NOW, LET'S TALK SPECIFICALLY ABOUT WHAT WE CAN DO.

IF YOU HAVE A BUSINESS, SIT DOWN WITH YOUR EMPLOYEES NOW, AND SET A TIME-TABLE TO MAKE YOUR WORKSITE SMOKE-FREE. DON'T WORRY ABOUT THE IMPACT ON YOUR BUSINESS. ONLY GOOD THINGS WILL HAPPEN.
ABOUT TEN YEARS AGO MR. WILBUR MCPHERSON, THE OWNER
OF RADAR ELECTRIC CO. OF SEATTLE DECIDED TO RID HIS
BUSINESS OF SMOKERS. HE KNEW THAT SMOKERS WERE LESS
EFFICIENT, LOST MORE TIME IN ABSENTEEISM, COST MORE IN
HEALTH BENEFITS.

SO HE SIMPLY SAID, "NO SMOKING".

MOST OF HIS SMOKING EMPLOYEES QUIT SMOKING.

ABSENTEEISM DROPPED, MAINTENANCE COSTS DROPPED,
PRODUCTIVITY WENT UP.
YOU ALL PROBABLY KNOW THE SUCCESS STORY OF THE NON-SMOKERS INN, LOCATED IN DALLAS, ON THE WAY INTO TOWN FROM THE DALLAS-FORT WORTH AIRPORT.

ALTHOUGH SCOFFERS PREDICTED BANKRUPTCY FOR A NON-SMOKERS INN, WITHIN SIX WEEKS THE OWNER USED ONLY BLACK INK.

THE SUPPORTING FIGURES SHOW WHY.

BUSINESS ECONOMISTS HAVE CALCULATED THAT A SMOKING EMPLOYEE COSTS A FIRM ABOUT $4,600 PER YEAR MORE THAN A NON-SMOKING WORKER.

AND THE SAVINGS ON MAINTENANCE, CLEANING, ETC. CAN AMOUNT TO 41 PERCENT A YEAR.
DOCTORS HAVE AN ESPECIALLY IMPORTANT, PIVOTAL ROLE TO PLAY IN THE FIGHT AGAINST SMOKING IN THIS COUNTRY.

AND IT IS A PROFESSIONAL RESPONSIBILITY DEMANDING A PERSONAL COMMITMENT AND A PERSONAL APPROACH.

THOSE OF US IN THE ANTI-SMOKING MOVEMENT, THOSE WHO ARE DOING ALL THEY CAN IN CESSATION PROGRAMS SEE THE YEAR 2000 AS A GOAL FOR MANY OF US.
MY CALL FOR A SMOKE-FREE SOCIETY BY THE YEAR 2000 HAS BEEN MATCHED BY THE NATIONAL CANCER INSTITUTE’S CALL FOR A 50 PERCENT REDUCTION IN CANCER MORTALITY RATES BY THE TURN OF THE CENTURY.

WE ARE ALREADY IN THE 1990s, SO WE HAVE A LOT TO DO, FAST.
NOW FOR SOME GOOD NEWS.

THE AIM OF OUR EDUCATIONAL EFFORTS HAS CHANGED RECENTLY.

FOR THE LAST 25 YEARS WE HAVE TRIED TO CONVINCE AMERICANS TO STOP SMOKING --AND NEVER TO START.

NOW WE KNOW THAT MOST SMOKERS --PERHAPS AS HIGH AS 90 PERCENT-- WANT TO STOP.

THEY DON'T NEED CONVINCING.

THEY NEED HELP IN SMOKING CESSATION.
SINCE 1982 THE NATIONAL CANCER INSTITUTE’S SMOKING, TOBACCO, AND CANCER PROGRAM HAS FOCUSED ITS RESEARCH ON METHODS OF INTERVENTION:

AMONG THEM ARE:

-SCHOOL-BASED PREVENTION:

WE KNOW THAT THE AVERAGE AGE FOR THE INITIAL SMOKING EXPERIENCE GETS LOWER EACH YEAR. ANTI-SMOKING EDUCATION MUST BEGIN IN THE ELEMENTARY GRADES.
-SELF-HELP METHODS:

SEVERAL NATIONAL MAGAZINES RECENTLY HAVE HIGHLIGHTED THESE UNIQUELY AMERICAN INSTITUTIONS.

THE ADDICTED SMOKERS NEED TO QUIT THEMSELVES.

BUT IT CAN TAKE ABOUT 5 TIMES TO QUIT, SO THEY NEED HELP.
THEY CAN GET IT IN

-COMMUNITY INTERVENTIONS:

AMONG THE MOST PROMISING ARE THOSE OF COMMIT

(COMMUNITY INTERVENTION TRIAL FOR SMOKING CESSATION).

THIS IS A MULTI-FACETED EFFORT BASED ON 11 COMMUNITIES IN THE USA AND CANADA, USING EXISTING COMMUNITY ORGANIZATIONS LIKE WORKSITE GROUPS, HEALTHCARE FACILITIES, CIVIC GROUPS, LOCAL MEDIA, AND SCHOOLS.
ALL THESE GROUPS COOPERATE IN CESSATION EFFORTS

AIMED ESPECIALLY AT PEOPLE WHO SMOKE 25 OR MORE
CIGARETTES A DAY, THOSE WITH THE GREATEST CANCER RISK,
THOSE WHO HAVE THE TOUGHEST TIME QUITTING.

THE IDEA IS TO SURROUND THEM, EVERYWHERE THEY GO,
WITH REMINDERS --AND ASSISTANCE-- TO TAKE CHARGE OF
THEIR LIVES BY CEASING TO SMOKE.
COMMIT ALSO URGES PHYSICIANS TO ASSUME THEIR NATURAL ROLE AS COMMUNITY LEADERS BY BECOMING PART OF THE LOCAL MEDIA.

COMMIT CALLS PHYSICIANS TO BECOME "SMOKING CONTROL MEDIA ADVOCATES".

COMMIT SPOKESMEN ASSERT THAT DOCTORS NEED TO APPEAR ON TV, ESPECIALLY LOCAL TV, TO CARRY THE ANTI-SMOKING MESSAGE, TO URGE PEOPLE TO QUIT.
PEOPLE BELIEVE DOCS ON TV.

(REMEMBER HOW WHEN ROBERT YOUNG TOOK THE JOB OF PLUGGING SANKA, MOST AMERICANS THOUGHT IT WAS DR. WELBY, AND THEY PAID ATTENTION.)

TELEVISION AND RADIO ARE WHAT SHAPE THE AMERICAN MIND.

SMOKING ADS MAY HAVE LEFT THE AIRWAYS, BUT AGGRESSIVE ANTI-SMOKING MESSAGES NEED TO TAKE THEIR PLACE.

MEDIA ADVOCACY IS ACTIVIST, SURMOUNTING THE THRESHOLD OF MEDIA RESISTANCE OR INDIFFERENCE, SURMOUNTING THE OBSTACLES OF PHYSICIAN RELUCTANCE OR INDIFFERENCE.
THE NATIONAL CANCER INSTITUTE ASSIST PROGRAM -- AMERICAN STOP SMOKING INTERVENTION STUDY FOR CANCER PREVENTION-- FOCUSES ON COMMUNITY-BASED COALITIONS DEALING WITH ENTIRE STATES OR LARGE METROPOLITAN AREAS.

THESE CENTERS ARE FUNDED IN EXCESS OF $100 MILLION TO ENSURE A SUSTAINED IMPACT ON THE LIVES OF MORE THAN 50 MILLION AMERICANS.

ASSIST AMOUNTS TO THE LARGEST INTERVENTION EFFORT EVER UNDERTAKEN BY AN AGENCY OF THE US PUBLIC HEALTH SERVICE.

THERE IS HELP OUT THERE FOR THE SMOKER WHO WANTS TO STOP.
AND FINALLY,

-PHYSICIAN/DENTIST INTERVENTIONS.

THAT LAST-MENTIONED METHOD SHOULD BE OF SPECIAL
INTEREST TO ALL THE PHYSICIANS HERE THIS MORNING.
WE KNOW THAT NOTHING IS AS EFFECTIVE IN STOPPING
SMOKING AS WHEN A DOCTOR LOOKS A PATIENT STRAIGHT IN
THE EYE AND SAYS,

"IF YOU CONTINUE TO SMOKE, YOU'RE GOING TO KILL
YOURSELF. YOU NEED TO STOP...NOW."
THAT CAN WORK WHEN ALL ELSE SEEMS TO FAIL.

THERE ARE NEW METHODS TO ASSIST QUITTERS, RANGING FROM AVERSION THERAPY USING ELECTRIC SHOCKS TO EXPERIMENTAL PHARMACEUTICAL AGENTS.

BUT, STILL, 85 PERCENT OF THOSE WHO QUIT... JUST DO IT!

I CALL UPON THE PHYSICIANS WHO ARE HERE TODAY TO CARRY THAT MESSAGE TO EACH OF YOUR PATIENTS WHO STILL SMOKE.
FINALLY, THERE ARE A NUMBER OF PUBLIC POLICY ISSUES THAT DEMAND OUR RESOLUTE ATTENTION AND ACTION.

ONE OF THEM IS CIGARETTE ADVERTISING.

THE ADS HAVE GONE FROM TELEVISION, THANK GOD, -- ALTHOUGH THEY ARE SNEAKING BACK THROUGH VIDEOS-- BUT CIGARETTE ADVERTISING STILL ASSAULTS OUR SOCIETY IN PRINT AND BILLBOARDS.
THE TOBACCO INDUSTRY SPENDS $4,000 PER MINUTE ON PROMOTION ($2.5 BILLION A YEAR)

ONLY THE GROTESQUE ECONOMIC POWER OF THE INTERNATIONAL TOBACCO COMPANIES CAN SUSTAIN THIS OUTRAGE, AS THEY USE ECONOMIC BLACKMAIL TO INTIMIDATE PUBLISHERS AND GOVERNMENTS.
I AM PARTICULARLY DISTURBED BY CIGARETTE ADVERTISING THAT TARGETS VULNERABLE GROUPS WITHIN OUR POPULATION: YOUNG PEOPLE, WOMEN, AND MINORITIES.

CIGARETTE FIRMS MANIPULATE MINORITIES, WOMEN, AND YOUNG PEOPLE BECAUSE THESE PEOPLE HAVE THE STRONGEST ASPIRATIONS TO CHANGE THEIR STATUS.
SO THESE ADS ASSOCIATE SMOKING WITH MAKING IT... 

IN THE WHITE, OR ANGLO, OR MALE, OR ADULT WORLD.

THEY ASSOCIATE SMOKING WITH A HIGHER ECONOMIC STATUS (WHEN REALLY HIGHER INCOME GROUPS ARE NOW SMOKING LESS).
WE KNOW THAT THOSE WITH MORE EDUCATION TEND TO QUIT MORE READILY. "THE MORE YOU KNOW, THE LESS YOU SMOKE."

BUT TOBACCO ADVERTISERS ASSOCIATE SMOKING --CONTRARY TO ALL EVIDENCE-- WITH ROBUST ACTIVITY, ATHLETICS, SOCIAL ACCEPTABILITY, SUCCESS, OUTDOOR LEISURE, AND EVEN GOOD HEALTH.
ONE OF THE MORE OUTRAGEOUS ADVERTISING GIMMICKS IS ONE CIGARETTE COMPANY'S "ALIVE WITH PLEASURE" THEME. THIS IS CLEARLY AN EFFORT TO UNDERMINE THE SURGEON GENERAL'S WARNING ON EACH PACK. TRUTH IN ADVERTISING SHOULD REQUIRE, NOT "ALIVE WITH PLEASURE", BUT "DYING IN AGONY".
IN THE ADVERTISING WARS YOU HEAR A LOT ABOUT PROOF.

THE TOBACCO COMPANIES SAY THAT IT HAS NOT BEEN PROVEN

THAT ADVERTISING INCREASES CIGARETTE SMOKING.

OF COURSE, THE COMPLEXITY OF THIS ISSUE OF HUMAN

BEHAVIOR WILL PROBABLY PRECLUDE THE ESTABLISHMENT OF A

SCIENTIFIC PROOF OF A CAUSAL LINK.

BUT TO MY MIND THE BURDEN OF PROOF SHOULD BE ON THE

TOBACCO INDUSTRY TO SHOW THAT ADVERTISING DOES NOT

INCREASE CONSUMPTION OF A PRODUCT THAT WE KNOW LEADS

TO DEATH WHEN USED AS INTENDED.
IN THE 1850s JOHN SNOW ENDED THE CHOLERA EPIDEMIC IN LONDON BY REMOVING THE HANDLE OF THE BROAD STREET WATER PUMP, 30 YEARS BEFORE THE BACTERIUM CAUSING CHOLERA WAS DISCOVERED.

FORTUNATELY HE DID NOT NEED TO CONTEND WITH A CHOLERA INSTITUTE THAT DEMANDED THE PUMP KEEP WORKING UNTIL IT WAS PROVED THAT WATER FROM THE PUMP WAS CAUSING THE CHOLERA.
AT THIS POINT THE CIGARETTE COMPANIES TROT OUT THE OLD LINE THAT THEIR ADVERTISING IS INTENDED ONLY TO ENFORCE BRAND LOYALTY, AND TO GET CONSUMERS TO SWITCH TO THEIR BRAND.

NO ONE REALLY BELIEVES THAT.

BRAND CHANGERS FORM ONLY A TINY FRACTION OF THE MARKET.

THE REAL PURPOSE OF CIGARETTE ADVERTISING TO IS HOLD ON TO THOSE SMOKERS ALREADY HOOKED --ADDICTED-- AND TO ATTRACT NEW ONES.
IT WORKS.

RECENT STUDIES CONFIRM THAT INCREASED ADVERTISING BRINGS ABOUT A HIGHER DEMAND FOR CIGARETTES IN GENERAL, NOT JUST FOR THE BRANDS ADVERTISED.

WE KNOW ADVERTISING IS EFFECTIVE, AND THEY KNOW IT IS EFFECTIVE, BECAUSE OF THE BRIEF EXPERIENCE WITH COUNTER-ADVERTISING IN THE 1960s.