

A Brief History of Tobacco Industry Influence on Science

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Disclosures

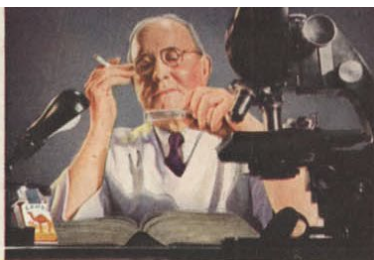
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	Tobacco industry	E-cigarette and nicotine product industry	Pharma industry
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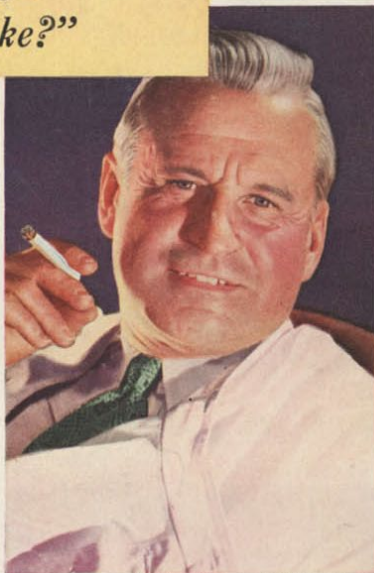
I have been a paid consultant in litigation against a tobacco company.

Tobacco industry and science over time





Every doctor in private practice was asked:
—family physicians, surgeons, specialists...
doctors in every branch of medicine—
“What cigarette do you smoke?”



R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

According to a recent Nationwide survey:

**More Doctors
Smoke Camels**
than any other cigarette!



Not a guess, not just a trend...but an actual fact based on the statements of doctors themselves to 3 nationally known independent research organizations.

Yes, your doctor was asked...along with thousands and

**“I’m going to grow
a hundred
years old!”**

*...and possibly she may—for the amazing strides of
medical science have added years to life expectancy*

● It’s a fact—a warm, wonderful fact—that this five-year-old child, or your own child, has a life expectancy almost a whole decade longer than was her mother’s, and a good 18 to 20 years longer than that of her grandmother. Not only

the expectation of a longer life, but of a life by far healthier.

Thank medical science for that. Thank your doctor and thousands like him... toiling ceaselessly... that you and yours may enjoy a longer, better life.



According to a recent Nationwide survey:

More Doctors smoke Camels
than any other cigarette!

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Cancer by the Carton

Condensed from *Christian Herald*

Roy Norr

FOR THREE DECADES the medical controversy over the part played by smoking in the rise of bronchiogenic carcinoma, better known as cancer of the lung, has largely been kept from public notice. More than 26 years ago the late Dr. James Ewing, distinguished pathologist and leading spirit in the organization of the American Association for Cancer Research (now the American Cancer Society), pleaded for a public educational campaign.

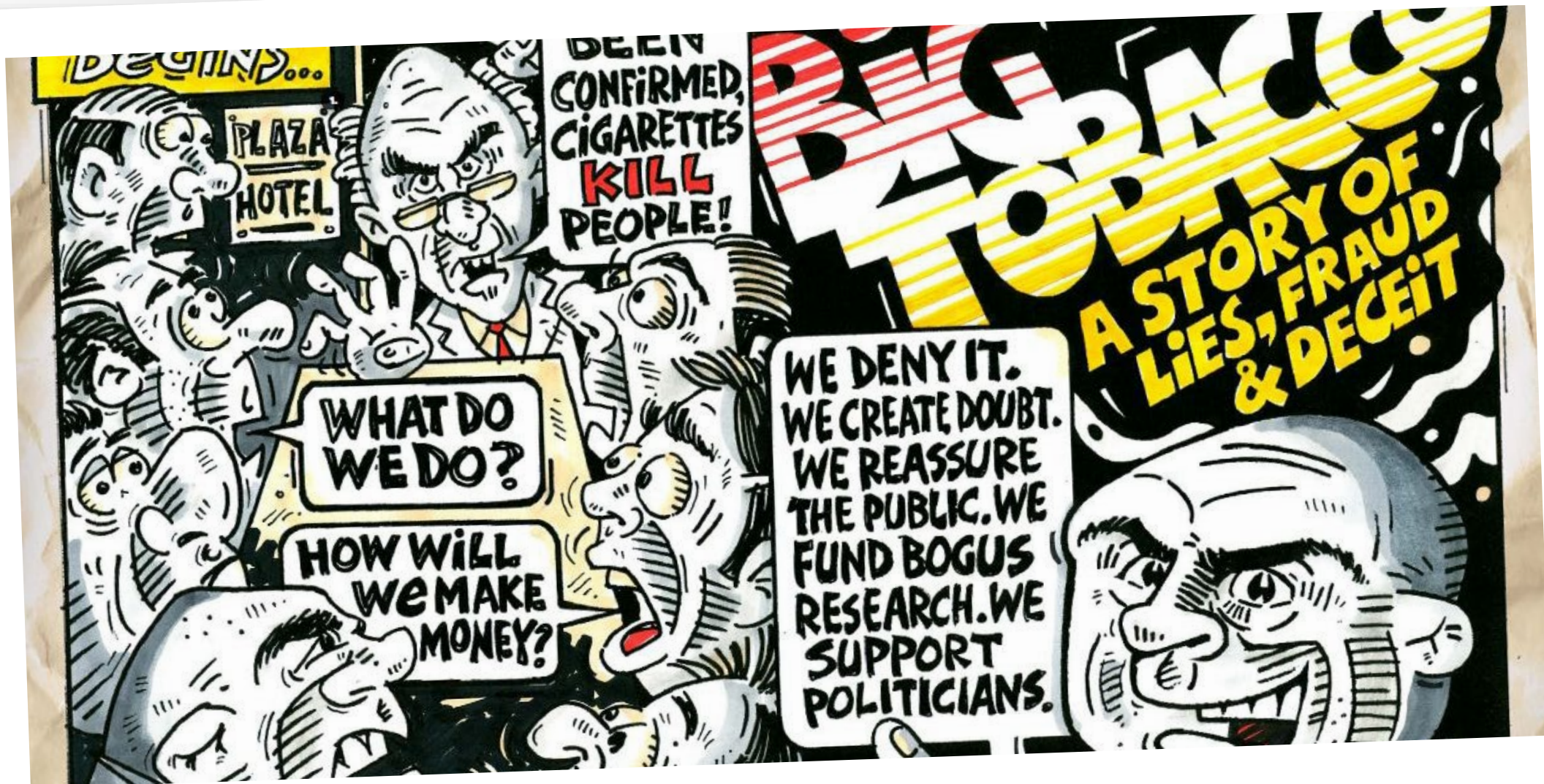
"One may hardly aim to eliminate the tobacco habit," he wrote in his famous essay on cancer prevention, "but cancer propaganda should emphasize the danger signs that go with it."

No one questions that tobacco smoke irritates the mucous lining of the mouth, nose and throat, or that it aggravates hoarseness, coughing, chronic bronchitis and tonsillitis. It is accepted without argument that smoking is forbidden in cases of gastric and duodenal ulcers; that it interferes with normal digestion; that it contracts the blood vessels,

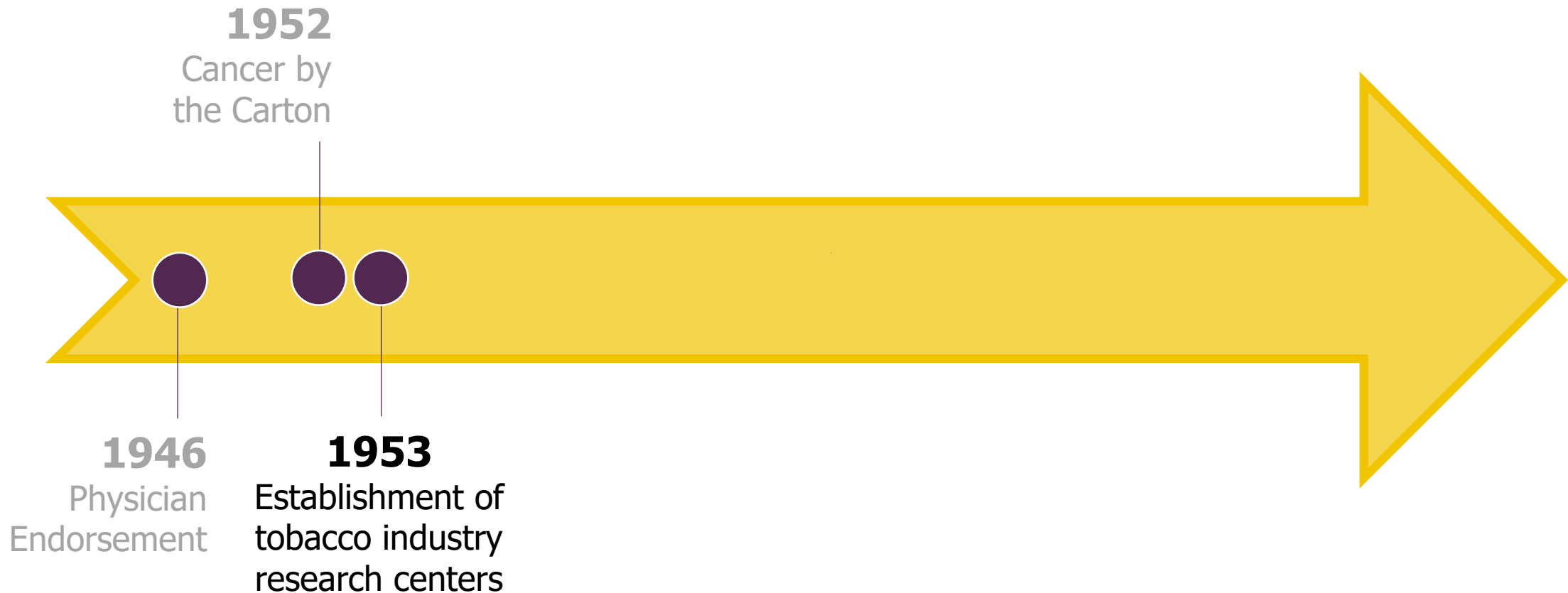
increases the heart rate, raises the blood pressure. In many involvements of heart disease, the first order from the doctor is to cut out smoking immediately.

But what gives grave concern to public-health leaders is that the increase in lung-cancer mortality shows a suspicious parallel to the enormous increase in cigarette consumption (now 2500 cigarettes per year for every human being in the United States).

The latest study, which is published in *The Journal of the American Medical Association* (May 27, 1952), by a group of noted cancer workers headed by Dr. Alton Ochsner, former president of the American Cancer Society and director of the famous Ochsner Clinic in New Orleans, discloses that, during the period 1920 to 1948, deaths from bronchiogenic carcinoma in the United States increased *more than ten times*, from 1.1 to 11.3 per 100,000 of the population. From 1938 to 1948, lung-cancer deaths increased *144 percent*. At the present time



Tobacco industry and science over time



TOBACCO INDUSTRY RESEARCH COMMITTEE

1953-1964

TOBACCO INDUSTRY RESEARCH COMMITTEE

1953-1964



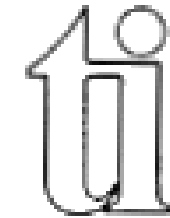
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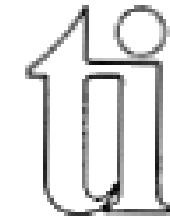
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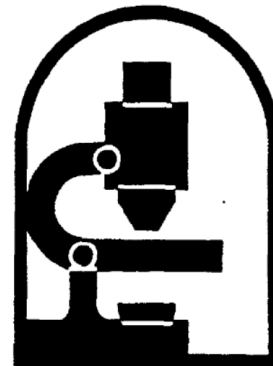


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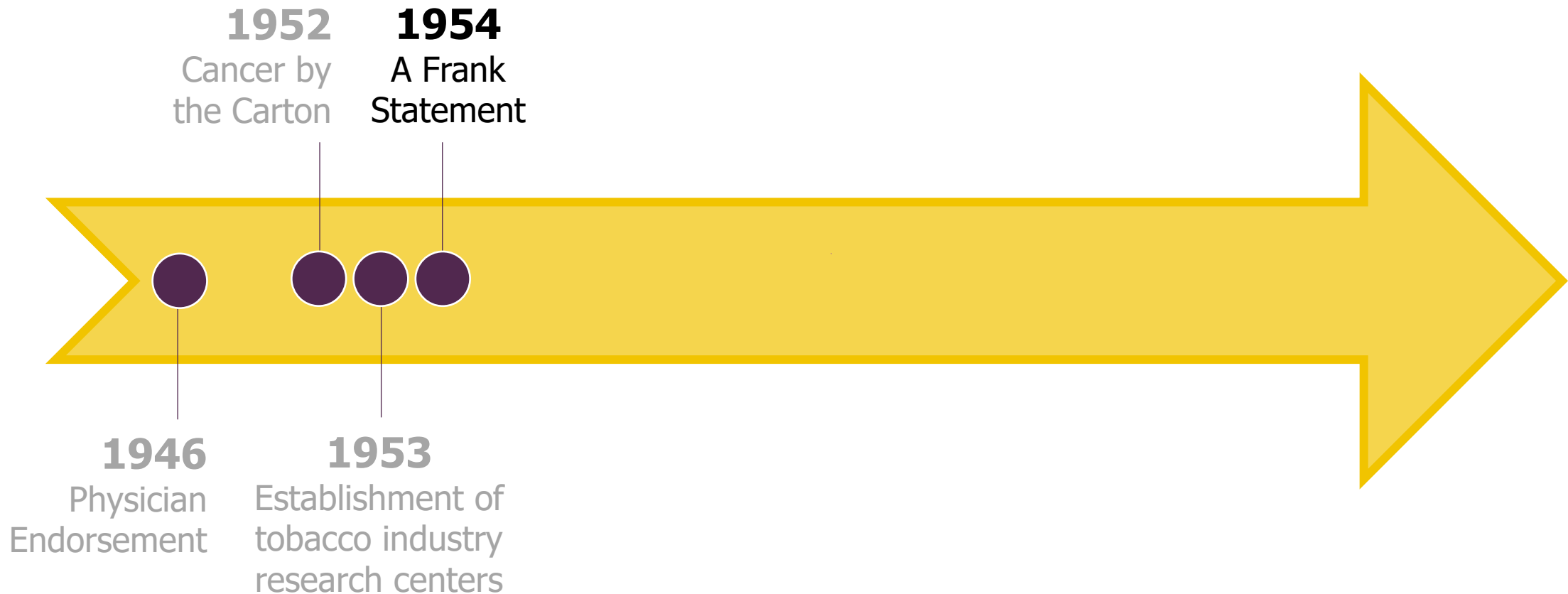
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**Center for
Indoor Air
Research**

1988-1998

Tobacco industry and science over time



A Frank Statement to Cigarette Smokers

RECENT REPORTS on experiments with mice have given wide publicity to a theory that cigarette smoking is in some way linked with lung cancer in human beings.

Although conducted by doctors of professional standing, these experiments are not regarded as conclusive in the field of cancer research. However, we do not believe that any serious medical research, even though its results are inconclusive should be disregarded or lightly dismissed.

At the same time, we feel it is in the public interest to call attention to the fact that eminent doctors and research scientists have publicly questioned the claimed significance of these experiments.

Distinguished authorities point out:

1. That medical research of recent years indicates many possible causes of lung cancer.

2. That there is no agreement among the authorities regarding what the cause is.

3. That there is no proof that cigarette smoking is one of the causes.

4. That statistics purporting to link cigarette smoking with the disease could apply with equal force to any one of many other aspects of modern life. Indeed the validity of the statistics themselves is questioned by numerous scientists.

We accept an interest in people's health as a basic responsibility, paramount to every other consideration in our business.

We believe the products we make are not injurious to health.

We always have and always will cooperate closely with those whose task it is to safeguard the public health.

For more than 300 years tobacco has given solace, relaxation, and enjoyment to mankind. At one time or another during those years critics have held it responsible for practically every disease of the human body. One by one these charges have been abandoned for lack of evidence.

Regardless of the record of the past, the fact that cigarette smoking today should even be suspected as a cause of a serious disease is a matter of deep concern to us.

Many people have asked us what we are doing to meet the public's concern aroused by the recent reports. Here is the answer:

1. We are pledging aid and assistance to the research effort into all phases of tobacco use and health. This joint financial aid will of course be in addition to what is already being contributed by individual companies.

2. For this purpose we are establishing a joint industry group consisting initially of the undersigned. This group will be known as TOBACCO INDUSTRY RESEARCH COMMITTEE.

3. In charge of the research activities of the Committee will be a scientist of unimpeachable integrity and national repute. In addition there will be an Advisory Board of scientists disinterested in the cigarette industry. A group of distinguished men from medicine, science, and education will be invited to serve on this Board. These scientists will advise the Committee on its research activities.

This statement is being issued because we believe the people are entitled to know where we stand on this matter and what we intend to do about it.

TOBACCO INDUSTRY RESEARCH COMMITTEE

5400 EMPIRE STATE BUILDING, NEW YORK 1, N. Y.

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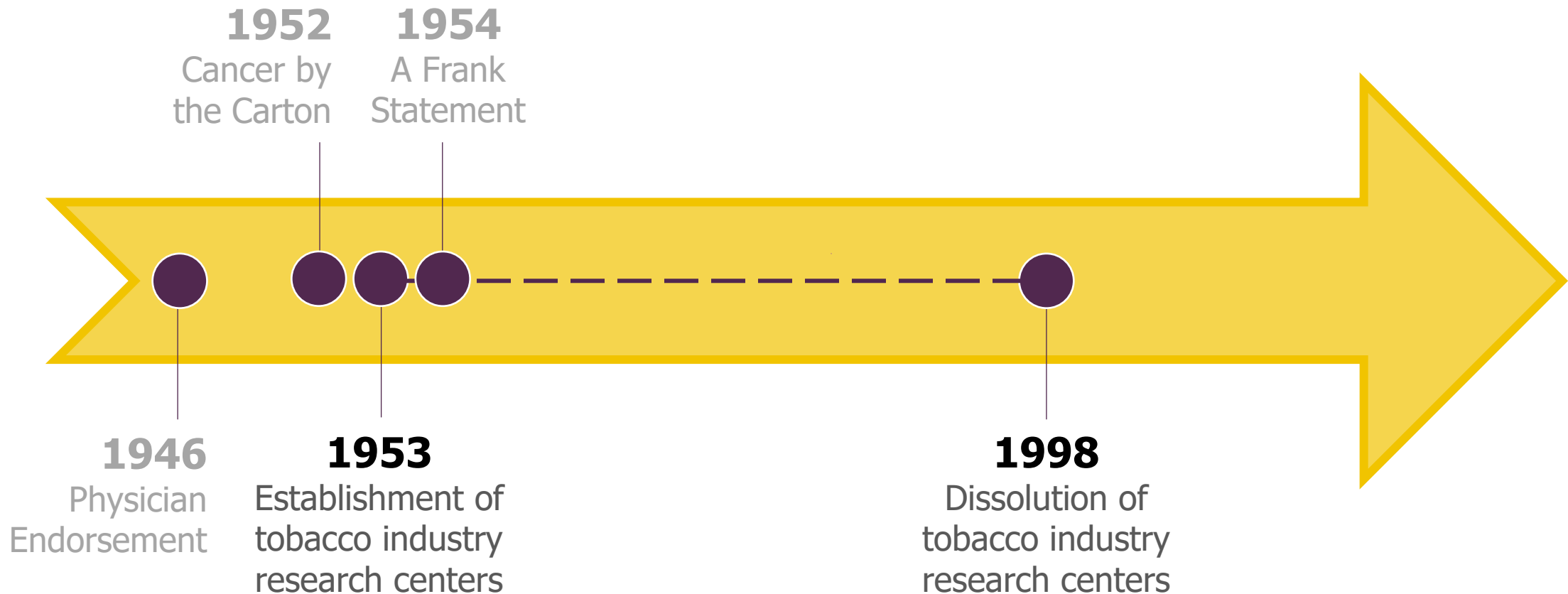
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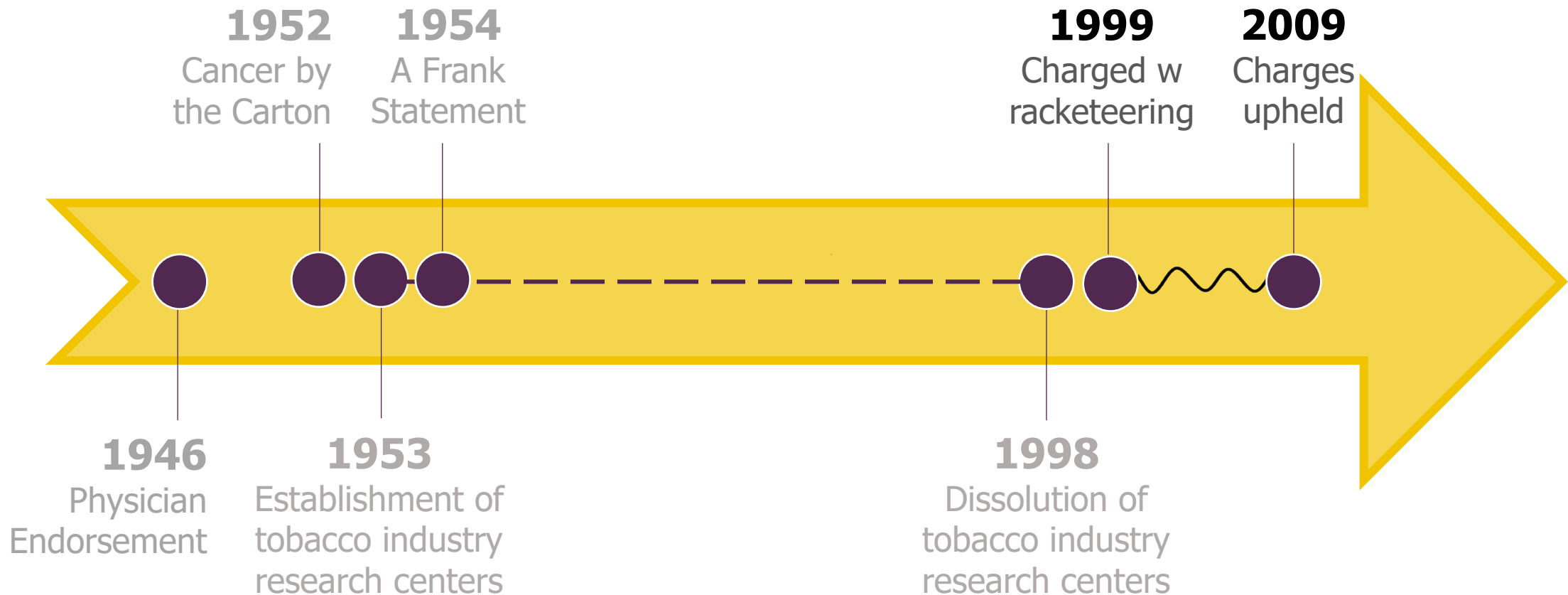
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Tobacco industry and science over time



Tobacco industry and science over time



"Nicotine is not addictive"



- RICO charge (1999)
- Found guilty (2006)
- Charge upheld (2009)

WhyQuit.com

On April 14, 1994, while under oath, seven tobacco company officers testified before a United States House of Representatives sub-committee, each testifying, "I believe that nicotine is not addictive."

The Hazards of Smoking

- Addiction
- Nicotine Levels
- Light Cigarettes
- Marketing to Youth
- Secondhand Smoke
- Suppression of Information

The Verdict Is In: Findings from *United States v. Philip Morris*



Law. Health. Justice.

The evidence is clear that
the tobacco industry
(mis)uses science for PR purposes

Key summary points

- The tobacco industry has lied about the health effects of smoking
- The tobacco industry has lied about the health effects of secondhand smoke
- The tobacco industry has used litigation to delay saving lives
- Worked to undermine, suppress and trivialize unfavorable research results
- They have done this deliberately, strategically, and over decades
- ... And continue to this day

Thank you!

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