



Yukon
Health and Social Services

Quitpack News is published monthly by:

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More Smoking Statistics

Smokers in Yukon: **8500 (33% of Yukoners; 12 & older)**

Smokers in Canada: **5 million (19% of Canadians; 15 yrs & older)**

Average number of cigarettes smoked per day per smoker: **15.7 cigarette;**

Total cigarettes smoked per year in Canada: **34 billion**

Tobacco-related deaths in a year in Canada: **45,000**

2005 profit of 3 biggest tobacco companies in Canada: **\$3 billion (net sales)**

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During the QuitPack interviews, you asked us for more information on how the tobacco industry works to keep you hooked on tobacco. This is the second of a two-part series on the tobacco industry. In this newsletter, we will look at other strategies used by the tobacco industry to protect its interest and attempt to discredit the work of researchers, governments and not-for-profit groups who are calling industry to task.

Corporate Interests Versus the Public Interest

Corporations exist to create profit for their shareholders. The tobacco industry is no exception. Those profits, however, are made on the backs of smokers who not only buy the tobacco products but also die younger and suffer more tobacco-related diseases than their non-smoking peers. The tobacco industry uses a number of tactics to resist government regulation, silence critics and control the public debate to protect their interests and profits. Below are some of the tactics they use.

1) Manufacturing Doubt

Tobacco companies fund scientists to conduct research on tobacco and hold meetings to report on findings that cast doubt on whether tobacco products are harmful to people. US tobacco giant Philip Morris set up a network of scientists throughout Europe, who were paid to cast doubt on the research that demonstrates the dangers of second hand smoke. These scientists came up with other ways of explaining respiratory illnesses that had nothing to do with exposure to tobacco smoke. For example, *sick building syndrome* refers to a range of symptoms thought to be caused by exposure to an unhealthy indoor environment. By claiming that worker illness is due to *sick buildings*, the tobacco industry shifts attention away from the important issue of smoking in the workplace and the preponderance of research demonstrating the health effects of second hand smoke.

2) The Jobs Argument

The tobacco industry has tried to control the public debate by shifting it away from health to more favourable terrain. It portrays itself as a good corporate citizen, providing jobs and contributing to tax revenues. No one wants to see another person out of work so these arguments can be persuasive, particularly when jobs are scarce. The tobacco industry regularly uses the threat of job loss to argue against tobacco-control measures. At the same time, the tobacco industry conveniently overlooks the fact that their workforce has declined significantly since the 1960s – not due to tobacco control measures, but to automation. (Continued on page 2.)

Cigarette Industry Revenues in Canada 1991-2003 (pre-tax profits)

| | <i>Earnings reported Imperial Tobacco</i> | <i>Earnings reported Rothmans</i> | <i>Earnings inferred for JTI-Macdonald</i> |
|------|-----------------------------------------------|---------------------------------------|------------------------------------------------|
| 1991 | \$397,000,000 | \$128,990,000 | \$93,969,641 |
| 1995 | \$645,000,000 | \$167,965,000 | \$124,236,018 |
| 1999 | \$871,000,000 | \$187,000,000 | \$144,008,739 |
| 2000 | \$914,550,000 | \$205,000,000 | \$158,317,527 |
| 2001 | \$967,000,000 | \$245,000,000 | \$195,346,358 |
| 2002 | \$1,031,000,000 | \$240,000,000 | \$203,084,748 |
| 2003 | \$1,066,000,000 | \$252,683,000 | \$203,084,748 |

Source: Annual Reports, Imasco and Rothmans Inc. 1990 – 2003

Must-See Movies

- ✓ *The Insider*
- ✓ *The Corporation*
Tobacco industry tactics revealed. Both available in Yukon video stores.

Quote of the Month

"Smoke exposure causes significant damage and lasting consequences in newborns. This research has a message for every parent: Do not smoke or breathe second-hand smoke while you are pregnant. Do not let your children breathe second-hand smoke after they are born. . . . Parents need to understand that these effects will not go away. If children do not grow healthy lungs when they are supposed to, they will likely never recover. The process is not forgiving and the children are not going to be able to make up this loss later in life." **UC Davis Professor Kent Pinkerton, on the study reported in today's issue of the American Journal of Respiratory and Critical Care Medicine.** (August 15, 2006) www.news.ucdavis.edu/search/news_detail.lasso?id=7836
Source: *Tobacco.org*

Websites of the Month

The Joe Camel Campaign:

www.joecamel.org
www.adbusters.org

The Marlborough Man :
History, Interviews, News
Stories, Clips, Photos

www.npr.org/programs/morning/features/patc/marlboroman/

General: www.tobacco.org

3) Protecting Corporate Rights

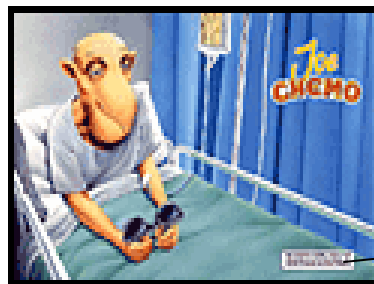
The tobacco companies have developed global networks to identify and monitor hostile external forces. The purpose is to disarm or discredit any group, issue, or trend that may adversely effect the industry's image, profit, or ability to act. As part of this long-range effort, the industry has established think-tanks to look beyond today's scientific and medical concerns and to highlight tomorrow's major research trends. The aim is to determine what the industry's main medical and scientific challenges are likely to be in the future.

The tobacco industry has also used its financial muscle to kill legislation. In the United States, it

spent more than \$43 million US alone on lobbying against federal tobacco legislation sponsored by Senator John McCain in 1998. The industry has also criticized international tobacco control efforts, claiming that efforts to reduce and control tobacco limit the industry's freedom to continue doing business. Although the industry claims to be interested in dialogue, it is really in the interest of tobacco companies to oppose even responsible limits on the marketing, sale and distribution of tobacco products that are responsible for the deaths of 3 million people annually.

Where are they now?

In last month's edition of the newsletter, we told you about an advertising campaign that was geared specifically toward children: Joe Camel. It's been 18 years since this campaign began, we wondered what happened to Joe Camel and other "stars" of tobacco advertising campaigns.



Joe Chemo is a cancer-ridden parody of Joe Camel and has served as a mascot for the anti-tobacco message since 1996. Joe might be saying, "I wish I hadn't smoked. I conned a lot of kids into thinking smoking was cool, and I'm sorry!" You can rent a full-size Joe Camel costume from the American Lung Association.

RENT ME!

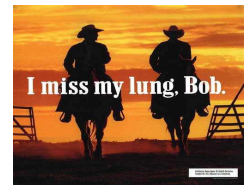


Joe Chemo Surgeon General Warnings
WARNING: The Surgeon General warns that quitting smoking may be hazardous to Phillip's wealth.
WARNING: The Surgeon General warns that smoking is a frequent cause of wasted potential and fatal regret.

The Marlboro Men The Marlboro Man was an advertising symbol whose appearance in the "Marlboro Country" series of advertisements was instrumental in establishing Marlboro as the world's best-selling cigarette. No irony could be more disheartening than noting that two of the Marlboro



Men, both long-time smokers, died of lung cancer. One of them embarked on an anti-smoking campaign following his diagnosis. And, the family of the other man launched a wrongful death lawsuit against Philip Morris, the manufacturer of Marlboro cigarettes.



Montana rancher Herf Ingersoll with a photo of him used in 1970s Marlboro ads. He's given up smoking.

Photo: Jackie Yamanaka

Source: www.npr.org/programs/morning/features/patc/marlboroman/

Jobs... (continued from page 1)

Even if reduction in smoking caused job losses, it would be a gradual loss, and as with any slow down, there could be a number of ways to deal with job losses including early retirement, re-training, etc.

And although tax revenue due to tobacco sales may decrease as more smokers give up the habit, the money not spent on tobacco would be spent on other items (remember, a pack-a-day smoker in Canada could buy a good snowmobile in one year with the money they spend on smokes), thereby supporting the economy and the contributing to tax revenues.