



FROM THE PRESIDENT, MARGARETHA HAGLUND

After a warm summer in Sweden, something we Scandinavians never take for granted, I have recently returned to my office. We need a warm and sunny summer here to recharge our batteries for the long, dark winter that is now not so far away. For our members who are planning a Scandinavian tour during the World Conference in Helsinki, Finland 2003, I hope that summer will be as pleasant.

To see how your president spent her holiday, please take a look at the picture (right) which shows my portable deck, which I actually can take a ride on from my own garden. Like Finland, Sweden is a country with many lakes! I have to confess that this summer I had five weeks vacation with very little thinking about tobacco control. So I just wonder if I am getting too old!

After lazy times come busy times and this issue of The Net marks a renewed effort to identify the major policy objectives of INWAT. At the INWAT meeting at the 11th World Conference on Tobacco or Health in Chicago, a committee was formed to set out a policy agenda for INWAT. One of the major motivators for this effort is that INWAT is increasingly turned to as an organization to respond to requests to participate in various types of activities regarding women and tobacco. So that we may respond quickly, the INWAT membership needs to reach consensus on general principles and objectives to guide our policy efforts. In this issue of the Net you will find a proposal that you may read and provide us with comments on in the next two months. This document is found on pages 4 and 7.

Also it really was a great pleasure to receive a copy of the latest *Surgeon General's Report on Women and Smoking* just before this summer and as we say in Sweden "Better late than never." I imagine all of you agree that this is just the kind of document that is needed for us to highlight the issue of women and smoking. Another important document which was released just before summer is the WHO report *Women and the Tobacco Epidemic, Challenges for the 21st Century*, which has been produced as part of the WHO International Conference on Women and Tobacco, held in Kobe in Japan in November 1999. At the Conference, almost 500 health experts, women leaders, government leaders and anti-tobacco activists adopted the Kobe Declaration by consensus. This landmark document demands that the FCTC (The WHO Framework Convention on Tobacco Control) should "include gender-specific concerns and perspectives in each and every aspect" and it also states that "gender equality in society must be an integral part of tobacco control strategies and women's leadership is essential to success. The FCTC negotiations, which started in October



Membership Directories to arrive soon

INWAT 2001 Directories are being completed as this issue goes to press.

Look for yours in the mail at the end of November.

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INWAT Europe Back in the Saddle

It's been a difficult couple of years for INWAT Europe after disruptions in funding from the European Union and lots of management changes. But now the project looks to be back on track with a new EU grant starting in September. A new European coordinator should be appointed soon, but in the meantime, INWAT Europe has not been idle.

When you visit the INWAT website, do have a look at the Europe pages. There you will find a new entry, the Current Awareness Bulletin. The CAB is a quarterly scope of the key literature on women and tobacco. This first issue focuses on new research, but we hope future editions will include more projects and events. We are anxious for members – from Europe or elsewhere – to read the CAB and let us know if it is useful. Any suggestions for improvement would be most welcome! The addresses of the editor, Kate Woodhouse, and the project manager, Patti White, are in the document and both would be grateful for any feedback.

Also in the Europe web pages is a comprehensive set of fact sheets that first appeared in 2000. These cover only European trend data, but the sections on the health consequences, cessation and ETS will be useful to women working in many parts of the world. The fact sheets are now in the process of being updated.

To round off the European information picture, the pdf of last year's report, *Part of the Solution: Tobacco control policies and women* is now available on the web. This report is part of an ongoing project to examine the evidence of effectiveness on policy measures to curb women's smoking. INWAT Europe expects it to be a major part of its work in the coming year.

Future developments of INWAT Europe will be reported in *The Net*, but between times, keep checking the web pages for more news.

—Patti White



Would you like a copy of the 2001 Surgeon General's Report on Women and Tobacco?

INWAT members in the USA can obtain a copy by going to the website: www.cdc.gov/tobacco/sgr_forwomen.htm (or find the link on our website www.inwat.org).

INWAT members outside the USA, can request a copy by sending an email to bonnie@inwat.org.

Correction

In an article about Vera da Costa e Silva in the last issue of *The Net*, we mistakenly listed her position as Executive Director, Noncommunicable Diseases and Mental Health. Her current position at World Health Organization is Project Manager, Tobacco Free Initiative. Derek Yach, remains Executive Director, NMH. We still wish Dr. da Costa e Silva good luck in her new position and apologize for the error.

Short Course in Tobacco Control and Gender Offered

26 Nov.-5 Dec., 2001

Key Centre for Women's Health in Society

WHO Collaborating Centre, The University of Melbourne, Australia

*For policy makers, health promotion planners and researchers
in governmental, non-governmental and multilateral organizations*

By the year 2025, the number of women smokers is expected to almost triple. Meanwhile, being born male is the greatest risk marker to tobacco use in many countries. In their promotional efforts, transnational tobacco companies have successfully exploited the different images and contexts associated with smoking among males and females. The Short Course in Tobacco Control and Gender provides an opportunity to consider new approaches to tobacco control that incorporate a gender perspective. Issues for both men and women will be discussed. This is the second year in which the course is being held.

The Key Centre for Women's Health in Society, a WHO Collaborating Centre, is active in collaborative research and short course training in Australia and internationally. Course facilitators will be drawn from the Centre and other organizations involved in tobacco control.

Course Objectives

- Raise awareness of the links between tobacco use and gender internationally
- Discuss research techniques to investigate social influences on tobacco use
- Stimulate development of innovative strategies for tobacco control
- Strengthen linkages for advocacy and policy change

Course Content and Structure

- Epidemiology on smoking trends and health effects for men and women
- Overview of research techniques for program/policy formulation
- Strategic planning for post-Course action
- Interactive presentations and small group work
- Visits to local tobacco control organizations

Fee

Standard fee AUD\$ 1800 (GST included) or US\$1050
Residential option available (contact organizers for details)
Fee includes bound course readings, all tuition and field visits, morning and afternoon tea, welcoming and farewell lunches.

Accreditation

The course may be taken for academic credit at the University of Melbourne (assessment details upon request).

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If you are interested in regional activities and would like to represent your region, send an email to Patti White: patti.white@hda-online.org.uk



2001 National Conference on Tobacco or Health

November 27-29, 2001
New Orleans Marriott, New Orleans, LA
USA

Visit the INWAT booth at the conference. You can pick up your 2001 membership directory and INWAT pin as well as meet other INWAT members.

For more information about the conference, go to the website:

www.tobaccocontrolconference.org

Although she is a member of a government that does not support tobacco control, INWAT-Europe decided to honor Ulla Schmidt, social democrat and Minister of Health, by presenting her with the first INWAT Encouragement Award. She is the first German Health Minister to address the insufficient tobacco control policies, she is committed to changing health priorities and developing a National Tobacco Control Program in Germany.

INWAT Encouragement Award

German Federal Health Minister Ulla Schmidt



During "European Week Against Cancer," the International Network of Women Against Tobacco (INWAT) presented the first encouragement award to German Federal Health Minister Ulla Schmidt. She received this award in recognition of her work as a tobacco control advocate and as encouragement to continue to support measures that have proven effective in tobacco prevention and tobacco control.

"Make the issue of women and smoking your personal matter of concern," demanded Professor Dr. Sabine von Kleist, member of the board of the German Cancer League, who presented the award to the minister at a press conference on October 12 2001 in Berlin.

More and more women smoke. If their tobacco consumption is not stopped, more women will die of the effects of smoking. In face of these facts urgent action has to be taken. "Every third woman smokes and the proportion of young women is on a constant rise" reports Professor Dr. Ulrike Maschewsky-Schneider, managing director of the Institute of Public Health at the Technical University Berlin. The reasons for smoking are diverse: Women smoke in stressful situations, because they are afraid of gaining weight or because they think that smoking is a symbol of emancipation.

The long delay between the beginning of smoking and the occurrence of the first health damage can mask the dangers of nicotine consumption. "We have built a network to better inform the public and to embody the issue of tobacco prevention into the minds of decision makers," stressed Dr. Martina Pötschke-Langer from the Deutsches Krebsforschungszentrum (German Cancer Research Center) as a representative of the national INWAT network. "The Encouragement Award is part of this effort."

Smoking is responsible for a variety of diseases. In addition to lung cancer, smoking is responsible for cardio-vascular diseases and chronic respiratory diseases. Women who smoke while pregnant endanger their unborn child: Newborn babies of smoking mothers have reduced lung capacity. As children they often develop asthma, may suffer from a lack of concentration, aggression, language disturbances and hyper-activity.

Health Minister Ulla Schmidt pointed out: "One of the best remedies against cancer is prevention. Most cases of lung cancer are related to smoking. Therefore lung cancer is an avoidable disease." She pointed out that the award is an encouragement for her to continue to work on tobacco control issues.

International Network of Women Against Tobacco Policy Guidelines Document

Introduction

Tobacco use takes a devastating toll on the lives of women around the world. Recent estimates state that approximately 500,000 women die each year from tobacco use. Countless others suffer from the ill effects of prolonged use. Trends in women's tobacco use reveal that the tobacco epidemic develops and declines first among young advantaged women and is then adopted by disadvantaged women in whom the behavior persists. A major factor in spreading the tobacco epidemic among women is the multinational tobacco industry, which through its targeted advertising and promotional strategies creates and maintains positive social norms for women's tobacco use. A special focus is needed, as women's tobacco use is sensitive to the interplay of political, social, economic, and cultural inequalities that women experience regardless of age, race, or country of origin.

Despite the complex issues surrounding women's tobacco use, a tremendous opportunity exists for the health and wellbeing of women worldwide. Through a combination of education-

We Need to Hear From You!

To voice your opinion and make comments about INWAT's new policy document and the changes to INWAT's constitution and bylaws, enclosed with this issue, log onto our website www.inwat.org and click on the "Member's Comments" button.

Or send your ideas by mail to:

INWAT, PO Box 224, Metuchen, NJ 08840

There is a two-month comment period, so voice your opinion no later than January 15, 2001

al, behavioral, and policy strategies, the epidemic of women's tobacco use may be prevented in those countries that currently have low rates of tobacco use. To accomplish this, a coordinated effort focusing on women and tobacco must be made on an international level.

In 1990, a group of tobacco control leaders formed the International Network of Women Against Tobacco (INWAT) to support and unite women in actions to prevent and reduce tobacco use among women. Since that time, INWAT has raised the importance of women and tobacco issues within many countries and within the international tobacco control movement. It has done this through publications, speeches, conference planning and sessions, promotion of female leadership, and the tireless efforts of its members focusing on women and tobacco within their own communities and countries. INWAT is increasingly turned to internationally as the major organization dealing specifically with women and tobacco issues. In order to respond to outside requests for participation in activities, the Board of Directors has determined that a set of policy principles and

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FIND INWAT ON THE WEB AT **WWW.INWAT.ORG**

NEW AND IMPROVED FEATURES INCLUDE:

- INWAT Europe's *Current Awareness Bulletin*
- Links to the US Surgeon General and WHO reports on Women and Tobacco
- Updated fact sheets on women and smoking in Europe
- Filtered Policy, Women and Tobacco in Canada
- Femmes & Tabac, Women and Tobacco in France
- A spot for members to air their views on the new policy document and changes to the constitution and bylaws

The American Legacy Foundation's Initiative on Women and Smoking

The American Legacy Foundation's Great Start Program is the first national media campaign ever launched in the United States to reduce smoking during pregnancy. Quitting smoking is one of the most important actions a woman can take to improve the outcome of her pregnancy, but smoking during pregnancy continues to threaten the health of mothers and babies across the nation. It is estimated that more than 426,000 women and teenagers smoke during pregnancy each year in America.

Many pregnant women want to quit. But there has been little outreach to pregnant teenagers and women to inform them about the health risks of smoking, and smoking cessation programs for pregnant smokers are few and far between. Great Start will help meet both of these needs.

The goals of Great Start are to:

- increase awareness of risks of smoking during pregnancy;
- increase quit attempts before, during, and after pregnancy;
- increase provider willingness to refer pregnant women to cessation services; and
- support pregnant women in their cessation efforts.

Great Start is a collaborative effort among experts in many fields, including public health, maternal and child health care, and tobacco control. The American Legacy Foundation is working closely with the American Cancer Society (ACS), The Robert Wood Johnson Foundation's Smoke-Free Families Program, the Entertainment Industry Foundation, and the I Am Your Child Foundation to implement the program. The initiative will begin with the start of Legacy's Great Start campaign to reduce smoking during pregnancy. The other components of the women and smoking initiative will be announced later this year and in Spring 2002

In addition, Mrs. Jacalyn S. Leavitt, First Lady of Utah, has organized a coalition of state women leaders to support the campaign. The coalition includes the wives of governors of 18 states and Gov. Judy Martz of Montana.

The Great Start effort is comprised of a quitline (1-866-66-START), a television ad campaign, and consumer education materials. In partnership with the American Cancer Society, Legacy will sponsor a nationwide toll-free quitline for pregnant smokers for a minimum of one year.

The toll-free quitline number will be promoted via a six-week television advertising campaign. The television ads targeted at the 18- to 34-year-old pregnant women will provide viewers with information about the risks of smoking during pregnancy.

The ads will deliver the message that pregnant smokers can quit smoking and improve their own health, as well as the health of their babies. A variety of educational materials are being developed to support the quitline services and the ad campaign.

To further promote the quitline and to encourage women to ask about smoking cessation, a Great Start poster, which includes the quitline number, will be distributed to health care providers and community clinics nationwide.

The American Legacy Foundation, a national, independent public health foundation located in Washington, D.C., was established as part of the 1998 national tobacco settlement. Legacy is dedicated to reducing tobacco use in the United States through grant awards, research initiatives, marketing campaigns, training programs, and collaboration with national and local partners.



2000, are now in a very critical phase and it is time for us to take an even more active part of the process. The third session of the intergovernmental negotiations between the 191 members of WHO will take place in Geneva 22-28 November 2001. Without the strong involvement of INWAT members to get our voice heard I am afraid that there is a great risk that the gender perspectives will be forgotten throughout the whole Convention and its related Protocols.

What are our priority areas for INWAT?

First of all the FCTC should incorporate gender-sensitive provisions into its whole structure and text. Also Intergovernmental agreements that provide policy guidance such as the Beijing Platform for Action and the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) should be acknowledged in the FCTC. These provisions, relevant to gender, and tobacco issues also include women’s equal participation in decision-making, women’s rights and the special needs of the girls.

And of course the aggressive advertising, promotion and marketing of tobacco products, both direct and indirect, should be banned globally. Passive smoking is a health and human rights issue for all non-smokers of which the majority are women and children. Passive smoking must therefore be restricted as much as possible. The financial issue is also vital and governments as well as the private sector should stop giving any support whatever to the tobacco industry. Financial policies should be restructured to raise tobacco excise duty as well as invest in programs to give special help to poorer smokers.

Furthermore, structural adjustment and the global financial crisis also have severely affected women. Poor women in developing countries have less access to health information and health services. And in industrialized countries, the prevalence of smoking is often high among women who have little education, are single mothers, unemployed, separated or divorced, is often high.

Most agricultural training programs

international alliance of NGOs called the Framework Convention Alliance. The Alliance has a secretariat in ASH Thailand, and a very informative website (www.fctc.org). But this is far from enough! We will also need the involvement of many more INWAT members

As an INWAT member what can you do?

First of all, for those who want to learn more about the FCTC all the WHO documents including the Kobe declaration can be found on the WHO/TFI website; (www.who.int/toh). The documents are available in English, Spanish, French, Russian and Arabic. You can also learn a lot of the process by reading the website of the FCTC Alliance.

Also find out about those who represent your Government in the FCTC process and what statements they have made. A list of the delegates is available on the WHO website. Make sure that INWAT’s voice is heard in the national as well as the international NGO alliances. In many countries there is now a NGO FCTC alliance. But you can also, as an individual



“...the aggressive advertising, promotion and marketing of tobacco products, both direct and indirect, should be banned globally.”

are often gender biased and do not provide equal opportunities for rural women. In low-income countries those working on tobacco farms often do unregulated labor-intensive work involving exposure to dangerous pesticides. Gender bias is also evident in many tobacco control programs and health services. For example, women are often poorly represented in top decision-making roles in policy-making or within national tobacco control mechanisms. The empowerment of girls and women must be encouraged through effective health education. Finally public funding for research and advocacy on gender and tobacco should be increased.

INWAT has become a member of the

individual INWAT member, contact your own country representatives and let them know your views and that you are watching them. And please don’t forget to use other contacts, for example, a friendly member of the Parliament to raise FCTC and the priorities of INWAT. Finally don’t forget to use the media to inform the public and to mobilize support. In most countries the government’s agenda is very influenced by news media.

Certainly this will be an intensive autumn for INWAT. Welcome to the barricades for a woman-friendly FCTC!

—Margaretha Haglund

Spotlight on Europe

The next issue of The Net (Winter 2002) will contain a special feature on INWAT activities in Europe.

The European region covers an area from Iceland in the North, to the island of Malta in the Mediterranean and from Ireland in the West to the the Baltic States. This is an area of diverse cultures and languages; INWAT Europe tries both to encourage the development of national networks and to stimulate activities and information sharing across Europe.

We hope that this spotlight on Europe will be the first of a series of regular “specials” featuring a different region of the world in each issue.



Policy Document

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objectives should be developed and ratified by the membership. This document presents these principles and objectives. It will be published in a newsletter, The Net, sent to the INWAT membership and on the INWAT website. In accordance with the INWAT constitution, a comment period of two months will be instituted after which comments will be collected and considered by the Board and framed to reflect the wishes of the membership. This document will be final unless one-third of the membership objects to a particular policy.

General Principles

INWAT maintains that women's experience of tobacco use differs from that of men, and that different patterns of tobacco use and exposure to environmental tobacco smoke exist around the world. While some aspects of these differences have been addressed, a staggering lack of knowledge exists about women's experience of tobacco on a global level. INWAT supports on-going epidemiological studies and surveillance that effectively assess knowledge, attitudes, and behaviors regarding women's tobacco use. INWAT also supports efforts to delineate gender differences and implement appropriate gender-sensitive strategies to address them.

Major efforts are needed to counter the effects of the targeting of women by the tobacco industry through advertising and promotion. INWAT supports the countering of tobacco industry strategies targeting women and the development and implementation of gender sensitive countermarketing approaches.

We recognize that funding for women's issues is scarce. The tobacco industry frequently provides funds to support community organizations that may benefit women. However, history has shown that tobacco industry support of an organization frequently buys silence from groups that otherwise might be interested in preventing and/or reducing tobacco use and exposure. Therefore, INWAT urges organizations and agencies serving women and their communities to neither solicit nor accept tobacco industry philanthropy.

The support of women's equality within the tobacco control movement and within society is important in reducing some of the core motivations for women's tobacco use. INWAT recognizes the dangerous role tobacco plays in the health and well being of women worldwide and strives to support efforts in all realms of endeavor for women's equality.

Many tobacco control programs are focused on women during their pregnancy. While research has shown that this is an

important phase for women to quit smoking, INWAT asserts that tobacco control policies and programs need to address the social context of women's lives across the life cycle.

Exposure to environmental tobacco smoke (ETS) in public places and workplaces is prevalent throughout the world. As a result of their lower status in society, women may not always have the power to protect themselves and their children from tobacco exposure. Although some countries have strict restrictions on smoking in public places, many countries either have no regulations, or do not enforce them. INWAT supports the implementation of educational strategies addressing the effects of ETS and well-framed, implemented, and enforced restrictions on smoking in public places and workplaces.

INWAT recognizes the importance of a comprehensive program of tobacco control activities such as tobacco advertising and promotion restrictions, taxation and smuggling policies, clean indoor air, new product analysis and regulation, prevention and cessation strategies, litigation and international treaties. INWAT believes these should be analyzed for their relevance and significance to women's lives.

Objectives

Given these principles, the major policy objectives of INWAT are to

- increase public and professional awareness of the complex reasons for tobacco use by women,
- support increased surveillance and monitoring,
- counter the targeted marketing and promotion of tobacco to women,
- encourage financial support of women's organizations and women's causes, and discourage women's organizations from taking tobacco money,
- support the development of women-centered prevention and cessation programs across the life cycle,
- support gender analyses of tobacco control policies and programs,
- promote women's leadership and equality; and
- support general tobacco control measures when they potentially benefit women.

Log onto www.inwat.org to make comments on this policy document and on the revised constitution and by-laws. The comment period of two months will end on January 15, 2002. Amendments will stand unless one-third of the membership objects.

The Female Smoker Market

Date of Document: June 28, 1973

This paper from the Lorillard Tobacco Company explores why women are a good target market for cigarettes. Specifically, the reasons include the fact that more women are starting to smoke, fewer are able to quit and women are increasing the amount that they smoke per capita:

"...The growing importance of the female smoker is due to several factors including fewer females quitting, more females beginning to smoke, and female smokers increasing their daily cigarette volume....According to a recent HEW study, only 13% of adult women have given up smoking compared with 33% of adult males. Even assuming somewhat exaggerated figures, it is obvious that men are more likely to discontinue cigarette smoking."

Lorillard felt that working women needed a new cigarette, just for them:

"A cigarette positioned for the working woman, to relax and steady her nerves when the tension is mounting by serving as a socially acceptable tranquilizer, deserves investigation."

Lorillard also thought that girls were an important target market because young girls were starting to take up smoking at a faster rate than young boys:

"And though one million adults are quitting smoking annually, teenagers are beginning to smoke in increasing numbers, with girls accounting for a growing proportion of teenage smokers. In the last four years, smoking among the 12 to 18 year age group increased from 14.7% to 15.7% among boys and from 8.4% to 13.3% among girls."

Lorillard pondered why fewer women than men are willing or able to quit smoking: Their first hypothesis:

"One is the greater concern women have that if they stop smoking they will gain weight. This fear undoubtedly prevents many women from desiring to stop smoking."

The second hypothesis carries with it the implicit acknowledgement that cigarettes do, in fact, cause disease (and this was 1973):

"In addition, the first studies relating to smoking and health used male subjects. Because women were not shown evidence that smoking was equally deleterious to their own health, there was less reason for them to quit. However, recent studies have shown that as women's

smoking habits become more like men's, women smokers become more prone to the same illnesses as male smokers."

But this acknowledgement of the disease-causing propensity of their products was of no consequence, as Lorillard pressed on with the important matter of how they could position a new cigarette to capture more of the women's market.

The memo critiques existing ad campaigns for women's cigarettes, in order to find an unfilled niche: Lorillard's assessment of the advertising copy for Eve cigarettes is of interest. Eve was a cigarette brand that had flowers printed on the paper around the tip, and was advertised as the first "pretty cigarette." Ads for Eve had "cigarette packs frequently held in a brightly nail-polished hand against a background of flower/plants or in traditional feminine hobby situations..."This traditional and very feminine approach...is directed to the woman whose life revolves around her

role as a woman, being pretty, soft, and feminine and gaining fulfillment from acceptably female hobbies. Even the promotion offered, a horoscope, exemplifies women's passivity and lack of control over her own future."

COMPANY: Lorillard Inc.

Type: Memorandum

Author: Friedman, Valerie (Lorillard Tobacco Co.)

Recipient: Smith, Dick (Lorillard Tobacco Co.)

Document date: 19730628

Thanks to Anne Landman of the American Lung Association of Colorado, who provides research on tobacco industry documents, through the combined efforts of The American Lung Association of Colorado and Tobacco Documents Online (www.tobaccodocuments.org) To subscribe to Doc-Alert, send a message to doc-alert-subscribe@smokescreen.org.

