

1983 SMOKING BEHAVIOR CONFERENCE: OVERVIEW

The 1983 Smoking Behavior Conference was intended to accomplish two major objectives:

- 1) To review and discuss smoking behavior research from both within and outside the Organization.
- 2) To ensure a comprehensive coordinated program of future work which addresses our research needs, with particular attention to commercial/product development implications of our research.

The Conference, by and large, accomplished these objectives.

Attached are the Conference agenda, attendee list, materials presented at the Conference, and chairpersons' summaries of key presentation and discussion points.

It must be noted that this Conference did not produce a clear idea of how to use smoking behavior measurements to design more acceptable products. However, it was agreed that smoking behavior effort should continue, with this longer term goal in mind as well as more immediate purposes, such as addressing basic research questions, keeping pace with or ahead of competitive efforts, maintaining defensive capability, etc.

Further, it was recognized that the overall research program should be in the interest of all of BAT, but that some elements might be of unique interest or benefit to a single company or market.

Canada offered to host the next Conference, a joint R&D marketing meeting in late summer, 1984.

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