

PASSIVE SMOKING OR ENVIRONMENTAL TOBACCO SMOKE (ETS)

1970s	
Increasing problem	1972: The minutes for the annual BAT Research Conference show that : “passive smoking constitutes an increasing problem for the industry which is readily and increasingly exploited. Replies to pressure have, so far, successfully been handled on an industry basis” ¹ .
Salient problem to make smoking socially unacceptable	1973: February: A Confidential Memo from B&W’s Assistant General Counsel, outlines “salient problems now facing the cigarette industry”, which includes Passive Smoking: “The anti-smoking lobby is using the issue of the alleged health effect of smoking on the non-smoker to generate media publicity. This trend has been growing since 1970 ... There is no medical evidence concerning the health effect of passive smoking. The real purpose is symbolic to make smoking socially unacceptable and by limiting the public areas where it is permitted”. ²
ETS unimportant	1974: January: At the Annual BAT Research Conference: “it was suggested by Dr. Green that now we have an objective sensory difference test for assessing irritation of side-stream smoke, we might write in to all new product developments a constraint in the specification in this respect. This suggestion had a cool reception and most members felt passive smoking was relatively unimportant.” ³
ETS will become important –reduce side-stream	3 May: A BAT document sets out certain “Assumptions” and “Policies” on Smoking and Health, stating that “Smoking will become an increasingly unacceptable habit ... passive smoking will become more important as an issue .. to seek ways of limiting the irritation of side-stream smoke in any new product” ⁴ .
Make smoking a socially unacceptable habit	1976: 15 March: An RJR Document outlining “Planning Assumptions and Forecast for the Period 1976-1986” outlines that: “The anti-smoking lobby ..will aim a major long-range thrust at smoking in an attempt to stigmatise it as a socially objectionable and lower class habit. One of the major tools in this endeavour will be the campaign against the effects of environmental smoke which is labelled ‘passive smoking’ ... areas [that] need to be considered:
Counteract measures	a: Legislative activities of anti-tobacco forces aimed at prohibiting or restricting smoking in public places such as restaurants, semi-public places such as the working place in general, including offices, factories etc. A concerted effort to counteract these activities is being made by the Tobacco Institute; no RJR effort is needed
Objectionable	b: The long-range, more important, second area is the unequivocal declaration to level smoking an objectionable habit. Very little is

habit	being done to contest this industry-wide, and an RJR-led effort could be highly important” ⁵ .
Smokers’ rights campaign	<i>Tobacco Reporter</i> “RJ Reynolds is planning to strike back at the increasing number of anti-smoking crusades in the nation by launching its own smokers’ rights campaign”. The Chairman of the Board of RJ Reynolds, says “The publication will deal with the so-called public smoking issue, the latest tactic by anti-smoking groups in their effort to do irreparable damage to the tobacco industry”. ⁶
	1977: 25 November: BAT Board Strategies on Smoking and Health are outlined in a series of questions and answers:
	“Q: Do you not agree that passive smoking is harmful to the non-smoker”
An annoyance	A: In our view this appears to be an area of exaggerated concern ..the question is not really one of a health hazard but perhaps more of an annoyance” ⁷ .
Allergic compounds in smoke	27 November: Scientists at BAT replicate an experiment carried out by Carl Becker from Cornell University showing that glycoproteins [which can induce allergic reactions] were present in tobacco smoke: A note after a biological research meeting shows that a BAT scientist “explained that ... Beaker’s findings in relation to the presence of glycoproteins in mainstream and side-stream smoke had been confirmed” ⁸ .
Potential threat	1978: April: Notes from the Annual BAT research conference show that : “It is clear that in many countries there is concern over the level of nitrosamines in foodstuffs. This explains in part the sensitivity to the presence of nitrosamines in tobacco smoke and, particularly, the levels in side-stream smoke, The latter is a potential threat to the currently held view by many authorities that passive smoking does not constitute a direct hazard.” ⁹
Smoking should be banned	August: B&W internal document “In an unaided poll a strong majority said that public smoking should be banned. About half of the people believe that ambient smoke is hazardous”. ¹⁰
Californians for Common Sense – a tobacco industry front group	November: B&W and the other leading US tobacco companies defeat Proposition 5, the California Clean Indoor Air Act of 1978, by forming a front organisation called “Californians for Common Sense (CCS)”, which was “A broad based citizen membership, operating under the partisan co-chairmanship of prominent and respected Californians who had no past or present connection with the tobacco industry ... The answer was a non-tobacco organisation with leadership so prestigious and membership so broad that its composition clearly belied the charge that only the tobacco companies opposed Proposition 5 ...the California voters’ perception of the tobacco industry’s credibility was very low. It removed all doubts that this campaign had to be a [sic] California-grounded, with the Tobacco Institute as far in the background as

	possible and with tobacco industry involvement limited to financial contributions to a California citizens committee”. ¹¹
	The three phase campaign included:
Redefine the enemy	“1. The first phase programme was to redefine the enemy. The enemy CCS selected is the foe of every voter. He passes stupid laws ..Phase one: ‘They’re at it again’ ..
Freedom dies one step at a time	2: Phase two sharpened the picture of the enemy ..it introduced the thought that this kind of regulation is dangerously precedent setting. Voters were reminded that freedom dies at bit at a time. If they regulate smoking now, what will they regulate next? Freedom of assembly? Freedom of Speech? Phase two “what will they regulate next?”
Read the fine print	3. Third phase asked for the order ..Objective was to convert the doubt to a No vote ...suggested they read it for themselves - read the fine print - then decide. This not only made our point; it suggested inferentially that the other side had something to hide and CCS didn’t. Phase three: Read the fine print” ¹² .
The most dangerous development yet to the viability of the tobacco industry	The Roper Organisation conducts a confidential study for the US Tobacco Institute: “what the smoker does to himself may be his business, but what the smoker does to the non-smoker is quite a different matter ... six out of ten people believe that smoking is hazardous to the non-smoker’s health, up sharply over the last four years. More than two-thirds of non-smokers believe it; nearly half of all smokers believe it. This we see as the most dangerous development yet to the viability of the tobacco industry that has yet occurred ... The strategic and long run antidote to the passive smoking issue is, as we see it, developing and widely publicising clear-cut, credible, medical evidence that passive smoking is not harmful to the non-smoker’s health” ¹³ .
No scientific proof	1979: April: A tobacco industry document on passive smoking concludes that “there is no scientific proof that tobacco smoke in the atmosphere causes diseases in non-smokers”. ¹⁴
Defensive and offensive measures	October/November: A BAT Research conference concludes that “concern for the passive smoker was regarded as likely to become a key issue in the future and the GR&DC [Group Research &Development Conference] programme was regarded as of importance - both for defensive and offensive (i.e. possible commercial advantage) purposes.” ¹⁵

1980s	
ETS a serious risk to health	1980: May: An article is published by James Repace and Alfred Lowrey in <i>Science</i> , which concludes that; “ETS presents a serious risk to the health of non-smokers. Since this risk is involuntary, it deserves as much attention as outdoor air pollution” ¹⁶ .
	September: BAT’s research conference concludes that “Research

Need to reduce side-stream smoke	into the attitude of smokers and non-smokers to substantial reduction or elimination of side-stream smoke should be established. Effort should be directed to developing a smoking article with greatly reduced tobacco content to reduce the material available for generation of side-stream”.
Non-smoking women develop lung cancer	1981: The <i>BMJ</i> publishes a major epidemiological study by Takeshi Hirayama that concludes non-smoking women married to smokers were more likely to develop lung cancer than non-smoking women married to non-smokers ¹⁷ .
Study was correct	24 July: An internal memo from JK Wells, B&W’s corporate counsel, talks about the Hirayama study, saying that both German and British scientists paid by the tobacco industry had reviewed the work and “they believe Hirayama is a good scientist and that his non-smoking wives publication is correct ...the TI [Tobacco Institute] knew it and that TI published its statement about Hirayama knowing that the work was correct.” ¹⁸
On no it wasn’t	Hirayama’s work was attacked in full page adverts by the US Tobacco Institute. ¹⁹
We know very little	1982: 23 February: A memo by Philip Morris researcher J. L. Charles states that “we know very little about the biological activity of side-stream smoke” ²⁰ .
ETS will increase in importance Side-stream deleterious to health	April: Secret BAT Board Guidelines include the assumption that: “Passive smoking will increase in importance as an issue and be used initially to develop the social unacceptability of smoking through demands for further legislation restricting smoking in public places. Further work on Passive Smoking will continue to provide a basis for increasing allegations that constituents in side-stream smoke have a deleterious effect on non-smokers “.
Counter allegations strongly	Strategies include that “Companies should be aware that the emergence of the social unacceptability of smoking in their markets is the factor most likely to affect quitting rates, thus producing a negative effect on industry growth. Consequently all allegations that passive smoking is injurious to the health of non-smokers, in respect the social cost of smoking as well as unreasonable demands for no smoking areas in public places, should be countered strongly” ²¹ .
Side-stream smoke maybe different Design future products	August/September: BAT’s Annual Research Conference concludes that “the strong growth of medical, scientific and media concern and comment in this area was acknowledged ...the biological activity [carcinogenic] activity of side-stream may also be significantly difference from mainstream. An early design of reduced side-stream product developed at GR&DC [Group Research &Development Conference] has recently been screened ...we must get hard data to help counter anti-smoking attacks, and to support the design of future products” ²² .
	1983: An internal BAT memo shows that “The BCAC [BAT

	Chairman’s Advisory Committee] confirmed two requirements:
Reduce side-stream	1. Develop cigarettes with reduced side-stream emissions and/or reduced smell and irritation.
Refute claims	2. Conduct research to anticipate and refute claims about the health effects of passive smoking” ²³
Reduce carcinogenic activity	August: BAT’s Annual Research conference shows that: “The programme of work set up in response to the BCAC directive was supported - but it was stressed that the programme should consider the reduction of biological [carcinogenic] activity, as well as the reduction of visible smoke irritation and unpleasant odour”. ²⁴
Pre-empt volume decline	25-28 June: A BAT “Structured Creativity Conference” held at Southampton discusses new products including the “low side-stream/ameliorated aroma product”, whose purpose was “To pre-empt potential volume decline from smokers under pressure in social and work environments providing them with an offer which combines re-assurance in social smoking with taste and satisfaction” ²⁵ .”
No scientific evidence	August: RJ Reynolds runs a series of adverts: “Second-Hand Smoke: The Myth and the Reality”, stating “There is little evidence - and certainly nothing that proves scientifically - that cigarette smoke causes disease in non-smokers”. ²⁶
	~1984/85: BAT’s research programme’s “strategic objectives [of side-stream smoke research] remain as follows:
Reduce side-stream	1. Develop cigarettes with reduced side-stream yields and/or reduced odour and irritation.
Refute claims	2. Conduct research to anticipate and refute claims about the health effects of passive smoking” ²⁷
Erode confidence	1985: 25 February: Anthony Colucci, a chief scientist from RJ Reynolds, writes a memo about James Repace (working for the US EPA) and Alfred Lowrey (Naval Research Laboratory), who are leading researchers on ETS. “Repace and Lowrey will soon have their analyses published ... We anticipate that if Repace runs true to form, there will be a great deal of media copy written about their analyses and thus we should begin eroding confidence in this work as soon as possible” ²⁸ .
Cannot ignore issue	1 July: Richard Thompson, a consultant to RJ Reynolds, writes of ETS that “Reynolds cannot ignore this issue and stay in the tobacco business” ²⁹ .”
No convincing counter arguments	17 July: Minutes from a meeting of BAT’s Tobacco Strategy Review Team show that: “The team accepted Dr. Thornton’s view that the published work purporting to show adverse effects of passive smoking was of questionable validity. However, it was also noted that the Tobacco industry had failed to advance convincing counter-arguments” ³⁰ .
	22 July: An internal B&W states that “Large numbers of [US] local

Further smoking restrictions	governments will adopt smoking restrictions which require segregation of smokers in indoor areas with public access and government office buildings ...few smokers will complain about these events and the press will continue to publish assessments that smoking restrictions are seen by all parties concerned as working well” ³¹ .
Distorting Who’s views	1986: 5 February: The World Health Organisation writes to Forest: “It has been brought to the attention of the WHO that you ... have repeatedly published news items and letters in several newspapers, which distort WHO’s view of the issue of passive smoking ...WHO’s stated view is that ‘tobacco smoke is carcinogenic to humans’ and that ‘the available evidence leads to the conclusion that passive smoking gives rise to some risk of cancer” ³² .
ETS should be public focal point – we can win debate	February / March: A report prepared for Imperial Tobacco (Canada) states: “Should a decision be made to enter public debate, two assumptions lead to a recommendation that the passive smoking issue is used as the focal point. The first is that, of all the health issues surrounding smoking, it is the one which the tobacco industry has the most chance of winning; that the evidence proclaimed by the anti-groups is flawed. Secondly, and related to the first, is that it is highly desirable to control the focus of the debate. A broad discussion of smoking and health can only lead to a series of barrages in areas which the tobacco industry would have extreme difficulty in defending. And offence should be the watchword”.
Create a halo Need a sympathetic doctor	“Passive smoking has high relevance to the socially-concerned. An attack on the credibility of evidence presented to date may well provide the rational argument to soften their attitudes. At the same time, a halo would be created, bringing other undebated issues into question by inference, providing reassurance and reinforcement for the more emotionally-dependent health-concerned.” The report recommends finding someone to put forward the industry’s position: “the challenge will be to find a sympathetic doctor who can be demonstrated to take a largely independent stance” ³³ .
Surgeon- General ETS causes cancer	The US Surgeon General, Dr. Everett Koop, publishes a report on the “Health Consequences of Involuntarily Smoking” stating that “involuntary [passive] smoking can cause lung cancer in non-smokers” ³⁴ .
Its no business of yours	1987: 28 September: Stephen Byres: Forest, “The State has no business telling restaurant owners, bar managers or private employers what the smoking policy on their premises should be” ³⁵ .
The covert whitecoats Resist and roll back regulations	December 87/ January 88: Covington and Burling, US lawyers working for Philip Morris and the US Tobacco Institute, begin setting up a “European Consultancy Programme” to counter proposed restriction on ETS. The underlying theme is to covertly recruit scientists or “Whitecoats” to work on Philip Morris’ behalf, who will defend smoking and try and convince people that ETS is

Restore smoker confidence	harmless. Codenamed “Whitecoat” its “end goals” are:
Reverse misconception that ETS is harmful	<ul style="list-style-type: none"> • “Resist and roll back smoking restrictions • Restore smoker confidence” The “Pre-requisites” are <ul style="list-style-type: none"> • “Reverse scientific and popular misconception that ETS is harmful • Restore social acceptability of smoking”³⁶.
Set up team of scientists to keep the controversy alive	17 February: A Meeting on ETS is held in London with representatives from BAT, Rothmans, Philip Morris, Imperial and Gallaher present. An internal BAT memo of the meeting summarised that: “Philip Morris presented to the UK industry their global strategy on environmental tobacco smoke. In every major international area (USA, Europe, Australia, Far East, South America, Central America & Spain) they are proposing, in key countries, to set up a team of scientists organised by one national co-ordinating scientist and American lawyers, to review scientific literature to carry out work on ETS to keep the controversy alive. They are spending vast sums of money to do so and on the European Front, Covington and Burling, lawyers for the Tobacco Institute in the USA are proposing to set up a London office from March 1988 to co-ordinate these activities”.
Public affairs advantage	“ ...It is generally felt that this kind of activity is already giving them a marketing and public affairs advantage, especially in countries in which, until recently, they have played a rather low profile ³⁷ .”
We are becoming social pariahs because of ETS	26 April: A B&W memo to BAT states “We’re becoming the industrial equivalent of South Africa .. The lowered social acceptability of smoking is tied directly to the (second hand smoke) issue”. ³⁸
Sick Building Syndrome	31 October: BAT’s Tobacco Strategy Review team discuss how “work being funded by the Tobacco industry in the USA on Environmental Tobacco Smoke (ETS) was being funded jointly by Philip Morris and RJ Reynolds rather than by the Tobacco Institute. B&W had put money into privately funded projects at the University of Kentucky and was active in promoting work on ‘sick-buildings’ to research the degree to which radon and air conditioning systems were important contributors to environmental health hazards” ³⁹ .
ETS increases cancer risk by 30%	1988: The Frogatt report maintains that passive smoking increases the non-smokers’ risk of developing lung cancer by 10-30 per cent ⁴⁰ .
No proof	1989: 19 July: A Turner, Tobacco Advisory Council: “No such proof exists” that passive smoking could cause cancer ⁴¹ .
	10 November: Minutes from a meeting of BAT’s Tobacco Strategy

PR campaign needed to protect smokers	Review Team, stipulate that “regarding the current debates on Environmental Tobacco Smoke and Addiction it was agreed that while the Group must continue to be active in scientific debate ... a more direct public relations/ political campaign might need to be mounted, primarily based on protecting the rights of smokers” ⁴² .
No proof	US Tobacco Institute “No conclusive proof exists to support the claim that exposure to environmental tobacco smoke in public places is a health risk to non-smokers.” ⁴³

1990s	
European Consultancy Programme	1 March: An internal memo from the London offices of Covington and Burling summarises the status of the “European Consultancy Programme”:
Vigorous and successful	“In many respects the programme is, and should be, genuinely world-wide, and should therefore be assessed on a world-wide basis ...we believe that the consultancy programme in the EEC region is particularly vigorous and successful. We are convinced that it provides greater expertise, more spokesmen, more genuine scientific competence, greater flexibility and better overall value for money than any programme ...we are actively eliminating those consultants who have proved unproductive.... We believe the consultancy programmes in the EEC and EEMA regions continue to provide an important, indeed indispensable, tool for the industry in reaching public, scientific and governmental audiences .. We have regularly received very helpful guidance from PM as to how best to use the consultant – where your needs are, and how best those needs can be met. We are grateful for that help”.
Eliminate unproductive consultants	
Reaching governments	
Grateful for PM’s help	
Indoor Air smoke-screen	“Our consultants have created the world’s only learned scientific society [Indoor Air International] addressing questions of indoor air quality ..Our EC consultants have formed a consulting group called ARIA (Associates for Research in Indoor Air) that has its own brochure and is offering consulting services to companies and governments on IAQ [Indoor Air Quality] issues”.
Lancet editor	Under the heading “Lancet”, the document states: “One of our consultants is an editor of this very influential British medical journal, and is continuing to publish numerous reviews, editorials and comments on ETS and other issues”.
Select advisor	Under political and scientific contacts, the memo says: “One consultant is, for example, the advisor to a particularly relevant committee of the House of Commons. One is the executive director of a leading scientific society that considers workplace and related issues

	..Others hold major professorships in leading universities and technical schools.”
The birds.. the birds	Under research, its states “Bird Keeping: the keeping of pet birds appears to be a major risk factor for lung cancer – a far more serious factor than anyone has ever alleged ETS to be.” ⁴⁴ ”
No cause for concern	1990: 17 August: TAC on ETS “there has been a lot of publicity about ETS; but there is no agreement between scientists that it is a cause for concern” ⁴⁵ .
Disputed media-hype	October: Ben Walsh of the Tobacco Advisory Council: “This [passive smoking] is largely behind the pressures to ban or restrict smoking in public, or at work: the media hype saying smokers are damaging non-smokers’ health by smoking in their presence is compelling, and keenly felt by some. But the science is disputed and scientists do not agree amongst themselves that ETS affects non-smokers” ⁴⁶ .
Class A Carcinogen	The 1990 US EPA draft report identifies environmental tobacco smoke (ETS) as a class A carcinogen ⁴⁷ .
No evidence	1991: May: Confidential Key Area papers for BAT: “Our position continues to be that there is no convincing evidence that ETS causes diseases, such as lung cancer and heart disease in non smokers” ⁴⁸ .
Harmful to non-smokers	26 June: A report in the <i>American Journal of Public Health</i> finds that 94 per cent of the scientists who get research money from the tobacco industry believe that ETS is harmful to non-smokers. ⁴⁹
WHO’s the real scientific authority	1 July: A Philip Morris document outlining “A strategy for Europe, Favouring a Rational Approach to Public Policy-Making in a Range of Areas, Including Public Health” states: “The principal idea is to create a foundation, society or institute whose goal is to become THE scientific authority on a wide range of human concerns, thus putting itself above WHO, FAO and other organisations who restrict themselves to narrower fields. The idea is that the Foundation will supersede the WHO and its Agencies as the principal advisors to the European Community on a range of issues including public health ... PM [Philip Morris] shall be the driving (and financing) force of the Foundation” ⁵⁰ .
EPA: Class A Carcinogen – 3000 cancers	1993: January: The US EPA concludes that ETS is a Class A carcinogen and estimates that it is responsible for 3000 lung cancers annually among US non-smokers and ETS contributes 150,000 to 300,000 cases annually of lower respiratory tract illness in infants and children younger than 18 months ⁵¹ .
Fudge	1994: July: Philip Morris runs an advert in the US: “A large U.S. study published in the <i>American Journal of Public Health</i> , found no overall statistically significant link between second-hand smoke and lung cancer. Why did the EPA not include this study?” Despite the fact that the paper had concluded: “Our study and others conducted

	during the past decade suggest a small but consistent elevation in the risk of lung cancer in non-smokers due to passive smoking” ⁵² .
ETS does not cause disease	July/August: Clive Turner, Tobacco Manufacturers Association: “Tobacco smoke may in certain circumstances be annoying and a nuisance for some people. But if a thorough assessment of the scientific evidence is made, and all the available reports are considered as a whole (and are not ‘cherry-picked’ to suit some anti-tobacco campaigner’s personal agenda,) then the conclusion has to be that ETS does not cause lung cancer, heart disease, or any other disease in non-smokers” ⁵³ .
No evidence	23 October: Martin Broughton, CEO of BAT, “There is no evidence to support the claims that smoking is damaging to non-smokers ... I think there has been a huge amount of abuse of evidence to support the claims in that line” ⁵⁴ .
Freedom of choice	1995: April: An Editorial in <i>Tobacco International</i> states: “Communism is about the absence of choice, which is why it failed; smoking is about the freedom of choice, which is why it survives” ⁵⁵ .
No evidence therefore no restrictions	30 May -1 June: An internal Training Manual for Philip Morris outlines key messages to respond to ETS: “We believe that world-wide data including eminent scientists and medical evidence, fails to prove that ETS causes cancer, heart disease or other chronic diseases .. PM believes that neither the available scientific evidence nor the law on ETS supports severe restrictions or bans on smoking in public places” ⁵⁶ .
ETS is not harmful	12 July: B&W statement: “There is nothing in the reported documents [published in the <i>JAMA</i>] which changes Brown & Williamson’s view that ETS [environmental tobacco smoke] has not been established as harmful to health” ⁵⁷
Doubtful	1996: January / February: Forest: “From its very beginning the theory that environmental tobacco smoke (ETS) or ‘passive smoking’ harms non-smokers has been considered doubtful. Plain common sense tells us that the notion is suspect” ⁵⁸ .
Nonsense	January / February: Paul Rowlandson, writing in Forest’s Magazine <i>Free Choice</i> , “The ‘passive smoking’ hoax is gradually being unmasked as the nonsense it is” ⁵⁹ .
Its no more dangerous than a biscuit	May: Philip Morris runs a series of adverts in Europe stating that the dangers from second-hand smoke are less than those from eating cookies or drinking milk.
ASA – Oh yes it is	16 October: The Advertising Standards Authority rules that a Philip Morris campaign claiming that passive smoking posed no more of a health hazard than eating biscuits or drinking water “gave the misleading impression that passive smoking had been proved to pose less danger to the health of UK consumers than the five activities” cited by the advert ⁶⁰ .
	A Philip Morris Position Statement On A Wide Range of Issues

Not scientifically justified Just like basketball	produced, it is believed in 1996 for employees states about ETS: “The claim that exposure to environmental tobacco smoke causes disease in non-smokers is not scientifically justified. There is no conclusive scientific evidence that environmental tobacco smoke poses any risk to healthy non-smokers ... ANALOGY: Banning smoking simply because some people object to tobacco smoke in the air would be like banning baseball because some people object to the competition it engenders” ⁶¹ .
Causes disease in non-smokers	1997: 23 June: As part of its \$368 billion settlement deal in America, the US companies agree to put stronger health warnings on the packets including: “Tobacco Smoke Causes Fatal Lung Disease in Non-Smokers” ⁶² .
ETS doubles risk of heart disease	July: Researchers at Harvard University release the results of a 10 year study that tracked 32,000 non-smoking women and finds that ETS doubles the risk of heart disease ⁶³ .
Electronic smoking system	October: Philip Morris launches an electronic smoking system, which is designed to eliminate the smoke given off by the smoking tip - said to be 90 % of smoke entering the environment ⁶⁴ .
1 st lawsuit settled	October: US cigarette manufacturers agreed to pay \$300 million to settle claims by 60,000 non-smoking flights crews who worked in smoking sections of airlines. It is the first “passive” smoking case to be settled. ⁶⁵
Eclipse	October: RJ Reynolds begins limited marketing its low-smoke Eclipse brand, which heats rather burns tobacco and reduces “odours” by eighty per cent. Eclipse is also low in tar and nicotine ⁶⁶ .
Unproven social concern Need to respond	December: Paul Adams, the Director of Consumer Affairs and Chris Proctor, head of BAT’s science and regulation give a speech at the Annual Trade Fair on “Standing up for Tobacco”. Adams says that “it is time to set the record straight. We have positions on the smoking and health issues that are clear, well-informed, responsible and credible”. Both Adams and Proctor say that the health risk of environmental tobacco smoke remains unproven, and as such is not a health issue, but a social concern. They need to respond to both ETS and addiction, which are the two most important areas for anti-tobacco activists, because in all other respects smokers make an informed choice to accept health risks for themselves. ⁶⁷
Not persuasive	1998: 29 January: Geoffrey Bible, the President and CEO of Philip Morris testifies before the House Commerce Committee “we believe that the evidence with respect to ETS is not persuasive” ⁶⁸ .
Childhood asthma due to ETS	February: The <i>Paediatrics</i> Journal publishes the results of a study which shows that 40-60 per cent of all early childhood cases of asthma, bronchitis, and wheezing are attributable to exposure to second-hand smoke ⁶⁹ .
Foul play on	9 March: The Tobacco industry is accused of “foul play” for misrepresenting the findings of an unpublished WHO report. Chris

WHO	Proctor, head of research at BAT, claims that the report: “confirms what we and other scientists have long believed that while smoking in public may be annoying to some non-smokers, the science does not show that being around a smoker is a lung-cancer risk” ⁷⁰ .
WHO: Its official ETS causes cancer and other diseases	9 March: WHO issues a press release to deny that it is suppressing research and that “passive smoking causes lung cancer”. The study found that there was an estimated 16 per cent increase of lung cancer among non-smoking spouses of smokers. For workplace exposure the estimated increased in risk was 17 per cent. Neil Collishaw, Acting Chief of WHO’s Tobacco or Health Unit says: “From these and other previous review of the scientific evidence emerges a clear global scientific consensus - passive smoking does cause lung cancer and other diseases” ⁷¹ .
Concerned over false allegations	The Director of the International Agency for Research on Cancer, Dr. Paul Kleihues, who undertook the survey states: “We are very concerned about the false and misleading statements recently published in the mass media. It is no coincidence that this misinformation originally appeared in the British Press just before the No-Tobacco Day in the UK and the scheduled publication of the report of the British Scientific Committee on Tobacco and Health” ⁷²
SCOTH: passive smoking is cause of lung cancer	11 March: The Report of the Scientific Committee on Tobacco and Health (SCOTH) is published: “Passive smoking is a cause of lung cancer and childhood respiratory disease. There is also evidence that passive smoking is a cause of ischaemic heart disease and cot death, middle ear disease and asthmatic attacks in children. Restrictions on smoking in public places and work places are necessary to protect non smokers”. The report concludes that living with a smoker increases a non-smokers chance of contracting lung cancer by 25 per cent and ischaemic heart disease by 23 per cent. In infants passive smoking doubles the risk of sudden infant death and increases the risk of serious respiratory disease by over 50 per cent” ⁷³ .
No evidence	11 March: A spokesperson for Gallahers responds by saying that there is no statistical evidence linking passive smoking to cancer” ⁷⁴ .
No evidence	12 March: Also in response to the SCOTH report, John Carlisle, of the Tobacco Manufacturers Association remarks: “There is no statistical evidence linking passive smoking to lung cancer”. Martin Broughton, CEO of BAT responded by saying: “There have been four reports into passive smoking so far and none of them had been statistically conclusive” ⁷⁵ .
Good science	29 April: Daniel Donahue, RJ Reynold’s Deputy General Counsel, says of the ETS issue: “Our only interest was in identifying and promoting good science” ⁷⁶ .
1 st UK legal case	6 May: In the UK, a nurse, Sylvia Sparrow, who had never smoked but who developed asthma while working in a “smokers corner” at an old people’s home, becomes the first person to sue in a British court

- ¹ BAT, Group R&D Conference, Chelwood, 1972 [L&D BAT file]
- ² E. Pepples, Memo to J. Blalock, 1973, 14 February {1814.01}
- ³ S. Green, The Group Research & Development Conference at Duck Key, Florida, Notes, 1974, January {1125.01}
- ⁴ S. Green, Notes on Group R&D Conference Held in Merano, N. Italy, 1975, 2-8 April, Minutes, 1975, 16 April, {1173.01}
- ⁵ RJ Reynolds Research Department, Planning Assumptions and Forecast for the Period 1976-1986, 1976, 15 March [L&D RJR/BAT 9]
- ⁶ *Tobacco Reporter*, World Revolution in Tobacco Industry, 1976, 103 (7), p71-72; quoted in M. Teresa Cardador, A.R. Hazan, S. A. Glantz, Tobacco Industry Smoker's Rights Publications: A Content Analysis, *American Journal of Public Health*, 1985, Vol 85, No 9, September, p1212-1217
- ⁷ BAT Board Strategies, Smoking and Health, Questions and Answers, 1977, 25 November [L&D BAT 26]
- ⁸ J. Esdterle, Biological Research Meeting, 1977, 27 November {1164.23}
- ⁹ S. Green, Notes on a Group Research & Development Conference, 1978, March, Minutes, 1978, 6 April {1174.01}
- ¹⁰ E. Pepples Re: Morgan's Paper, Memo, 1978, 14 August, {2210.01}
- ¹¹ E. Pepples, Campaign Report - Proposition 5, California, 1978, 1979, January {2302.05}
- ¹¹ S. A. Glantz, J. Slade, L. A. Bero, P. Hanauer, D. E. Barnes, *The Cigarette Papers*, University of California Press, 1996, p59
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