

**NLWJC - Kagan**

**DPC - Box 042 - Folder 009**

**Tobacco – Kick Butts Day**

Tobacco - Kick Butts  
Day

April 12, 1997

NOTE FOR MICHAEL WALDMAN

FROM: Elizabeth Drye

SUBJECT: Materials for Tobacco Speech

Attached are background materials for the Kick Butts Day speech.

- 1) Statistics on youth smoking -- including youth purchasing, advertising, health effects, and perception.
- 2) List of tobacco "trinkets and trash"-- promotional materials appealing to kids. The most egregious new activity on the list is the R.J. Reynolds' Joe Camel "Collector Packs" series (complete with camel cash kids can use to buy clothing or high tech products from a catalogue). As we've discussed, package imagery (but not camel cash) is allowed under FDA's rule.

Phillip Morris is also using a CD and concert tour of a young woman artist to further its "It's a woman thing" Virginia Slims campaign. This activity -- and any other use of tobacco brand names on non-tobacco products, would be banned by the rule.

- 3) The VP's Kick Butts Day speech. I like the basic approach.
- 4) Campaign's Kick Butts Day Pledge.
- 5) Doonesbury series.
- 6) Newsweek article on advertising.
- 7) Results of a recent Campaign for Tobacco Free Kids poll taken just after the Liggett settlement.

I'm talking to FDA/Justice tonight about documents and props, and to get at least a yellow legal light. Let's talk w/Elena again tomorrow.

cc: Elena Kagan ✓

## Statistics on Underage Smoking

### Teen Smoking

- Each and every day 3,000 teenagers become smokers. (Institute of Medicine, Growing Up Tobacco Free: Preventing Nicotine Addiction in Children and Youths. 1994 P.5)
- Nearly 1,000 of those teenagers who become smokers will have their lives shortened by tobacco-related diseases. (FDA, Fact Sheet: Children's Future At Risk From Epidemic Of Tobacco Use)
- At least 3.1 million adolescents are smokers and 25% of 17-18 year-olds are smokers. (CDC, Preventing Tobacco Use Among Young People, A Report to the Surgeon General, 1994, p. 9)
- If current tobacco-use patterns persist, an estimated 5 million people who were under 18-years old in 1995, will die prematurely from a smoking-related illness. (Center for Disease Control and Prevention's Morbidity and Mortality Weekly Report May 24, 1996)
- The average age of smokers when they first start smoking is 14.5 years of age and 53% began smoking daily before the age of 18. (1994 Surgeon General's report)
- The number of teens, who smoked in the last month, increased from 27.5% in 1991 to 34.8% in 1995. (Center for Disease Control and Prevention's Morbidity and Mortality Weekly Report May 24, 1996)
- The current smoking rates are 21% among 8th graders, 30% among 10th graders, and 34% among 12th graders. 25% of adults are classified as being smokers. (Monitoring the Future Study, The University of Michigan, December, 1996)
- Over the past five years (1991-96) the proportion reporting smoking the 30 days prior has risen by nearly one-half among eighth graders (14% to 21%), and 10th graders (21% to 30%). Current smoking (ie: smoking the prior 30-days) rose by more than one-fifth since 1991 (from 28% to 34%) among 12th graders. (Monitoring the Future Study, University of Michigan, December, 1996)
- Between one-third and one-half of adolescents who try smoking even a few cigarettes soon become regular smokers. (Giovani, et al. "Epidemiology of Tobacco Use and Symptoms of Nicotine Addiction in the United States: invited presentation to the FDA, 8/2/94)

- Approximately 90% of all initiation of tobacco use occurs among persons who are 18 years old or younger. (Center for Disease Control and Prevention's Morbidity and Mortality Weekly Report May 24, 1996)
- In 1996, only 50% of eighth-graders reported that a pack-a-day smoker runs a great risk of harming himself or herself physically or in other ways. 58% of 10th-graders and 68% of 12-graders reported seeing such a risk. (Monitoring the Future Study, University of Michigan, December, 1996)
- A person who hasn't started smoking by age 19 is unlikely to ever become a smoker. (David A. Kessler, Commissioner of FDA at Columbia Law School, N.Y., March 8, 1995)
- Although only 5% of daily smokers surveyed in high school said they would definitely be smoking five years later, close to 75% were smoking 7 to 9 years later. (FDA, Fact Sheet: Children's Future At Risk From Epidemic Of Tobacco Use)
- While most teen smokers plan to be able to quit in five years, less than 10% of teens are able to quit smoking within 5 years of starting. (Federal Register, Vol. 61, No. 168)
- A 1992 Gallup Poll found that 70% of smokers between the ages of 12 and 17 regret beginning to smoke and 66% want to quit. (HHS Fact Sheet, Children's Future at Risk from Epidemic of Tobacco Use, 8/23/96)
- 55% of person who had ever smoke equal to or more than 100 cigarettes during their lifetimes continued to smoke until one year before their death. (Center for Disease Control and Prevention's Morbidity and Mortality Weekly Report May 24, 1996)

#### Teens Purchasing Cigarettes

- 75% of high school students were not asked to show proof of age when buying cigarettes. (Center for Disease Control and Prevention's Morbidity and Mortality Weekly Report May 24, 1996)
- 57% of students say they buy their cigarettes from a vending machine or give someone else money to buy the cigarettes for them. (Center for Disease Control and Prevention's Morbidity and Mortality Weekly Report May 24, 1996)
- 77% of the 8th graders in one study report that cigarettes would be "very easy" or "fairly easy" for them to get, and 91% of the 10th graders say the same thing. (Monitoring the Future Study, The University of Michigan)

- Young smokers are more likely to buy their cigarettes from vending machines, where they can make their purchases quickly, often unnoticed by adults. The vending machine industry's own study found that 13-year olds are 11 times more likely to buy cigarettes from vending machines than 17 year olds. The 1994 Surgeon General's Report examined nine studies on vending machine sales and found that underage persons were able to buy cigarettes 82 to 100 percent of the time. (1994 Surgeon General's Report, P. 249)

### Tobacco Advertising and Promotion

- In 1992, the tobacco industry spent more than \$5.2 billion in advertising and promotion. This figure is up from \$2.4 billion in 1986. (Federal Trade Commission Report to Congress Pursuant to the Federal Cigarette Labeling and Advertising Act for 1992, P.3)
- The \$5.2 billion the tobacco industry spent on advertising and promotion in 1992 made it the second most heavily advertised commodity in the United States, second only to automobiles. (Federal Trade Commission Report to Congress Pursuant to the Federal Cigarette Labeling and Advertising Act for 1992, P.3)
- The most popular cigarette brands for underage smokers are the most heavily advertised brands. 86% of underage smokers who purchased their own cigarettes purchased one of the three most heavily advertised brands. While the most popular choices for adults are the private label, price value and plain package brands. (Centers for Disease Control and Prevention, "Changes in the Cigarette Brand Preferences of Adolescent Smokers -United States 1989-1993." August 19, 1994 P. 577-581)
- Research suggests that, regardless of intent, marketing pitches aimed at young adults ages 20-25 area also appealing to youths of the same class, gender and ethnic group. For example, the tobacco industry heavily advertises in magazines that appeal to youthful readerships for example, *Spin*, *Rolling Stone*, *Cycle World*, *Mademoiselle*, *Glamour* and *New Woman*. (Growing Up Tobacco Free, p. 116, Institute of Medicine, 1994)
- In a USA Today survey, 98% of teens surveyed were familiar with the cigarette-puffing, Joe Camel cartoon character. (USA Today, 1/30/97)
- In the early 1980s Camel cigarettes were primarily smoked by men over 50 and commanded about 3% to 4% of the overall market and 2% to 3% of smokers under the age of 18. Camel launched the "Joe Camel" campaign targeting younger-adult smokers and by 1989, a year into the campaign, Camel's share of underage smokers had risen to 8.1% and grew to at least 13%, while Camel's share of the adult market remained at 4% of the market share" (National Center for Health Statistics, CDC, Adult Use of Tobacco Survey, MMWR, 3/13/92)

- According to a 1992 Gallup Poll, one-half of all adolescent smokers and one-quarter of adolescent non-smokers own at least one promotional item from a tobacco company. (1992 Gallup survey)
- The tobacco industry spends \$100 million annually to promote athletic events.(L.A. Times, April 28, 1991)
- Each day, approximately 3,500 Americans quit smoking and an additional 1,200 tobacco customers and former customers die of smoking-related illness; therefore, maintaining current levels of tobacco use and revenues requires that approximately 5,000 new smokers be recruited every day (about 2 million per year). (CDC, *Preventing Tobacco Use Among Young People, A Report to the Surgeon General*, 1994, p.175)

#### Teen Perception of Smoking Due to Advertising

- In studies, young smokers consistently overestimate the percentage of people who smoke. (1994, Surgeon General's report, p.192)
- In an interview study of 895 urban children and youths, the respondents greatly overestimated the prevalence of adult and peer smoking. The mean estimate for adult smoking was 66% at a time when 30% of adults were smokers. Estimates of peer smoking were about double the real figures by students in high school and higher by students in grade school. (Growing Up Tobacco Free, p. 77, Institute of Medicine, 1994)
- "Tobacco use is a learned and socially mediated behavior. Repeated and ubiquitous messages reinforcing the positive attributes of tobacco use give youths the impression that tobacco use is pervasive, normative in many social contexts, and socially acceptable among people they aspire to be like. Youths are led to believe that tobacco consumption is a social normal among attractive, vital, successful people who seek to express their individuality, who enjoy life and are socially secure." (Growing Up Tobacco Free, p. 71, Institute of Medicine, 1994)

#### Health Effects and Costs of Tobacco Use

- Longtime smokers are three times more likely to get lung cancer than non-smokers and four to five times more likely to develop tumors of the lip, mouth and esophagus. (National Cancer Institute, quoted in The San Francisco Chronicle, 12/26/96)

- Cigarette smoking during childhood and adolescence produces significant health problems among young people, including cough and phlegm production, an increased number and severity of respiratory illness, decreased physical fitness and a potential retardation in the rate of lung growth and the level of maximum lung function. (CDC, Preventing Tobacco Use Among Young People, A Report to the Surgeon General, 1994, p. 9)
- 434,000 smokers die each year in the United States due to smoking-related illness. (CDC, Preventing Tobacco Use Among Young People, A Report to the Surgeon General, 1994)
- Smoking kills more people each year than AIDS, car accidents, alcohol, homicides, illegal drugs, suicides, and fires combined. (Institute of Medicine, Growing Up Tobacco Free: Preventing Nicotine Addiction in Children and Youths. 1994 P. 3-4)
- The Centers for Disease Control and Prevention estimated that in 1993 the health care costs associated with smoking totaled \$50 billion. (FDA, Fact Sheet: Children's Future At Risk From Epidemic Of Tobacco Use).
- If one includes the \$47 billion in lost productivity and foregone earnings due to tobacco-related disease and death, the total annual cost of smoking in the United States is approximately \$100 billion." (The Washington Post, 12/22/96)

Michael/Elena - I have most - but not all - of this  
stuff on hand and can get the rest.

### LIST OF TOBACCO INDUSTRY TRINKETS AND TRASH

1. Joe Camel backpack (black)
2. Marlboro gym bag (red and white)

#### In the Marlboro Bag

3. Smokin' Joe's Racing baseball hat (purple and yellow)
4. Kodiak (smokeless tobacco) baseball hat (black and white)
5. Joe Camel "Beach Club" plastic mug
6. Joe Camel head cup holder
7. Family Channel sponsored toy racing car ("not suitable for children under 36 months)
- ~~8.~~ Smokin' Joe's sponsored toy racing car ("not suitable for children under 21 years of age)
- ~~9.~~ Four (4) Joe Camel "Collector Packs"
  - Joe at the beach\*
  - Joe on a motorcycle
  - Joe shooting pool
  - Joe hanging out in a leather jacket \*
10. Joe Camel coaster
11. Joe Camel designer matches
- ~~12.~~ Camel Cash catalog
- ~~13.~~ Marlboro gear catalog

#### In the Camel Backpack

14. Newport tube socks
15. Virginia Slims headbands
16. 3 part Marlboro - Penske shirts
  - Penske toddler shirt and shorts
  - Marlboro grand prix hat
  - Marlboro grand prix t-shirt
19. Joe Camel fleece shorts (white with cartoon characters)
20. Marlboro adventure team shorts (black)
21. Smokin' Joe Camel Racing t-shirt (white with multi-colors)
22. Joe Camel smooth moves advertisement
  - How to impress someone at the beach
  - If you don't like redeeming coupons, have a stranger do it for you.
- ~~23.~~ Joe Camel advertisement in *Rolling Stone* magazine
  - \$25 off any rock concert



Remarks  
Vice President Al Gore

Tobacco Free-Kids Event  
Presentation of the Mike Synar Award for Public Service  
Hardy Middle School  
April 10, 1997

(Acknowledgments from advance)

Thank you and good morning. It's great to be here at the Hardy Middle School -- home of the **Hardy Hawks!**

And it's great that here also are the **Takoma Falcons** (Takoma Middle School). . .  
the **Janney Jaguars** (Janney Elementary School). . .  
the **Francis Tigers** (Francis Jr. High School). . .  
the **Patterson Mighty Panthers** (Patterson Middle School). . .  
the **Cardozo Clerks** (Cardozo Senior high School). . .  
and students from the **Duke Ellington School of Performing Arts.**

Thank you for coming today and for making the ultimate sacrifice . . . missing class. Don't worry, I won't tell. But let me ask you something

Are you ready to "Kick Butts?"

This is a very special day for me. Mike Synar -- who this award is named after -- was a close and dear friend of mine. He was in many ways a breath of fresh air in Washington because he understood that to make a difference, people sometimes have to make waves.

So that's what he did -- he made waves. At a time when so few were willing to take a stand, Mike Synar stood tall and said we need to protect our children against the dangers of tobacco. And because he did, he made a difference.

Standing up no matter what anyone else says and doing what's right -- that's what "Kick Butts Day" is all about.

Of course, doing what's right isn't always easy. I know that it's hard to say "no" when some of your friends want you to light up. I know it's hard to say "no" when too many people, who ought to know better, are telling you that smoking is the "cool" thing to do.

But President Clinton and I are very proud of you. And you should be very proud of yourselves. You're standing up to the pressure. You're doing what's right.

I'm here today because the President and I are on your side.

We want to help you educate other young people about the devastating effects of smoking. We want to help you "Kick Butts."

The President and I know first-hand of the dangers of smoking. I have spoken before of how my sister died of lung cancer a fairly young age. She began smoking when she was 13 years old. We all knew it was wrong. We all tried to get her to stop. She tried to quit but couldn't. And it eventually caused her death.

Tragically, there are millions of other families who have similar stories. Too many Americans have had to bear the loss of people we loved dearly because of diseases caused by smoking.

Too many adults, who started smoking as kids, want nothing more than to kick the habit, but they just can't . . . and they suffer because of it.

And so much of it starts because it's been too easy for many of our children to get cigarettes after being drawn in by the fancy advertising of the tobacco companies.

Some of you know there's a comic strip called "Doonesbury."

This week, the main character has been a gigantic talking cigarette with arms and legs and even a personality. His name is "Butt Man." As a matter of fact, he's the same guy in the "Kick Butts" logo.

One of the strips from earlier in the week started with "Butt Man" reading the newspaper, looking a little depressed.

It turns out, he was feeling a little blue because the tobacco industry has been getting a lot of bad news lately.

The next frame has "Butt Man" -- still very depressed -- saying: "It's at times like this -- when the world turns dark and ugly -- that I turn to my truest source of comfort . . . the only hope for the future . . ."

"KIDS!"

Now that sounds pretty crazy. But let me tell you: that's really how some of those tobacco company executives think. Cigarette sales to adults are declining . . . so who do the tobacco companies target?

That's right. They take dead aim at all of you. Just look at the results of the survey you presented me. Virtually everywhere you look, you can find tobacco advertisements.

Glossy photos of models and athletes with a cigarette in their hand. Offers of free T-shirts and concert tickets in magazines. Posters and hats with the cigarette brand and logo plastered on. The tobacco companies will spend billions of dollars and do whatever it takes to make you think that lighting up a cigarette is the cool thing to do.

But I have a message for them. They've underestimated you. The young people who "Kick Butts" know that Joe Camel is definitely not Joe Cool.

And I can't stress enough how important that is.

We all have a role to play in stopping these companies and helping young people resist the temptation to start smoking. As a parent I warned my children of the dangers of smoking. As an elected official -- along with the President and others -- I have tried to provide government policies that will protect our children . . . like banning tobacco billboards near schools and playgrounds. *And you all,*

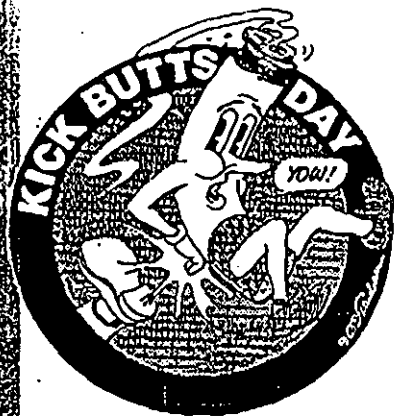
But ultimately the power to win this battle rests with you.

Now, that might surprise you. But it's true. You might not be old enough to drive a car . . . but you have the power to drive these tobacco companies away from our schools and to drive Joe Camel and the Marlboro Man away from kids!

You're off to a great start. Keep exposing what's behind the smoke screen that tobacco companies have put up. Keep throwing away the trash they try to give you and keep busting illegal sales. Keep telling your friends that smoking is uncool.

Because if you do, we can -- once and for all -- "Kick Butts." *out of our lives.*

###



# Kick Butts Day

## *Pledge*

*I pledge to stand up to the tobacco companies by:*

- Rejecting and criticizing tobacco ads using cartoon characters, cowboys and other attractive people who are trying to make me think that smoking and using smokeless tobacco will make me cool;
- Refusing to buy tobacco products that can addict me to nicotine for a lifetime;
- Refusing to buy or use clothing and other gear that promote tobacco companies;
- Working in my community to support tobacco-control efforts that protect the health of young people.

*Signature*

*Date*

**CAMPAIGN 6 TOBACCO-FREE KIDS**

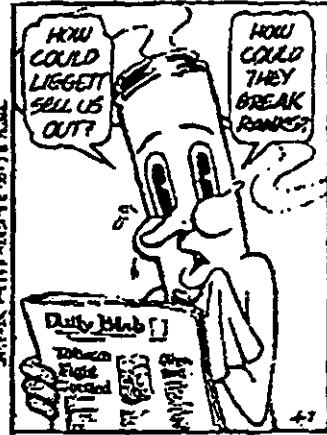
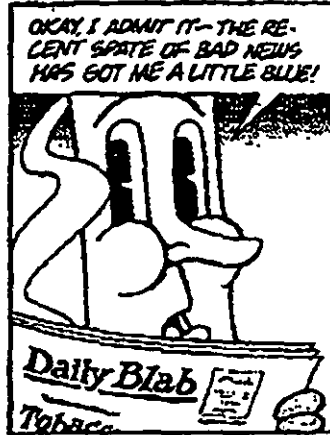
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# Doonesbury

BY G. E. TRUDEAU

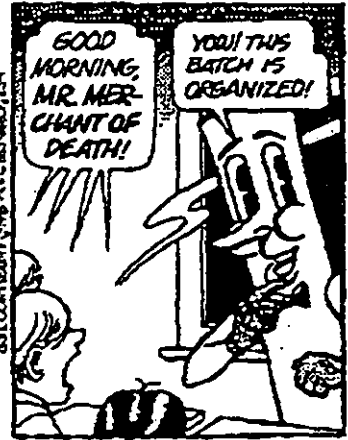
## Doonesbury

BY GARRY TRUDEAU



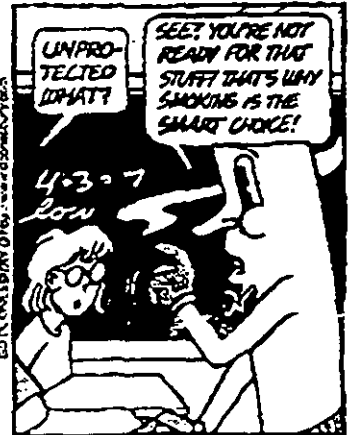
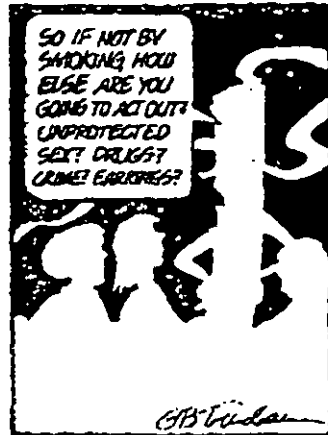
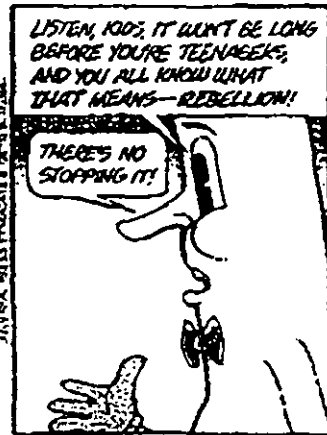
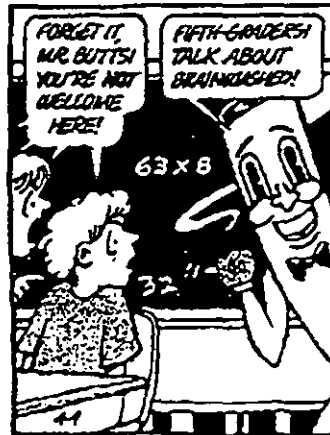
## Doonesbury

BY GARRY TRUDEAU



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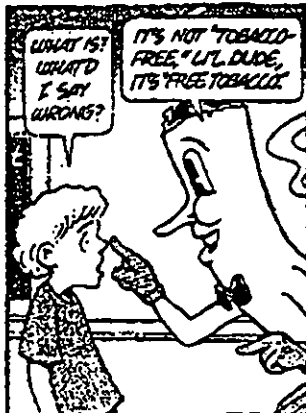
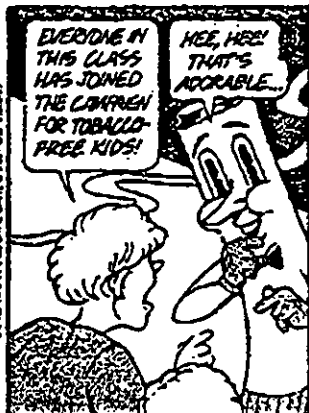
# UNIVERSAL PRESS SYNDICATE

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FOR RELEASE WEEK OF APRIL 7, 1997

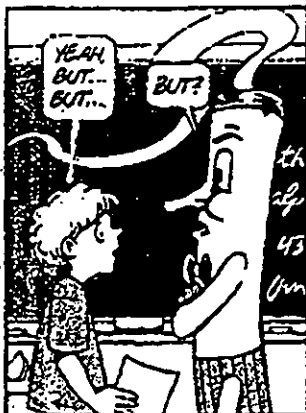
## Doonesbury

BY GARRY TRUDEAU



## Doonesbury

BY GARRY TRUDEAU



## Doonesbury

BY GARRY TRUDEAU



BUSINESS

TOBACCO

# Stealth Marketing

Cigarette makers are already dodging new restrictions on advertising

BY LESLIE KAUFMAN

**S**O YOU ARE A 14-YEAR-OLD WEB surfer dying to get the latest buzz on a new band called Seven Sins. After a quick search you find yourself at a funky, steel gray Web site filled with reviews of European rock concerts. Sure, it's mostly in German, but with plentiful English headings like "party previews," "love parade" and "Berlin fashion," you can get around easily enough. And that picture of the members of a mixed-sex band fondling each other nude—OK, they're wearing nuns' wimples—is pretty captivating. In passing, you register the sponsor of the page: Camel cigarettes. "Cool!" you muse before clicking off. "Camel knows its music." Which is exactly, some say, what the makers of the fastest-growing brand in the United States would like you to think—especially if you've given some thought to taking up smoking.

Just last summer it seemed that the anti-smoking forces had finally figured out how to keep the tobacco giants from pitching to kids. In August the Food and Drug Administration declared nicotine a drug and issued sweeping regulations to restrict the sorts of smoking ads that most appeal to minors. Big tobacco is hardly giving up. Earlier this month the cigarette companies asked a federal court to suspend the new rules, most of which are scheduled to take effect this summer. While legal maneuvering will probably delay the regs, the companies are mounting aggressive traditional ad campaigns to keep the customers they have and win new ones. And in preparation for a stricter future, the industry is fast invading the marketing niches that the FDA hasn't thought to regulate or can't reach—from Internet sites to jazzy new packaging. As Bill Novelli, a former ad-man now with the Campaign for Tobacco-Free Kids, concedes of his foes: "They are damned good."

Clever marketers in many industries have been shifting away from conventional ad campaigns and toward subtler promotions: America now does everything from sponsoring sports

**Microsmokes: For young rebels**

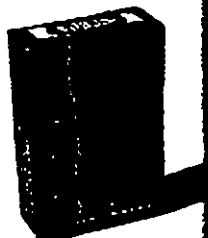


**Smoldering problem:** Despite government efforts, a quarter of American teens smoke

events (think Tostitos Fiesta Bowl) to producing record labels (classical CDs from Victoria's Secret, anyone?). And no one has been more adept at this backdoor marketing than the cigarette companies. Since 1964, when the surgeon general declared smoking a health hazard, the government has progressively restricted the venues in which Big Tobacco can ply its wares, going after comic-strip pages first, then radio and television. But each time, Big Tobacco has found new outlets, splattering its brand names across the likes of race cars, T shirts and baseball

caps. Last year, with a quarter of all American teens still smoking, the FDA decided to crack down on all ad tactics known to influence high-school kids. It has proposed prohibiting billboards near schools, color ads in publications with a large youth readership and brand-name sponsorship of entertainment events and clothing. While the tobacco

**Moonlighting: R/JR gets hip**



© MARK 4

companies deny they're trying to circumvent the new rules, ad-agency insiders believe that the industry, with a total annual ad budget of \$5 billion, is still one step ahead of Uncle Sam.

Jeffrey Chester, executive director of the Center for Media Education, is monitoring the cigarette companies' expansion into cy-

berspace. He argues that the online world "dramatically increases the ability to reach underage smokers." In March his organization will release a report detailing tobacco-re-



**Joe Cool**

material on the Web and ask the FDA to act. But how can the Feds stop a foreign subsidiary of a tobacco company from launching a site

overseas—like Camel's Web page, for example? "U.S. regulations do not cross international lines," asserts Peggy Carter, a spokesperson for Camel.

Marlboro has taken a less high-tech but no less inventive approach by producing a new Rolling Stone-size quarterly magazine called Unlimited. Its first issue, published last October, featured articles on arm-wrestling, road trips and slinky young starlets. But you can't find Unlimited at any store. Marlboro mails it to some 2 million smokers on the company's state-of-the-art databases. The company claims that everyone on the list is at least 21. Since all its readers are adults, Marlboro argues, Unlimited's ads don't have to be restricted to black-and-white. Of course, once the magazine has made it to the coffee table, there's nothing to stop a minor from picking it up.



**Marlboro mag**

Perhaps the cigarette companies' most creative moves have been in packaging. Much of the industry still clings to plain-vanilla graphics on the top brands, because they are familiar to longtime customers. But in a trend likely to catch on, RJR has launched a line of artily wrapped "microsmokes," which, like microbrews, are aimed at young trendies who disdain megabrands. Jumbos, for example, a brand of wide-gauge filters, features a stylized elephant. Dirk Herman, who launched RJR's Moonlight brands, brags that "the packaging alone sells the product."

Over at the FDA, associate commissioner Mitch Zeller is monitoring the new developments with concern. "This is a big challenge," he says. He also admits that in areas like packaging, the law gives him no recourse. Government authority has its limits, and it seems that Big Tobacco is finally on the verge of discovering them.

With JOLIE SOLOMON and STEVE RHODES

© M&E (S), ILLUSTRATION BY GARY BASEMAN





# CAMPAIGN For TOBACCO-FREE Kids

FOR IMMEDIATE RELEASE

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## FIRST POLL SINCE LIGGETT SETTLEMENT SHOWS ANGER AT TOBACCO INDUSTRY SKYROCKETING

*Nearly Three-Quarters of Americans Now Want Congress to Hold Hearings,  
and FDA to Regulate Tobacco Marketing*

Washington, D.C. (March 27, 1997) -- A nationwide poll taken just after the Liggett Group settlement reveals that more Americans now believe tobacco companies are deliberately marketing to children, and that tough action -- including FDA regulation -- should be taken against the industry. Americans also overwhelmingly feel that Congress should hold hearings to investigate the tobacco industry.

The poll, which was commissioned by the CAMPAIGN FOR TOBACCO-FREE KIDS and released today, shows that 69 percent of Americans believe that the tobacco companies deliberately market their products to kids -- up from 54 percent in a June 1996 poll. Seventy-three percent of respondents say that tobacco is an addictive drug that should be regulated -- up from 65 percent in the earlier poll. And 70 percent agree that the FDA should have the authority to regulate the sale and marketing of tobacco products.

On March 20, the Liggett Group tobacco company announced an agreement to settle lawsuits with 22 states seeking to recoup the cost of treating tobacco-related diseases. As part of the settlement, Liggett broke ranks with the rest of the tobacco industry in admitting that tobacco companies target children in their marketing, that tobacco is addictive, and that tobacco causes cancer and other diseases. Liggett also agreed to release hundreds of sensitive industry documents that could prove damaging to the other tobacco companies.

"The anger with the deceptions of the tobacco industry is hitting record levels," CAMPAIGN President Bill Novelli said. "Americans clearly feel that the tobacco companies have conspired to lie to the public about everything from marketing to children to claiming tobacco is not addictive."

Novelli continued, "The public was already fed up with the tobacco industry before the Liggett settlement; now they're ready to take the gloves off. Americans overwhelmingly think that the time has come for the tobacco companies to be investigated, regulated, and even prosecuted."

- more -

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Phone (202) 296-5469 Fax (202) 296-5427

## Tobacco Poll / 2

The poll shows that 77 percent of Americans believe the tobacco industry lies about the health effects of tobacco, 81 percent believe it lies about the addictive nature of tobacco, and 75 percent believe it lies about the marketing of tobacco products to kids. Of the people surveyed, 70 percent said they had seen, heard, or read something about the Liggett settlement.

"With the alarming rise in tobacco use among young people, every effort must be made to eradicate all tobacco marketing targeted to youth, and hold the tobacco companies responsible for this unacceptable behavior," said Timothy J. Dyer, executive director of the National Association of Secondary School Principals. "We urge Congress and the American people to take action and ensure the healthy futures of all of our young people."

"These results reveal that the tobacco companies have lost all credibility with the American people," Novelli said. "But it doesn't stop there. The public clearly wants action to stop the tobacco conspiracy and protect children from cigarette marketing. There is tremendous support for the FDA rule to stop tobacco marketing to kids, and for Congressional action to call the tobacco companies on their deceptions."

Seventy-three percent of those polled agreed that the U.S. Congress should hold hearings on whether the tobacco companies have lied about the health effects of tobacco and their marketing of tobacco products to kids. Seventy-five percent feel that politicians who accept contributions from tobacco companies are less likely to take steps to protect the health of children – up from only 50 percent in the June poll.

"People feel strongly that it's time for Congress to step up to the plate and investigate the lies of the tobacco companies," Novelli said. "Many Americans probably remember the scene three years ago when the top cigarette company executives swore – under oath -- before Congress that tobacco is not addictive."

The survey also found that 66 percent of the people agree that tobacco company executives should be criminally prosecuted for their lying about the health effects of tobacco.

The random telephone survey of 1,000 people, evenly split between men and women from across the nation, was conducted by TELENATION from March 21 to March 23. The survey has a margin of error of +/- 3.1 percentage points.

The CAMPAIGN FOR TOBACCO-FREE KIDS is the largest initiative ever undertaken to decrease youth tobacco use in the United States. Its mandate is to focus the nation's attention and action on keeping tobacco marketing from seducing children, and making tobacco less accessible to kids. The CAMPAIGN'S 100-plus member organizations include the National Association of Secondary School Principals, American Medical Association, American Heart Association, American Lung Association, American Cancer Society, American Academy of Pediatrics, National Association of Elementary School Principals and National PTA.

###

***Note to editors: A one-page summary of the findings is attached.***

**PUBLIC OPINIONS ON TOBACCO – NATIONAL SURVEY  
(Data Collected March 21-23, 1997)**

**Changes in public attitudes since June of 1996:**

<u>Percent who agree somewhat or strongly that</u>	<u>June 1996</u>	<u>March 1997</u>
The tobacco companies deliberately market cigarettes to underage kids	54%	69%
Politicians who accept contributions from tobacco companies are less likely to take steps to protect the health of children	50%	75%
Tobacco is an addictive drug that should be regulated like other drugs	65%	73%

**Percent who say the tobacco industry lies about:**

- The health effects of tobacco: 77%
- The addictive nature of tobacco: 81%
- The marketing of tobacco products to teens: 75%

**Percent who agree strongly or somewhat that:**

The FDA should have authority to regulate the sale and marketing of tobacco products: 70%

The U.S. Congress should hold hearings about whether the tobacco companies have lied about the health effects of tobacco and their marketing of tobacco products to kids: 73%

State legislatures should hold such hearings: 69%

The tobacco companies should have to pay the government health care costs that result from smoking: 63%

Tobacco company executives should be criminally prosecuted for lying about the health effects of tobacco: 66%

The tobacco companies have internal documents that prove they knew the harmful effects of tobacco: 84%

The tobacco companies have internal documents that prove they intentionally market their products to kids: 64%

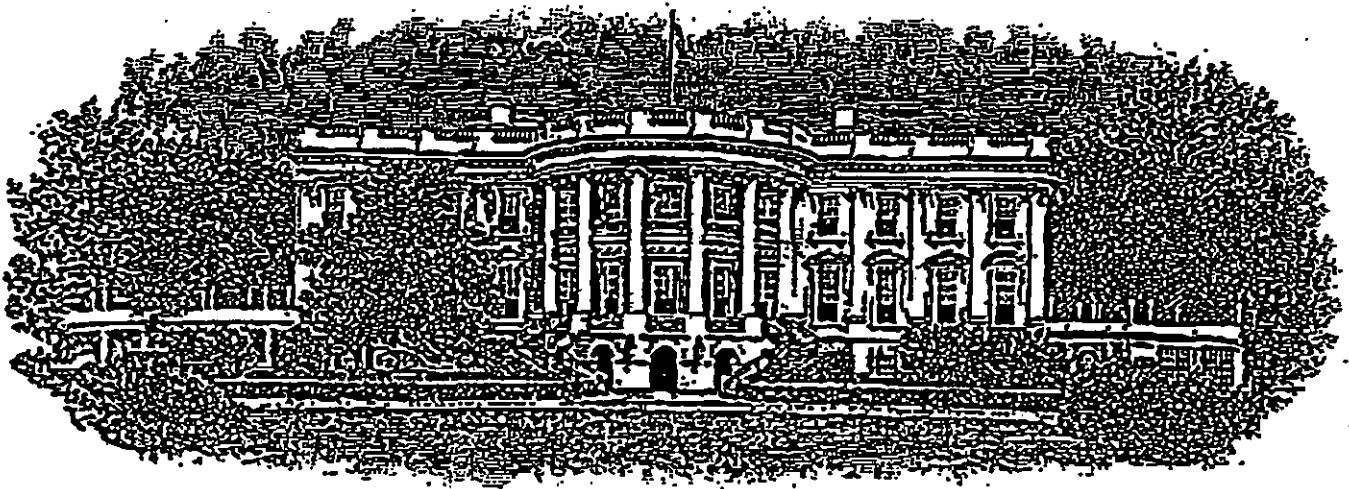
**Who is to blame for the sale and marketing of tobacco products to teens?**

	<u>Tobacco Companies</u>	<u>Advertising Agencies</u>	<u>Media Taking Ads</u>	<u>Retailers</u>
Very much to blame	55%	43%	33%	28%
Somewhat to blame	32%	45%	50%	49%
Not at all to blame	12%	12%	17%	23%

**70 percent of those surveyed claim to have seen, heard, or read something about the Liggett settlement.**

# The White House

Tobacco-Kick  
Party Event



## DOMESTIC POLICY

### FACSIMILE TRANSMISSION COVER SHEET

TO: Elena Kagan

FAX NUMBER: 6-2878

TELEPHONE NUMBER: \_\_\_\_\_

FROM: Elizabeth

TELEPHONE NUMBER: \_\_\_\_\_

PAGES (INCLUDING COVER): \_\_\_\_\_

COMMENTS: HHS & DoJ have cleared

w/changes marked. Still fact-checking

one line. Michael wants to be

done by 8:00. Lindsey hasn't seen yet

let's get your changes in and get to

win.

Draft 4/14/97 5:10 circulation doc

**PRESIDENT WILLIAM J. CLINTON  
REMARKS ON KICK BUTTS DAY  
ANDRIES HUDDERSON JUNIOR HIGH SCHOOL  
BROOKLYN, N.Y.  
APRIL 15, 1997**

**Acknowledgements: TK**

I am delighted to join, for the second year in a row, with young people here and around New York City by video, and across America, for my second "Kick Butts Day."

All of you should be very proud of the work you have done to take on the tobacco companies and their marketing campaigns that convince kids to start smoking. It's hard growing up today; you are bombarded by millions of sophisticated images that try to sell you on doing what's cool, what's sexy, what's grownup, even if it isn't good for you. Adults tell you all the time to resist peer pressure. But sometimes resisting millions of dollars of advertising pressure can be just as hard. It takes courage and moral backbone to stand up to that. And that is what all of you are doing.

You are doing it not only by not smoking, but by taking time and taking responsibility. You may not realize it, but you are beginning a habit – a good habit – that will stick with you throughout a lifetime – the habit of working with others to serve your community. You have found out that when you give time and energy and sweat to the cause of making your community a better place, when you put your heads together with your friends and neighbors to do it, that service is fun; that you are part of a community that cares. In fact, today is National Youth Service Day, and here in Brooklyn, AmeriCorps members are xx. Some of them are here today, and I would like to salute them.

Today, in Kick Butts day activities all throughout New York, in the first Kick Butts day last year, which I participated in, and this year all around the country, thousands of middle school and high school kids have [x].

This kind of citizen movement is so vital because the issues at stake are so critical. All of you here today have the brightest future any generation of Americans has ever had. The great changes in technology and science, that you learn about here in school, will give you opportunities your parents can only dream of. The growing links between all the nations of the world – the kind of coming together that we see in this neighborhood, with new immigrants from all over living together side by side – will make America the strongest nation on earth. All of this can be yours. But if you do not grow up healthy and strong, if you do not stay away from the influences that can ruin your life, all this opportunity will mean nothing.

That is why the issue of tobacco and young people is one of the most significant health issues facing our country – and why you should be proud that you are part of one of the great grassroots movements of this century.

Nothing poses a greater health threat to your health today than tobacco. Tobacco kills more people than AIDS, alcohol, car crashes, and drugs combined. And today, like every day, across America 1000 teenagers will start a habit that will cut short their lives. You are just entering adolescence; you probably sometimes feel that your bodies are indestructible. But study after study shows that kids who think they can kick the habit at age 15 are still smoking at 25 and 35 and beyond. But someone who doesn't start smoking in their teens, will very likely never smoke.

In communities all across the country, young people have joined together with teachers and parents to create smoke-free zones and expose tobacco ads. Dozens of states have sued the tobacco companies, to get them to pay for the cost of health care for the people who become sick because they smoke.

And last August, the national government said that we would do our part. We issued tough new rules that will stop the marketing of tobacco in a way that lures young people. ~~We said:~~ From now on, ~~we said, acted to ban~~ tobacco ads and billboards that are near schools... no to Joe Camel in magazines read by teens ... no to cigarette vending machines ... all to protect young people.

*will be banned.*

I am very pleased that tomorrow, City Council President Peter Vallone will introduce legislation to ban all billboards within 1000 feet of schools here in New York City. ~~One way or another, we will put Joe Camel and the Marlboro Man out of reach of our kids forever.~~

*We are all working together to HHS*

*Carbons are*

Now, since we first began to act to stop tobacco from marketing their products in ways that reach children, the tobacco companies have not given up. They are fighting our rules every inch of the way. And sometimes it seems that the marketing campaign has gotten more sophisticated than ever. Virginia Slims is now sponsoring CDs and concerts. They call it, "It's a Woman Thing." Joe Camel is now on the packets of cigarettes, not just in ads. And U.S. Tobacco still gives out toy cars emblazoned with tobacco brand names -- for all those middle aged people who play with toy cars.

*verify facts*

But now, despite this lavish marketing campaign, the tobacco's stonewall is beginning to crack. For years, the tobacco companies said that they did not seek to sell their product to children. For years, they swore to Congress that nicotine was not addictive. But then, last month, one of the tobacco companies finally told the American people the truth. Liggett admitted that nicotine is addictive. And here is what the President of this tobacco company now says, and I quote: "[we] acknowledge[] that the tobacco industry markets to 'youth,' which means those under 18 years of age, and not just those 18-24 years of age."

*Do J drop*

*Do J drop*

To all ~~the other~~ tobacco companies, I have this to say: We've heard the truth from one cigarette company. Let's hear the truth from all. Sell your products to adults, if you wish. But draw the line on kids.

*Join with us drawing*

I am confident that this great cause will prevail. We will continue to do our part. And I

help all of you will continue to do your part. Take responsibility; keep your eyes peeled and your mind sharp; don't fall for peer pressure or advertising pressure.

\*\*\*\*\*

Tobacco - Kick Butts Day



Elizabeth Dye

04/01/97 04:05:51 PM



Record Type: Record

To: Elena Kagan/OPD/EOP, Bruce N. Reed/OPD/EOP

cc:

Subject: Michael Waldman and Tobacco

Michael Waldman is not happy he wasn't at our 1:30 meeting since he'll have to write both kick butts day speech and POTUS statement on court decision. Probably my oversight. He also doesn't want POTUS to slam any advertising tactics not covered by FDA's rule -- including Joe Camel collector packs and the Internet. Thinks that makes it clear the industry has outsmarted us (I disagree but he didn't buy my counter-arguments). Given that, I don't think we have enough to focus a speech exclusively on in-your-face advertising. That leaves us with nothing certain for kick butts day.

If timing is right, we can use the event to expand on our response to court decision. If no court decision yet, I'm back at the drawing board. Should we push on HHS to get policy idea(s) on the table by the end of this week so we can vet something specifically for kick butts day and adjust our agenda once we learn of court decision? Otherwise I'm afraid we won't have enough to say on 4/15. Elena -- that might take a call from you to Kevin since we didn't give them a firm deadline on policy options.

Sorry kick butts day isn't settled yet. Thanks for running today's meeting and getting people focused.