

ESP/WISE/IGN/GAT/DK/RR
GAT



BRITISH-AMERICAN TOBACCO COMPANY LTD

A member of the B.A.T Industries Group

Registered Office:
PO Box 482 Westminster House
7 Millbank London SW1P 3JE

Telephone: 01-222 1222
Telex: 27384 BATTOB G
Facsimile No: 01-222 3659

Note to all No. Is of BATCo Operating Companies

The 1989 report of the US Surgeon-General was recently released. A Brief description and comments on the contents of the Report are attached, and some background material received from Infotab. We and Public Affairs department would be interested to hear of any media activity on this issue in your country.

Although activity in the UK has so far been minimal it is likely that the Report may be quoted when future smoking and health issues are raised.

From the point of view of smoking and health there is little that is new in the Report: it is primarily a review of the conclusions of previous Reports. However, this Report is less a medically-oriented review than a socio-historical document that is primarily concerned with reviewing successes in persuading smokers to quit. Any response to this issue should therefore be compatible with responses to previous Reports and more specific comments based on point 6 of the following page.

A copy of the public opinion poll research referred to in the Infotab material is available from Public Affairs department if required.

With best wishes
Yours sincerely

Dr S Boyse
Corporate R&D Department

SB/AM
17th January 1989

- cc. Mr P S Sheehy)
- Mr B D Bramley)
- BATCo Board and Heads of Department) For information
- Mr P V Smith, AMATIL)
- Scientific Research Group)

Encl.

Incorporated in London Number 74974 Cables: Vehicular London SW1

400111121

BATCo document for Province of British Columbia 21 April 1999