

SMOKING AND HEALTH

STRATEGIES

1. The use in product development of tests relating to physical properties of smoke should be strongly encouraged in Group laboratories.
2. Research into and development of new products is the key strategy to solving the smoking and health problem. To this end B-A.T. will work in this field with any group having the same objectives in order to further the interests of its consumers.
3. B-A.T. will co-operate with selected suppliers who are developing substitute smoking materials.
4. B-A.T.'s main research efforts aimed at modifying cigarettes will concentrate on:-
 - i. cigarette design
 - ii. reconstitution of tobacco
 - iii. Batflake
 - iv. substitute materials.
5. In co-operation with competitors, B-A.T. will always aim to get tar and nicotine firmly separated in the minds of the authorities and of the public. Any published tables should be compiled by a laboratory independent of any member of the industry. Publication of brands in alphabetical order is preferable to ranking by levels.
6. All Companies should have available at least one acceptable brand which would be favourably placed in any league table though not necessarily at the bottom. A filter version of a particular brand should always show a lower tar and nicotine level than the plain version.
7. To encourage research on the susceptible sub group hypothesis.
8. Combustion studies will be continued at Southampton in an attempt to control both CO and polycyclic aromatics.
9. Product development work on reducing CO in cigarettes by known means will continue.

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10. Wherever possible, B-A.T. Companies should seek to exercise leadership within the industry on the question of smoking and health in the country in which it operates and seek to influence the industry to adopt the B-A.T. approach to the smoking and health issue.
11. B-A.T. will investigate and stimulate the development of alternatives to nicotine against the possibility of nicotine being indicted.
12. Research on the perceived benefits of smoking should be continued.
13. We should continue to persuade medical and Government opinion that tobacco products (modified as may from time to time be required by Government health authorities as knowledge increases) perform a useful and beneficial social function.
14. Biological activity per cigarette rather than specific activity of condensate, is accepted as a basis for work on alternative smoking materials, both tobacco and non-tobacco.
15. Companies should be well informed on Government attitudes to smoking and health, forewarned and alert to likely Government action, and knowledgeable about ministerial intentions and the influence and significance of anti-smoking groups.
16. We should resist, as far as possible, the imposition by Government of maximum levels for tar and nicotine. If a Government is determined to take such action we should strive to have the levels fixed sufficiently high to cover the majority of brands on the market. If necessary, we should point out that a reduction of nicotine below a level satisfactory to the consumer might lead to increased per capita consumption.
17. If Governments insist on warning notices on packs the wording should make clear that it emanates from a Government source.
18. Warning notices in advertising should be resisted as long as possible.
19. At the R & D level we should be prepared with products to meet a gas phase league table situation.
20. We should influence medical and Government opinion and get each group to accept some responsibility for helping to solve what is seen to be a major public health problem rather than putting all the onus on the industry.

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- 21. We should enter into dialogue with medical authorities and Government departments on the possibility of developing modified products acceptable to the consumer and recommended by medical authorities as being likely to be less harmful.
- 22. A distinction must be drawn at the outset between those companies in whose countries the issue is not yet a live one, and companies who are already having to deal with the problem in some degree. It is not suggested that those in the first category should do anything to initiate action in the matter, but they should, nevertheless, prepare themselves to act as suggested later in this paper should the matter become live.
This will have to be
- In those countries where the industry is carrying out or sponsoring health research, it should keep the medical authorities fully informed and welcome their collaboration and views. It should also make known to them the extent of the research effort in other countries.
reworded and repositioned.
- In countries where the local industry has not yet sponsored research, it should provide the appropriate health authorities with information about industry research in other countries.
- 23. Public Relations department at Millbank will regularly review and communicate to all concerned "party line" answers to questions most likely to arise, particularly on causation.
- 24. To build up a good reputation for the Group's scientific research.
- 25. Should governments wish to control the activities of the tobacco industry by legislation, it would be preferable for this to be achieved by the placing of tobacco under existing multi-product consumer protection legislation rather than under a separate Tobacco Act. If tobacco were to be placed under a Food and Drug law, classification of tobacco under the food section would be acceptable, but classification of tobacco as a drug should be avoided at all costs.
- 26. If any company were asked what its attitude would be if marijuana were legalized, it should answer that this was a hypothetical question and it seemed highly doubtful, on present evidence, that any Government would ever legalize it.

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- 4 -

27. Existing policy that pure nicotine should not be added by us or our suppliers to any smoking material was confirmed, although tobacco extract containing nicotine could be added.
28. The Group's normal internal controls in addition to statutory requirements on the use of fumigants, should continue.

A revised "causation" statement will be added.

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