

THE TOBACCO INSTITUTE

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SAMUEL D. CHILCOTE, JR.
President

April 17, 1984

Mr. Charles A. Tucker
Vice President
R. J. Reynolds Tobacco Company
401 N. Main Street
Winston-Salem, NC 27102

*HEA mem
David Fisher*

Privileged Material
Redacted

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Dear Tuck:

This will respond to your letters of March 26 and 30 stating the need for an integrated project to stop our erosion on the environmental smoke issue.

With our fire project well underway, our workplace and teen smoking projects approved, and our tax proposal nearing completion, the staff now has on its drawing boards an integrated project of the sort you recommend. To be reviewed as soon as possible by the Communications Committee, it will include at least five major elements, all but the first of them new:

- o Continued media and lobbying communications.
- o Development of additional third-party, public input.
- o Recommendations for proper scientific research support.
- o Continuous, direct public communication on nonsmoker health in print and by spokesmen.
- o Attack on the annoyance issue.

Meanwhile, let me comment on our uses to date of the particular tools you mentioned.

First, the Rylander symposium:

1. Report sent, under cover letter from TI Chairman Kornegay, to U.S. Health and Human Services Secretary Heckler, Assistant Secretary for Health Brandt, and Surgeon General Koop.

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2. Report and news release (copy enclosed) sent to medical and health news and trade publications.
3. Report and news release sent to tobacco trade publications.
4. U.S. medical school mailing list sent to University of Geneva for report distribution. Distribution completed.
5. Rylander report featured in TOBACCO OBSERVER article to inform "family."
6. Report and news release distributed to TI committees.
7. News release distributed to TI headquarters and field staff.
8. Request made to University of Geneva for permission to reprint report in the United States. This will enable our distribution to all Members of Congress, daily newspaper editorial page editors, science writers, broadcast editorialists, state health officials and legislative committee members and others. Don Hoel, who is our contact with Rylander, has reported that Rylander is concerned about this much exploitation by The Institute and we are still working on that problem. To do our job effectively we are going to need about 4,000 additional copies of the proceedings.

Second, the new passive smoking film from INFOTAB:

I think your reference is to "Beyond a Reasonable Doubt," produced by John Dixon, featuring an Australian narrator who interviewed a number of persons debunking the Hirayama study. The Institute has produced an Americanized version, with Frank Blair as narrator. Vigorous promotion of it will be part of our integrated project.

Third, the recent Lebowitz and Gori comments:

We believe, from the proceeds of Freedom of Information requests, that the new Surgeon General's report in May will, in addition to reviewing chronic obstructive pulmonary diseases and smoking, also deal with the environmental smoke issue. The backgrounder now being prepared to meet that report with both media people and elected officials will rely strongly on the Gori and Lebowitz views.

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Fourth, the Littlechild-Wiseman paper:

Our first reaction has been that its academic tone and foreign origin inhibit its use on any wide basis in this country. We are, however, continuing our assessment.

Finally, one significant tool which has come into our hands is the delayed report of the NIH workshop on environmental tobacco smoke which occurred last spring. We have made good use of it in our media and elected official contacts and in testimony. It, too, will be given prominence in our response to the Surgeon General. I am enclosing it in case you haven't seen it.

In fact, I am enclosing a complete set of our current publications which are relevant. An identical set is going to Bryan Simpson for his use with the INFOTAB project group now working on this issue.

But to return to the essential point, it is my belief that we must attack on several fronts simultaneously, as indicated in my list of elements of an integrated program above. Very frankly, just running useful tools through the hands of Institute personnel to the people who are leading public opinion away from us is not enough. Even that action is discredited to an extent by the increasingly vocal expressions about the annoyance factor. Add to that the fact that most of our current tools are criticisms of publicly reported research, rather than original and favorable research reports, and you can sense some of my frustration.

I believe we have the capacity to develop an integrated project quickly and effectively and I intend to be in a position to present it very soon. Our new mandate to undertake certain aspects of our workplace project strengthens my impression that our industry is willing to take a serious look at some new ideas, and perhaps a new look at some old ones as well.

Sincerely,


Samuel D. Chilcote, Jr.

SDCjr:mss

Enclosures

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