://www.ucop.edu/srphome/trdrp)) or by contacting our office at 510-987-9870.



# Echoes From America's First Anti- Tobacco Crusade: Youth Prevention Efforts of a Century Ago

By Jerome Beck

Unbeknownst to most Americans witnessing the growing anti-smoking climate taking hold in the 1990s, a previous campaign against tobacco (particularly in the form of cigarettes) was undergoing a similar shift into high gear around the turn of the last century. Beginning in the 1880s, an unprecedented advertising campaign promoting the newly affordable and more palatable "modern cigarette" generated considerable angst among educators, editorialists, and policymakers concerned about the threat posed by these "coffin nails" to the youth of America. To counter this phenomenon, the Woman's Christian Temperance Union (WCTU) sought to ensure that every youth in the nation receive "comprehensive instruction" regarding the perceived physical, mental, and moral evils posed by tobacco as well as alcohol and other "intoxicants". Their efforts in this regard were so successful that, by 1901, every state and territory had passed legislation mandating compulsory temperance education at all grade levels.

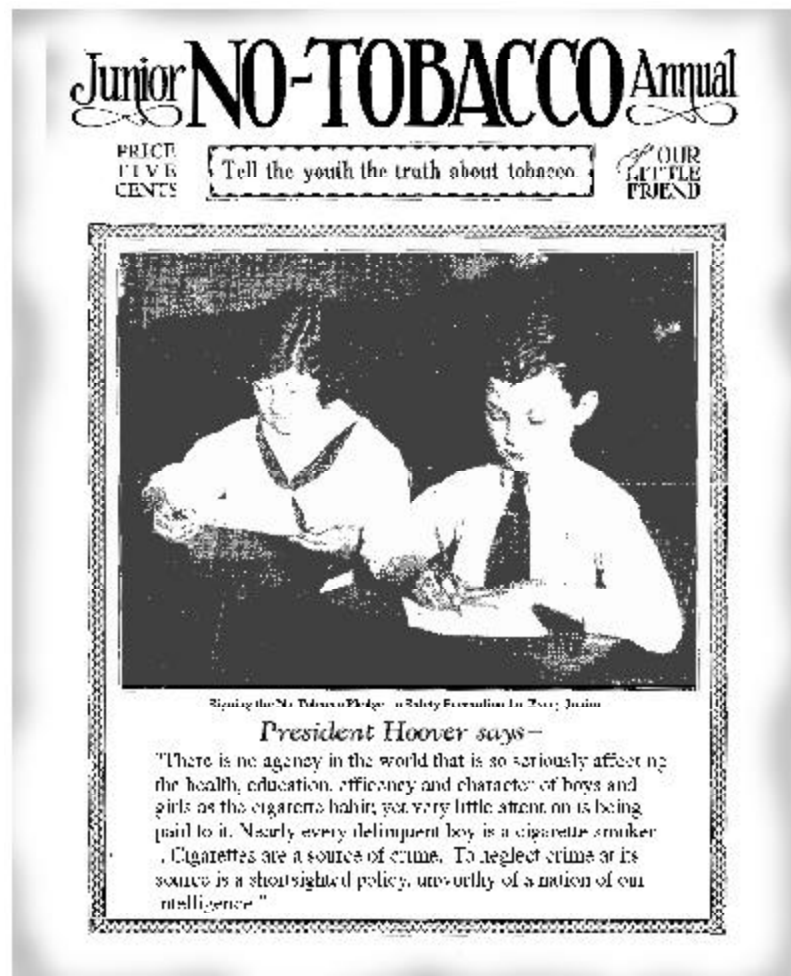
After alcohol, tobacco occupied a solid second place among intoxicants inspiring the most concern in the WCTU-approved temperance texts which were required for schools in many states. The author of some of the most popular school hygiene texts, Dr. Albert Blaisdell, expressed a commonly held sentiment in an 1893 edition of his Our Bodies and How We Live, asserting that, "The use of cigarettes by young people cannot be too severely condemned". To underscore his

point, Blaisdell quoted numerous testimonials of the time along with editorials such as the following from the New York Medical Record:

The evils of tobacco are intensified a hundred fold upon the young. Here it is unqualifiably and uniformly injurious. It stunts the growth, poisons the heart, impairs the mental powers, and cripples the individual in every way....Sewer gas is bad enough, but a boy had better learn his Latin over a man-trap than get the habit of smoking cigarettes.

Tobacco in general, and cigarettes in particular, became the chief subject of many temperance songs and poems written for children of all ages to sing and recite. One

See *CRUSADE* next page



Junior No-Tobacco Annual of Our Little Friend, Ernest Lloyd, Editor; Pacific Press Publishing Association, Mountain View, CA; Vol. 41, No. 48 November 28, 1930

CRUSADE continued from pg. 9

particularly intriguing verse found in a popular turn of the century manual titled Temperance Helps for Primary Teachers, anticipated a phrase which was to reemerge in a big way eight decades hence:

*SAY NO! to tobacco, that  
poisonous weed.*

*SAY NO! to all evils, they only  
can lead*

*To shame and to sorrow; Oh,  
shun them, my boy,*

*For wisdom's fair pathway of  
peace and of joy.*

As a result of this previous anti-tobacco campaign, every state (with the notable exception of Texas) enacted stringent legislation regulating the sale of cigarettes and their possession by minors. Between 1893 and 1921, fourteen states went so far as to completely ban the sale of cigarettes. Nevertheless, despite the fervent efforts of reformers and industrialists such as Thomas Edison ("I employ no person who smokes") and automaker Henry Ford (who wrote The Case Against the Little White Slaver in 1916), the crusade against cigarettes began to falter just as the crusade against alcohol was leading up to National Prohibition. The increasingly influential lobbying campaign carried out by Buck Duke and other cigarette manufacturers with key members of Congress certainly played a significant role in sparing tobacco the fate which awaited alcohol.

It was the entry of the United States into World War I, however, which effectively turned the tide of public opinion around and catalyzed the rapid demise of this first anti-tobacco campaign. Cigarettes quickly came to be seen as a vital part of the war effort, with the commander of the American Expeditionary Forces, General John J. ("Black Jack") Pershing quoted as saying, "You ask me what we need to win this war. I answer tobacco as much as bullets." By

the time Kansas had repealed the last of the state prohibitions against cigarettes in 1927, the nation as a whole was already settling into a period lasting many decades, in which smoking was perceived as not only an acceptable form of behavior, but a socially desirable one as well.

## Hold These Dates!

### **August 19-22, 1998**

The Fifth International Conference of Behavioral Medicine  
Copenhagen, Denmark

### **November 5-8, 1998**

American Society  
of Addiction Medicine (ASAM)  
Marina del Rey, CA

### **November 15-19, 1998**

Annual Meeting of the American Public Health Association  
Washington D.C.

### **December 11, 1998**

TRDRP Annual  
Investigator Meeting (AIM '98)  
Los Angeles, CA

### **March 5-7, 1999**

Society for Research on  
Nicotine and Tobacco (SRNT)  
San Diego, CA

### **April 10-14, 1999**

Annual Meeting of the American Association of Cancer Research  
Philadelphia, PA

### **April 23-28, 1999**

American Lung Association/American Thoracic Society International Conference  
San Diego, CA

## Relevant Tobacco Articles and Sites on the World Wide Web.

“Science Funding: Up in Smoke?” Eliot Marshall, *Science*, February 13, 1998  
<http://www.sciencemag.org>

Tobacco Special Report. *Washington Post*  
<http://www.washingtonpost.com/wp-adv/archives/front.htm>

Tobacco BBS (Bulletin Board System) is a free resource center focusing on tobacco and smoking issues. It features news, information, assistance for smokers trying to quit, alerts for tobacco control advocates, and open debate on the wide spectrum of tobacco issues.  
<http://www.tobacco.org/>

The Tobacco Activism Guide  
<http://www.tobacco.org/resources/lbguide.html>

A Report of the Surgeon General, 1998 Executive Summary: *Tobacco Use Among U.S. Racial/Ethnic Minority Groups*  
<http://www.dcd.gov/nccdphp/osh/sgr-minorities.htm>

Tobacco Lawsuit: Legal Depositions  
<http://www.gate.net/~jcannon/deposit.html>

Phillip Morris Position Statement on a Wide Range of Issues  
<http://www.gate.net/~jcannon/documents/pmpos961.txt>

American Lung Association  
[www.lungusa.org](http://www.lungusa.org)

University of California, San Francisco Tobacco Control Archives: The Mangini Documents. Secret marketing documents obtained in a landmark lawsuit that charged the RJ Reynolds tobacco company with targeting children and resulted in the demise of the Joe Camel advertising campaign are now available on the World Wide Web, together with an analysis of the documents  
<http://www.library.ucsf.edu/tobacco/mangini>

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Tobacco-Related Disease Research Program  
University of California - Office of the President  
300 Lakeside Drive, 12th Floor  
Oakland, Ca 94613-3550

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## **TRDRP NEWSLETTER**

### **July 1998**

Tobacco-Related Disease Program  
University of California Office of the President  
300 Lakeside Drive  
Oakland, California 94612-3550  
Phone: (510) 987-9870  
Fax: (510) 835-4740  
e-mail [trdrp@ucop.edu](mailto:trdrp@ucop.edu)  
<http://www.ucop.edu/srphome/trdrp>