



SECRETS

THROUGH

THE SMOKE

**Facilitator's Guide for Use with
Community Health Leaders and Policy Makers**

***Secrets Through the Smoke* is a 55-minute educational video designed to promote critical thinking and stimulate discussion about how the tobacco industry has used the science of addiction, along with effective marketing practices, to promote the use of tobacco. The video provides the perspective of a former senior-ranking tobacco industry “insider,” Dr. Jeffrey S. Wigand, whose foresight, personal knowledge, and integrity motivated him to publicly voice his concerns about tobacco and health.**

***Secrets Through the Smoke* is divided into three segments:**

- Part 1 presents background information about Dr. Wigand and discusses the ingredients in cigarettes.
- In part 2, Dr. Wigand discusses the science of addiction and the marketing practices of the tobacco industry, including the use of front groups and code words.
- Part 3 highlights countermarketing campaigns, tobacco settlement issues, and resource information.

Options for use include:

- Using the entire video as part of a presentation to community groups or to stimulate discussion at tobacco control coalition meetings, training sessions, and/or state and national meetings.
- Using part 2 only, which offers factual information on historical trends and marketing practices in the tobacco industry, to encourage discussion of marketing practices and strategies to counter those practices locally.
- Using short segments from parts 1 and 3 to illustrate specific points.

V I E W I N G O B J E C T I V E S

After viewing *Secrets Through the Smoke*, the audience will be able to:

- 1. Discuss how the tobacco industry concealed the health effects of tobacco use from the public and impeded public and private policies to reduce tobacco use.**
- 2. Discuss how Dr. Wigand's public disclosure changed the tobacco control landscape.**
- 3. Discuss the effects of tobacco advertising, especially marketing to young people.**
- 4. Define key terms used in the video that affect tobacco control policy planning and implementation (e.g., *front groups, code words, go public, second-hand smoke, big tobacco*).**

Previewing talking points (for discussion before watching the video):

1. Have you ever seen or heard of the movie *The Insider*? Do you know what it's about?
2. How do tobacco companies target young people with advertising?
3. What are some of the known additives in cigarettes that make them harmful?
4. What are some current tobacco control efforts in your community? Are any counteradvertisements running in your area? Do you think they can be effective in deterring young people from using tobacco? Why?
5. What are some ways in which the tobacco industry has impeded effective tobacco control policies over the past several decades?

Postviewing discussion questions:

1. Do you agree or disagree with the following statements from the video? Why?
 - a. "There is no such thing as an addictive level of nicotine in cigarettes."
 - b. "Reality can be altered, especially when there's greed involved, when big business puts profits over people."
 - c. "For decades, the tobacco companies have been exempt from standards of responsibility and accountability that apply to all other American corporations."
 - d. "There is a direct correlation between cigarette advertising and cigarette use."
2. In 1999, the tobacco industry spent more than \$6 billion in advertising and promotion. What do you think of the accuracy of each of the following quotes from the video?
 - a. "Mr. Congressman, I don't want my children to smoke. I don't want anybody's children to smoke. I want adults to smoke."
 - b. "We hook them young, we hook them for life."
 - c. "We don't smoke it. We just sell it. We reserve the right to smoke for the young, the poor, the black, and the stupid."
3. How did Dr. Wigand's public disclosure influence the marketing and sales of tobacco? How did it influence tobacco control policies?
4. Can you think of others who have spoken out against the tobacco industry in recent years? How does their message differ from Dr. Wigand's?

Follow-up activities:

1. In 1998, the state Attorneys General settled the lawsuits with the tobacco companies. The tobacco industry agreed to pay states compensation over 25 years. However, few states have dedicated settlement funds for tobacco control and countermarketing programs. Find out how much money your state received from this settlement and how the money has been allocated. How do you think the money could be most effectively used to control tobacco use? Plan a strategy to implement tobacco control activities in your community. Possible goals include the following:
 - a. Restricting advertising of tobacco products and promoting counteradvertising.
 - b. Reducing exposure to environmental tobacco smoke.
 - c. Regulating tobacco sales to minors.
 - d. Promoting school-based tobacco prevention programs.

2. Lawsuits by states to recover health care costs from smoking required the tobacco industry to release secret documents that provided an inside look at how the tobacco companies targeted young people, knew that nicotine was addictive, and impeded efforts to implement effective tobacco control policies and programs. How could this knowledge most effectively be used to discourage people from smoking? Design a counteradvertising strategy that makes use of at least one of these facts.
3. Using facts and opinions presented in the video to support your position, write an article for the local newspaper on one of the following topics:
 - a. The ways in which the tobacco industry has manipulated the truth about tobacco.
 - b. Why a local (mall/business/restaurant) should be smoke-free.
 - c. The most important reasons that young people should avoid cigarettes.

Additional Resources:

- For further information on Dr. Jeffrey S. Wigand and his current activities, visit his Web site at www.JeffreyWigand.com.
- For information on the Master Settlement Agreement, go to www.tobaccofreekids.org.
- For more information on smoking and health, visit www.cdc.gov/tobacco.
- For further information about using the television spots shown in the video, or for a guide to using print, radio, or television spots as part of an effective countermarketing campaign strategy, go to <http://www.cdc.gov/tobacco> and click on "media campaign resources."
- Information on tobacco control ordinances and policies in each state is available from *Policy Matters: Practical Prevention Ideas for Healthier Communities*, the California Center for Health Improvement's policy profiles site on tobacco control (<http://www.cchi.org>).

In Memoriam

Ms. Pam Laffin, who appears in *Secrets Through the Smoke*, lost her battle with emphysema on October 31, 2000, at the age of 31. During the last years of her life, she courageously shared her story with the public in hopes of preventing others from smoking.

