Program Training and
Consultation Centre

Tobacco Industry
Denormalization Info Pack

**This info-pack
contains:**

- key information about
  tobacco industry denor-
  malization (TID)

- background information
  on the tobacco industry

- ideas, strategies and
  resources for developing
  programs and taking
  action to expose the
  tobacco industry in your
  community

TOBACCO INDUSTRY
InfoPack
DENORMALIZATION

Acknowledgments

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Introduction

Despite the now known deadly effects of tobacco use and exposure to tobacco smoke, 5.7 million Canadians continue to smoke. Unfortunately, 47,000 Canadians will die each year as a result of tobacco use. This includes over 1,100 non-smokers who will die from the effects of second-hand smoke.[1]

How can a product that causes death in epidemic proportion continue to be marketed, sold, and used? Tobacco products entered the market in Canada at a time when the risks of tobacco use were essentially unknown. By the time the necessary science had developed and the risks had become apparent, a large segment of the population was addicted, making it difficult for governments to remove tobacco products from the market.[2] When industry researchers first confirmed, long before the medical community, that smoking causes cancer, tobacco company executives did not seek to minimize the damages. Instead, as numerous governments have alleged in court over the past decade,[3] the tobacco industry deliberately misled the public about the risks of smoking, about the addictiveness of tobacco products, about their manipulation of nicotine in tobacco, and about their marketing to children.[4]

The industry continues to work hard, not only at marketing its addictive product as a normal consumer product, but also at promoting its image of normalcy to governments, the media, the public and the business community. Tobacco companies promote their products through the use of glamorous advertising, elegant packaging, promotional displays (such as power walls in almost every retail outlet), and sponsorship activities.[5, 6] Although legal in Canada, tobacco products are not normal business products. In fact, when used as intended by the manufacturer, tobacco products will kill one out of two long-time users.

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> **Tobacco products, although legal in Canada, are not normal business products. In fact, when used as intended by the manufacturer, tobacco products will kill one out of two long-time users.**

The tobacco industry deliberately misled the public about the risks of smoking, about addiction, about nicotine manipulation and about the tobacco company's marketing directed at children.

Understanding Tobacco Industry Denormalization (TID)

The aim of this info pack is to assist you, as a health practitioner or interested community advocate, to understand more about the tactics used by the tobacco industry to buy goodwill and legitimacy for their product and to learn how to develop activities and actions which focus on denormalizing the industry.

Health professionals and governments for some time have aimed to "denormalize" tobacco use by reinforcing the message that tobacco use is not a normal or mainstream activity in our society.[7] However leading anti-tobacco advocates recommend that health practitioners and community workers focus not on denormalizing tobacco use but on addressing the real cause of the tobacco epidemic by denormalizing the tobacco industry. The working definition of tobacco industry denormalization or TID used by the Non-Smokers' Rights Association (NSRA) is:

"…a tobacco control strategy and mass media theme that involves telling the public the truth about the tobacco industry's role as the disease vector in the development and perpetuation of the tobacco epidemic. Tobacco industry denormalization is the reversal of the process of industry normalization promoted by the cigarette manufacturers. TID involves showing Canadians why the industry is not normal or legitimate and why both the product and the industry fall outside the norms of legitimate business. It involves stripping the industry of its illegitimately obtained normalcy."

The aim of this info pack is to assist you, as a health practitioner or interested community advocate, to understand more about the tactics used by the tobacco industry to buy goodwill and legitimacy for their products and to learn how to develop activities that focus on denormalizing the industry. It is through exposing the industry that we can influence societal views about the tobacco industry and therefore address the root cause of the tobacco epidemic. The info pack includes background information, some theory, examples of successful TID strategies, and additional program resources and references. It also outlines a process for communities to follow for effective action in denormalization. The info pack is divided into the following sections:

- About the Tobacco Industry
- Denormalization Action in Your Community
- Resources
- References

Understanding Tobacco Industry Denormalization (TID)

There is ample evidence that the tobacco industry has poured and continues to pour millions of dollars each year into convincing Canadians that tobacco use is "normal." Consequently, the focus of anti-tobacco campaigns needs to be on the industry itself. Gar Mahood, one of Canada's leading advocates, says that telling the truth about the tobacco industry's role in the tobacco epidemic is crucial. He quotes Bruce Silverman, one of the architects of the California campaign, who states, "Debunking the industry is the bedrock on which the campaign rests…. If you don't have that bedrock, your campaign will ultimately fail."[8]

TID refers specifically to activities aimed at reversing the decades-long process whereby the tobacco industry established itself as a legitimate, normal industry while marketing a deadly product. Denormalization is the

process of re-educating Canadians about the tobacco industry and the unethical tactics used to promote its products. It is also the process that helps to change societal attitudes and influence behaviour about what is normal and acceptable practice regarding tobacco.[9]

TID is an anti-tobacco strategy that differs from past efforts in a number of ways. First, it moves away from a "blame the victim" approach that focuses on smokers alone, and moves towards a policy environment and a focus on the corporate entity.[10] Second, it is a powerful tool in that it speaks to everyone, smokers and non-smokers alike.[11] It does not target smokers and evoke bad feelings, but instead brings unification to tobacco control by giving everyone a common target: the tobacco industry. TID demands accountability, sending a clear message to the tobacco industry that society has had enough of the misery and death caused by its products.

Industry denormalization also helps young people understand that tobacco use is not an expression of their emerging free will, but rather a form of submission to an unscrupulous industry.[12] This new perspective puts the health messages youth have been taught in a different light and encourages them to rebel against the tobacco companies rather than the health establishment.

Denormalization "Fit" within Comprehensive Tobacco Control

Best practice research has demonstrated that the most effective tobacco control strategies combine activities aimed at preventing smoking onset, helping smokers quit, and protecting people from exposure to second-hand smoke.[13] These goals are not mutually exclusive. A community that has fewer smokers has less exposure to environmental tobacco smoke (ETS). A community with strong restrictions on smoking in the workplace increases the number of users who quit, and helps those who have, from relapsing.[14]

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**PTCC has recently designed the Better Practices Toolkit to help community workers in Ontario make the best use of limited resources. It is a database of tobacco control interventions that have been rated by experts in the field as either 'recommended' or 'promising,' based on the Ontario context and experience. It links you to program materials that you can use as is or revise to suit your community activities. You can order some of these materials through the PTCC's Resource Dissemination Service.
See *http://www.ptcc-cfc.on.ca***

Understanding Tobacco Industry Denormalization (TID)

Denormalization "Fit" within Comprehensive Tobacco Control

"Debunking the industry is the bedrock on which the campaign rests…. If you don't have that bedrock, your campaign will ultimately fail."

The Use of Mass Media in TID

Best practice research in tobacco demonstrates that mass media campaigns are a key component of a denormalization strategy for discrediting the industry.[17] Mass media campaigns are most effective when they

- ■ use blunt messaging,
- ■ often use real people,
- ■ explain the consequence of tobacco use in graphic ways,
- ■ reframe the debate to expose the industry's role in the epidemic,
- ■ build public support for more effective tobacco control measures through tobacco control policy and legislation.[19]

The campaigns with the greatest success to date in reducing smoking rates among youth as well as adults have been those in California, Florida and Massachusetts. All employed *tobacco industry denormalization* strategies.

Goldman & Glantz's research, which used focus group assessment of existing anti-tobacco messages, found that the theme and target of advertising messages matter. They recommend *industry manipulation* and *second hand smoke* as the two issues most effective in reaching both youth and adults. They found that *addiction* and *cessation* messages can also be effective, but appear to work best when used in combination with the two more powerful issues. The research concluded that *youth access, short term effects, long term health effects* and *romantic rejection* are **not** effective themes of anti-tobacco advertising.[21]

Aggressive advertising strategies appear to be more effective at reducing tobacco consumption. Lavack recommends the use of denormalization strategies, such as mass media campaigns, to inform the public about the dangers of second hand smoke, to encourage quitting, and to tell smokers where to get help to quit.[22] She also proposes that a Canadian tobacco reduction campaign "focus its efforts on three primary concepts: lies of the tobacco industry, nicotine is addictive and second-hand smoke is harmful."[23]

Counter-marketing is a specific element of a mass media campaign which "counters" pro tobacco influences and increases the influence of pro-health messages. Counter-marketing consists of a wide range of activities, including paid television, radio, billboard, and print advertising, as well as media advocacy such as issuing a press release or holding local events. Other counter-marketing approaches include efforts to reduce or replace tobacco industry sponsorship and promotions. Counter-advertising relies on the techniques and imagery of conventional product advertising to "sell" a health message. Such ads challenge the legitimacy and credibility of the tobacco industry marketing the product. These are counter-ads

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"To compete with tobacco industry advertising, anti-tobacco advertisements need to be ambitious, hard-hitting, explicit, and in your face."

Source: Dr. Stanton Glantz in Goldman and Glantz, March 1998.

because they represent a clear transfer from the personal (blame-the-victim approach) to the policy environment, and focus on the corporate entity or public policy as a major player in that environment.[24]

Such advertising can also parody existing cigarette ads, for example, "DOC's" (Docs Ought to Care) and "Emphysema Slims"[25] The power of counter-ads may be in the controversy they generate. Lavack explains that controversial ads garner the attention of the news media and get the public talk about the issues.[26] Below are some examples of posters from the *BADvertising Institute*[27] and *Adbusters* that were designed to counter tobacco advertising.

Specific tobacco industry denormalization tactics will be discussed later in this info pack. First, to better understand the need to denormalize the tobacco industry, we will take a look at the industry and some of its less than scrupulous marketing practices.

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> **Based on the research, a Canadian tobacco reduction campaign should focus its efforts on three primary themes:**
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> - **tobacco industry deception,**
> - **the addictiveness of nicotine, and**
> - **the health consequences of second-hand smoke.**
>
> *Source: Anne Lavack, 2001*

About the Tobacco Industry

The tobacco industry employs sophisticated strategies and tactics to divert attention from the truth about tobacco products. The tobacco industry has lied about:[28]

- ■ the risks in using its products,
- ■ the addictiveness of its products,
- ■ its manipulation of nicotine,
- ■ its predatory marketing practices directed at children,
- ■ its involvement with smuggling.

Internal documents confirm that the tobacco industry has been dishonest in virtually every aspect of its business. So how do they get away with it? The figure below illustrates the various tactics the tobacco industry uses to promote the misconception that their products and their industry are normal and legitimate. Unfortunately, tobacco will kill three million Canadians presently alive.[29]

Junk Science

Lies and Deception

Advocacy

Youth Programs

How the industry normalizes tobacco

Advertising

Corporate "Philanthropy"

Sponsorship

Hollywood

Third Parties

Where a man belongs.

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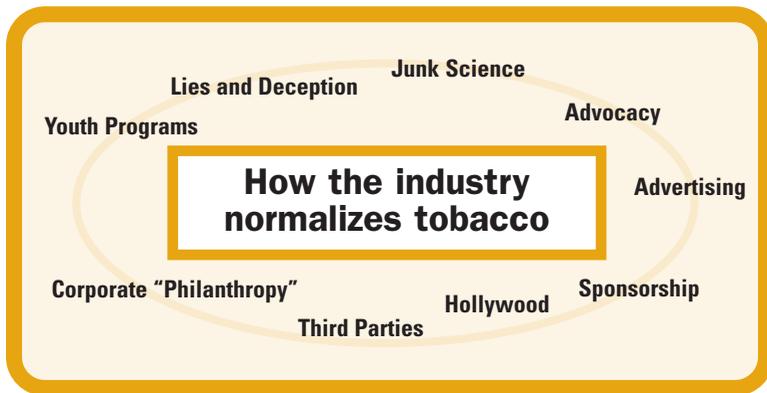
"The tobacco industry spends billions of dollars every year trying to maintain or recover a positive environment for the sale and use of tobacco products. The social environment, with its norms around tobacco, is the real ground of contention in the struggle between public health and the tobacco industry."

Source: California Experience in Tobacco Control, 1998

Industry Tactics

Lies and Deception

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industry documents
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Industry Tactics

Lies and Deception

Over the past five decades, a significant international body of scientific evidence on the harmful effects of tobacco use has grown to the point of being unanimous: tobacco kills and disables.[30] In the face of scientific consensus, the tobacco industry has resorted to lies and deception to convince the public that tobacco products are something they want, thereby protecting the tobacco companies' profits. For example:

■ **"Nicotine is not addictive."** As late as 1994 the tobacco industry was still denying this fact publicly. Previously secret documents have shown, however, that these companies knew about the addictive nature of nicotine since the 1950's. In fact, in these same documents, the cigarette is referred to as a "nicotine delivery device."[31]

■ **"We don't target children."** Careful searches of previously secret tobacco company documents[32] show that the industry conducts psychographic research studies on youth and youth culture. Using this research tobacco companies have developed highly successful marketing strategies to encourage smoking and to carry new smokers through each stage of youth development. For example, it was found that the RJ Reynolds' "Old Joe Camel" marketing campaign increased youth consumption of Camel cigarettes from less than 1% to 33% in three years.

■ **"Light," "mild" and "low tar" cigarettes.** Tobacco companies market products labelled "light" and "mild", knowing that they are no less harmful than regular full tar brands. "Light" and "mild" cigarettes have been designed with ventilation holes that dilute tobacco smoke with outside air. As a result "mechanical smoking machines" register lower levels of tar and nicotine from these cigarettes than from regular brands. Tobacco companies use these deceptively-labelled brands to target consumers who are trying to cut back or quit, knowing full well that they are perpetuating a deadly addiction. Surveys conducted by Physicians for a Smoke-Free Canada found that almost half of the smokers questioned thought that "light" meant less nicotine, and one-third thought it meant less tar.[33]

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"[T]his young adult market, the 14-24 age group … [t]hey represent tomorrow's cigarette business. As this 14-24 age group matures, they will account for a key share of the total cigarette volume – for at least the next 25 years."

Source: C.A. Tucker, Vice-President Marketing, R J Reynolds, 1975 Marketing Plans Presentation to RJR Industries Board of Directors, 30 September 1974. URL: http://tobaccodocuments.org/ftc_rjr/CX001473.html.

Junk Science

The tobacco industry consistently raises questions publicly about the quality and the validity of studies conducted on smoking and second-hand smoke by the scientific community. Where possible, they create controversy where none should exist. For example, as recently as 2003, the *British Medical Journal* reported a California study that did not support a causal relationship between second-hand smoke and tobacco-related mortality.[34] Critics believe that this study was directly influenced by the tobacco industry and describe it as being unscientific, lacking rigour, and taken out of context. The industry has used this study to raise a hint of doubt about the effects of second-hand smoke despite the overwhelming evidence to the contrary.

What we do know about tobacco industry interference with scientific studies includes:

- They created the "Center for Indoor Air Research" to produce studies that would undermine scientific results on air quality found elsewhere.[35]

- They spend millions of dollars promoting false arguments about second-hand smoke to prevent smoking bans for fear of losing cigarette revenues.[36]

- Every study that has found a negative economic impact on the hospitality sector due to smoke-free policies was funded by the tobacco industry, compared to none of the studies funded by non-industry sources.[37]

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> **In 1993 a Philip Morris analyst observed that the "financial impact of smoking bans will be tremendous. Three to five fewer cigarettes per day will reduce annual manufacturer profits a billion plus per year."**
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> *Source: Philip Morris, 1993. "A Smokers' Alliance: draft." Bates No. 2046985084-2046985145. URL: http://tobaccodocuments.org/pm/2046985084-5145.html.*

Advertising

The tobacco industry conducts extensive lifestyle research to understand how segments of the population differ and how their products can best be promoted to specific segments.[39] For example, the Marlboro Man is a lone and independent cowboy who exudes rugged masculinity and plays by his own rules. It is no surprise that Marlboro cigarettes dominate the youth market. The international community has now formally recognized the disastrous effects of tobacco advertising. In May 2003, members of the World Health Organization adopted an historic tobacco control treaty, the Framework Convention on Tobacco Control (FCTC), which includes as one of its key obligations a comprehensive ban on advertising, promotion and sponsorship.[38]

Industry Tactics

Junk Science

Advertising

Industry Tactics

Advertising

Retail power walls such as this one are becoming more common in convenience stores across Canada.

Photo courtesy of PSC, http://www.smoke-free.ca

In Canada, although most types of tobacco advertising have been banned for years, tobacco companies continue to find ways to promote their products. In addition Canadians continue to be exposed to traditional tobacco imagery and promotional material through American magazines and events on television.

The key strategy that tobacco companies use to promote an image is through branding. *Branding* is the association between specific cigarette brands and the images they hold in a consumer's mind.

Trademark colours, lettering and graphic design create visual cues which promote association with the cigarette brand, and therefore, smoking.[40] Once established, visual cues from brands and imagery are incorporated into the public consciousness through a continuous stream of exposure to tobacco trademarks, logos and colours. Pollay uses the term "friendly familiarity" to describe this effect.[41] People become so accustomed to seeing tobacco advertised in one way or another that it ends up being judged as not all that bad. In other words, tobacco's presence in society becomes normalized. The tobacco control organization Physicians for a Smoke-Free Canada provides excellent descriptions of advertising and branding initiatives by the tobacco industry on their website.

Youth are particularly vulnerable to tobacco advertising. Recent research demonstrates that adolescents who demonstrate impulsive and risk-taking behaviour and an increased need for stimulation (a personality trait known as "novelty-seeking") are more receptive to tobacco advertising and are at higher risk for smoking initiation.[42]

Despite Canada's advertising ban, tobacco companies maintain a ubiquitous presence in our society in several ways:

Power Walls are forms of advertising used in retail stores and anywhere else that can legally sell tobacco products. Tobacco companies pay retailers for prominent displays of their tobacco products. Large "power walls" of cigarette packages are displayed in quantities far greater than is necessary to supply consumers. Displays are typically located immediately behind the check-out counter or on the counter top. Prominent displays create the impression that cigarettes are far more popular than is actually the case. Research by Feighery and colleagues (2003)[43] discovered that tobacco companies provide promotional allowances and special offers to retailers. For example, the companies may offer retailers volume based discounts, such as "buy two, get one free" specials or they may "buy down" the price of existing products.[44] In exchange, the tobacco companies exert substantial control over retailers' stores by requiring them to place products in the most visible locations and to display specific amounts and types of advertising in prime locations in the store. These displays are harmful for many reasons:[45]

- Shoppers, regardless of age or smoking status, are exposed to pro-smoking messages.

- They stimulate impulse purchases (including among recent ex-smokers, among occasional smokers, and among teenage experimenters). Given that about one-fifth of smokers are non-daily smokers, and that a considerable proportion of youth are experimenters or are at risk of experimenting, this is significant.

- Point of sale promotions weaken the resolve of ex-smokers to remain smoke-free. The highly visible presence of cigarettes provides an extremely large temptation for individuals craving nicotine. Just one purchase can turn an ex-smoker back into a daily smoker.

- Displays are often placed immediately beside other displays of candy or hockey cards. The positioning helps make tobacco products seem benign by association.

- Companies pay for unnecessarily large "power walls" which help create the belief that tobacco use is the norm in society.

The tobacco industry has dramatically increased its expenditures on point-of-sale promotions as other forms of promotion have become prohibited, spending over $77 million on retail promotions in 2002.[46] Saskatchewan has led the way in North America in banning tobacco product displays in retail outlets accessible to children. Under Saskatchewan's *Tobacco Control Act* vendors are required to use curtains or cabinets to hide cigarettes, cigars, and chewing tobacco or to ban minors from their stores. Manitoba and Nunavut have passed similar display bans.[47]

Sponsorships

In Canada, federal legislation has prevented tobacco companies from using television as an advertising medium since 1972. To get around this TV advertising ban, the tobacco industry turned to sponsorship, a tool which appears to be just as effective as advertising, if not more so. Sponsorship allows tobacco companies to connect the characteristics of the sponsored event with the characteristics of their product.[48]

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A previously secret industry document reveals this about Formula One Racing Sponsorship: "It's got glamour and world wide television coverage. It's a ten month activity involving 16 races in 14 countries with drivers from 16 nationalities.... It's macho, it's excitement, it's colour, it's international, it's glamour. They're there to get visibility. They're there to sell cigarettes."

Source: Barrie Gill, Chief Executive, Championship Sports Specialists Ltd, as cited in Background Document. Tobacco Industry: Sponsorship, OTS Media Network, 2001.

Industry Tactics

Advertising

Sponsorships

The most common point of purchase promotion is counter-top displays – like this one placed at children's eye level – and right beside caramel candies.

Photo courtesy of PSC, *www.smoke-free.ca*

Industry Tactics

Sponsorships

Hollywood

The tobacco industry still claims that sponsorships have nothing to do with influencing youth to smoke and insist that sponsorship is used only as a tool to encourage existing smokers to switch brands. Ads such as these, posted on the Physicians for a Smoke-Free Canada website (*http://www.smoke-free.ca/filtertips/*) speak for themselves.

As of 1996 tobacco companies sponsored over 370 different events each year in Canada, at a cost of some $60 million Canadian.[49] After a five-year phase-out of permissible activities, as of October 2003, tobacco companies are no longer permitted to promote their sponsorships. Because imported publications and broadcasts are still allowed, Canadians will still be subjected to tobacco industry promotions.

In response to federal legislation, tobacco companies are attempting new marketing strategies to get their message out. For example, Imperial Tobacco Canada has created a subsidiary called *Channel 2* to do displays in non-traditional venues like bars and entertainment events. Rothmans Canada has created a second subsidiary, "Rumbling Walls," which does promotion through its own magazine, website and event organization.

While "Rumbling Walls" is not allowed to promote cigarettes, it can organize events that would include advertising in its magazine and provide product display at adult-only events.[50]

Restrictions on sponsorship in Canada may be leading the tobacco industry to other countries. The report, *Tobacco Control Country Profiles (TCCP)* 2003, demonstrates that the tobacco industry is targeting women in marketing and promotional strategies world-wide, capitalizing on Western images of independence, women's equality with men, glamour and sophistication, to break down the traditional taboos against female smoking.[51] The industry has also resorted to tactics such as sponsorship of beauty pageants, sports, art and music events and even women's organizations to further influence girls and young women to use tobacco products.

Hollywood

Smoking in the movies is more prevalent today than it was five decades ago, when fifty percent of adults smoked! This type of advertising is insidious because movie-goers do not necessarily realize that they are the victims of "captive audience" advertising, as noted by the organization "Smoke Free Movies."

Tobacco marketers consider smoking in movies to be more effective than TV ads ever were, in part because the public is unaware of the sponsor. One study has found that smoking in movies has a significant influence on youth smoking – non-smoking teens whose favourite stars smoke frequently on screen are 16 times more likely to develop positive attitudes toward smoking."[52]

In the past, Hollywood actors were paid by the tobacco industry to smoke on-screen. Sylvester Stallone was paid $500,000 to smoke in five of his movies, including Rambo and Rocky IV.[53] Hollywood insiders report bowls of cigarettes being available at parties, with media on stand-by waiting to snap pictures of celebrities lighting up. Hollywood claims that it has

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New provisions of the federal Tobacco Act:

As of October 1, 2003, any display of brand elements as part of sponsorship advertising is banned under federal law. The only kind of advertising permitted is information or brand preference advertising under the following three conditions:

- **no lifestyle advertising**
- **advertising cannot be reasonably construed to appeal to youth**
- **advertising only permitted where minors are not allowed, in a publication with 85% adult readership, or by direct mail to a named adult**

According to the NSRA, the tobacco industry is already exploiting loopholes and grey areas in the sponsorship ban. They are pushing the envelope on "lifestyle" because of the definition of brand element. There is nothing to stop Imperial Tobacco anonymously giving money to an event that has brand colours or cigarette girls. So we are now seeing Definiti events at bars and private loft parties.

The new trend will be the use of bar events, direct mail and Internet promotion, as well as branding products with the use of colour. If the use of colour is not stopped by Health Canada, tobacco companies will likely run ads on colour alone, using cryptic messages. We might even see theme stores, using red, blue, etc.

In 2002 the tobacco industry spent about $300 million on promotion. Approximately $77 million was spent on promotion at point-of-sale (retail). The other $225 million was spent on sponsorships. Following the sponsorship ban, that $225 million will be channelled into these new directions.

Source: Personal interview Lorraine Fry, General Manager, Non-Smokers' Rights Association, 9 July 2003.

Industry Tactics

Hollywood

By donating to charities, tobacco companies buy themselves an aura of good corporate citizenship.

cleaned up its act, and the tobacco companies claim to have ceased paying for brand placements in movies since undertaking a voluntary agreement in 1989. If that is the case, why has tobacco use in movies increased dramatically to levels higher than in the 1950s? Movies rarely portray smoking as it really is – unhealthy and dangerous. In fact although smokers tend to be less educated and have lower incomes, in the movies, the characters who smoke tend to be the most powerful and successful.

Corporate Philanthropy

Corporate philanthropy is the "new face" of the tobacco industry. By donating to charities, tobacco companies buy themselves an aura of good corporate citizenship.[54] Philip Morris spent more to publicize its good deeds than on the good deeds themselves. In 2000, for example, Philip Morris spent $115 million on its charitable campaign entitled "Working to Make a Difference: The People of Philip Morris" and $150 million on a slick media campaign, including TV ads, to promote its donations to shelters for battered women and "meals on wheels."[55] The Philip Morris website was also used to promote its charitable giving, stating: "in the past decade, we have contributed more than $1 billion in cash and food donations – more than $135 million in 2001 alone- to help feed the body, ease suffering and nourish the spirit."[56]

Internal documents also indicate that the tobacco industry tends to support the same charities that are favoured by legislators and their spouses. This is yet another example of how the industry attempts to influence decision-makers to shape a tobacco-friendly environment.

Youth Smoking Prevention Programs

In recent years, the tobacco industry has faced unprecedented legal and regulatory challenges. They have responded with the development and implementation of so-called "youth prevention programs" in an attempt to improve their faltering image. In Canada, such programs include Operation ID, Operation ID School Zone, and Wise Decisions. Operation ID is allegedly aimed at reducing youth access to tobacco product by encouraging retailers to demand age identification and Wise Decisions is a program to teach decision making skills about substance use, including tobacco use.[57] The Ontario Medical Association has undertaken a comprehensive review of these programs. Their report, More Smoke and Mirrors, provides an excellent analysis of tobacco industry-sponsored youth prevention programs and concludes that these programs have little or nothing to do with reducing youth smoking.[52]

Working Through Credible Third Parties

Knowing that their credibility is not as solid as that of other members of the community, tobacco companies often attempt to further their agenda using a more credible "third party" as a mouthpiece. This can be either overt or covert. Some examples include:

- In the case of American youth smoking prevention programs, the tobacco industry has partnered with the National Association of State Boards of Education (NASBE), as well as 4H Clubs.[59]

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THE HYPOCRITES AT PHILIP MORRIS

Editorial
New York Observer
2003-08-06

It goes without saying that the peddlers of poison at Philip Morris know no shame. They sell death in packages of 20. They spend millions of dollars glorifying their product in ways drug pushers can only envy. They are in the tobacco business, and to stay in business, they must create new consumers. So it's a given that Philip Morris is shameless. Even still, the company's latest advertising scheme is stunning in its hypocrisy.

Local media have been bombarded recently with a new ad campaign from the oh-so-concerned people at Philip Morris, who apparently are shocked to realize that young people are using the very product they are pushing. The ads urge adult smokers to tell kids not to smoke-which is, of course, sane advice. But Philip Morris wants it both ways: tell your kids not to smoke, because smoking is bad for one's health-but please, you yourself continue puffing away to an early grave. What nonsense.

Indeed, even the premise of the new ads-that the executives at Philip Morris don't want minors to smoke-is absurd. What would Philip Morris do without a new crop of future cancer victims? The fact is that they need young smokers, and the more nicotine addicts they can create, the more blood money they'll make. If the caring people at Philip Morris didn't want teens to smoke, they'd close up shop tomorrow and stop selling their wretched cigarettes around the world. They'd get out of the tobacco business entirely and urge their fellow sellers of carcinogens to do likewise.

Clearly, the tobacco pushers understand that they have an image problem. Philip Morris and its competitors want policy makers and outraged citizens to believe that they really don't want new customers. Right. They simply want to kill the customers they already have.

Industry Tactics

Working Through Credible Third Parties

Industry Tactics

- The tobacco industry has influenced the development of ventilation standards for over twenty years by ensuring that its representatives and allies participate in ASHRAE committees (American Society of Heating, Refrigeration, and Air-Conditioning Engineers).[60]

- The Pub and Bar Coalition of Canada, PUBCO, claims to be an organization "created to fight the imposition of an unfair regulation on an industry that had no unified voice."[61] Interestingly, the membership list is not available for public viewing, and it remains unclear as to how many pubs and bars are members. PUBCO representatives have admitted to accepting funding from the tobacco industry.

- The Canadian Tobacco Manufacturers' Council has provided annual funding of $800,000 to the Canadian Hotel Association (CHA) for a program called "Courtesy of Choice,"[62] which advocates for improved ventilation to accommodate the wishes of smokers and non-smokers as a means of preempting smoking bans.

Advocacy Activities

Tobacco companies have also encouraged smokers to act as a strong lobby group and facilitated their advocacy efforts to reduce their feeling of alienation, improve their perceptions about the social acceptability of smoking, and enhance the regulatory environment for the tobacco companies. In May 1991, for example, the Canadian Tobacco Manufacturers' Council (CTMC) launched a $2 million advocacy campaign, encouraging smokers to oppose the high rates of tobacco taxes. Cigarette packages contained postcards addressed to the Prime Minister, stating: "I am voting age. I want you to stop unfair taxation of tobacco products in Canada. What are you going to do about it? I expect a reply." More than 3,000,000 of these postcards were mailed in.[63]

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> **"An advocacy thrust may be necessary; disaffected smokers do need some reassurance that they are not social pariahs."**
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> *Quote from Imperial Tobacco's Project Viking, Volume III: Product Issues (AG-21C, p. 8), written in February/March 1986 as cited in Lavack A. 1999.*

Denormalization Action in Your Community

Steps for Effective Action

This section looks at what you can do at a local level to create tobacco industry denormalization. PTCC recommends that communities follow four keys to success for effective action.

1. Keep your Eye on the Ball
2. Be Responsive
3. Have a Plan
4. Work Together

1. Keep Your Eye on the Ball

Keeping your eye on the ball means educating yourself about tobacco industry denormalization. Becoming informed about tobacco industry denormalization can be a daunting task. We have already seen that the issue can be complex and is not necessarily well understood. Indeed, denormalization is still fairly new in Canada, and Canadian articles that may touch on issues of denormalization will not always use the term or may only focus on specific elements of denormalization, such as counter-advertising.

This info pack has information on successful initiatives and ideas from local communities to help you succeed. The term "keep your eye on the ball" is particularly appropriate when it comes to confronting the tobacco industry, as the industry is known for throwing up smoke screens, obscuring the facts, and hiding evidence.

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There are many resources available for developing an effective mass media campaign. The steps are:

- **Define the audiences**
- **Set clear objectives**
- **Define channels and vehicles for communication**
- **Identify effective messages for chosen audiences**
- **Test messages (e.g. through focus groups)**
- **Implement the campaign**
- **Evaluate the impact of the campaign**
- **Adjust messages for future campaigns based on evaluation**

Key ways to ensure you keep your eye on the "tobacco industry ball" include:

- Research what has gone in the past in your community concerning the tobacco industry:
  - Have they been involved in sponsorship or advertising initiatives?
  - How has your community responded?
  - Was your community's response successful?
- Educate yourself on the key issues related to tobacco industry involvement and be able to speak to them passionately. (See the program resources section.)

Steps for Effective Action

1. Keep Your Eye on the Ball
2. Be Responsive
3. Have a Plan

■ Assess community knowledge and support:

■ Get a sense of whether your community sees the tobacco industry as a legitimate business or not. Are there frequent newspaper articles?

■ Is there support for smoke-free by-laws or for enforcement of the ban on selling/supplying cigarettes to minors?

■ What is the attitude in the school system towards youth smoking?

2. Be Responsive

Being responsive is being ready to take action. By knowing and understanding the basic elements of a tobacco industry denormalization campaign, you can then begin to build your own campaign, keeping in mind what has already been done in your own community. Know what has been tried in Canada before, and know whether it was successful or not. It is also important to conduct an assessment or an environmental scan of what the tobacco industry is doing, since tobacco companies are likely already promoting their products in subtle and not so subtle ways in your community, This includes keeping your eye out for industry-sponsored programs such as Operation ID, tobacco product promotion through power walls in retail stores, sponsorship of local events and sports teams, or funding of universities and colleges. Find out as much as you can about the lengths that the tobacco industry has gone to and the strategies it has used to position itself as a legitimate business in the community. Knowing this information will help you to tear down the façade and expose the facts.

3. Have a Plan

Developing a plan for your activities is critical to their success.

Your plan should include:

■ Description of the key issues – clearly describe the issues of concern and what changes you want to make happen.

■ Goals and objectives that are SMART[64] – that is, goals that are specific, measurable, acceptable, realistic and timely. For example, stating that you are going to denormalize the tobacco industry in your community is too vague. A clear goal would be to raise public awareness in the community about the cigarette advertising "power walls" in corner stores.

■ Key strategies – How are you going to make this happen? List the major steps that need to be taken to make it happen. Are there major stumbling blocks? How will you avoid them?

■ Community partners – Who are the key groups or individuals you need to involve? What is the best way to involve them? It is important that team members agree on the game plan. If everyone believes in the goal and is committed to achieving it, you will work much more effectively and successfully.

■ Resources required – What do you need to make this happen (people, money, facilities etc.)?

■ Responsibility – Who will launch the campaign? Who will monitor the progress?

- Expected timelines – When do you start? When do you complete?
- Indictors of success – How will you know if you have succeeded in meeting your goals and objectives? This can be tricky when it comes to denormalization because it involves a paradigm shift in people's thinking toward the tobacco industry. Realistically, this could take decades. The goal for you, however, is to pick a manageable project with tangible results that works towards the "big picture" goal. Imagine fitting together a jigsaw puzzle, and your project is just one piece of the whole thing. What will be the indicators and outcomes to indicate success? Logic models offer a sound method for mapping out all the essential elements of a project or program, and are definitely worthy of investigation.

4. Work Together

Working together and pooling the resources of organizations, volunteers, and paid staff will help you achieve results that might not otherwise be possible. Denormalization cuts across society and speaks to everyone, not just smokers. The tobacco industry becomes the common enemy, and smokers and non-smokers alike are united in the challenge. Because denormalization covers so many issues, there will be a diverse group of possible partners from many different areas, including law, health, policy (government), the environment, and business. For example, you may want to work with high school students who have been targeted by the tobacco industry, or with a university that wants to go smoke-free. Other partnership suggestions include community health and resource centres, children's groups, or parents' groups. Denormalization offers a great opportunity to get creative with your partners.

Action Ideas

Given all the information presented above and with the understanding that many communities do not have the funding to launch large-scale mass media campaigns, what can you actually do towards denormalizing the tobacco industry in your community?

The key to TID is finding ways to educate your community about the tactics of the industry. Mass media campaigns are effective, as we have seen, but often just as effective are good letter writing campaigns to local newspapers. The key is to be alert to the industry's activities and expose them at every opportunity.

Below are suggestions for tobacco industry activities to watch out for in your community and ideas for TID action. Most communities in Ontario have been involved in advocacy activities but TID activities are just beginning. NSRA and other groups have experience with TID and examples are listed here as well.

Steps for Effective Action
3. Have a Plan
4. Work Together

Action Ideas

The key is to be alert to the industry's activities and expose them at every opportunity.

Action Ideas

Table I: Industry Activities and Ideas for Counter Activities

Table I: Industry Activities and Ideas for Counter Activities

Key industry activities	What to look for…	TID ideas	What some communities have done
Advertising and sponsorship	Although lifestyle advertising is no longer permitted, watch for ■ American publications and promotional items (hats, T-shirts) that make their way across the border ■ Ads in university/college publications (tobacco industry may argue that readership is over 85% adults) ■ Direct mail advertising to a named adult, but that has youth appeal ■ Billboards and other ads using "brand" colours rather than names Tactics not covered by the ban which may be used more extensively post ban are: ■ Retail store promotion using power walls ■ Newspaper ads on "charitable" contributions by the industry Although promotion of sponsorships is banned, look for obvious ban contraventions and more subtle exploitation of loopholes in bans, for instance ■ Anonymous donation to events/sports teams in which brand colours are used ■ Bar events and private parties that feature brand colours, cigarette girls, and free promotional material Donations to educational facilities, organizations and businesses Smoking in movies	Educate your community on what the industry is doing through ■ Letters to the editor ■ Editorial board meetings ■ Letters and presentations to key partners and organizations ■ Youth and school awareness and action campaigns (see below) Run counter-ads with the facts in newspapers to rebut industry ads Involve youth in developing counter-advertising material Monitor retail promotional displays and educate retailers and the community about why they are harmful Monitor university/collage papers for sponsorship/ads Monitor and expose bar events which are guises for tobacco promotion Keep watching Keep at it	In Ottawa, when a tobacco ad was placed on a billboard close to a grade school, the local Council on Smoking and Health demanded its removal; free space was then donated to post an anti-industry ad. In Hamilton, the youth group HCAAT (Hamilton Crew for Action Against Tobacco) sponsored a smoke-free movie event on World No-Tobacco Day. They also plan to work with local video stores to warn customers about which movies contain smoking. See their website *www.unfiltered-facts.ca* for more information. Listings of smoke-free movies are available at *http://smoke-freemovies.ucsf.edu* or *http://www.scenesmoking.org/.* UNPACK, a project spearheaded by the East End Community Health Centre and Toronto Public Health, involved youth in the development of four postcards with different images and messages to educate other youth about tobacco companies. Contact *bneuwelt@eastendchc.on.ca* for copies. In Quebec, anti-tobacco advocates have attended bar promotions to report firsthand how cigarettes are being promoted at these events.

Action Ideas

Table I: Industry Activities and Ideas for Counter Activities

Key industry activities	What to look for…	TID ideas	What some communities have done
Youth "prevention" programs	Operation ID Operation ID School Zone Wise Decisions	As above, plus Implement specific programs for youth to educate them about how they are targeted by the tobacco industry Conduct counter-advertising activities with youth Increase community involvement in retail compliance checks Increase community involvement in retail clerk training	When Kingston Health Unit discovered Operation ID in their community, they wrote to the newspapers and all the so-called sponsors to educate them about Operation ID. Many sponsors had no idea that the tobacco industry was behind the initiative. Kinston Health Unit also runs a comprehensive event for all Grade 7 and 8 students called "Teens Trashing Tobacco." See *http://www.healthunit.on.ca/programs/tobacco.html.*
Working through third parties	Watch for front groups which ■ Are created, supported or funded directly or indirectly by the tobacco industry – these are groups of people who will advocate for industry positions. e.g. research groups, business organizations, restaurant/bar associations ■ Approach the business community and public officials with undocumented evidence of business losses caused by smoke free by-laws ■ Fund hospitality associations to promote programs such as "Courtesy of Choice" – programs designed to promote ventilation as a solution	As above, plus Write to organizations and groups whose names are affiliated with front groups to ensure they know about the tobacco industry's involvement – often they don't Educate the public, the media, and politicians about the truth about smoke-free by-laws, especially on economics and ventilation Expose the industry's involvement in opposing smoke-free bylaws wherever possible. Local politicians will behave differently if they know the tobacco industry is behind what a local businessman might be saying	When PUBCO held a fundraiser at a large bar in Ottawa, two advocates attended to conduct a small survey of the patrons. When the media showed up, "the truth" side was there to be interviewed. In Kingston when the city police were listed as an Operation ID sponsor, the Health Unit informed them immediately. The chief of police wrote a letter informing the industry that they had given no such support. When the Ontario Restaurant Association and the Greater Toronto Hotel Association asked Health Canada to analyze the so-called "Black Dog Pub study" in Toronto, Health Canada refused stating that "no ventilation system will protect everybody, and might even delude non-smokers into a false sense of protection."

Resources

Recommended Reading on Denormalization

California Department of Health Services, Tobacco Control Section. 1998. *A Model for Change: The California Experience in Tobacco Control.* URL: *http://www.dhs.ca.gov/tobacco/.*

■ User-friendly document that describes the comprehensive California program and the theory behind social norm change.

Farrelly MC, Healton CG, Davis KC, Messeri P, Hersey JC, Haviland ML. 2002. "Getting to the Truth: Evaluating national tobacco counter-marketing campaigns." American Journal of Public Health; 92(6): 901-906.

■ Study examines how the American Legacy Foundation's "truth" campaign and Philip Morris's "Think. Don't Smoke" campaign have influenced youths' attitudes, beliefs, and intentions toward tobacco.

■ Concludes the "truth" campaign positively changed youths' attitudes towards tobacco and PM campaign actually had a counter-productive influence.

Goldman LK and Glantz SA. 1998. "Evaluation of antismoking advertising campaigns." JAMA; 279(10): 772-777.

■ Reviews the effectiveness of different antismoking messages in California and Massachusetts (including cost-effectiveness).

■ Industry manipulation and second-hand smoke found to be most effective themes for denormalizing smoking and reducing cigarette consumption.

The Guildford Documents. URL: *http://www.ncth.ca/guildford.nsf.*

■ Searchable database of previously confidential tobacco industry documents.

Lavack A. 2001. "Tobacco Industry Denormalization Campaigns: A Review and Evaluation." (Report requested and paid for by Health Canada). URL: *http://ism2000.cba.hawaii.edu/lsm-lava.htm.*

■ Key resource; provides comprehensive definition of denormalization.

■ Describes and discusses success/failure of different state campaigns (California, Florida, Massachusetts, Oregon).

■ Discusses youth and Tobacco Industry Denormalization (TID).

■ Touches on management of a TID campaign, with recommendations for Canada.

Mahood G. 2002. "Telling the Truth About the Tobacco Industry: A Backgrounder on Tobacco Industry Denormalization." Non-Smokers' Rights Association. Available by contacting NSRA at *gmahood@nsra-adnf.ca.*

■ Tobacco Industry Denormalization (TID) ads are form of counter-advertising.

■ Tobacco industry is disease vector in development and perpetuation of the tobacco epidemic.

■ TID involves stripping tobacco industry of its illegitimately-obtained normalcy.

■ Denormalization offers potential to transfer focus of normal teen rebellion away from parents and teachers toward tobacco industry.

■ Research shows this approach is effective with non-smokers and smokers.

Non-Smokers' Rights Association. April 2003. "Tobacco Industry Front Groups in Canada."
URL: *http://www.nsra-adnf.ca/english/frontgroup.html.*

■ Provides brief history of smokers' rights groups funded by tobacco industry in Canada and globally.

Ontario Medical Association (OMA). February 2002. *More Smoke And Mirrors: Tobacco Industry-Sponsored Youth Prevention Programs in the Context of Comprehensive Tobacco Control Programs in Canada. A Position Statement by the OMA.*
URL: *http://www.oma.org/phealth/smokeandmirrors.pdf.*

■ Reviews three tobacco industry programs (Operation ID, Operation ID/School Zone, Wise Decisions).

■ Recommends that all groups currently involved with any of these programs withdraw their support.

Ontario Tobacco-Free Network. "Backgrounders."
URL: *http://www.media-network.org.*

■ Youth and Tobacco (Aug. 2001).

■ Tobacco Industry: Deceptions (May 2001).

■ Tobacco Industry: Sponsorships (June 2001).

■ Tobacco Industry: Presence and Connections in Canada (June 2001).

■ Kids and Tobacco: The Real Story (CD) (Campaign for Tobacco-Free Kids, 2001).

■ Operation ID School Zone – Parts 1 and 2 (June 12. 2001).

Physicians for a Smoke-Free Canada. 1999. "Manipulation: The Story of Imperial Tobacco and its Cigarettes."
URL: *http://www.smoke-free.ca/documents/Manipulation1.htm.*

■ From industry documents, provides story of the research agenda of BAT and Imperial tobacco.

Physicians for a Smoke-Free Canada. 1999. "Canadian Retailers and Cigarette Promotion." URL: *http://www.smoke-free.ca/pdf_1/retail.PDF.*

■ Backgrounder on the promotion of tobacco in Canadian retail outlets.

Pollay R. 2002. *Special Reports – How Cigarette Advertising Works: Rich Imagery and Poor Information. Expert Report.* The Ontario Tobacco Research Unit. URL: *http://www.media-network.org/uploads.*

■ Detailed analysis of tobacco advertising and sponsorship in Canada.

■ Demonstrates how youth are targeted by tobacco companies.

Tilson M. 2001. *The Power of One / The Power of Many: Tobacco Action Plan for This Generation (and Facilitators Guide).* Program Training and Consultation Centre, Ontario.
URL: *http://www.ptcc-cfc.on.ca/pubs/RDS_0026.pdf.*

- Youth-focused guide on anti-tobacco advocacy.
- Provides key counter-industry messages.
- Detailed facilitator's guide available.

Key Websites for Information on Denormalization

Action on Smoking and Health, Alberta: *http://www.ash.org/*

Adbusters: *http://www.adbusters.org*

American Lung Association of Sacramento-Emigrant Trails: *http://www.saclung.org/thumbs*

American Legacy Foundation: *http://www.americanlegacy.org*

Breed's Collection of Tobacco History Sites: *http://www.smokingsides.com*

California Department of Health Services, Tobacco Control Section: *http://www.dhs.ca.gov/tobacco/*

Canadian Health Network: *http://www.canadian-health-network.com*

Health Canada, Go Smoke Free Site: *http://www.hc-sc.gc.ca/ hecs-sesc/tobacco/index.html*

Legacy Tobacco Documents Library, University of California: *http://www.legacy.library.ucsf.edu/*

Making a Killing: Philip Morris, Kraft, and Global Tobacco Addiction: *http://www.infact.org*

Massachusetts Tobacco Control Program: *http://www.state.ma.us/dph/mtcp/*

National Clearinghouse on Tobacco and Health (NCTH), a program of the Canadian Council for Tobacco Control: *http://www.ncth.ca*

Non-Smokers' Rights Association: *http://www.nsra-adnf.ca/*

Physicians for a Smoke-Free Canada: *http://www.smoke-free.ca*

Youth Specific Websites:

http://www.cyberisle.org

http://www.esteemteam.com

http://www.questionit.com

http://www.quit4life.com

http://www.quitnow.info.au

http://www.health.usyd.edu.au/tobacco/gallery.htm

http://www.smokefreeottawa.com/ottawakicksbutt

http://www.smoke-fx.com

http://www.smokingsucks.ca

http://www.thetruth.com

http://www.tmvoice.com

http://www.tobaccofacts.org

http://www.realitycheckny.com

http://www.stupid.ca

Recommended Reading on Denormalization

Key Websites for Information on Denormalization

Program Development Resources

The Ontario Resource Centres have developed a number of resources to assist communities in planning, implementing, and evaluating health promotion programs.

Program Training and Consultation Centre (PTCC)

- Planning Community Based Media Campaigns for Tobacco Control.
- Understanding and Using Fear Appeals for Tobacco Control.
- Understanding and Using Mass Media for Tobacco Control.
- Understanding and Using Media Advocacy for Tobacco Control.
- Understanding and Using Process Evaluation for Tobacco Control.

Available at *http://www.ptcc-cfc.on.ca/*

The Health Communication Unit (THCU)

- Guide to Audience Analysis.
- Communications Planning.
- Making the Case.

Available at *http://www.thcu.ca/infoandresources/planning.htm*

The Media Campaign Resource Center Online Database

- Searchable database of recent US mass media campaigns.
- Provides description of the ads as well as images and texts of ads.

Available at *http://apps.nccd.cdc.gov/MCRC/*

Videos Worth Watching

Many local health units have copies of the videos below. If not, check with PTCC.

Pack of Lies: The Advertising of Tobacco. (1993).

- Hosted by Jean Kilbourne, of the Killing Us Softly series.
- Clearly demonstrates the cynical and dangerous attitudes of the tobacco industry, particularly the focus of advertising on both women and children that is used to expand the industry's market base.
- Examples include "You've Come a Long Way, Baby" and Joe Camel.

Media Campaign Resource Centre – Wave III

- Collection of anti-smoking and anti-industry ads.
- Examples in many languages including English, Spanish, Mandarin, Vietnamese and Korean.
- Includes many "truth" ads.

Media Sharp (2001)

- Analyzes tobacco and alcohol messages.
- Designed to help youth assess media messages.

WHY? California Department of Health Services

- Short, inspirational video.
- Theme is "we must work together or the tobacco industry will win".

The Insider

- Hollywood movie based on true story about 1994 episode of CBS' "60 Minutes" on malpractice in the tobacco industry that was pulled by network executives over fears of being sued by tobacco company Brown & Williamson.
- Al Pacino plays the "60 Minutes" reporter and Russell Crowe plays Jeff Wigand, the former tobacco company executive who blows the whistle on tobacco company marketing and research practices.

Scene Smoking: Cigarettes, Cinema & the Myth of Cool

- Professionals from the entertainment and health fields discuss the depiction of tobacco on-screen.
- Hollywood representatives include Ted Danson, Christy Turlington, Sean Penn, and Rob Reiner.
- Issues discussed include artists' rights, social responsibility, and the First Amendment.

Available at *http://www.cdc.gov/tobacco/index.htm*

Videos Worth Watching

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Canadian Coalition for Tobacco Control (CCTC). 16 October 2002. "Open Letter to the Minister of Health Re: Effective Tobacco Mass Media Campaigns."
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Centers for Disease Control. August 1999. *Best Practices for Comprehensive Tobacco Control Programs. Executive Summary.*
URL: *http://www.cdc.gov/tobacco/.*

Coalition Québécoise Pour le Contrôle du Tabac. February 2003. *Imperial Tobacco Marketing Strategies.* URL: *http://www.cqct.qc.ca/Documents_docs/ DOCU_03_03_04_Arguments_ITL_Marketing_ed_ENG.pdf.*

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