

22 December, 2000

Sir Colin Murray Campbell LLB  
Vice Chancellor  
University of Nottingham  
University Park  
Nottingham NG7 2RD  
UK

By email: [colin.campbell@nottingham.ac.uk](mailto:colin.campbell@nottingham.ac.uk) and by post

Dear Vice Chancellor

By the time you receive this letter you will probably have received a great many from several continents. You are quoted as saying that the responses to your acceptance of money from BAT are "mixed", but it is a fair guess that the majority are negative if not wholly condemnatory.

The decision to align the University with the tobacco industry's latest public relations project has inevitably placed Nottingham at the centre of the current worldwide debate about the enormous harm caused by tobacco companies to all communities on this planet for most of the 20th century. The reasons why you would be prepared to see that happen are quite perplexing. Presumably you believe that it is ethically sound and defensible to take money from an organisation whose addictive products have destroyed the health and happiness of hundreds of millions. On the other hand it scarcely seems plausible that you could ever take that view given your long standing and distinguished community service to health and human rights organisations and services. May I ask whether, as a member of Trent Regional Health Authority, you have ever paused to consider what the total net cost has been to your region in health care, disability, sickness absence and lost productivity from health problems caused by tobacco dependency and passive smoking?

Was the damage to the health and welfare of the people of Nottingham by the tobacco industry ever mentioned when Kenneth Clark negotiated this deal with you? For example you might have reflected on the fate of the miner from Calverton with lung cancer and superior vena caval obstruction; the bicycle factory worker with emphysema, now virtually house bound on oxygen therapy; the child from The Meadows, who lives in a home with smokers, with recurrent episodes of bronchitic symptoms and emergency hospital admissions for lower respiratory infection, and many thousands more like them.

If the insights you gained as a member of the health authority did not come to mind then may I suggest that you could have crossed your beautiful green and silvan campus to Queen's Medical Centre where I suspect that your Faculty of Medicine would have been resolutely opposed to this shameful alliance with tobacco. Members of that faculty, not least the Nottingham School of Public Health, have a long and distinguished record of research and advocacy in the field of tobacco control and prevention and treatment of the epidemic of disease caused by BAT's products. Why would anyone think it was justifiable to treat their ethical and scientific stand, against tobacco promotion, with such contempt?

The tobacco industry is a master at recruiting others to do its dirty work for it; fortunately most intellectually honest academics have seen through the industry's entrapment strategies. However when an institution like Nottingham University with a much admired international reputation embraces a cynical ploy to polish the image of an organisation which has knowingly placed the health of millions at risk, its effect is to undermine the key strategies of the entire global public health movement. BAT knew that very well when it offered Nottingham's senior management 3.8 million, albeit petty cash in BAT's terms.

The decision made in Trent Building to accept this tawdry offer amounts at best to an embarrassing solecism which can and should be rescinded immediately; it will never be too late to do that. If not, then Nottingham can expect its reputation to be sullied for a very long time by a deal which many will regard as the ultimate corruption of academia in the East Midlands.

I sincerely hope that you will reconsider.

Yours sincerely,

Anthony J Hedley MD FRCP FFPHM  
Chair Professor in Community Medicine, University of Hong Kong  
Formerly Senior Lecturer, Department of Community Health, University of Nottingham (1976-83)

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12 December 2000

Sir Colin Campbell LLB  
Vice Chancellor  
University of Nottingham  
University Park  
Nottingham NG7 2RD  
UK

Dear Sir Colin

British American Tobacco: Centre for Corporate Social Responsibility

When I first saw a rumour about this initiative at the University, I laughed it off, thinking I was the victim of a spoof news briefing as a dubious festive prank. However, it appears that the sense of humour behind this move is not "beyond-the-fringe", but rather beyond the pale.

My purpose in writing to you now is to enquire whether the University will balance the £3.8 million worth of tobacco promotion now on its premises with an equivalent amount of appropriate health education for its students, alumni and staff, and to seek

your reassurance that this huge pro-tobacco influence on campus will not be allowed to inhibit tobacco control initiatives within the University. As an example, Student Welfare Officers throughout the UK are currently planning activity programmes for No Smoking Day 2001. Will you confirm that you will lend your full support to any such activity planned for Nottingham – and that your new Centre for Corporate Social Responsibility will co-operate?

Yours sincerely

Doreen McIntyre

Chief Executive  
No Smoking Day  
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Sir Colin Campbell LLB  
Vice Chancellor  
University of Nottingham  
University Park  
Nottingham NG7 2RD  
UK

Dear Sir Colin,

We are appalled by the news that the University of Nottingham has accepted BAT money to fund a "Centre for Corporate Social Responsibility"!

It is an extremely cynical act by a company whose main business idea it is to get minors hooked on nicotine to safe-guard tomorrow's customers - to replace the 500.000 EU inhabitants who die prematurely every year from their smoking habit. However, we are not surprised...

It is an extremely ignorant and socially incompetent act by an academic institution not to realize what the basic motive of BAT sponsorship is: to buy acceptability and credibility. And in case you have realized it even worse!

We ask you to reconsider the decision. Until we hear otherwise we will do our best to spread the news among academic institutions in our country as a warning and disgraceful example of how greed may outmanouvre social responsibility.

Sincerely yours,

Göran Boëthius  
MD, PhD  
Chairman of Doctors Against Tobacco  
Sweden  
E-mail: [goran.boethius2@jll.se](mailto:goran.boethius2@jll.se)

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17 December 2000

Sir Colin Campbell  
Vice Chancellor  
Nottingham University

Dear Sir Colin,

I write to express my dismay at reports that your University is to accept funds from British American Tobacco.

Whatever the intrinsic value of the Centre to be established, both it and the University will be tainted by the systematic deceit by which BAT extracted the funds from the deaths and misery of millions.

I urge you to reconsider.

Yours faithfully

Alan Coates MD FRACP AStat  
Chief Executive Officer  
Australian Cancer Society

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18 December 2000

Sir Colin Campbell  
Vice Chancellor  
University of Nottingham  
University Park  
NOTTINGHAM  
NG7 7RD

Dear Sir

**Tobacco Sponsorship and Chair of Corporate Social Responsibility**

I have visited your University a number of times in the past couple of years in connection with practice in the field of smoking cessation and was therefore shocked to hear that you were contemplating accepting funds from British American Tobacco.

Sixty-nine students from Cornwall currently study at your University and the message that this particular company is a paragon of 'corporate responsibility' is not one that I would wish them to receive. That profits gained through the exploitation of addiction to nicotine and the consequent suffering and death of a million people in the last century (estimated to rise to 100,000,000 in the 21<sup>st</sup> century) should gain publicity or respectability for any company in this way is not right. At a time when Britain is in the international spotlight for leading the help being offered to those who are trying to quit smoking, the world will surely be querying your standpoint.

Would you be kind enough, please, to explain to me how you can justify your position or reconsider this proposal and protect the good name of your establishment.

Yours sincerely

**Tim Wayne**  
**Stop Smoking Service Co-ordinator**  
**Cornwall & Isles of Scilly HAZ**  
Email: [tim.wayne@cht.swest.nhs.uk](mailto:tim.wayne@cht.swest.nhs.uk)

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