A guide to deciphering the internal codes used by the tobacco industry

Many tobacco control researchers and advocates are now aware of the value of the internal tobacco industry documents made public as a result of the state attorney generals’ Master Settlement Agreement. A growing body of document based research provides dramatic insight into industry initiatives and strategies. These published studies also provide countless examples of the secret language commonly used by the tobacco industry internally. As observed in Philip Morris’ Dictionary of tobacco terminology, “Every specialized field has its own language.” The language of the internal documents is frequently comprised of project names, acronyms, abbreviations, numerical identifiers, and other coded terms, presented without any clear indication of their definitions or meanings. These coded terms can make the task of document research very daunting: like trying to learn a foreign language without an instructor or reference dictionary.

Dictionary of tobacco terminology

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Familiarity with the codes used internally by manufacturers is critical to successfully conducting document research and interpreting internal industry activities. Although individual efforts have described the codes relevant to particular topics of research, no single research group has sought to identify the full extent and types of code languages used by the industry or the patterns governing internal codes. Many tobacco companies do maintain internal lists of terms. For example, over a dozen Philip Morris documents are devoted solely to providing their personnel with guides to the company’s extensive acronyms, abbreviations, codes, and terminology. Ultimately, however, the majorities of terms and project names are not covered in internal lists, and understanding the meaning of internal codes necessitates both careful research as well as recognition of the common patterns and conventions employed throughout this terminology.

A critical role for tobacco control researchers is to develop and share information that can facilitate and expedite future research. A recent monograph, A guide to deciphering the internal codes used by the tobacco industry, available on the Harvard School of Public Health website (http://www.hsph.harvard.edu/php/pr/tc/tp/home.html), identifies and describes a number of industry code lists and highlights different types of industry codes, both formal and informal, ranging from acronyms to “catchy” names, from numerical coding and letter patterning to signs of the zodiac and the names of world rivers. This monograph is part of a larger research project funded through a grant from the National Cancer Institute to list and define codes and project names used internally by the industry in areas related to product research, including product development, testing, and design. The ongoing list is housed online at http://tobaccodocuments.org/profiles/. We encourage other document researchers to expand this list by posting codes and definitions that they have encountered. The public health community has benefited in extraordinary ways through the availability of the documents to all; now we need to work together to identify and expose the secrets hidden within these documents.

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doi: 10.1136/tc.2004.010967

This research was funded through R01 grant CA87477-05 from the National Cancer Institute.

REFERENCE


Adult’s perceptions about whether tobacco companies tell the truth in relation to issues about smoking

The tobacco industry has long denied or played down the risks of smoking, addiction, and passive smoking in Australia. A survey commissioned by Philip Morris in 1993 indicated that most Australian opinion leaders and the general public have an unfavourable opinion of the company, even less favourable than that of Americans. Faced by a rising tide of litigation, the tobacco industry has attempted to change their image over the past decade to one of a “socially responsible” corporate citizen.

Unlike in the USA, where the tobacco industry have engaged in extensive corporate image advertising and campaigns directed at youth and parents, in Australia, tobacco companies have focused on more subtle approaches. For example, Philip Morris attempted to administrate a series of workshops for Australian schoolteachers on how to encourage children to “say no to illicit drugs, underage smoking, drinking alcohol and bullying.” British American Tobacco (Australia) uses their website to boast of “substantial donations” to charities such as Lifeline and Mission Australia, while in 1999, Philip Morris listed itself in a corporate promotional brochure as sponsoring the Red Nose Day Foundation (supporting research on sudden infant death syndrome). During this period of “corporate re-imaging”, the tobacco industry also appeared prominently in the Australian news media. The Rolah McCabe trial in 2002 generated a great deal of press coverage and debate about the liability of the tobacco industry for smoking related illnesses and about their conduct in light of the Victorian Supreme Court finding that British American Tobacco had subverted the discovery process by deliberately destroying thousands of documents. To gain insight into how adults in the Australian state of Victoria perceive the tobacco industry, data from representative population surveys were analysed.

Telephone interviews with Victorian adults were conducted during November and December 2002 (n = 1995), 2003 (n = 3001), and 2004 (n = 2997). Participants were asked: “In relation to issues about smoking, do you think tobacco companies...always tell the truth; mostly tell the truth; mostly do not tell the truth, or never tell the truth?”

Table 1 shows that, in 2004, less than 1% of Victorian adults reported they thought tobacco companies always tell the truth. The majority of adults (79%) reported they thought tobacco companies either never or mostly do not tell the truth in relation to issues about smoking. Smokers (23%) were significantly more likely than former smokers (11%) and never smokers (16%) to believe that tobacco companies always or mostly tell the truth (p < 0.01). However, smokers were quite polarised in their views, with 32% of smokers also reporting that tobacco companies never tell the truth.

The percentage of adults who think tobacco companies mostly do not or never tell the truth has increased in a linear fashion from 2002 (75%) to 2003 (77%) to 2004 (79%) (p < 0.001). This level of distrust is comparable to South Australian adults’ perceptions in 1998, when 80% of respondents and 74% of smokers thought tobacco companies mostly did not or never told the truth about smoking and health, children and smoking, and addictiveness of tobacco. Although distrust was high in 2002, findings indicate that the Australian public is becoming increasingly wary of the tobacco industry and remain unmoved by industry attempts to paint themselves as model corporate citizens.

Table 1 Perceptions of truth telling by tobacco companies in 2004

<table>
<thead>
<tr>
<th>Total</th>
<th>Smokers*</th>
<th>Former smokers†</th>
<th>Never smokers</th>
</tr>
</thead>
<tbody>
<tr>
<td>(n = 2997)</td>
<td>(n = 638)</td>
<td>(n = 835)</td>
<td>(n = 1524)</td>
</tr>
<tr>
<td>Never tell the truth</td>
<td>26.7</td>
<td>32.0</td>
<td>28.7</td>
</tr>
<tr>
<td>Mostly do not tell the truth</td>
<td>52.3</td>
<td>39.3</td>
<td>56.5</td>
</tr>
<tr>
<td>Mostly tell the truth</td>
<td>15.5</td>
<td>21.5</td>
<td>10.7</td>
</tr>
<tr>
<td>Always tell the truth</td>
<td>0.8</td>
<td>1.8</td>
<td>0.4</td>
</tr>
<tr>
<td>Don’t know/can’t say/refused</td>
<td>4.6</td>
<td>5.5</td>
<td>3.6</td>
</tr>
</tbody>
</table>

Data weighted by age and sex according to Australian Bureau of Statistics population Census data for 2001.

*Smokers include those who smoke daily, weekly or less than weekly.
†Former smokers include those who had smoked at least 100 cigarettes or an equivalent amount of tobacco in their lifetime.

www.tobaccocontrol.com
Not only do youth music events provide direct access to a primary target market for tobacco companies, but they also allow the marketers to build brand images by associating their brands with youth popular culture. Smoking becomes associated with the enjoyable experience of the music and atmosphere of the events, thus reinforcing the behaviour of current smokers and building more positive attitudes towards smoking among experimenters and non-smokers.

The state government of Western Australia recently introduced legislation which, if enacted, will assist in controlling the promotion of tobacco products at events. Specifically, the proposed Tobacco Products Control Bill 2005 would ban the mobile selling of tobacco products (currently not considered restricted to those aged 18 years and over, thus exposing patrons aged under 18 years to the promotional activities of the tobacco companies.

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Western populations seems to be correct. I note that the existence of high misclassification rates in Asian women has in fact been independently confirmed.4

Yano states9 that I used his data without his consent. As far as I am aware, the data never belonged to Yano. The study had been funded by the industry which had carried out the cotinine analyses (blind of self reported smoking status). I had originally presumed that the study be done, following conduct of a similar study in England, which the industry supported at my request, the results of which I reported.10 The original intention had been for Yano to be a major author, but problems arose because his interpretation of the findings differed materially from mine, due to his misunderstanding of the complexities of misclassification. Discussions took place between Yano and Proctor, who played an important role in the planning and organisation of the study on behalf of the tobacco companies who funded it; I was told that these discussions led to Yano deciding not to be a major author, and that the work would be published by others. I had assumed that Proctor would keep Yano informed about the status of the publication and was surprised Yano did not find out about the paper, published in 1999, until some seven or eight years later. Clearly, one of us should have kept him informed, and for this I apologise. In his original article,1 Yano states that “at no stage in my interactions with Proctor was Lee’s name or the paper’s authorship mentioned”. This is surprising inasmuch as the study proposal stated that I would assist in reviewing the study design and in interpreting the data. Was Yano really unaware of the previous literature on misclassification of smoking, in which I figured prominently (see Lee) when conducting a study, a major aim of which concerned the determination of misclassification rates? Chapman10 considers that “it is hard to imagine a more flagrant example of attempted ghost authorship”. It is difficult to see why Chapman sees the publication as ghost authorship at all, when I proposed the study, helped in its design, and then published it. The study was a joint enterprise, as I saw it, and it is perfectly normal for some of the scientists involved in a study to write a draft for others to agree to. It would clearly have been better had a version gone, even to all, with Yano as the author list, been published. However, Yano’s failure to understand the mathematics of misclassification made this impossible. There was no agreement I am aware of that Yano had sole rights to authorship. Had I not published the paper11 it seems that the findings would never have appeared in the public domain at all. Did Yano also have sole rights to suppress the findings? At the end of the day it is interesting that, though the evidence of high misclassification rates in Japanese women has been independently confirmed,4 the relevance of this to the ETS/lung cancer relationship has been ignored in recent major reviews of ETS and lung cancer (for example, Hackshaw et al12, International Agency for Research on Cancer13). I have demonstrated the major biasing effect of this finding in detail elsewhere.11

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Should a paper with erroneous interpretations based on invalid measurements be published?

In response to Mr Lee’s comment which follows previous responses13 and my paper,1 each further discussion is to resolve an apparent misunderstanding of the validity and reliability of cotinine/creatinine ratio (CCR) measurement and his mishandling of the formula of misclassification. I also express concern about the impact of his selective (mis)citation in his reporting1 of the Japanese spousal study, including his authorship.

As I demonstrated,1 all indices of nicotine exposure (ambient room, personal sampler monitors, and serum cotinine) were well correlated but correlated poorly with CCR, raising doubts about the validity of the CCR measurement. Yet Lee maintains that CCR measurement in this study was the gold standard for distinguishing true smokers from falsely reporting smokers. There are several possibilities about why the CCR measurement may have been invalid and unreliable in this study. In 1991 when I sent the urine samples to the RI Reynolds laboratory (where the measurement was performed), I was informed that the sample had sublimated before it reached the laboratory. This suggests that the sample was not maintained at low temperature before analysis. Cotinine measurements are temperature dependent and if the sample is exposed to high temperature can make the measurement inaccurate.15

As I calculated,4 the misclassification and reverse misclassification is dependent on the prevalence of smoking. With only a slight (3%) inaccuracy in CCR measurement, he can thereby easily get more than three times higher (21% v 6%) misclassification in a population with lower smoking prevalence, such as with Asian women.13

After a long discussion between Proctor and me, Proctor finally understood and accepted my point on the misclassification formula. Our final draft of the manuscript was the one which Proctor sent to me on 9 November 1992 with my name as a sole author, clearly mentioned the high proportion of misclassification in both sides (self reported non-smoking subjects with high CCR and self reported smokers with low CCR).

Lee insists that reverse misclassification is relatively unimportant in his “abundant” mathematical publications. However, I note that it seems to have real public health importance, using 28/106 as the misclassification rate of self reported smokers in his original study, having quietly switched to 28/98 for this rate after I pointed out his confusion. Despite his claim that reverse misclassification is implausible, it was observed as a fact.

Lee states that as far as he is aware “the data never belonged to Yano”. He should be aware that I developed the questionnaire, and Lee’s industry supported the study. Lee supervised the survey at the study area (Shizuoka), erroneously referred to in Lee’s paper as “Shizoka”. I planned and ordered the data input, performed the data analysis, and witnessed the use of dry ice in the collection of samples. The experience of possible sample damage (from dry ice sublimation) by the commercial...
on health but also on communities, economies, and the environment. Esson and Leeder give a very brief introduction to the impact of tobacco on health and then seek to establish links between tobacco and poverty in each of the eight MDGs. The book summarises one of the economic arguments that often rates highly with governments: “Tobacco has a negative impact on the balance of payments of many countries. Two-thirds of 161 countries, where data are available, are net importers of tobacco, losing more hard currency in cigarette imports than they gain in exporting tobacco.”

After giving an overview of the relationship between tobacco use and the MDGs the book divides issues into six sections: the WHO Commission on Macroeconomics and Health (CMH) and the WHO Framework Convention on Tobacco Control; up to date information on consumption in developing countries. Two sections cover the links between tobacco and poverty at the national and individual levels covering the first seven of the MDGs. A section addresses the need for global partnerships in development and researching, particularly in funding mechanisms, for achieving the MDGs, and another summarises ways in which the current goals can be enhanced by a strengthened tobacco control related to the particular goals or targets.

Developing countries

The book points out that focusing on tobacco use in developing countries has often seemed a distraction. The data from developing countries is often poor, agencies often see water and sanitation as more critical than tobacco, the economic and health costs are seen as an issue in high income countries rather than those with limited health and economic impact data, and the developing countries often see the current tobacco cultivation and production of tobacco as an economic benefit.

The authors, Katherine Esson and Stephen Leeder, have brought together a compendium of useful research and information in a way that can have greater impact with policymakers and governments. This includes a review of the trends in global numbers of smokers, the transition of health impacts from tobacco to developing countries, and the role of trade liberalisation. The book fills a major gap in the MDGs and can assist tobacco control advocates and policymakers to ensure inclusion of tobacco control goals in country policy and strategy reviews. The issues must be placed on the agenda of planning agencies, decision makers, and politicians.

A summary of the key issues from this report was usefully included in the August 2005 publication by WHO of Health and the Millenniu

m development goals. In July 2004 the United Nations Economic and Social Council (ECOSOC) passed a resolution indicating how pivotal this issue is by stating, “...tobacco control has to be recognised as a key component of efforts to reduce poverty, improve development and progress towards the Millennium Development Goals (MDG). Tobacco control needs to be included in the programmes of countries on achieving the MDGs. Tobacco control also needs to be a key component of development assistance programmes in general.” Without this inclusion, it’s unlikely that the majority of developing countries will achieve their desired MDGs.

H Stanton
Secretariat of the Pacific Community, Noumea, New Caledonia

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3 Lee PN. Written comments on H Stanton’s reply [Commentary]. Tobacco Control 2005;14:227-8.

BOOK REVIEW

The millennium development goals and tobacco control: an opportunity for global partnership

Written by Katherine M Esson, Stephen R Leeder. Published by World Health Organization, 2005. ISBN 9241592877

MDGs and tobacco: a glimmer of hope—but only if matched by dollars

Many agencies and practitioners have great expectations for the poverty reduction targets of the millennium development goals (MDGs). These were adopted at the Millennium Summit of the United Nations in New York on September 2000 with the aim to “ensure that globalisation becomes a positive force for all the world’s people”. The eight goals of the MDGs are specifically targeting issues regarded as critical to progress in reducing poverty including eradicating poverty, achieving universal education, promoting gender equality, reducing child mortality, improving maternal health, combating HIV/AIDS, malaria and other diseases, and ensuring environmental sustainability. As conceived, the MDGs had a strong focus on poverty reduction, but the aim to improve health outcomes for marginalised millions was virtually silent on tobacco control.

The recent publication of The millennium development goals and tobacco control: an opportunity for global partnership is a welcome contribution to fill many of the initial gaps in the MDG goals impacted by global tobacco use. Since 2000, the World Health Organization and other UN agencies have done considerable work on the adverse role that tobacco use has not

Table 1 Hypothetical populations with 3% inaccurate CCR measurement

<table>
<thead>
<tr>
<th>CCR (ng/mg)</th>
<th>Smoker</th>
<th>Non-smoker</th>
<th>Total</th>
<th>Lee's misclassification formula</th>
</tr>
</thead>
<tbody>
<tr>
<td>High (&gt;100)</td>
<td>97</td>
<td>27</td>
<td>124</td>
<td></td>
</tr>
<tr>
<td>Low (&lt;100)</td>
<td>3</td>
<td>873</td>
<td>876</td>
<td>27/124 = 0.21 (21%)</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>900</td>
<td>1000</td>
<td></td>
</tr>
<tr>
<td>High (&gt;100)</td>
<td>291</td>
<td>21</td>
<td>312</td>
<td></td>
</tr>
<tr>
<td>Low (&lt;100)</td>
<td>9</td>
<td>679</td>
<td>788</td>
<td>21/312 = 0.06 (6%)</td>
</tr>
<tr>
<td>Total</td>
<td>300</td>
<td>700</td>
<td>1000</td>
<td></td>
</tr>
</tbody>
</table>

CCR, cotinine/creatinine
Response to E Yano and S Chapman

P N Lee

*Tob Control* 2005 14: 430-431
doi: 10.1136/tc.2005.014373

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