

by SAH File  
Drafts from SAH Conference held  
in Germany in May 1974.

SMOKING AND HEALTH

ASSUMPTIONS

1. The association of smoking with various diseases will continue to be a major threat to the tobacco industry.
2. There will be no sudden scientific solution in the foreseeable future.
3. It is unlikely that there will be a single product design solution.
4. Consumers will continue to expect the industry to mitigate any harmful effects its products may have.
5. The chemical industry will continue to take some interest in tobacco substitutes.
6. It is unlikely that there will be sufficient knowledge and medical advice available before the end of 1975 to enable positive action guide-lines to be issued in relation to tobacco substitutes.
7. It will not be possible to confirm lasting consumer acceptance of tobacco substitutes until they have been on sale for at least a year.
8. Nicotine will continue to be considered by doctors to be less harmful to the majority of smokers than tar.
9. Carbon monoxide will become increasingly regarded as a serious health hazard for smokers.
10. Without inhalation cigarette smoking will present negligible health risks.
11. Man will continue to use psychopharmacological aids, including cigarettes.
12. Smoking will become an increasingly unacceptable social habit.
13. On legal grounds alone, it will continue to be to the industry's advantage not to make explicit health claims.
14. The industry will make increasingly competitive use of products for which health claims are implied.

CONT/.....

301097192

15. Reduction in biological activity per cigarette (rather than specific activity) will continue to be accepted by doctors as desirable.
16. Passive smoking will become more important as an issue.
17. Anti-smoking restrictions, legal or voluntary, will increase.
18. There will be no valid evidence that current cigarette advertising increases total consumption.
19. Smoking during pregnancy will become more important as an issue.
20. There will eventually be publication of tar and nicotine information in more countries and publication may also include the gas phase.
21. Modifications to the product will have more credibility for the consumer if health authorities are seen to have been involved.
22. The industry will make increasing use of the smoking and health situation for marketing purposes.
23. The tobacco industry will be better able to defend itself from attacks by opponents of smoking if it presents a united front.
24. There will be continued efforts by Philip Morris to influence the industry towards a more aggressive approach.
- 24a. *the extent to which Philip Morris will honour industry agreements will depend on its market share.*
25. The views of medical and health authorities (including those in Government service) will influence Government action against the industry.
26. An inflexible industry attitude, resulting in challenging the validity of all the evidence against smoking, will create hostility for the industry among intelligent and fair-minded people.
27. Managers in Companies, and particularly No. 1s, will be asked questions about the smoking and health issue.
28. The industry will continue to be criticised for spending much more on advertising than on health research.
29. Voluntary concessions by the industry will not prevent further concessions being demanded.

301097193