

Infact

Challenging corporate abuse
Building grassroots power

December 8, 2000

Federal Trade Commission
Office of the Secretary
File No. 001 0215
Docket No. C-3987
600 Pennsylvania Ave., NW
Washington, DC 20580



Dear FTC Secretary:

On behalf of Infact, I am writing to comment on the FTC's Proposed Consent Order regarding the acquisition of Nabisco Holdings Corp. by Philip Morris Companies Inc.

Founded in 1977, Infact is a consumer advocacy organization with 35,000 members and supporters across the US. As background on our current campaign to protect consumers—particularly children—from manipulative and deceptive promotion of addictive and deadly tobacco products, I have enclosed the Public Challenge Infact issued to Philip Morris and the rest of the tobacco industry in April 1994. I have also enclosed for your consideration a copy of Infact's new documentary film, *Making a Killing: Philip Morris, Kraft and Global Tobacco Addiction*.

The announcement of the FTC's conditional approval of the sale of Nabisco to Philip Morris referred to "potential anticompetitive effects" of a transaction projected to create one of the world's largest food businesses. While such concerns certainly merit the FTC's attention, consumer interest in Philip Morris's acquisition is broader than questions of competition within the food industry. Philip Morris is, first and foremost, the global leader in the deadly tobacco business. If this plan is completed, Nabisco will join Kraft as a pawn of the Marlboro Man. And following the completion of this transaction Nabisco food brands will be subject once again to Boycott pressure from Infact, toward the changes laid out in our Public Challenge.

Infact's Boycott was a contributing factor in Nabisco's move last year to spin off R.J. Reynolds and sever its ties with tobacco addiction. Shareholders, some specifically referencing Infact's Boycott, had been pushing for a Nabisco / R.J. Reynolds split for several years, receiving unprecedented 38% support for a spinoff resolution in 1996.

Like the former RJR Nabisco, Philip Morris has long used its food business to gain influence and credibility with policymakers and consumers. For example, the July 2000 report, "Tobacco Company Strategies to Undermine Tobacco Control Activities at the World Health Organization," describes how tobacco corporations have attempted to use affiliated food companies to gain influence in WHO. An internal memo authored by current Philip Morris Chair and CEO Geoffrey Bible, when he was president of the corporation's international tobacco division in 1988, suggested, "we need to think through how we could use our food companies, size, technology, and capability with governments by helping them with their food problems."

Such tactics have been documented in the US and other countries. And recently, Philip Morris has launched a major public relations campaign to divert consumers' attention from the deadly



effects of its tobacco products by highlighting the positive contributions of its employees, especially those in the Kraft division. Philip Morris's spending on corporate advertising skyrocketed by 800% from 1998 to 1999, and continued to increase in the first half of 2000 with \$142 million in expenditures. There is every reason to believe that Nabisco will become just as integral to this image makeover as Kraft.

In assessing the impact of this acquisition on consumers, it may be worthwhile to consider Philip Morris's emphasis on corporate advertising—designed to shape public opinion—versus advertising that may provide specific information on brands or products. Incidentally, ownership of Kraft has also maintained Philip Morris's access to television, a medium from which tobacco ads are banned in the US. Philip Morris has taken full advantage of this loophole, with aggressive television advertising on a range of tobacco issues—and will only have more leverage with Nabisco in the Kraft pantry.

In sum, Philip Morris's acquisition of Nabisco threatens to increase the political clout, expand advertising exposure, enhance the corporate image, afford greater market access, and grow revenues for the world's largest and most profitable tobacco corporation. All of these results are bad for consumers. Philip Morris is the maker and marketer of Marlboro, the world's leading cigarette and #1 choice among teens in the US. Marlboro's global success has been driven by the Marlboro Man advertising icon, described by its creator as "the right image to capture the youth market's fancy. . . . a perfect symbol of independence and individualistic rebellion."

Consumers are resisting Philip Morris's abusive promotional practices directly by boycotting Kraft Foods. Infact's Kraft Boycott is now supported by more than 200 organizations and prominent individuals, including the American Medical Women's Association and former Surgeon General Dr. C. Everett Koop. Worldwide release and distribution of *Making a Killing* is building support for Infact's Kraft Boycott and for a strong, effective Framework Convention on Tobacco Control.

Growing numbers of consumers do not want their food purchases to advance the spread of the tobacco epidemic, which now claims more than four million lives around the world each year. Many people strongly believe Nabisco took a positive step by getting out of the tobacco business—and is now taking a step in the wrong direction by getting back into the tobacco business. We urge you to take swift and decisive action to address these concerns.

Please contact me if you would like further information about any of the issues raised in this letter or the enclosed materials.

Sincerely,



Kathryn Mulvey
Executive Director

enclosures

A PUBLIC CHALLENGE TO THE TOBACCO INDUSTRY

APRIL 19, 1994

PREAMBLE

For decades, the tobacco industry has been called upon to end its abusive practices. INFACT's grassroots Campaign, involving millions of citizens and consumers in bringing pressure to bear directly on the tobacco industry, is a critical addition to the overall movements for tobacco control and corporate accountability. With the Tobacco Industry Campaign, INFACT joins other groups and individuals worldwide working to stop the tobacco industry from addicting new customers around the world, especially children and young people; and to stop the tobacco industry from manipulating public policy in the interests of tobacco profits.

INFACT challenges the tobacco industry to:

- **Stop tobacco marketing and promotion that appeals to children and young people.**
- **Stop spreading tobacco addiction internationally.**
- **Stop influence over, and interference in, public policy on issues of tobacco and health.**
- **Stop deceiving people about the dangers of tobacco.**
- **Pay the high costs of health care associated with the tobacco epidemic.**

A PUBLIC CHALLENGE TO THE TOBACCO INDUSTRY

APRIL 19, 1994

AT-A-GLANCE SUMMARY

- **Stop tobacco marketing and promotion that appeals to children and young people.**

Examples of changes the industry must make to meet this challenge

- 1) End the use of advertising images and themes — including the Marlboro cowboy and Joe Camel — that appeal to young people.
- 2) Discontinue advertising in media that are widely accessible to youth — such as billboards, transit ads, television, and radio.
- 3) Stop sponsoring events that reach large audiences of young people, including rock concerts and sports.
- 4) Stop promoting tobacco brand names and logos on other products used by young people, such as clothing, accessories, and toys.
- 5) Cease free tobacco sample giveaways.

- **Stop spreading tobacco addiction internationally.**

Examples of changes the industry must make to meet this challenge:

- 1) Cease associating tobacco with positive popular images of the US — such as wealth, freedom, glamour, and democracy.
- 2) Stop entering into new markets through exports, acquisition of local companies, and joint ventures.
- 3) Stop advancing the spread of tobacco addiction to women in countries where they have not traditionally smoked.

- **Stop influence over, and interference in, public policy on issues of tobacco and health.**

Examples of changes the industry must make to meet this challenge:

- 1) Discontinue financial contributions and lobbying to influence legislation and administrative regulation on tobacco or health — including PAC contributions or "soft money" to the political parties.
- 2) Stop pushing for preemption of national laws through international intervention, and of local laws through state intervention.
- 3) Disclose funding for and other connections to organizations opposing tobacco control legislation — such as "smokers' rights" groups.
- 4) Obey the law in every country in which tobacco products are sold, marketed, and promoted.

- **Stop deceiving people about the dangers of tobacco.**

Examples of changes the industry must make to meet this challenge:

- 1) Stop using slogans, themes, and images that contradict the addictive and deadly effects of tobacco use.
- 2) Terminate counterproductive anti-youth smoking campaigns.
- 3) Disclose all findings on the dangers of smoking and environmental tobacco smoke — including the records of the Council for Tobacco Research.
- 4) Withdraw all lawsuits disputing legitimate research on the dangers of tobacco.

- **Pay the high costs of health care associated with the tobacco epidemic.**

Examples of changes the industry must make to meet this challenge:

- 1) Cease all lobbying efforts, worldwide, against proposed increases in tobacco excise taxes.
- 2) Reimburse US taxpayers the billions of dollars in public funds spent to treat tobacco-related disease — for example, through Medicaid and Medicare (\$7.2 billion in 1991).

STOP TOBACCO MARKETING AND PROMOTION THAT APPEALS TO CHILDREN AND YOUNG PEOPLE

WHY THIS CHALLENGE IS IMPORTANT

The tobacco industry loses 5,000 customers every day in the US alone — including 3,500 who manage to quit, and over 1,100 who die. The most promising "replacement smokers" are youth. According to the US Surgeon General, virtually all US smokers start before the end of high school. Nicotine addiction means that once a young person starts smoking, the tobacco industry usually has a lifelong customer. With aggressive marketing and promotional campaigns, the industry succeeds in hooking 3,000 new young smokers in the US each day, and thousands more worldwide.

EXAMPLES OF CHANGES THE INDUSTRY MUST MAKE TO MEET THIS CHALLENGE

- 1) End the use of advertising images and themes — including the Marlboro cowboy and Joe Camel — that appeal to young people.**
- 2) Discontinue advertising in media that are widely accessible to youth — such as billboards, transit ads, television, and radio.**

The industry's advertising images and promotional techniques appeal to young people's desire to be sophisticated, independent, and grown-up. It is no coincidence that the brands most heavily smoked by youth are among the most heavily advertised. According to Michael Eriksen, director of the US Office on Smoking and Health, "Marlboro has the heaviest advertising and it's most heavily smoked by kids. Kids are three times more likely to smoke Marlboros than adults."

Jack Landry, the advertising executive for Philip Morris, coordinated with the Leo Burnett agency to develop "commercials that would turn rookie smokers on to Marlboro. . . . the right image to capture the youth market's fancy. . . . a perfect symbol of independence and individualistic rebellion." The powerful appeal of this image ad campaign to youth has made Marlboro not only the leading cigarette in the US and in the world, but also the leading consumer product in the world.

Marlboro's success has inspired both imitation and aggressive competition. In an effort to recapture declining market share and regain its dominant position in the US cigarette market, RJR Nabisco developed a cartoon character — Joe Camel — to promote its Camel brand. Despite strong opposition to this campaign from the general public, health experts, and government officials, RJR has not only kept the campaign going, but repeatedly escalated it.

- 3) Stop sponsoring events that reach large audiences of young people, including rock concerts and sports.**

Sponsoring rock concerts and sporting events gives the tobacco industry access to large audiences of young fans. Televised sponsorship is particularly attractive because it offers a way to evade advertising restrictions on tobacco products. Sports sponsorship, which connects cigarette brands like Marlboro, Virginia Slims, Camel, Winston, and Lucky Strike with good health and physical fitness, is especially insidious.

4) Stop promoting tobacco brand names and logos on other products used by young people, such as clothing, accessories, and toys.

A recent survey found that half of teen smokers in the US — and one-fourth of nonsmoking teens — had received promotional items from tobacco companies. These merchandise promos turn youth into "walking billboards," and reward increased consumption. RJR's "Camel Cash" promo has set the pace in the US: coupons resembling one-dollar bills come in every pack of filtered Camel cigarettes. Consumers can redeem Camel Cash for "smooth stuff" with obvious appeal to young people — including flip-flops, insulators for beverage cans, jackets, towels, T-shirts, and hats.

5) Cease free tobacco sample giveaways.

Nicotine's addictive power makes free tobacco samples an effective investment that can pay off for decades by hooking a lifelong customer. From Latin America to Asia, free cigarettes are often available in discos and other places where young people gather.

STOP SPREADING TOBACCO ADDICTION INTERNATIONALLY

WHY THIS CHALLENGE IS IMPORTANT

If present trends continue, the World Health Organization projects that within the next three decades, ten million people worldwide will die yearly from tobacco use — seven million of them in economically poor countries. As tobacco use begins to decline slowly in industrialized countries, that drop is more than offset by a greater than 2% annual increase in other countries. This totally preventable future epidemic will result in the loss of more lives than have been lost from all previous world epidemics.

EXAMPLES OF CHANGES THE INDUSTRY MUST MAKE TO MEET THIS CHALLENGE

1) Cease associating tobacco with positive popular images of the US — such as wealth, freedom, glamour, and democracy.

Through their advertising and promotion, transnational tobacco companies create the dangerous impression that smoking is more common in the US than it actually is, and even that it is essential to the wealth and freedom widely associated with the US and desired by many people.

2) Stop entering into new markets through exports, acquisition of local companies, and joint ventures.

The giant tobacco transnationals set the pace for the rest of the industry to follow. US-based companies are not only exporting their addictive and deadly product, but also their sophisticated, extremely effective advertising and promotional techniques. In many countries, these industry leaders take advantage of the lack of health-related regulations, or of a limited capacity to enforce them, to bombard the public with marketing campaigns. They even employ many tactics long banned or discredited in the US — including direct television and radio advertising, and celebrity endorsements. Formerly lethargic national companies often adopt aggressive new marketing tactics in response to US competition, with devastating results for public health.

3) Stop advancing the spread of tobacco addiction to women in countries where they have not traditionally smoked.

In economically poor countries, on average, only about 5% of women smoke. In industrialized countries, about 30% of women smoke, and lung cancer has surpassed breast cancer as the leading cancer killer of women. With promotional campaigns targeting women, the tobacco transnationals are imposing a perverse and deadly notion of "equality" on women in economically poor countries.

STOP INFLUENCE OVER, AND INTERFERENCE IN, PUBLIC POLICY ON ISSUES OF TOBACCO AND HEALTH

WHY THIS CHALLENGE IS IMPORTANT

Tobacco use is a preventable global epidemic, but tobacco products remain largely unregulated in many countries. This government inaction does not, however, reflect a lack of public support for change. The enormous financial clout of this deadly industry has enabled it to manipulate the making and implementation of public policy in the US and around the world. The tobacco industry's undue influence has ensured that tobacco remains the least regulated consumer product in the US, exempt from virtually every major federal health and safety law. In other countries, tobacco transnationals have openly defied tobacco advertising bans, and challenged health-related restrictions on tobacco as unfair trade barriers.

EXAMPLES OF CHANGES THE INDUSTRY MUST MAKE TO MEET THIS CHALLENGE

1) Discontinue financial contributions and lobbying to influence legislation and administrative regulation on tobacco or health — including PAC contributions or "soft money" to the political parties.

In the US, the tobacco industry holds what Representative Michael Synar has termed a "stranglehold over Congress." The industry's massive political contributions guarantee important access to and influence over key policymakers. Tobacco interests gave \$2.3 million to Congressional candidates, and \$2.8 million to the major political parties, in the last election cycle.

2) Stop pushing for preemption of national laws through international intervention, and of local laws through state intervention.

In the 1980's, the US-based tobacco transnationals enlisted the aid of the US government to pry their way into the markets of Japan, South Korea, Taiwan, and Thailand. The US Trade Representative challenged these countries' anti-tobacco health measures as unfair trade barriers. The next prize the companies covet is China.

Within the US, tobacco companies are pushing for preemption at the state level of democratically enacted local ordinances restricting tobacco promotion, use and sales.

3) Disclose funding for and other connections to organizations opposing tobacco control legislation — such as "smokers' rights" groups.

As its own credibility wanes, the tobacco industry is organizing its more highly regarded allies — including workers, smokers, retailers, and restaurant owners — to take the lead in pressing its agenda.

4) Obey the law in every country in which tobacco products are sold, marketed, and promoted.

The transnational tobacco companies have used the promise of short-term investment as leverage with many cash-poor countries — most recently in Eastern Europe and the former Soviet republics. They persuaded the Czech Republic to overturn a tobacco advertising ban, and have openly defied ad bans in Russia and Hungary. In other countries, the companies evade the law by heavily advertising their brands without explicitly mentioning cigarettes.

STOP DECEIVING PEOPLE ABOUT THE DANGERS OF TOBACCO

WHY THIS CHALLENGE IS IMPORTANT

Despite irrefutable evidence from over 50,000 medical studies that tobacco kills when used exactly as intended, people do not fully appreciate the dangers of tobacco addiction, disease, and death. One major reason is that the tobacco industry's advertising and promotion overwhelms the health messages: in the US, the industry pours \$4 billion a year into its aggressive marketing campaigns, outspending the annual budget of the federal Office on Smoking and Health in a *single day's* worth of advertising and promotion.

EXAMPLES OF CHANGES THE INDUSTRY MUST MAKE TO MEET THIS CHALLENGE

1) Stop using slogans, themes, and images that contradict the addictive and deadly effects of tobacco use.

Advertising themes such as "Alive with Pleasure" encourage smokers and potential smokers to disbelieve or ignore their own knowledge of tobacco's health impacts. No possibility for truly informed adult consent to these dangers exists until the industry stops blocking the accurate communication of health information.

2) Terminate counterproductive anti-youth smoking campaigns.

With programs such as "It's the Law" and "Helping Youth Say No," the tobacco industry claims to be trying to discourage young people from smoking. However, "It's the Law" has had no real effect on youth access to tobacco products, and "Helping Youth Say No" does not mention the known health consequences of smoking. By framing tobacco use as a marker of maturity, the industry may actually be increasing the appeal of smoking to young people.

3) Disclose all findings on the dangers of smoking and environmental tobacco smoke — including the records of the Council for Tobacco Research.

The tobacco industry actively disputes evidence of tobacco's addictive and lethal effects. For nearly 40 years, the industry-sponsored Council for Tobacco Research has waged what the Wall Street Journal labeled the "longest-running misinformation campaign in US business history." The CTR has been the centerpiece of a massive industry effort to cast doubt on the links between tobacco and disease.

4) Withdraw all lawsuits disputing legitimate research on the dangers of tobacco.

The tobacco industry is currently suing the US Environmental Protection Agency over its report on the dangers of environmental tobacco smoke. RJR has sued researchers who demonstrated the effect of the Joe Camel ad campaign on young children. Such lawsuits, no matter how spurious, give the industry the capacity to foster doubt in the public mind simply by asserting that the evidence is being challenged in court. They may be particularly dangerous internationally, as this industry uses the impression of ongoing "debate" and "controversy" to move into new markets.

PAY THE HIGH COSTS OF HEALTH CARE ASSOCIATED WITH THE TOBACCO EPIDEMIC

WHY THIS CHALLENGE IS IMPORTANT

Tobacco use is the leading preventable cause of death in the US, killing 419,000 people a year. Tobacco-related disease and death is responsible for about 8% of all US health care spending. The US Office of Technology Assessment conservatively estimates that tobacco use cost the US economy \$21 billion in direct health care costs in 1990; other estimates range as high as \$100 billion.

These expenses are astronomical enough in the US. Children addicted today are the casualties of tomorrow; as the tobacco epidemic takes hold in economically poor countries, the tobacco industry is inflicting an enormous future health care burden that these countries can ill afford.

EXAMPLES OF CHANGES THE INDUSTRY MUST MAKE TO MEET THIS CHALLENGE

- 1) Cease all lobbying efforts, worldwide, against proposed increases in tobacco excise taxes.**
- 2) Reimburse US taxpayers the billions of dollars in public funds spent to treat tobacco-related disease — for example, through Medicaid and Medicare (\$7.2 billion in 1991).**

The tobacco oligopoly, which has reaped enormous profits, must take responsibility for the implications of its abusive marketing practices. This industry has raised prices at will and enjoyed high profit margins while millions of its customers suffer and die from horrible diseases. Victims, their families and government health agencies are now left to pick up the tab. It's high time for the tobacco companies, not the taxpayers, to shoulder the true societal costs of tobacco use.

Infact

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For Immediate Release:

December 8, 2000

Press Release

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Nabisco Becomes a Pawn of Philip Morris's Marlboro Man: Consumers Resist Through Infact's Escalating Kraft Boycott

BOSTON—As Philip Morris completes its acquisition of Nabisco, the national corporate accountability organization Infact is expanding the Kraft Boycott to include Nabisco brands like Oreo cookies and Ritz crackers. The Nabisco buy-out comes as Philip Morris, the world's largest and most profitable tobacco corporation and owner of Kraft Foods, is aggressively attempting to improve its image with consumers and policy makers. From 1998 to 1999—as Infact targeted Kraft icon Macaroni & Cheese with Boycott visibility and organizing—Philip Morris's corporate advertising expenditures increased by 800%. In the first half of 2000 the tobacco giant spent \$142 million on corporate advertising.

"Philip Morris is subjecting Nabisco to a Boycott that is a serious and growing liability to its Kraft Foods division," says Infact Executive Director Kathryn Mulvey. Internal documents made public through US litigation show that the corporation knew in the early 1990's that associating Kraft with Philip Morris would harm public perception of Kraft. "The tobacco giant's willingness to risk Kraft's—and now Nabisco's—image shows how desperate they are to cover up youth-oriented tactics like the Marlboro Man and buy credibility as countries come together to negotiate a global tobacco control treaty," continues Mulvey.

As part of the former RJR Nabisco, Nabisco is no stranger to scrutiny and Boycott pressure from Infact. Infact's Boycott was a contributing factor in Nabisco's move last year to spin off R.J. Reynolds and sever its ties with tobacco addiction. Shareholders, some specifically referencing Infact's Boycott, had been pushing for a Nabisco / R.J. Reynolds split for several years, receiving unprecedented 38% support for a spinoff resolution in 1996.

The Federal Trade Commission is now accepting public comment on its conditional approval of the sale. In a letter sent today to the FTC, Mulvey argued that consumer interest in Philip Morris's acquisition is broader than questions of competition within the food industry. "Philip Morris is, first and foremost, the global leader in the deadly tobacco business. If this plan is completed, Nabisco will become a pawn of the Marlboro Man. Support for the Kraft Boycott shows that growing numbers of consumers do not want their food purchases to advance the spread of the tobacco epidemic by enhancing the corporate image and political clout of tobacco transnationals led by Philip Morris," wrote Mulvey.

Also included in Infact's submission to the FTC was the new documentary film *Making a Killing: Philip Morris, Kraft and Global Tobacco Addiction*, produced and directed by AndersonGold Films. *Making a Killing* has already screened in more than 40 cities around the world, and has been hand-delivered to all 100 US Senators and to negotiators of the World Health Organization-initiated Framework Convention on Tobacco Control. The film has also been a centerpiece of grassroots organizing on more than a dozen college campuses around the US this fall. Counter-recruitment actions from Rutgers University to Howard University to the University of Wisconsin at Madison are tarnishing the reputations of Philip Morris, Kraft, and Nabisco with potential employees, adding to the "increased employee retention and motivational issues" referenced in Philip Morris's own proxy materials presented to shareholders earlier this year.

"This deal proves that Kraft alone is not enough to cover the Marlboro Man's deadly tracks. Philip Morris is trying to mine Nabisco for its positive public image and its most capable employees—especially as Kraft top managers follow former President and CEO Robert Eckert out the door. But the public sees right through this slick public relations ploy, and the consumer backlash is only gaining strength," says Infact Associate Campaign Director Patti Lynn.

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Founded in 1977, INFACT's purpose is to stop life-threatening abuses by transnational corporations and increase their accountability to people around the world. INFACT is known for the successful Nestlé and GE Boycotts. For more information about INFACT, visit www.infact.org.

Endorsers of INFACT's Tobacco Industry Campaign & Boycott

International Organizations

International Union Against Cancer (UICC), Switzerland
International Tobacco-Control Network of GLOBALink

Individuals in the United States (partial list)

Jeff Cohen,
Executive Director, Fairness and Accuracy in Reporting (FAIR)
Richard A. Daynard,
Executive Director,
Tobacco Products Liability Project
Amy L. Domini,
Founder, Domini Social Equity Fund
Bishop Thomas Gumbleton,
Archdiocese of Detroit, MI
Rose S. Hartmann, M.D.
Dr. Marc D. Hiller,
Immediate Past President,
New Hampshire Public Health Association
Elmer Huerta, M.D., M.P.H.,
Preventive Oncology Specialist,
Washington Cancer Institute
Jean Kilbourne, Wellesley College
Collins Kilburn,
Executive Director,
North Carolina Council of Churches
Dr. C. Everett Koop,
Former Surgeon General
Sr. Julia Schneider,
Saint Clement Hospital
John Slade, M.D.,
Department of Medicine,

National Organizations in the United States

American Medical Women's Association
Board of Directors of the School Sisters of Notre Dame Cooperative Investment Fund
Christic Institute
Citizens Funds
Committee for Children
Defenders of the Rainforest, an all teen environmental group
The Good Neighbor Project
Maryknoll Office of Global Concerns
Methodist Federation for Social Action
National Association of African Americans for Positive Imagery (NAAAPI)
NETWORK
Peace Development Fund
Repace Associates, Secondhand Smoke Consultants
Smokefree Educational Services, Inc.
Stop Teenage Addiction to Tobacco (STAT)
The Transnational Resource and Action Center (TRAC)
United for a Fair Economy
Universal Health Care Action Network (UHCAN!)
Women's Educational Media

St. Peter's Medical Center
Tim Smith,
Executive Director, Interfaith Center on Corporate Responsibility, (ICCR)
Meta Ukena,
Co-chair,
Presbyterian Peace Fellowship

"Established avenues of reform have failed to remove the grave threat the tobacco industry poses to public health and welfare. Because of this, I fully endorse INFACT's Tobacco Industry Campaign, including the use of economic disincentives such as the Tobacco Industry Boycott."

—Dr. C. Everett Koop,
Former Surgeon General
of the United States

"We are outraged by the use of marketing techniques aimed at children by leading cigarette manufacturers. Therefore, as people of faith... [we] ask all United Methodist agencies and related institutions to take into account the church's social principle and tobacco concerns and, specifically, to consider the role of Philip Morris... in tobacco marketing as a factor in any decision in purchasing food products manufactured by [tobacco corporations]."

—from a resolution in support of the Tobacco Industry Campaign by the General Conference, United Methodist Church (8.5 million members)

INFACT's purpose is to stop life-threatening abuses of transnational corporations and increase their accountability to people around the world. Founded in 1977, INFACT is a non-profit membership organization, mobilizing in the United States and around the world in grassroots campaigns. The Tobacco Industry Campaign builds on the successes of INFACT's Nestlé boycott, which brought about significant reforms in the marketing of infant formula in economically poor countries, and the GE Boycott, which helped push industry leader General Electric out of the nuclear weapons business. The Tobacco Industry Campaign targets Philip Morris to stop its tobacco marketing and promotion to children around the world and to stop interfering in public policy on issues of tobacco and health.

"I strongly support INFACT's Tobacco Industry Campaign, especially the focus on economically poor countries. Here in the Asia Pacific Region, we have witnessed aggressive marketing and promotional campaigns by the transnational tobacco companies."

**—Dr. Judith Mackay
Asian Consultancy on
Tobacco Control**

Organizations and Individuals in Africa

Africa Tobacco Media Programme of the Tobacco Control Commission for Africa

International Commission for the Prevention of Alcoholism and Drug Dependency, Zimbabwe

Kitwe Consumers Association, Zambia

Derek Yach, Group Executive, Essential Health Research Group, South Africa

Organizations and Individuals in Asia and the Pacific Rim

Anti-Tobacco Campaign, Nepal

Asian Consultancy on Tobacco Control, Hong Kong

Dr. K. Balasubramaniam, International Organization of Consumers Unions, Malaysia

Simon Chapman, Associate Professor, Department of Public Health and Community Medicine, University of Sydney, Australia

Konsumo Dabaw, Philippines

Anwar Fazal, Former President of the International Organization of Consumers Unions, World Alliance for Breastfeeding Action, Malaysia

Hong Kong Council on Smoking and Health

Gonoshathaya Kendra, Bangladesh

Dr. Robert E. Morris, Kuwait Ministry of Health

Yumiko Mochizuki-Kobayashi, Public Health Technical Officer, National Institute of Public Health, Japan

Swarna Hansa Foundation, Sri Lanka

Voluntary Organization in Interest of Consumer Education (VOICE), India

Organizations and Individuals in the Americas

Canadian Association of Medical Oncologists

Canadian Association of Nurses in Oncology

Canadian Association of Pharmacy in Oncology

Canadian Association of Radiation Oncologists

Canadian Hematology Society

Canadian Oncology Society

Canadian Society of Surgical Oncology

Canadian Urologic Oncology Group

Dr. Lorraine Greaves, Executive Director, British Columbia Centre of Excellence for Women's Health, Canada

Now Communications Group

Society of Gynecologic Oncologists of Canada

Regional and Local Organizations in the United States

Addison County Parent-Child Center, Middlebury, VT

Adorers of the Blood of Christ Peace and Justice Office, Red Bud, IL

Akron Dominicans, Akron, OH

Alliance for Democracy of Phoenix, AZ

Anathoth Community Farm, Luck, WI

Ancilla Domini Sisters, Inc., Donaldson, IN

Arlington Citizens for Clean Air, Arlington, TX

Arizonans Concerned about Smoking, Scottsdale, AZ

Benedictine Sisters of Baltimore, MD

Black Clergy of Philadelphia and Vicinity

California Nurses Association

Children of Light Ministries, Reserve, LA
Clarendon Hill Presbyterian Church, Somerville, MA

Community of Reconciliation, Pittsburgh, PA

Congregation of Divine Providence, Provincial Administration, Melbourne, KY

Congregation of Holy Cross, Southern Province, TX

Congregation of the Sisters of Charity of the Incarnate Word, Houston, TX

Congregation of the Sisters of Charity of the Incarnate Word, San Antonio, TX

Congregation of the Sisters of St. Agnes, Fond du Lac, WI

Consolata Missionary Sisters, USA Region, Belmont, MI

Daughters of Charity of the Sacred Heart of Jesus, Middleboro, MA

Detroit Province Jesuits, Social Ministry Office, Detroit, MI

Dominican Sisters of Hope, Leadership Team, Ossining, NY

Dominican Sisters of San Rafael, CA

Eighth Day Center for Justice, Chicago, IL

El Buen Amigo, Latin American Cultural Association, Buffalo, NY

Executive Team of Dominican Sisters, Sparkill, NY

Faith Community of Saint Sabina, Chicago, IL

Fellowship of Reconciliation, Cape Cod Chapter, MA

First African Methodist Episcopal Church Social Concerns Commission, Los Angeles, CA

Franciscan Sisters of Mary Leadership Team, St. Louis, MO

Franciscan Sisters of the Poor, Brooklyn, NY

General Council of the Adrian Dominican Sisters,

Georgia Citizen's Coalition on Hunger, Atlanta, GA

Glenmary Home Missioners, Fairfield, OH

Good Earth Community Supported Agriculture, Westboro, MA

Grand Rapids Dominicans, MI

Grant African Methodist Episcopal Church, Boston, MA

Inquilinos Boricuas en Accion, Boston, MA

Leadership Team of the Dominican Sisters of Oxford, Oxford, MI

Leadership Team, Franciscan Sisters of

Little Falls, Little Falls, Minnesota
Leadership Team of the Sisters of St. Francis of Philadelphia, Aston, PA
Little Franciscans of Mary, St. Francis Region, Worcester, MA
The Maryland Group Against Smokers' Pollution, (GASP)
Mecha of UCLA, Los Angeles, CA
Mercy Committee for Responsible Investment, St. Louis, MO
Missionary Sisters of the Immaculate Heart of Mary, New York, NY
Mount St. Mary Academy, Little Rock, AR
Network for Environmental and Economic Responsibility of the United Church of Christ, Pasadena, CA
New York Marianist Provincial Council and Office of Peace and Justice
Notre Dame Sisters Leadership Team, Omaha, NE
Our Lady of Victory Missionary Sisters, Leadership Team, Huntington, Indiana
Pace E Bene, Nonviolent Center, Las Vegas, NV
Pax Christi of St. John the Evangelist, Center Moriches, NY
Peace House Community, Minneapolis, MN
Project South, Atlanta, GA
Saint Joseph's Church, Greenfield Center, NY
Saint Mark Presbyterian Church, Peace and Justice Commission, Newport Beach, CA
Saint Pius V Parish, Chicago, IL
San Francisco Tobacco Free Coalition, CA
School Sisters of Notre Dame, Justice and Peace Office, Baltimore Province, MD
School Sisters of Notre Dame, Office of Justice & Peace, Dallas Province, Dallas, TX
School Sisters of Notre Dame Provincial Council, Mankato, MN
School Sisters of Notre Dame Women's Committee, Mankato, MN
School Sisters of Notre Dame Office of Justice and Peace, St. Paul, MN
Sinsinawa Dominicans Central Council, River Forest, IL
Sisters of the Blessed Sacrament, Social Justice Office, Bensalem, PA
Sisters of Charity, BVM, Officers, Dubuque, IA
Sisters of Charity of Leavenworth, Social

Justice Executive Committee, Leavenworth, KS
Sisters of Charity of New York, Corporate Responsibility Committee, Bronx, NY
Sisters of Charity of St. Elizabeth, Convent Station, NJ
Sisters of Charity of St. Augustine, General Council, Richfield, OH
Sisters of Christian Charity, Wilmette, IL
Sisters of Divine Providence, Office of Peace and Justice, Melbourne, KY
Sisters of Divine Providence, Pittsburgh, PA
Sisters of the Holy Cross, US Region, Manchester, NH
Sisters of the Holy Cross, South Bend, IN
Sisters of the Holy Cross, West Franklin, NH
Sisters of the Holy Names, CA Justice and Peace Committee, Santa Clara, CA
Sisters of the Holy Spirit, San Antonio, TX
Sisters of Loretto, Englewood, CO
Sisters of Mercy, Baltimore, MD
Sisters of Mercy, Brooklyn Regional Community, Brooklyn, NY
Sisters of Mercy-Casa Mercad, Lubbock, TX
Sisters of Mercy, Fort Scott, KS
Sisters of the Presentation of the Blessed Virgin Mary, Dubuque, IA
Sisters of Providence of Mary-of-the-Woods, General Council, IN
Sisters of St. Casimir, Chicago, IL
Sisters of St. Clare, Saginaw, MI
Sisters of St. Francis, Clinton, IA
Sisters of St. Francis, Denver, CO
Sisters of St. Francis, General Council, Oldenburg, IN
Sisters of St. Francis, Rochester, MN
Sisters of St. Francis, Tiffin, OH
Sisters of Saint Joseph, Office of Justice and Peace, Boston, MA
Sisters of St. Joseph, Leadership Team and Office of Peace and Justice, Nazareth, MI
Sisters of St. Joseph of Medaille, General Council, Cincinnati, OH
Sisters of St. Joseph of Carondelet, Albany-Province Leadership Team
Sisters of St. Joseph of Carondelet, St. Louis Province, MO
Sisters of St. Joseph of Carondelet, St. Paul Province: Justice Commission, MN

"We must come together to stop the deadly activities of the tobacco industry, and to save people's lives. INFACT brings the experience of challenging corporate abuses and in mobilizing tens of thousands of people to bring about positive change. I urge you to join with INFACT so that together we can put the pressure where it is needed most—directly on tobacco leaders."

**—Rev. Jesse W. Brown
National Association of
African Americans for
Positive Imagery**

Sisters of St. Joseph of Peace Congregation Office, Washington, DC
Sisters, Servants of the Immaculate Heart of Mary, Leadership Team, Monroe, MI
Sisters of St. Joseph, Concordia, KS
Sisters of St. Joseph, General Council and Commission for Justice, Philadelphia, PA
Sisters of St. Joseph, Justice Office, Los Angeles, California
Smoke Free Maryland, Baltimore, MD
Sugarloaf Community Association, Williams, OR
Teenage Power Alliance of the YWCA, of Western MA
Texans for Public Justice, Austin, TX
Texas Association of Nonsmokers, Abilene, TX
Third Unitarian Church Social Action Committee, Chicago, IL
Tobacco Free Coalition of Seattle, WA
Unitarian Universalist Congregation of Princeton, NJ
US Province of the Little Sisters of the Assumption, Walden, NY
Uptown Coalition for Tobacco and Public Health, Philadelphia, PA
Washington DOC (Doctors Ought to Care)
Westchester People's Action Coalition (WESPAC), White Plains, NY
Western Alabama and Eastern Mississippi Community Action Network (WE CAN)
Women For, Beverly Hills, CA
Women's International League for Peace and Freedom, St. Louis Branch, MO

Endorsement of INFACT's Tobacco Industry Campaign

Every year an estimated 4 million people around the world die from tobacco-related illnesses such as lung cancer, heart disease, emphysema, and strokes. In the United States, tobacco use is the leading preventable cause of death, taking the lives of more than 400,000 people each year.

If present trends continue, the World Health Organization estimates that within the next three decades 10 million people worldwide will die yearly from tobacco related illnesses, seven million of them in economically poor countries. *This future epidemic will result in the loss of more lives than those lost from all previous world epidemics.*

For decades, the tobacco industry has made false promises in order to fend off regulations, while spending over \$5 billion each year on its aggressive marketing campaigns. Much of this promotion is aimed at or appeals to children and young people around the world. The tobacco transnationals, led by Philip Morris, are able to get around advertising and promotion regulations because of their heavy involvement in the development — and their enormous influence over the outcome — of public policy. Through this influence, these corporations ensure and expand their access to new young customers.

INFACT's purpose is to stop life-threatening abuses of transnational corporations and increase their accountability to people around the world. INFACT's grassroots campaign, involving millions of consumers in bringing pressure to bear directly on the tobacco industry, is a critical addition to the broad movements for tobacco control and corporate accountability.

Therefore, _____ (name) fully endorse(s) INFACT's Tobacco Industry Campaign to stop the tobacco industry from addicting new customers around the world, especially children and young people, and to stop the tobacco industry from manipulating public policy in the interests of tobacco profits. We (I) also endorse INFACT's strategic pressure on Philip Morris, including the use of economic disincentives such as the Tobacco Industry Boycott.

Date: _____

Signature: _____

Printed name of individual or contact name for group : _____

Printed name of group: _____

Street address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____ Country: _____

Phone: () _____ Fax: () _____

Email: _____

If you are endorsing this campaign as an INDIVIDUAL:

May we use your affiliation for identification purposes only? yes no

If yes, how would you like to be identified? _____

If you are endorsing this campaign as an ORGANIZATION OR INSTITUTION:

Exactly how would you like to be listed on our endorsement materials?
