In our letter to the company in June 1993, we expressed particular concern that their need to take cognisance of the presence and activities of the tobacco lobby "reflects a disturbing picture for a company so clearly devoted to health."

Ciba-Geigy internationally is involved in the marketing of Nicotinell. They also have subsidiaries that provide pesticides for tobacco growers. They seem to be unmoved by the World Bank's recent review which shows that the long-term impact on global welfare of the tobacco industry is emphatically negative.

The purpose of writing this letter is to stimulate readers to suggest possible responses to the policies of companies such as Ciba-Geigy, which on the one hand profess to be interested in health, yet on the other, have actually stated, in writing, that they need to take account of the lobbying effect of the tobacco industry. This begs the critical question: Whose interests are they really serving?

Although research has show that nicotine patches are better than placebo in carefully controlled clinical trials, their use *in the real world* is likely to have little (if any) effect on smoking rates in the population. Does Ciba-Geigy's focus on Nicotinell – and its reluctance to take on the tobacco industry – indicate that the company is happy for smoking to continue?

DEREK YACH
Essential Health Research Group, Medical Research Council, Tygerberg, South Africa

In reply – We appreciate the opportunity to comment on Dr Yach's letter.

As a major pharmaceutical concern, Ciba is committed to providing innovative products for global health care needs. In line with this aim Ciba markets ®Nicotinell (known as ®Habitrol in the United States and Canada), a transdermal nicotine patch indicated as a smoking cessation aid. Nicotinell *is not* a "miracle cure" for smoking; it is an effective aid for the treatment of nicotine addiction for those smokers who are already motivated to quit. Therefore, our promotional and educational efforts world-wide have been directed at this specific group of motivated quitters, rather than at the population as a whole.

The same is true for our activities in South Africa, where Ciba has been involved with public health groups, government organisations and other companies in community efforts aimed at motivated quitters. One example of these programmes is "A Fresh Start," a broad-based initiative which provides general information to health care professionals and patients about smoking and different cessation techniques. Using brochures, videos and manuals, and promoted through advertisements and public service announcements, the programme provides a general support system for patients, doctors, and pharmacists. This is but one example of how we focus on co-operative educational campaigns that reach as many people as possible within our target group of motivated quitters.

The conference proposed to us by Dr Yach targets only a small number of high-level policy makers rather than health professionals and motivated quitters themselves. We prefer to support broader-based community programmes such as "A Fresh Start." Our activities in this field, in South Africa and world-wide, do not lend themselves to conclusions such as those put forward by Dr Yach in his letter.

NAVA SWERSKY
Pharma Policy
STEPHEN LEVENTHAL
Central Product Management
CIBA-GEIGY Limited
Basle, Switzerland

"Do it for doggie – quit smoking"

To the Editor – Your article appearing in "The Lighter Side" of *Tobacco Control*[1] was recently brought to my attention. This article, entitled "Passive smoking and canine cancer", uses humorous undertones to discuss a very real concern – the relationship between secondhand smoke and the health of a dog living in a smoker's home. You jokingly refer to an abandoned informational campaign that would have enlightened pet owners who smoke about environmental tobacco smoke (ETS) and the danger it presents to their canine companions.

Our Tobacco Reduction Coalition was not aware of this article when we developed a brochure entitled, "Smokers, be aware of the dog – your cigarette smoke could be killing him" (see figure). This brochure was produced in all seriousness, not only because local animal shelters were requesting such information, but also because we felt this approach might encourage a larger, more diversified population than any other to quit smoking. The colourful brochure features appealing dog photos and discusses such topics as "What's all the bark about ETS?", "Sniffling snouts and other canine complaints", and how to "Do it for doggie – quit smoking". The contents are presented in an easy to understand, friendly, and non-threatening manner. The brochure is intended for distribution by animal hospitals, veterinary clinics, pet shops, humane societies, and animal shelters. A free sample containing ordering information may be requested by writing to the Wexford County Tobacco Reduction Coalition, 401 Lake Street, Cadillac, Michigan 49601, USA.

Although your article in *Tobacco Control* was entertaining and light-hearted, it pointed out an all too serious problem – the development of cancer and other health problems in dogs whose owners smoke. Cigarettes have always been a concern to dog owners. Abandoned butts in ashtrays and along walkways are consumed by dogs and puppies with dangerous and even fatal results. Now, research conducted by respected scientists links these already deadly tobacco products to lung and other respiratory cancers in dogs. If this link does exist, pet owners deserve to be informed of it in order to make decisions about their animals' welfare.

The dog-owning population is well known for their devotion to these lovable four-legged "children". They purchase fancy canine apparel, dog beds, and expensive toys. They take doggie on trips, hire him baby-sitters, and send him to school. Now, we are hoping our brochure will encourage these devoted individuals to make the ultimate sacrifice for their canine companions – "STOP SMOKING".

LINDA DEMARCHIS
Wexford County Tobacco Reduction Coalition
Cadillac, Michigan, USA

1 Davis RM. Passive smoking and canine cancer. *Tobacco Control* 1993; **2**: 41–2.

In reply – As you point out, my article was a tongue-in-cheek story about the abandonment of a public information campaign on the health effects of passive smoking on dogs. In fact, the US Centers for Disease Control and Prevention recently launched an information campaign on passive smoking which features this effect. Your brochure and the CDC material (see p 326) will help disseminate this important message to those who own and care for dogs. – ED

KEEP THEM OUT OF A DOGGIE BAG

The "Ruff" fact is dogs cannot do anything to get away from second hand smoke. Whether it's your dog, cat, bird or other pet, they will live a much longer, healthier, happier life in a smoke-free environment. Not only will your pets benefit, but your entire family will too.

The best thing to do is just stop smoking completely. If you want more information on how to quit smoking, contact your local health department, family doctor, or local Tobacco Reduction Coalition.

Good luck to you, your family and your pets.

BE ONE OF THE MANY WHO WILL JOIN THE

"DO IT FOR DOGGIE" QUIT SMOKING CAMPAIGN

The dog featured in this brochure is "Psycho - the Smoke Free Sniffer". Psycho is an English Bulldog, one of the short-nosed breeds most seriously affected by exposure to secondhand smoke. Fortunately, Psycho lives in a smoke free home. Does your dog?

This brochure has been developed by Michigan's Wexford Co. Tobacco Reduction Coalition in an effort to inform the pet owning population of the dangers of secondhand smoke.

Additional copies of the brochure may be ordered using the information below.

ORDERING INFORMATION

The BE AWARE OF THE DOG brochure may be ordered by sending $45.00 per 100 copies, $200/500, $350/1,000 to:

The Wexford Co. Tobacco Reduction Coalition
401 Lake St.
Cadillac, Michigan 49601

For more information on ordering and other materials call:
(616) 775-9942 Ext. 118

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