

NEWS ANALYSIS

South Africa: freedom, youthfulness, and temptation

The eyes of the world will continue to be focused on South Africa for some time to come, to see what sort of future young South Africans can now look forward to. The transnational tobacco companies are eyeing the changes – and the new young South Africans – with special attention. In March, the country's advertising industry journal *Marketplace* described how the Benson and Hedges brand, owned in South Africa by the local British American Tobacco subsidiary, was being revitalised after market research had shown that it was perceived as an "older" brand. So young people ("25 and older", the ad magazine was careful to stress) are now being used in ads, and "conveying the youthfulness and vibrancy" of the brand is the rationale for continued heavy sponsorship of cricket. Research predicts that spectatorship of the sport "will grow enormously in the black [people's] market in future ... Cricket also fulfils one of the promises which the advertising makes – 'Share the feeling'. The TV commercials show crowds of people sharing the feeling of one-day matches."

More focus, apparently, will be placed in future on small groups sharing moments and their feelings (though presumably only happy ones, rather than the sort of feelings shared when a group learns that one of its number has lung cancer). The only cloud on the horizon, from the advertisers' point of view, is the question of what action the new government will take. Fortunately for health, the African National Congress' pre-election line on tobacco advertising was tough and the support of the President, Nelson Mandela, could hardly have been stronger (see *Tobacco Control* 1993; 2:98-9).

Meanwhile, in an audacious move which would have significantly strengthened tobacco's foothold in South African sport, the Rembrandt group, proprietors of Rothmans,

David C. Turnley, Detroit Free Press, 20 April 1994



In some black townships in South Africa, cigarette promotions may be more prevalent than electricity. In this open-air Camel barbershop on the streets of Diepkloof in Soweto, a barber uses clippers powered by a 12-volt car battery.

proffered a massive "anonymous" donation, rumoured to be 20 to 30 million Rands (US\$5.6-8.5 million) to a new sports science institute in Capetown. Apart from the idea of sports organisations and the media being "bought off" (the respected *Cape Times* immediately wrote an unctuous editorial welcoming the funds), another alarming prospect was the creation of divisions within the public health community. The major sponsor of the University of Cape-town's sports science unit, which will move to the new institute, is none other than the Medical Research Council (MRC), some of whose epidemiologists are among the most active tobacco control leaders in Southern Africa. Rembrandt must have been well aware of this but, if so, underestimated the advocates' strength. So much pressure was generated in the press and internally that the Rembrandt offer was withdrawn and the MRC set up a working party to investigate the ethical issues and concerns involved in using tobacco industry funds for medical research.

In sport too, the hoped-for growth in relations with the rest of the world may not be so easy to develop if tobacco money is around. Capetown is keen to win the 2004 Olympic bid, but public attitudes in other countries have moved on, particularly in the field of international athletics. The threat of a new "tobacco apartheid" could help to keep the Capetown bid tobacco-free. – DS

"Mac" the Moose takes on Joe Camel

After months of planning, "Mac" the Moose made his debut last November as Maine's American Cancer Society (ACS) mascot, urging children and adults to "Take a bite, not a light". His message was for smokers to take a bite of a fresh delicious Maine apple as a healthy alternative to cigarettes.

Working with the Apple Growers of Maine, the Maine Division of the ACS developed the "Take a bite, not a light" campaign to revitalise its message for the 1993 Great American Smokeout, held on 18 November. With financial support from the apple growers and the donated services of a talented local cartoonist, Steve Myers, "Mac" was created along with promotional posters and information cards.

The poster, created to appeal to school-aged youth and adults, painted a clear and graphic message: throw those nasty butts away and eat a Maine apple instead. The cards, to be used more at worksites and businesses, replicated the poster and on the reverse side outlined the immediate and long-term benefits of stopping smoking.

The promotional materials were distributed to all Maine schools as well as to businesses and worksites across the state. It was the Maine Division's hope that schools and businesses would develop unique activities around the "Take a bite" campaign. The apple growers offered their product to support these efforts and to promote the campaign further.

At this point the city of Portland's Public Health Division approached the ACS with the idea of directing the anti-smoking campaign at young chil-



"Mac" the Moose gets a hug from a four-year-old girl at a Headstart centre in Portland, Maine, USA. Photo by John Patriquin, Portland Press Herald

dren. The campaign was launched through Headstart, a federal programme for at-risk preschool children to enhance their readiness to enter school.

By working collaboratively with Headstart sites in low-income Portland neighbourhoods, Public Health Division staff and a huggable "Mac" the Moose involved preschoolers and their parents in the ACS Great American Smokeout. Six Headstart programmes were visited where 120 preschoolers were introduced to a brief lesson about a girl named Henrietta and her lungs. Next "Mac" the Moose entered the classroom telling the youngsters how to help family members and friends to "Take a bite, not a light" on the Smokeout day.

Each child was then given a bag of Maine apples to take home along with a "Great American Smokeout" pledge form. The pledge encouraged a family member or smoking friend to smoke fewer cigarettes or to stop altogether on the day of the Smokeout. Each of the six Headstart centres raffled off at least four family-oriented prizes such as roller skating, bowling, or swimming passes to children who returned signed pledge forms.

Judging from the children's grins, warm moose hugs, and parent responses, the visits from "Mac" were extremely successful. In many homes the children urged their parents to stop smoking and warned them of the dangers of tobacco use. Some of the youngsters even wanted "Mac" to take on Joe Camel.

Plans are now underway for "Mac" to visit children of all ages and income levels in future programmes. Portland's Public Health Division will combine forces with ACS to help make "Mac" the Moose a familiar anti-smoking mascot.

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How to load a survey – the Glamour way

Purusing the table of contents of the December 1993 issue of *Glamour* magazine, one would get the impression that this publication is truly concerned about the health of its readership. This issue had special sections called "Beauty & health" (about contact lenses), "Health & fitness" (osteoporosis update, anti-yeast creams), "Health & pregnancy" ("Preventing 'baby wrist'"), "Health & mind" (maternity leave, self-help books), "Medical report" (bladder ailments), "Food & health" ("Eat more, weigh less? We test the hot new diet"), and "Sex & health" ("What does a change in your menstrual cycle mean?").

But then, of course, the reader has to flip through a five-page advertisement for Camel cigarettes (with volume 4 of the Camel Cash Catalogue), a two-page ad wishing you "Merry Christmas from Marlboro Country", a "Happy Holidays" ad from Virginia Slims, and two more ads for Capri and Kool.

Finally, the reader comes to an article and survey on "smokers' rights". The article begins with the story of an aggrieved smoker who believes that her "rights have been violated". It goes on to cite recent clean indoor air policies that put smokers "under siege". A few quotes follow from Dave Brenton, editor of the *American Smokers Journal*. And then for balance, we get a few closing comments from John Banzhaf, executive director of Action on Smoking and Health.

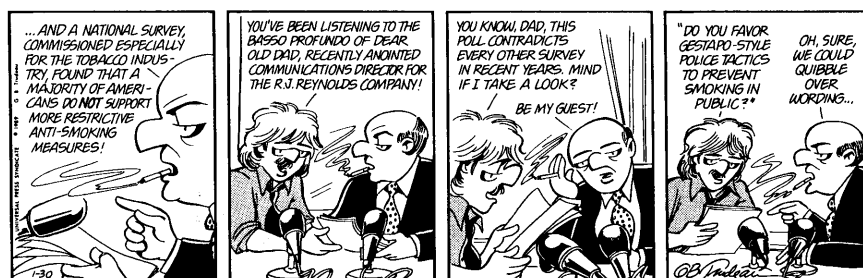
The journal's quest for the truth about smoking becomes clear with its six-question survey on whether "society (should) be allowed to prohibit smoking". After two neutral questions about the respondent's smoking status and the smoking policy of her employer or school, the survey poses these queries:

- If you smoke, do you believe you have been treated *unfairly* because of it?
- If you don't smoke, do you believe that smokers are treated *unfairly*?
- Should employers have the right to discriminate against employees who smoke, even if they do so only off the job?
- Is society taking antismoking measures too far? (emphasis added)

As discussed in the US Surgeon General's 1989 report on smoking (pp 177–8), the use of words with positive or negative connotations can have dramatic effects on the responses to survey questions. In the case of *Glamour's* survey, the tobacco industry couldn't have done it better.

Glamour's illuminating coverage of health in its December 1993 issue followed on the heels of its November 1993 cover story, "Health payoffs: 20 little changes to make now". That article began, "Since problems like heart disease, cancer, and other chronic diseases don't develop overnight, you can have a major impact on your health if you make a few relatively easy lifestyle changes and stick to them over time." The 20 recommended changes included drinking water, wearing sunglasses, getting your eyes checked, seeing a dentist, expressing yourself, and devoting time to your feet. Quitting smoking did not make the list. In response to critical letters from tobacco control advocates, *Glamour* defended the omission of smoking on the grounds that smoking cessation wasn't a "little" change (*SmokeFree Air*, Spring 1994).

It's unlikely that we will see improvement in the coverage of tobacco issues in women's magazines until they wean themselves from their dependence on tobacco advertising dollars. In the meantime, groups such as the International Network of Women Against Tobacco (INWAT) and Women and Girls Against Tobacco (WAGAT) (see next article) are doing their best to make the publishers and editors of these magazines as uncomfortable as possible in their neglect of the most important problem affecting women's health.



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Oh, by the way, the results of *Glamour's* survey were announced in its February 1994 issue. Despite the loaded wording, 57% of respondents answered "no" to the question, "Is society taking antismoking too far?"

— ED

The essence of censorship

It has long been understood that publications benefitting from tobacco industry advertising revenue provide little if any reporting on tobacco control issues. They report on other topics such as breast cancer, diet, figure control, relationship issues, politics, and so on. Tobacco – the deadliest product on the market and one which is having an increasingly significant impact on women's lives and health – is typically left out.

Sometimes these publications may mention that the best way to reduce your risk of cancer is to use a good sun block, increase fibre in your diet, and consider stopping smoking. The health impact of smoking is, however, minimised or clouded. Should we be surprised to learn from a recent Gallup poll that American women consider breast cancer to be the greatest health risk facing them today, not heart disease or lung cancer?

Ethnic-oriented publications have a greater dependence on tobacco advertising because the range of advertisers is not as great as that for more mainstream, "Anglo" media. With tobacco-related disease exacting a higher toll on minority communities, this censorship is even more pernicious in its effect. Does the tobacco industry's control of the editorial content of a publication in which it advertises relate to the publication's ability to cultivate new sponsors? There is strong reason to believe that it does.

Last April, Women and Girls Against Tobacco (WAGAT) issued a public challenge to three magazines to stop taking tobacco money and to start covering the issues they have long neglected. The three magazines were *People*, *Glamour*, and *Essence*, chosen because of the large number of 12- to 19-year-old girls who read them and the number of tobacco ads they carry. The project is called the "Golden Handcuffs Challenge" – the gold representing the tobacco advertising revenues, the handcuffs being the censorship of those accepting these funds.

The California Department of Health Services' Tobacco Control



Mary Wells 1943-1992

Eddie Kendricks 1939-1992

Sarah Vaughan 1924-1990

WARNING: Cigarette Smoking Is The Leading Cause Of Death Among African Americans—And It's Totally Preventable.

California Department of Health Services

CIGARETTES MADE THEM HISTORY

Section, which funds WAGAT, tried to place an ad in the May issue of *Essence*, a publication for African American women. The black-and-white paid placement is entitled "Legends", and features three Mo'town legends – Eddie Kendricks, Mary Wells, and Sarah Vaughan – and the copy "Cigarettes made them history" (see figure). A contract was made to place the ad in the May anniversary issue. However, when the issue came out, the ad was nowhere to be seen. *Essence* claims that the materials arrived after the cut-off date for publication, despite the fact that the materials were faxed to them well before the deadline.

Essence then agreed to run the ad in the June "Health and Beauty" issue, an appropriate place to run an anti-tobacco ad. The ad materials had been forwarded by the West Coast *Essence* representative to Clarence Smith, President of *Essence*, and the magazine's CEO, Ed Lewis, for approval. Everything seemed to be proceeding as it should. However, when the June issue rolled off the presses, the Legends ad was absent. There were, however, three tobacco ads present. Messrs Smith and Lewis had decided not to run the ad because they

felt it was too controversial. They expressed concern that many of the cigarette companies that are regular advertisers would be disturbed and perhaps pull their campaigns from *Essence*, resulting in a substantial loss of revenue for the publication (written communication by Andrea Thomas, Carol H Williams & Partners, 19 May 1993). While the ad has never been formally rejected by the publication, no mention has been made of when, if ever, they plan to run the ad. My guess is that it will never run.

The fear expressed by Messrs Smith and Lewis haunts everyone who accepts tobacco support. If they decide to run an article or accept an ad for something that runs contrary to the tobacco industry agenda, will they lose tobacco business? Will they lose the business of tobacco companies' non-tobacco subsidiaries as well? In a study of magazines' willingness to accept an anti-smoking ad that involved the tobacco companies, Steven Bishofsky found that magazines that did not carry tobacco ads were concerned about losing tobacco companies' subsidiary business (*The Progressive*, March 1994:13).

Publications and organisations are

well aware of this threat. They are the victims of the tobacco industry and its agenda. Whether implied or overt, threats from the tobacco industry – and from its conglomerate parent companies – are formidable, and are affecting the public's access to information on a matter of life or death.

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Croatia: an extra war

The transnational tobacco companies' locust-like gorging of tobacco interests in the former communist states of Central and Eastern Europe (see pages 163–165) has had one major exception: the war-torn former Yugoslavia. However, in Croatia, even as the shelling continued in parts of the country, the Marlboro man has begun his inevitable ride. Tvornica Dubhana Rovinj (Rovinj Tobacco Factory), the second largest manufacturer, was already expanding and producing the Austrian Milde Sorte brand under licence. A new deal was announced in March for Marlboro production, scheduled to begin within just three months. Tobacco advertising is supposed to be banned in Croatia, but the ban appears to be completely ignored and unenforced. Ads for Marlboro have already begun appearing: the first Marlboro trams have been sighted in the capital, Zagreb, where they are said to have earned the transport authority a much-needed US\$7000. Many newsagent/tobacconists in Zagreb also carry Marlboro ads, as do the gates of a new chain of Castrol filling stations. There have also been Marlboro Music Show promotions on the television. The war has cost Croatia dearly: thousands of dead and wounded, hundreds of thousands of refugees, 18 hospitals severely damaged, five of them completely destroyed. Now another kind of life-destroying aggression has been added to the young nation's massive problems. – DS

Healthy investments

How would you like to invest your money in the stock market via a mutual fund, but without your dollars supporting the tobacco industry?

Moreover, your money also wouldn't go to companies that degrade the environment, have bad labour records, produce parts for weapons, or manufacture polluting chemicals. And would you believe that your money could perform as well as if you had invested it in unscrupulous, yet enormously successful, companies like Philip Morris?

It may sound too good to be true, but if the recent performance of "socially responsible" mutual funds is any indication, those with a social conscience and a desire to take advantage of capitalism can do pretty well.

Since one of the attractions of investing in mutual funds is that a professional fund manager worries about the details of your investment – where the money is invested, for example – many people with money in mutual funds may not even be aware that they have invested in businesses such as the tobacco industry.

For those who do care where their money is going, the recent proliferation of socially responsible mutual funds may provide an alternative to the traditional division of investment and ethics. Socially responsible funds tend to not only avoid investing in the tobacco industry, but also to stay away from alcohol and weapons companies, businesses with poor environmental and labour records, and those with questionable hiring practices.

Mutual funds are all the rage these days for those not adverturous enough to play the stock market but looking for better returns than those provided by ultra-conservative bonds and certificates of deposit. All mutual funds share a similar structure: the pooled money of many individual investors is put into an assortment of areas – stocks, bonds, mortgages and other securities – to achieve the elusive investment goal of safety and growth.

Currently, approximately 28% of US households have invested in mutual funds. In fact, the amount of money invested in mutual funds is

rapidly approaching the amount invested in banks – the \$2 trillion in mutual funds is equal to about 85% of bank deposits, up from about 10% in the early 1980s (*Washington Post*, 19 March 1994).

Unfortunately, over the years the tobacco industry has been quite profitable and thus a very attractive pick for mainstream mutual-fund managers looking for stable, prosperous companies. Many of the most popular mutual funds have at least some money invested in the tobacco industry through companies such as Philip Morris and RJR Nabisco.

Philip Morris, although somewhat turbulent in the past year, "has been one of the best performing stocks for years and years. It's a great company, but not necessarily the most socially responsible," said Tim Cronin, a branch manager for the San Diego broker AG Edwards & Sons (*San Diego Business Journal*, 8 November 1993).

If you're interested in investing in a mutual fund but want to avoid the tobacco industry and other shady corporate players, a socially responsible fund may be for you.

However, the definition of "socially responsible" is somewhat subjective and this is reflected in the different ethical criteria of the many socially responsible funds.

A "social audit" of mutual funds conducted last year by Good Money publications found, for example, that the Calvert Group family of socially responsible mutual funds holds five companies with alleged violations of job discrimination laws, seven top weapons or defence contractors, and five of the US's top 100 polluters.

Some funds, like the Merrill Lynch Eco-Logical Fund, will not invest in companies with poor environmental records, but don't mind putting money into weapons manufacturers. Others, like the Dreyfus Third Century Fund, stay away from the tobacco industry but will put money into companies with poor labour-relations records, companies which conduct

Table Sources: *The Social Investment Forum*; Kiplinger's Personal-Finance Magazine, October 1993.

Fund	Assets (millions \$)	3-year return (%)	Negative screens*	US telephone number
Parnassus	85.6	34.78	t,a,g,n,w,p,s	516-466-0808
Calvert Ariel Appreciation	207.2	17.65	t,a,n,w,p,s	800-368-2748
Calvert Ariel Growth	233.9	17.35	t,a,n,w,p,s	800-368-2748
Dreyfus Third Century*	529.9	14.01	t,p,s	800-645-6561
Righttime Social Awareness S & P 500	10.6	10.73 15.59	n,w,p,s	800-242-1421

* t-tobacco, a-alcohol, g-gambling, n-nuclear energy, w-weapons manufacturers, p-polluters, s-investments in businesses which are active in South Africa (this screen is expected to be dropped soon from many funds) For more information on socially responsible funds, call the Social Investment Forum on (1 202) 833 5522.

animal testing, or those that build nuclear power plants.

According to the prospectus for the Working Assets family of mutual funds, their fundamental policy is to "consistently apply both social and financial screens to all our investment decisions". Working Assets' "positive" screening favours companies that promote certain goals including peace and international issues, economic justice, affordable housing, education, and renewable energy. Among their "negative" screens are tobacco and alcohol manufacture, poor environmental records, and the use of animals for product testing. Working Assets will also not invest in US Treasury Securities because, according to the fund's prospectus, "they are used to finance a federal deficit caused in part by excessive and wasteful military spending."

Most of the socially responsible funds steer clear of the tobacco in-

dustry, but not all. Of 19 major socially responsible funds tracked by the Social Investment Forum, a national clearinghouse for information on social investing, 11 will not invest money in the tobacco industry, whereas 17 of the 19 will not invest in companies with "poor environmental records".

So how do these mutual funds with a heart (though some would describe them as bleeding hearts) perform? Not badly at all. In fact, some outperform almost all other funds available – including those that invest in the tobacco industry.

The Parnassus Equity Fund, for example, which will not invest in alcohol and tobacco companies, among others, had a 17.3% annualised return for 1993, and over the past three years (through 31 December 1993) returned annually an average of 34.78%, far better than the Standard and Poor's (S & P's) 500 – a

benchmark for mutual funds – which averaged a 15.59% return over three years. And the Calvert-Ariel Appreciation Fund had a three-year average return of 17.65%, also eclipsing S & P's 500.

But beware: not all socially responsible funds perform well. Two of the bottom 10 mutual fund performers in 1993 were socially responsible funds (*Wall Street Journal*, 27 December 1993): the Pax World Fund, one of the largest socially responsible mutual funds, and the Green Century Balanced Fund. Pax World lost 2.03% in 1993 while Green Century dropped 0.63%.

The table lists the five best-performing socially responsible mutual funds over the past three years. All but one, the Righttime Social Awareness fund, avoid the tobacco industry.

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This WEST T-shirt, apparently making a pitch for the Marlboro market, was purchased in Turkey recently. Assurances that cigarette companies only advertise to adults do sometimes stretch credibility; the garment is labelled size XL, but at only 16 inches (41 cm) across, even a pre-adolescent child much smaller than extra-large would find it a tight fit. – DS