

NEWS ANALYSIS

Canadian Navy butts out

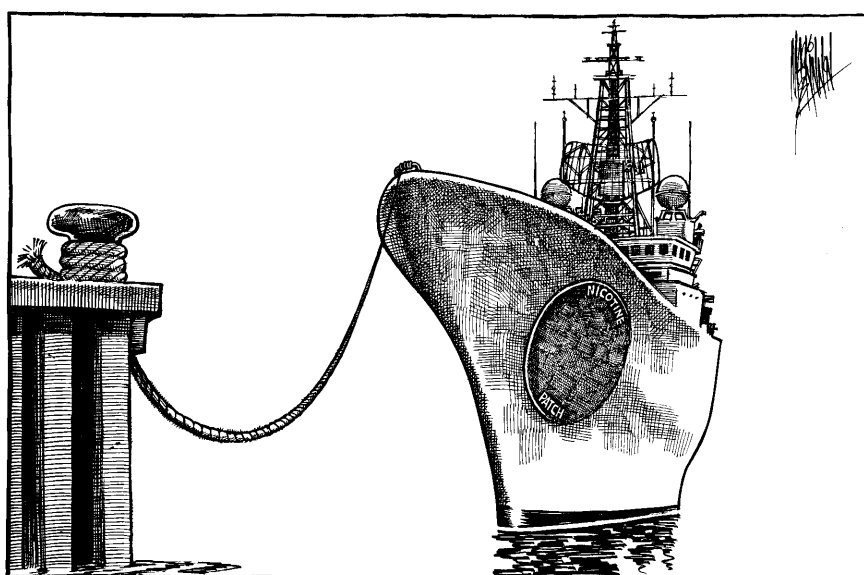
Canada has set another world precedent in the tobacco control area with the announcement of the Canadian Navy's tobacco reduction policy.

The new Canadian policy objective is to protect non-smokers from the hazards of environmental tobacco smoke (ETS) and to encourage smokers to stop smoking or at least reduce consumption. The policy will eliminate the exposure of all personnel to ETS and is strategically geared to reduce smoking prevalence among naval personnel.¹

The Canadian Navy conducted a smoking behaviour survey of military personnel in 1991-2. The survey showed rates of smoking among junior noncommissioned personnel as high as 53% - more than twice that of their civilian counterparts. Overall, 45% of Navy personnel smoked. Smoking was most common among the lower ranks and among less-educated personnel.²

Until now, it was virtually impossible to avoid ETS aboard ships. Lack of restrictions and tobacco product availability at duty-free prices made smoking the norm among sailors. Prior to the implementation of the smoking restriction policy, cigarettes were sold duty-free aboard ships, both at sea and in port, for \$1.50 (Canadian dollars) while cigarettes sold in civilian stores typically cost between \$6 and \$7 per package.

Recognising the potential health dangers tobacco use poses to smoking and non-smoking personnel alike, the Canadian Navy chose to make a number of important policy changes. The new Canadian policy will restrict smoking to designated outdoor areas of ships. A single interior designated smoking area may be provided so long as: 1) it does not violate the policy restrictions, 2) it is separately ventilated directly to the atmosphere in such a manner that ETS does not infiltrate the ship's air supply, and 3) it is not used by non-smokers. Smoking will not be allowed on submarines



By Bruce MacKinnon, reprinted courtesy of The Chronicle-Herald and The Mail-Star (Halifax, Nova Scotia, Canada)

Table Naval smoking policies in selected countries, June 1993

| Country | Smoking policy on board ship | Tobacco products sold on board ship |
|-------------|---|--|
| Argentina | Smoking is allowed on board. | Tobacco products are sold on board. |
| Britain | Provided no one objects, smoking is allowed below deck. | Tobacco is sold on ships and available duty-free in international waters |
| France | Smoking is allowed indoors and out with some restrictions (ie, no smoking is allowed on the bridge). Restrictions are in place for submarines. | Tobacco products are available for sale on board and are available duty-free in international waters. |
| Israel | Smoking is allowed on board. | Tobacco products are sold on board. |
| Italy | Smoking is allowed on board. | Tobacco products are sold on board. Representative was uncertain whether sold duty-free. |
| Netherlands | Smoking is allowed on board within the following policy guidelines: ▶ Smoking is not allowed in corridors, washrooms or during meetings. ▶ No smoking is allowed during special manoeuvres, when the crew is on standby for action. ▶ Smoking is allowed in private cabins and in lounges. All lounge areas must have a designated non-smoking area. | Duty-free tobacco products are available for sale at sea. |
| Sweden | Smoking is allowed on board. Restrictions are in place for confined areas and areas where safety is of concern. | Tobacco is sold on board. Duty-free cigarettes are not available during crossings, only when anchored ashore in a foreign country. |
| US | No widespread policy banning smoking in effect. Some vessels, mainly submarines and smaller ships, restrict or ban smoking altogether. | Tobacco sold duty-free aboard ships in international waters. Federal taxes apply on-shore. Some individual ships ban certain tobacco products (eg, chewing tobacco); a few do not sell any tobacco products. |

except in designated areas when surfaced or snorting.

Effective 1 September 1993, the sale of tobacco products will be eliminated in all shore facilities under the

jurisdiction of the Navy, as well as on ships in port. All cigarette machines will be removed at completion of their respective contracts. Duty-free cigarettes will remain available on ships

outside harbour limits until 1 January 1994, at which time the sale of all tobacco products will be eliminated.

In addition, on-shore accommodations will have designated smoking and non-smoking floors. Future social functions will cater for non-smokers, affording smokers an area to which they may withdraw for the purpose of smoking.

A survey of smoking policies among the world's naval forces was conducted by Physicians for a Smoke-Free Canada. Telephone interviews were carried out with Consular Military Attachés and Information Officers in Ottawa, Canada and Washington, DC. The table details the survey results for selected naval forces worldwide. None of the countries surveyed had comprehensive tobacco-free policies comparable to that of the Canadian Navy.

Although a comprehensive navy-wide smoking reduction policy is not in place at present in the US, a number of trials are in effect. Notably, the aircraft carrier USS Theodore Roosevelt, currently serving in the Adriatic Sea, recently banned tobacco use, joining a number of submarines and smaller surface vessels. Tobacco products have not been sold aboard the Roosevelt since it was deployed in March, and use of tobacco products was completely banned on board effective 4 July 1993.³

US Navy Surgeon General Donald F Hagen, MD, is recommending that the price of tobacco products in on-shore military stores be raised to civilian price levels. It is the goal of both Surgeon General Hagen and the Chief of Naval Operations to make the US Navy smoke-free by the year 2000.³

The Canadian Navy has set an outstanding example for the world's military forces. They have recognised the extreme public health risks tobacco use poses to its personnel and have dealt with the problem seriously.

CATHERINE A RUDICK
MARK C TAYLOR
*Physicians for a Smoke-Free Canada,
Ottawa, Ontario, Canada*

"I'm a scientist...I'm not concerned with numbers"

During the first tobacco session of the 3rd International Conference on Preventive Cardiology held in Oslo, Norway in June, Stephen Woodward, director of Action on Smoking and Health in Australia, found himself sitting next to Mr Iancou Marcovitch, identified in the list of delegates as being from "FTR Research & Devt" (Neuchatel, Switzerland). Actually, FTR is Fabriques de Tabac Reunies (United Tobacco Manufacturers), the Philip Morris-affiliated firm which dominates the Swiss cigarette market (45% market share in 1992, according to the "Maxwell Report"), a fact that was not mentioned in the list of delegates.

The next day when Woodward took the microphone to introduce a session he was chairing, he told the 200 or so delegates attending the session about how, the week before, I had been firmly asked to leave a joint Philip Morris/RJ Reynolds press conference in Washington, DC. I had attended the conference as *Tobacco Control's* deputy editor to report on the historic decision by the two companies to combine in a suit of the United States (US) Environmental Protection Agency over its report on environmental tobacco smoke (see *Tobacco Control* 1993; 2: 71-9). After openly signing the attendance book in my editorial capacity, a Burson-Marsteller PR employee followed me to my seat and said that the press conference was "by invitation only", adding repeatedly in robotic mode "I'm sure you understand" when I asked innocently if the companies were not dedicated to freedom of the press.

While relating this episode to the Oslo delegates, Woodward walked off the stage and down into the audience where he invited Marcovitch to comment on my ejection and whether he had any comment to make on Professor Richard Peto's earlier presentation concerning the massive toll of projected deaths from tobacco over the next few decades. Marcovitch agreed with Woodward that my treatment at the press conference was "unfair", but in reference to the presentation by Peto, he replied that he was "a scientist" and was "interested in science, not numbers". Later in the session Professor Stanton Glantz paused in his presentation and in his inimitable fashion, asked



Stephen Woodward (right) of Action on Smoking and Health/Australia enjoys a chat with Iancou Marcovitch of Fabriques de Tabac Reunies (Philip Morris)/Switzerland during a break at the 3rd International Conference on Preventive Cardiology in Oslo, Norway, 27 June-1 July 1993.

Marcovitch if he might respond to what Glantz had been saying "as a human being, rather than as a scientist who was not interested in numbers." Marcovitch declined.

The attendance of tobacco industry employees and operatives at conferences organised by public health groups has long been a thorny question. Those in favour of excluding such people argue by analogy that law enforcement agencies are not silly enough to invite known drug dealers to attend their strategic planning meetings; that the industry's motives in attending are plainly to gather intelligence which will be put to work against tobacco control objectives; that they do not hesitate to exclude known tobacco control advocates from their own conferences;¹ and that the presence of tobacco interests in such meetings inhibits free and open discussion of strategy and of emerging scientific knowledge. Those who believe that such meetings should be open to all argue that a commitment to openness in debate is inherently virtuous; that a vetting policy sends negative "secrecy" or cover-up messages that can be exploited by the tobacco industry to our detriment; and pragmatically, that with all the will in the world, the industry will manage to slip in someone with an apparent *bona fide* identity who will be on their payroll.

While this last point is certainly the case, it is indisputable that heavy industry presence in a meeting inhibits debate. The organisers of the Seventh World Conference on Tobacco and Health held in Perth assiduously vetted all registrations for those with industry connections, whereas those running the Eighth, held in Buenos Aires, did not. The industry virtually swarmed in every session of the Argentine meeting that had any strategic importance, whereas at Perth the only suspected industry

1 Maritime Command Headquarters. *New smoking reduction policy*. [news release], Halifax, Canada: June 1993.

2 Sullivan P. Major antimoking moves proposed after navy survey points to smoking epidemic. *Can Med Assoc J* 1993; 147: 1827-9.

3 Gunby P. Despite tensions of monitoring world trouble spot, aircraft carrier becomes first to ban tobacco. *JAMA* 1993; 269: 2960.

plant turned the tables by writing a "road to Damascus" anti-smoking book after the meeting.² Compared to Perth, Buenos Aires consequently suffered from a decidedly cautious atmosphere.

The bottom line is that both sides have to pursue increasingly stringent policies of vetting "enemy" delegates to prevent them from slipping through the respective nets. While the industry has no compunction in ejecting tobacco control advocates from its gatherings, it remains curious that those organising some tobacco control meetings seem to feel unable to do this. — SC

- 1 Blum A. An international conference of the tobacco industry and its allies: one delegates's minority report. *Tobacco Control* 1993; 2: 50-5.
- 2 Wilbur P. Review of Hewat T. Modern merchants of death. *Tobacco Control* 1992; 1: 63-4.

Clinton and cigars

Tobacco control advocates in the US are cautiously optimistic about how the Clinton Administration will address the problem of smoking and health. Hillary Rodham Clinton, the President's wife, thrilled health advocates when she announced on 29 January 1993 that smoking would be prohibited in the White House. At the Clinton's first official dinner a few days later, honoring the nation's governors, no ashtrays were on the tables (*New York Times*, 2 February 1993).

The most exciting opportunity for national tobacco control policy in the US is to increase federal tobacco taxes substantially (see *Tobacco Control* 1993; 2: 1-2). President Clinton and several top officials in his Administration have spoken favourably about taxing tobacco to help fund health system reform. Reportedly, proposals to increase the federal cigarette excise tax by as much as \$2 per pack, as recommended by the Coalition on Smoking OR Health and other health groups, are under serious consideration.

But something funny is going on with President Clinton and cigars. After Clinton's election, *USA Today* (9 November 1992) reported that he was photographed smoking a "victory cigar". Clinton claimed that someone handed him the cigar as a victory present. "I didn't smoke...I didn't inhale", he said. "I never smoke those things. I'm allergic to them. Besides, that's a bad example."

Yet one week after that story appeared, *USA Today* (16 November



Figure 1 From *USA Today*, 16 November 1992, page 4A

1992) ran a photograph of President Clinton, again with a cigar in his mouth, this time on the golf course (figure 1).

Then, in late May, a photograph of the President chewing an unlit cigar in the Oval Office of the White House was sent over the Associated Press wire service. It was picked up by several local newspapers, and *USA Today* ran it a few days later with a letter to the editor questioning Clinton's compliance with his wife's edict banning smoking in the White House (figure 2). Apparently photographs of the scene were distributed internationally: the Finnish newspaper *Helsingin Sanomat* ran a slightly dif-

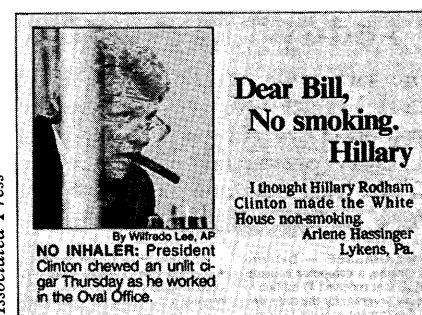


Figure 2 From *USA Today*, 2 June 1993, page 10A

ferent photograph in which the President appears to be sucking on the cigar (figure 3).

Marvin Shanken, editor and publisher of the new magazine *Cigar Aficionado*, refers to the President's "well-known affinity for a good cigar". Perhaps Shanken doesn't believe the President when he wrote, in a campaign statement, "I personally am not now and have never been a smoker". I myself am prepared to believe what the President has said. In fact, I'm glad he's chewing or sucking on cigars instead of smoking them. That way, he probably only increases his risk of cancer of the lip, while sparing his pharynx, larynx, and oesophagus.

I just wish the President would chew his stogies in private, beyond the vulture eyes of reporters and photographers. I don't know why President Clinton chews on cigars, given his devotion to health concerns. But if he has an oral fixation, I'd suggest he chomp on carrots instead. Carrots are healthy, and besides, that would set a good example. — ED



Figure 3 From the Finnish newspaper *Helsingin Sanomat*, 29 May 1993, page C6 (sent to the editor by Tapani Piha)

"Teddy" cigarettes

The last issue of *Tobacco Control* (1993; 2: 98-100) reported on the promotion of "Nelson" cigarettes in Senegal (presumably named after Nelson Mandela), and more generally on a number of cigarette brands named after other well-known figures. A few months ago, while attending the 3rd International Conference on Preventive Cardiology in Oslo, Norway (see second News article), I ran across yet another celebrity cigarette, named "Teddy" (see figure). The back of the cigarette pack explains (in Norwegian) the history of the brand:

"Teddy is not only Norway's oldest cigarette brand but actually one of the country's oldest trademarks. J.L. Tiedemanns Tobacco Company launched the cigarette back in 1914 as an honour to the US President and peace prize winner "Teddy" Roosevelt. Like its namesake, Tiedemanns' Teddy also became very popular, and still has a very special place in people's consciousness."



According to the Maxwell Report for 1992, Teddy had a market share of 0.7% in Norway, out of a total market of 2.8 billion cigarettes. In other words, 19.6 million "pieces" (or 980 000 packs) of Teddy cigarettes were sold in 1992.

A delightful irony is that the USS Theodore Roosevelt, an aircraft carrier in the US Navy, recently banned tobacco use aboard the vessel (see pp. 191-2). — ED



Ex-smoker Hall of Fame

Seventeen former smokers are featured in a new "Ex-Smoker Hall of Fame" exhibit developed by Roswell Park Cancer Institute in Buffalo, New York, USA. The display (see figure) features photographs and quotations of such notables as Johnny Mathis, Waylon Jennings, Shirley Maclaine, Larry Hagman, KT Oslin, Nolan Ryan (quit smokeless tobacco), Jim Lehrer, and others whom most will recognise.

Also included in the display are faces not familiar to many, but who as former smokers have become leading anti-tobacco spokespersons. They are Patrick Reynolds, grandson of the founder of RJ Reynolds Tobacco Co, and David Goerlitz, former Winston ad model.

Perhaps the most unlikely ex-smokers in the display are Michael

Miles, current chairman of Philip Morris Tobacco Co, and Charles "Mike" Harper, the newly appointed Chief Executive Officer of RJR Nabisco.

A set of these 8 × 10 inch black-and-white photos and captions, suitable for bulletin boards and other display opportunities, is available for \$12. A second display titled, "The Cigarette Hall of Shame", previously featured in *Tobacco Control* (1992; 1: 167-8), is also available for \$8. For information about ordering a set of either or both displays, write or call:

Exhibits, Department of Cancer Control,
Roswell Park Cancer Institute,
Elm and Carlton Streets,
Buffalo, New York 14263, USA
(Tel (1 716) 845 8605; fax (1 716) 845 3003)

K MICHAEL CUMMINGS
Director, Smoking Control Program
Roswell Park Cancer Institute
Buffalo, New York, USA