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VPOTUS

Divider Title: _____

Anti-Smoking Event

Tarmac, Jackson Airport, Jackson, Mississippi
5:05 - 5:20 pm, Monday, June 3, 1996

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VP-Mississippi
6/3/96
tarmac*

Meeting requested by Kinney Zalesne, approved by Kim Tilley.
Briefing prepared by Kinney Zalesne.

EVENT

You will be giving brief remarks in support of the President's campaign against teen smoking. The purpose of this event is for you to lend personal support to Mississippi youth who are resisting smoking and urging other teens do the same.

LOGISTICS

- Upon arrival in Jackson, you will be met by Congressman Bennie Thompson; Time Ford, Speaker of the House; Mike Moore, State Attorney General; Steven Patterson, State Auditor; Kane Ditto, Mayor of Jackson; Jackson Walls, Democratic Party Chairman; Reuben Anderson, State Supreme Court Justice, Co-Chair of Clinton/Gore; and William Winter, Former Governor.
- You will proceed to the stage area. On the stage will be junior high and high school students from "Tar Wars," a teen anti-smoking group, and from Mississippi's Smoke-Free Class of 2000; and two 5th grade classes from Hattiesburg and Vicksburg. Approximately 250 more students will be in the audience.
- Mississippi Attorney General Mike Moore will make brief remarks and introduce you.
- You will offer brief remarks.
- You will work the ropeline. At the end of the ropeline, you will be met by Congressman Thompson, his daughter, and two of her friends for a photo. Congressman Thompson wanted to participate in the program but time constraints prohibited us from including him.
- You will proceed to hold in the sales manager's office. In hold, you will change into casual attire for the DNC dinner.

YOUR ROLE AND CONTRIBUTION

- Your role is to support the President's initiative against teen smoking and to praise the efforts of local youth exercising leadership in this area.

- Talking points are attached.

PROGRAM NOTES

- As you know, the President began his campaign against teen smoking in August, 1995, by asking FDA to propose regulations limiting the sale and access of tobacco to minors.
- Although no final rule has yet issued, the tobacco companies immediately sued to enjoin the proposed regulations from taking effect. Litigation is ongoing.
- The President's campaign took the spotlight again in recent weeks when Philip Morris and United States Tobacco Company proposed "comprehensive" federal legislation to address the problem of teen smoking. The President said he was encouraged by their proposal, but maintained that it does not go far enough to protect teen health. In particular, it would still permit the substantial cigarette advertising that is so appealing to children.
- Mississippi AG Mike Moore, who will introduce you, has been one of the most active state attorneys general in the area of tobacco litigation. In 1994, he sued the tobacco industry to recover state Medicaid funds spent to treat people with smoking-related illnesses. The Liggett group has settled this suit with Mississippi, agreeing to pay it and several other states \$10 million annually over the next nine years. Governor Fordice openly opposes AG Moore's litigation.
- Mississippi youth have been active in their own anti-smoking campaigns. Although school has ended for the year, approximately 250 of them have come out to show you their commitment to curbing teen smoking.

ATTACHMENTS

- Talking points.
- Legal Issues (Pitfalls to Avoid).
- Fact Sheet on Clinton Tobacco Initiatives.
- CDC Suggested Tips for Talking to Teens about Smoking.
- CDC Summary of Tobacco in Mississippi.

05-31-96 03:03PM FROM CDC - OSH

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Tobacco Use: What Every Young Person Should Know

- o Kids who smoke like adults get addicted like adults. Of teens who smoke and say they will quit in 6 years, only *1 in 4* is actually able to quit. Despite what cigarette ads might imply, smoking doesn't give you independence -- it *steals* your freedom and control.
- o Cigarette advertising might lead you to believe that smoking will make you sophisticated, attractive, and popular. But take a closer look at the *real* effects of smoking: bad breath; yellow teeth; smelly hair and clothes; premature wrinkling; spitting thick brown juice; and lots of money out of your pocket. Those aren't exactly things that will jump-start your social life.
- o Smoking cuts down your speed and endurance in sports *while you're still young*. Teen smokers also produce phlegm more than twice as often and suffer from shortness of breath almost three times as often as teens who don't smoke. Like oil and water, tobacco and performance just don't mix.
- o If smoking is really so fun and glamorous, why would tobacco companies have to spend more than six *billion* dollars each year to advertise and promote cigarettes? That's a million dollars every 87 minutes. Don't fall for these false promises. Stay in control. Express yourself by choosing to be tobacco free.
- o Teen smoking is a big problem, but did you realize that 4 out of 5 eighth graders (3 out of 4 tenth graders, and 2 out of 3 high school seniors) do *not* smoke? So if you think "everybody smokes," you don't know everybody.
- o Many of you have younger brothers or sisters. Do you realize that if you smoke, they will be much more likely to smoke? *They* want to do what *you* do -- so set a smart example by steering clear of tobacco.

Principles for Communicating with Adolescents about Tobacco

- o Teens reject judging or negatively labeling their friends who smoke. To them, the principles of friendship and equality transcend the lifestyle decisions of their friends. Adults should avoid making references that criticize, disparage, or ostracize young people who smoke.
- o Teens aspire to be older than they are. Youth ages 12-16 desire to be age 18 or 19. Adults should "aim high" (tonality, vocabulary, etc.) when communicating with younger teens.
- o Youth ages 12-15 have a deep longing for social acceptance. Messages that highlight the social liabilities of using tobacco -- as well as the social benefits of remaining tobacco free -- can be highly effective with young people.
- o Teens "turn off" to preachy, self-righteous messages. Adults should avoid telling teens what to think or do and, in particular, should avoid using "don't" in messages to teens.
- o Teens share an attitude of invincibility about their health and risks to it. Their concern is with the here and now. Messages that highlight the *immediate* physical effects of smoking (e.g., decreased athletic performance) can be effective with young people, whereas messages that focus on the long-term health effects of smoking have little salience. Teens want to be older *now* but have difficulty focusing on what will be happening to them more than a year or two into the future.
- o Teens are insecure and aspire to an "idealized" self image; they identify their "cool" peers as those who are good looking, funny, and have lots of friends. These aspirations precisely match the imagery of tobacco advertising. Logical arguments against smoking are rarely effective on their own in the face of these powerful and pervasive pro-use images.
- o Using "teen-speak" (i.e., adults trying to sound like teens) is generally a bad idea. Teen vocabulary is fleeting and interpreted differently among different teen groups. Kids value their own lingo -- when adults latch on to this lingo, it spells the kiss of death.
- o Tobacco use ranks low among teen concerns. (Teens' top three personal issues are parents, money, and school; their top three social issues are AIDS, education, and prejudice/racism.) Moreover, teens view smoking as a relatively safe way to rebel. Adults must realize that smoking has low salience in a teen's overall environment, and that emotional messages are needed to increase salience.
- o Teens are quick to perceive society's hypocrisy and mixed messages regarding tobacco use. "If tobacco is so bad, why do they advertise it on billboards and sell it in drug stores?" "Why do *adults* smoke?" "Why do we sell cigarettes to other countries?" Adults must be prepared to talk with young people honestly about these apparent double standards.

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CHIEF OF STAFF

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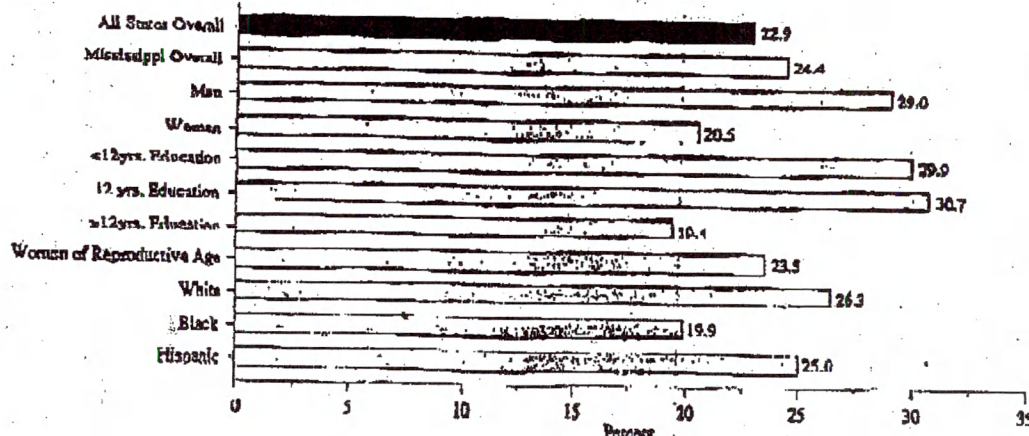
Mississippi

OFFICE ON SMOKING AND HEALTH/NATIONAL CENTER FOR CHRONIC DISEASE PREVENTION AND HEALTH PROMOTION

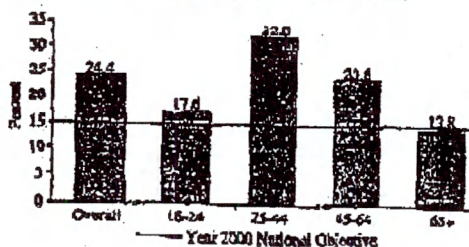
Currently, there are 155,900 adult smokers in Mississippi.

Tobacco Use in Mississippi

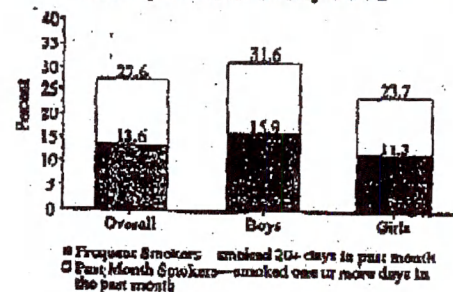
Current Cigarette Smoking Among Adults Aged 18 and Older, 1992-1993



Current Cigarette Smoking Among Adults by Age, 1992-1993



Past Month Cigarette Smoking Among Youth, Grades 9-12, 1993



Health Impact and Costs, 1990

DEATHS RELATED TO SMOKING	YEARS OF POTENTIAL LIFE LOST*	DIRECT MEDICAL COSTS RELATED TO SMOKING
Overall 4,438	57,839 years or an average of 13.0 years for each death due to smoking. *Calculated to life expectancy	Total \$264,000,000
Men 3,188		
Women 1,270		
Death Rate 375.1/100,000		
Rank 34 (No. 1 is lowest death rate)		

Smokeless Tobacco Use

CURRENT USE AMONG ADULTS AGED 18 AND OLDER, 1992-1993	PAST MONTH USE AMONG YOUTH, GRADES 9-12, 1993
All States 2.1%	All States 11.5%
Mississippi 6.1%	Mississippi 12.3%
Men 11.1%	Boys 24.2%
Women 1.7%	Girls 0.7%

CDC

FROM CDC - OSH

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Mississippi**However, another 386,900 adults in Mississippi have quit smoking.****Tobacco Control Legislation, 1995****Excise Tax**

Cigarette tax per pack 18¢
 Rank = 39 (No. 1 is highest tax)
 Federal and state taxes as a
 percentage of retail price 27.3%
 Annual net tax revenue
 from cigarettes \$46,233,000

Smokeless tobacco tax:
 15% of manufacturer's list price.

Minors' Access to Tobacco Products

Minimum age for sale: 18
 Illegal for minors to purchase, possess, or use: No

Restrictions on Vending Machines

Vending machines must be located where minors
 cannot access them unless machines are supervised.

Signage

Signs required on premises.

Licensing

None

Penalties

Penalties to business owner, manager, or clerk.

State Preempts Local Laws

Preemption of minors' access laws.

Advertising

No restrictions

Smokefree Indoor Air

Site	Restrictions				Penalties	
	100% Smokefree	Designated smoking areas with separate ventilation	Designated smoking areas required or allowed	None	To business	To smokers
State govt. worksites				✓		
Private worksites				✓		
Restaurants				✓		
Day care centers				✓		
Grocery stores				✓		

Tobacco Economy**Tobacco Agriculture, 1994**

None

Tobacco Manufacturing, 1992

None

Tobacco Use Prevention and Control Program

Funding: CDC IMPACT

Regional Network: Southeastern Tobacco Prevention Network (SToP)

Contact

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