

**PM EEC**  
**CORPORATE AFFAIRS**  
**AGENDA FOR 1991**

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ETS RELATED PROGRAMS (THE SCIENCE)

OVERALL STATUS:

ETS is generally viewed by the public to be a health hazard, and this will increasingly be a widespread source of social conflict. The WHO has recently turned its attention to the ETS issue, and regularly makes statements reporting medical findings and calling for bans on smoking in public.

OVERALL OBJECTIVE:

Disassociate ETS as being the major component of poor indoor air quality, and generate doubt as to the validity of ETS health claims by anti.

WHO and IOCU

These two organizations are concentrating increasing time and resources on this issue. Occasionally, at the local level, their programs benefit from additional financing by the private sector: pharmaceutical companies and others. As the scope of these organizations is beyond PM EEC's mandate, PMI will focus on programs to neutralize these organizations' efforts and lessen their credibility on this kind of health issue.

The Science (Pan-European):

1990 ACTIVITY

Whitecoat Covington & Burling program

ACTION PLAN '91

- ETS debate in Brussels sponsored by PM and credible scientific association. Invite pan-European journalists and national media to attend. Timing to be coordinated with EEMA's debate.
- Set up at least 4 journalist lunches for Brussels-based foreign correspondents with speakers from Covington & Burling scientific consulting program.
- Neuchatel visits for Brussels-based foreign correspondents, followed by Gaischmail

The Science (France):

1990 ACTIVITY

Considering the political situation in France, the climate has become favorable to communicate on ETS.

Journalist visits to Neuchatel are presently under way.

ACTION PLAN '91

- Organize at least 2 journalist visits to Neuchatel.

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- Wide dissemination of position paper on ETS and health.
- At least two press lunches addressing ETS and health.
- Develop Covington & Burling scientific consulting program in France.
- Gaischmail.
- Send journalists to ETS debate in Brussels.

The Science (Italy):

1990 ACTIVITY

SCR has been actively communicating on ETS through several channels, including Calumet and CDIT information kits. In July a "Surgical Updating" medical symposium covered ETS in a half-day session, concluding that it did not represent a risk to public health.

ACTION PLAN '91

- Organize at least 2 journalist visits to Neuchatel.
- Gaischmail.
- Insert a column on IAQ in a monthly specialized ventilation magazine.
- Send journalists to ETS debate in Brussels.

The Science (Belgium/Luxembourg):

1990 ACTIVITY

Considering the political situation in Belgium, our communication efforts in Belgium should be intensified. We have already started with journalist visits to Neuchatel and CDIT is active in disseminating information to journalists and the public. CDIT sent Belgian doctors a copy of their ETS brochure earlier this year.

ACTION PLAN '91

- Organize at least 2 journalist visits to Neuchatel.
- Gaischmail.
- Disseminate position paper on ETS and health.
- Organize at least two press lunches addressing ETS and health.
- Intensify search of Belgian consultants through Covington & Burling.
- Send journalists to ETS debate.

The Science (Greece):

1990 ACTIVITY

No action by Philip Morris has been taken until now.

ACTION PLAN '91

- Determine needs of market and choose communication program accordingly.
- Send journalists to ETS debate in Brussels.

The Science (Holland):

1990 ACTIVITY

PM is developing a communications program to educate journalists on the specific scientific issues surrounding ETS. The first step is a visit to Neuchatel with a group of Dutch journalists.

ACTION PLAN '91

- Organize IAQ seminar with the ACS filter/ventilation company.
- NMA will set up an ETS symposium.
- Organize at least 2 journalist visits to Neuchatel.
- Gaischmail.
- Send journalists to ETS debate in Brussels.

The Science (Germany):

1990 ACTIVITY

In July, PM and VDC have organized a toxicology forum in Budapest with over 300 scientists. The subject of the congress was ETS and they concluded that ETS did not constitute a health risk based on the available science.

ACTION PLAN '91

- Brief journalists regularly on results of the Budapest congress.
- Critical response to EPA study by scientist to be published in medical journal.
- With the VdC, organize a special seminar to review the conclusions of the 1990 Budapest symposium
- Gaischmail.
- Send journalists to ETS debate in Brussels.

The Science (Spain):

1990 ACTIVITY

PM held an extremely successful IAQ press conference with HBI. Due to the timing and the tragic events in a Madrid hospital, awareness of indoor pollution is very high in Spain.

ACTION PLAN '91

- Evaluate possibility of sending journalists to Neuchatel and Gaischmail.
- May send journalists to ETS debate in Brussels.
- Organize IAQ seminar in cooperation with the College of Architects and Engineers.
- Prepare a case study of tragic Children's Hospital incident in Madrid.

**SMOKERS' GROUPS**

The creation of Smokers' Groups in the European countries revealed itself to be a difficult venture, both because of "cultural" reasons and organization problems.

Nevertheless, the more and more harassing restrictions that smokers have to face are slowly generating a favourable humus for action. Here and there, in the media and in the streets, some voices claiming for a structured, permanent reaction by smokers against discrimination and freedom restrictions can be heard.

This is a new phenomenon, especially in Southern Europe. Important progress on the way to create a solid basis for credible and lasting Smokers' Clubs in some markets (Netherlands, Germany, France and Greece) has been made by spotting the individuals likely to be active and by setting up the embryo of these clubs, which can be reality by the end of this year or the beginning of next.

EEC Corp. Aff. Dept. is actively participating to the organization and the elaboration of contents of the International Smokers' Rights Conference to be held in Helsinki next October. This will be a tremendous opportunity for European clubs - existing and to be - to exchange experiences and ideas with representatives from well-established groups (Nordic Aerea, USA, Australia, etc).

**SPAIN &  
PORTUGAL**

Little information available (the issue is directly handled by NY). There are SG in all big cities but they are not "smokers' rights" oriented. National ADICTA Association, led by a famous journalist, Moncho Alpuente, is closer to our goals. Alpuente is currently planning to launch a smokers' rights magazine. PM Spain's 1991 plans call for the establishment of functional clubs in five cities in Spain and one in Portugal.

- FRANCE The recently created TABAC association appears to be the most potentially successful attempt of SRG ever seen in France. It is led by two young writers & journalists, with good access to media, leaders and Paris' important social circles. They have an original, humorist approach to the issue that could be very effective. We are currently waiting for their program, in order to discuss cooperation.
- ITALY It has been impossible until now to create the basis for a SRG. People ready to speak in favour of SR have been spotted but they refuse to get involved in the organization of a real SRG (this is a very "Italian" attitude). Nevertheless, a lot of work in defense of SM is done through the CDIT (Calumet magazine, letters to editors, speeches, etc).
- BELGIUM & LUXEMBURG Same situation as in Italy and some work done through IDT.
- NETHERLANDS The only group existing, ROKERS BELANGEN VEREINIGING is not working as hoped. Efforts are currently being done to correct this situation or to promote a new SRG, with new people, in the next months.
- GERMANY The only group known to us is RAWE, a personal initiative by an eccentric pilot, N. Holmeyer. A project to create a more solid and credible SRG is almost ready.
- GREECE A solid project for a Greek SRG is now ready and will be implemented once we have checked its action plan & members and defined its financing. Local NMA is reluctant to such a project but the future SRG has been assured of support by the Movement of Citizens, a branch of the Greek Institute of Consumers.

(Pro memoria: FOREST is an active SRG in the UK. After some internal & administrative problems this group is now working again in an efficient and credible way).

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MARKETING FREEDOMS - RELATED PROGRAMS  
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STATUS

Advertising, merchandising, and sports sponsorship for tobacco brands is coming under increasing pressure at both the national and EC levels. This pressure is made worse by the industry's own inability to regulate itself and propose voluntary measures on a pan-European scale.

OBJECTIVE

To make the communications and business communities in Europe appreciate the dangers of the "domino effect," and to activate them in the defense of marketing freedoms for tobacco.