

TOBACCO TALKING POINTS

Documenting the Problem

- * **Youth smoking is on the rise.** Each day about 3000 American children become regular smokers. Of these, 1,000 will die early from tobacco-related illnesses. In the past six years, the smoking rate among eighth graders has risen 50 percent. Today the average teenager begins to smoke at 14 ½ years old and becomes a daily smoker before age 18.
- * **Youth have widespread access to tobacco products.** Although selling cigarettes to minors is already against the law in all 50 states, studies show that young people easily obtain tobacco products. Most children and adolescents who smoke purchase their own cigarettes. National data from the 1995 Youth Risk Behavior Survey show that over three-quarters of high school students under age 18 who had purchased cigarettes in the previous month had not been asked by a clerk to show proof of age. Local studies have shown that enforcement of minors' access laws -- especially laws requiring the retailer to check for proof of age -- can significantly reduce the percentage of retailers who sell cigarettes to minors.

Clinton Administration Actions to Combat Underage Smoking

- * **On February 28, 1997, President Clinton announced new FDA rules that prohibit retailers from selling cigarettes and smokeless tobacco to anyone under age 18.** This age restriction is now a Federally enforceable regulation, giving retailers a greater incentive to adhere to the requirement.
- * **Additionally, the FDA now requires retailers to verify age by photo ID for anyone under the age of 27 who attempts to purchase these products.** Most state attorneys general, and even tobacco retailers, have indicated the need for checking ID's of customers older than 18, ensuring that retailers don't sell to mature-looking adolescents.
- * **Future provisions will reduce the appeal of smoking and further restrict access.** On August 28, 1997, new FDA rules will become effective. They include: prohibiting billboards within 1,000 feet of schools and playgrounds and restricting other advertising to black-and-white text only except in locations only accessible to adults; permitting black-and-white text only advertising in publications with significant youth readership; prohibiting the sale or giveaways of products like caps or gym bags that carry cigarette or smokeless tobacco product brand names or logos; and prohibiting vending machines and self-service displays except in places where people under 18 are never present. On August 28, 1998 the FDA's final rule will prohibit brand name sponsorship of sporting or entertainment events. (This rule permits sponsorship in the corporate name). These rules have recently been struck down by a North Carolina district court, but are being appealed and are currently under discussion in a settlement process.

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The bulk of these new FDA rules were challenged and upheld in the courts recently. With this ruling, we can regulate nicotine-containing tobacco products and take important steps to protect our children from a lifetime of addiction and the prospect of having their lives cut short by tobacco-related diseases. We have taken a monumental first step down the long, hard road we knew we had to go to protect our children.

15TH STORY of Level 1 printed in FULL format.

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The Record

November 1, 1995; WEDNESDAY; ALL EDITIONS

SECTION: NEWS; Pg. A12

LENGTH: 378 words

HEADLINE: STUDY: KIDS MAGAZINE RAN JOE CAMEL IMAGE

COLUMN: SMOKING

SOURCE: Wire services

BYLINE: FROM NEWS SERVICE REPORTS

DATELINE: SAN DIEGO

BODY:

The Weekly Reader spread tobacco industry views and Joe Camel's image to millions of elementary school children and was far less likely than a competing newsletter to include health warnings, a University of California study shows.

At the time the articles appeared, from 1989 to 1994, the Weekly Reader's owner was the largest shareholder in RJR Nabisco, the creator of Joe Camel, the cartoon mascot for Camel cigarettes. It has since sold its interest.

In October 1994, health advocates attacked the Weekly Reader over an article for youngsters that discussed smokers rights and the harm to the industry from smoking restrictions. The article said nothing about smoking as a cause of lung cancer and heart disease.

Following that uproar, researchers at the University of California, San Francisco, analyzed 34 articles from the Weekly Reader dealing with smoking. For comparison, they analyzed 28 from another school newsletter, Scholastic News, which is published by a family-owned company.

In the Weekly Reader, 68 percent of the articles included tobacco-industry views and only 38 percent carried a clear message against smoking. In Scholastic News, only 32 percent of articles included industry views and 79 percent carried anti-smoking warnings.

"Weekly Reader's interest in presenting both sides of an argument can often lead to ambiguity, similar to the ambiguity promoted by the tobacco industry," said Stanton Glantz, one of the study's authors.

"They're reinforcing the industry's message."

The principal researcher, Edith Balbach of the University of California, San Francisco, said: "Weekly Reader needs to change its editorial policy. They're certainly not helping kids not to smoke."

The researchers presented their findings Monday at the annual meeting of the American Public Health Association.

Sandra Maccarone, Weekly Reader's editor in chief, was traveling and could not be reached for comment, and no one else at the company could comment on the study, Maccarone's office said.

The Weekly Reader is owned by K-III Communications, a unit of Kohlberg Kravis Roberts, which was the largest shareholder of RJR Nabisco until March, when it sold its interest in RJR.

LANGUAGE: English

LOAD-DATE: November 2, 1995

**FIRST LADY HILLARY RODHAM CLINTON
ANTI-DRUG/ANTI-TOBACCO DISCUSSION
C.K. MCCLATCHY HIGH SCHOOL
SACRAMENTO, CA
MAY 30, 1996**

TALKING POINTS

[Acknowledgments: Kathleen Whalen, principal; parents, students, and teachers]

- First of all, I want to congratulate members of the Boys Baseball and Girls Basketball teams for their championship seasons.
- I'm delighted to be here at a school that is truly making a difference in the lives of its students. I understand that your "Students Reaching Out" program is training students to teach younger children about the hazards of alcohol, tobacco and drugs. Their participation is not only an opportunity for community service, it also offers them important life skills.
- The Friday Night Live Club is also making a difference -- planning weekend events that present fun alternatives to unsupervised, off-campus activities.
- Programs such as these are more important than ever. Every year, one million children take up smoking. Marijuana use among young people has doubled since 1991. And alarmingly, surveys show that more and more children think it's "cool" to do drugs or alcohol.
- We all have a role to play in turning these trends back -- government, the media, schools, communities and parents.
- The President and his Administration are doing their part. Last summer, the President announced the nation's first comprehensive campaign to reduce children's use of tobacco products. Under the President's initiative, only adults will have access to tobacco products. And the Administration has proposed ways to limit the reach of advertisements and promotions that encourage children to begin using tobacco products.
- The President is also working aggressively to reduce drug use, particularly among young people. In March, the White House Leadership Conference on Youth, Drug Use and Violence launched a national media literacy and drug deglamorization campaign aimed at children. A Federal marijuana prevention initiative is resulting in the distribution of information to help educate young people and their parents about its dangers. And the President has also encouraged states to adopt a "zero tolerance" standard for drivers under age 21 who use drugs or alcohol and drive.

• At his State of the Union address this past January, the President made a remark we should all try to keep in mind. He said, "It is hard to be a parent today; but it is even harder to be a kid. All of us -- our businesses, our parents, our media, our schools, our teachers, our communities, and government -- have a responsibility to help children make it."

• That is why what you are doing here in Sacramento is so important. Your efforts on behalf of your children and students are helping to keep many of them healthy and safe. Thank you.

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Established 1911

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American Public Health Association

Tobacco Information in Two Grade School Newsweeklies: A Content Analysis

ABSTRACT

Objectives. This study compared tobacco-related articles from two elementary school publications, *Weekly Reader* and *Scholastic News*, published in 1989 through 1994.

Methods. Articles for grades 4 through 6 were evaluated, and the publications were compared with each other. Also, issues of *Weekly Reader* published after acquisition by K-III, which is owned by the firm that formerly owned RJR Tobacco, were compared with the earlier ones.

Results. *Weekly Reader* was less likely than *Scholastic News* to mention short-term consequences of smoking (32% vs 64%) or to give a clear "no-use" message (35% vs 79%). *Weekly Reader* was more likely to give the tobacco industry position (68% vs 32%). Post-K-III issues of *Weekly Reader* were less likely to provide a clear no-use message than earlier ones (62% vs 24%).

Conclusions. Health professionals need to monitor the health information carried in these publications, which reach between 1 and 2 million students per grade level each week. Although neither publication had perfect tobacco coverage, *Scholastic News* was significantly better than *Weekly Reader*. (*Am J Public Health*. 1995;85:1650-1653)

Edith D. Balbach, PhD, and Stanton A. Glantz, PhD

Introduction

The October 14, 1994, fifth-grade edition of *Weekly Reader*, a weekly newspaper distributed through schools, ran a cover story titled "Do Cigarettes Have a Future?" that promoted smokers' rights,¹ a position advocated by the tobacco industry. The ensuing controversy²⁻⁵ focused both on the specific content of the article and on the ownership of *Weekly Reader*. In 1991, *Weekly Reader* was purchased by K-III Holdings.⁶ Kohlberg, Kravis, and Roberts is the majority owner of K-III and, at the time, was the majority owner of RJR Nabisco, America's second-largest cigarette manufacturer.⁴

Sandra F. MacCarone (written communication, October 19, 1994), the editor-in-chief of *Weekly Reader*, asserted that *Weekly Reader's* connection to the tobacco industry had not influenced the article's content:

Weekly Reader's mission has always been to present news to kids that is "colorful but uncolored." We take this mission very seriously. Our commitment to "presenting it straight" has kept us in business for 66 years. We also have a responsibility to our readership not to press particular issues on them. Our responsibility is to present facts that help kids think about important issues and draw their own conclusions.

In contrast, on November 18, 1994, Ernest B. Fleishman, senior vice president and director of education at Scholastic—publisher of *Scholastic News*, a competitor to *Weekly Reader*—emphasized that Scholastic was family owned and unrelated to K-III or Kohlberg, Kravis, and Roberts:

At *Scholastic News* we believe that in most cases, various sides of an issue should be presented to young people. However, we draw the line when it comes to health and safety. We believe

that the fact that smoking is dangerous is not in dispute. We further believe that our editorial voice on these dangers must be clear and consistent.

Weekly Reader's philosophy is to handle health issues as news stories, with multiple viewpoints; the philosophy of *Scholastic News* is that students need clear and consistent messages on issues involving health and safety. The health messages carried by both publications should concern those who work in public health. Both publications are delivered weekly into elementary school classrooms that subscribe. *Weekly Reader* reaches 1 202 982 students in fourth grade, 840 904 students in fifth grade, and 478 771 students in sixth grade.⁸ *Scholastic News* reaches approximately a million students per grade level (specific figures were not released by Scholastic; this estimate was provided by Dolly Chugh at Scholastic in New York [oral communication, January 10, 1995]). The health messages they send are thus widely distributed and are rarely reviewed on-site by school health professionals. What effect do these differing editorial philosophies have on the nature of tobacco coverage in the two publications? Has *Weekly Reader's* tobacco coverage changed since its acquisition by Kohlberg, Kravis, and Roberts?

Methods

We identified articles related to tobacco published in *Weekly Reader* and

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This paper was accepted July 17, 1995.

Scholastic News (grades 4 through 6 editions) from January 1989 through December 1994. The study was limited to these two publications because no other publication approaches them in terms of circulation size and national distribution (Donald Adcock, American Association of School Librarians, American Library Association, personal communication, June 1995). Copies of all but 7 of 486 published issues of *Weekly Reader* and all but 1 of 468 published issues of *Scholastic News* were located; 28 tobacco-related articles were found in *Scholastic News* (6.0% of the issues), and 34 were found in *Weekly Reader* (7.1% of the issues). Only materials distributed directly to students were reviewed; thus, teacher's editions were not included.

K-III Communications (i.e., Kohlberg, Kravis, and Roberts) acquired *Weekly Reader* in April 1991, so all issues of *Weekly Reader* published in the 1990/91 school year were included in the analysis of "pre-K-III" articles. Of the *Weekly Reader* articles found, 13 were in the pre-K-III category and 21 were in the "post-K-III" category.

The criteria for evaluating the articles were derived from the U.S. surgeon general's 1994 report titled *Preventing Tobacco Use among Young People*.⁹ This report recommended that tobacco education for youth (1) emphasize the short-term consequences of tobacco use, such as smelling bad or having yellow teeth, as opposed to long-term consequences such as lung cancer or heart disease; (2) establish the true social norms of tobacco use for young people (i.e., how many young people actually use tobacco and the acceptability of tobacco use); and (3) counter positive messages to use tobacco, such as those contained in advertising and other media.

Each article was evaluated through the use of the several specific criteria. First, it was determined whether or not the article mentioned short-term consequences of tobacco use, including the fact that smoking is not "cool." Second, it was determined whether there was a clear "no-use" message, especially from peers. Articles were screened to ascertain whether youth were shown in photos or drawings, smoking, possessing, or buying cigarettes and whether accurate data were provided (was the source of the data given, and were the data accurately presented?). Also, we examined (1) whether, when young people were interviewed or stories were written about

TABLE 1—Tobacco Messages in Two Magazines for Schoolchildren: *Weekly Reader* and *Scholastic News*, January 1989 to December 1994

	<i>Weekly Reader</i> ^a		<i>Scholastic News</i> ^b		<i>P</i>
	No. Articles	% All Articles on Tobacco	No. Articles	% All Articles on Tobacco	
Short-term consequences covered	11	32	18	64	.021
Inclusion of industry viewpoint	23	68	9	32	.010
Inclusion of clear no-use message	13	38	22	79	.002
Use of product trade names	11	32	4	14	.139

Note. The Fisher exact test (two-tailed) was used in comparing data.

^an = 34 articles.

^bn = 28 articles.

them, a no-use message was provided; (2) whether advertising figures, such as Joe Camel or the Marlboro Man, were pictured without editorial marking (e.g., the international "no" symbol); and (3) whether smoking was presented as a "right." Third, it was determined whether trade names or advertising figures appeared in photos and how they were handled (i.e., was there some effort to include a "no smoking" message in or on the photo?). Finally, it was determined whether the tobacco industry's position (presented directly or indirectly, as opinions of smokers) was included and whether or not it was countered by other sources. An opinion was considered countered unless it was the last comment included in the article. Statistical analysis was conducted with a two-tailed Fisher exact test.

Results

Weekly Reader vs *Scholastic News*

In terms of information on short-term consequences, clarity of the no-use message, and presentation of the industry viewpoint, *Weekly Reader* was weaker than *Scholastic News* (Table 1). In addition, *Scholastic News* never gave the industry the last word in an article; *Weekly Reader* did so 9 of the 23 times (39%) in which the industry viewpoint was provided. Although tobacco brand names and marketing imagery without negative editorial markings, such as the international "no" symbol, ran more often in *Weekly Reader* (11 times vs 4 in *Scholastic News*), the difference was not statistically significant.

One of the problems with the use of photographs of advertisements, as op-

posed to the actual advertisements, is that the surgeon general's warning is not required to be visible on them, and it was sometimes cropped out of the picture. In one of the four ads (25%) shown without negative symbols in *Scholastic News*, the warning was not visible: in 8 of the 11 (73%) *Weekly Readers* including brand names, the warning was not visible on at least one photograph.

RJR Nabisco's Joe Camel appeared eight times in *Weekly Reader*. Joe Camel may have appeared more often than other brand images because of the controversy surrounding the use of this cartoon character. He is readily recognizable by children, and there have been calls for ending such use of cartoon characters.¹⁰⁻¹² There were no negative markings on the photos, so they were little different from actual ads. In one case (6th-grade edition, February 12, 1992), Joe Camel was in full color on the cover, and the Joe Camel billboard featuring Joe and a group of musicians was in full color on the centerfold. Next to the billboard photo was a photo of Camel gear solicitations and a copy of a poster from "Right Decisions, Right Now," RJ Reynolds Tobacco Company's program for youth. The caption on the poster reads as follows: "A new ad campaign from the maker of Camel cigarettes encourages kids to make the 'Right Decisions, Right Now' about smoking." No particular decision (in particular, remaining a nonsmoker) is suggested as correct. The poster itself shows two boys with "buzz" haircuts and leather jackets smoking in a men's room and has the caption "And you think this looks cool?" They arguably look very cool.¹³

In contrast, while Joe Camel appeared seven times in *Scholastic News*, students were demonstrating against Joe Camel in three of these appearances, and his picture had an international "no" symbol over it. In two cases, a small photograph of a Joe Camel advertisement illustrated a story on how the industry uses advertising "to hide the dangers of smoking in their ads." In the final two appearances by Joe Camel in *Scholastic News*, a Camel ad was in the background of a photograph.

Weekly Reader before and after Acquisition by K-III

The acquisition of *Weekly Reader* by K-III was associated with one statistically significant result and several trends. The percentage of tobacco articles in which a clear and consistent no-use message was provided dropped from 62% to 24% ($P = .038$).

Discussion of the short-term health consequences of smoking tended to improve after K-III acquired *Weekly Reader*. Before K-III, *Weekly Reader* mentioned short-term health effects only 15% of the time, in comparison with 43% post-K-III ($P = .140$). On the other two dimensions—trade names and industry coverage—coverage tended to deteriorate. There were no trade names visible 77% of the time pre-K-III, in comparison with 62% of the time post-K-III ($P = .465$). The rate of presentation of the tobacco industry's viewpoint remained about the same (69% of the time before acquisition vs 66% of the time after acquisition), but the industry or a smoker was given the final word in the story more often after the acquisition by K-III (33% after vs 15% before acquisition, $P = .486$). (The available data had only a .10 power to detect a 15% change in the prevalence of pro-tobacco images at a significance level of .05, so the small sample size may have contributed to the failure of these changes to reach statistical significance. Achieving a power of .8 would have required about 300 articles.)

Discussion

Both *Scholastic News* and *Weekly Reader* rely too heavily on discussion of the long-term health effects of tobacco use to provide optimal tobacco education to children. While tobacco-induced lung cancer, other cancers, heart disease, and other respiratory problems are vital public health concerns, the threat of long-term

physical problems has not generally deterred young people from smoking. Short-term problems, such as yellow fingers and teeth, bad breath, and smelly hair and clothes, need to be emphasized with youth, as do the methods the tobacco industry uses in its advertising to promote a positive or cool image for smoking.⁹

The different approaches of these two student news publications to the coverage of health issues led to differences in their coverage of tobacco. From a public health perspective, the clear and consistent antitobacco messages of *Scholastic News* are more appropriate in regard to issues related to youth and tobacco. By contrast, *Weekly Reader's* interest in presenting both sides of an argument can often lead to ambiguity, similar to the ambiguity promoted by the tobacco industry.

The problems with *Weekly Reader's* coverage of tobacco are well illustrated by the controversial October 14, 1994, issue that prompted this study. The cover photograph featured a picture of one man holding aloft a large cigarette on which "No More Taxes" was written and another man wearing a sign that read "Freedom of Choice." The caption was as follows: "In Washington, D.C., tobacco workers protest high cigarette taxes and smoking bans. Taxes and bans have caused many tobacco growers and workers to lose their jobs." The story itself contained many of the smokers' rights arguments, such as "Many say it's wrong for a government to place such a high tax on cigarettes just because some studies have shown them to be a health hazard. 'There's a lot of things [that are] worse,' said Ken Boyd, a tobacco grower in Kentucky." In the same issue, a photograph appeared of a Camel cigarette sign, with the surgeon general's warning cropped off. A young man was leaning against a sign lighting a cigarette, modeling smoking behavior. A sidebar outlined the pros and cons of a smoke-free nation. No specific health consequences of smoking, long or short term, were discussed. The benefits were vague and abstract: nonsmokers would probably live longer, some studies suggested billions of dollars in health care savings, and there would be fewer fires. The costs were specific: 47 000 jobs lost, \$3 billion in lost crop revenue, and \$12 billion less in taxes for governments, leaving them with less money for health care and schools.

It should be noted that the ambiguity in *Weekly Reader's* coverage does not date solely from the time it was acquired by

K-III. For example, in 1990, prior to the K-III acquisition, *Weekly Reader* (5th-grade edition, September 7, 1990) ran a cover story, "Children and Cigarettes," that concluded:

However, the Tobacco Institute, an organization that represents tobacco growers and makers of tobacco products, says there is no direct proof that tobacco causes cancer or any other deadly diseases. And, says the institute, controlling tobacco products is not fair to the 50 million Americans who want to smoke. Despite the disagreement, smoking has been banned in many schools, hospitals, and public places. In recent years, no-smoking rules have spread to many offices, factories, and other workplaces. In February, the Government banned smoking on nearly all U.S. airline flights less than six hours long.

These are the last sentences in the story, arguably leaving fifth graders with the impression that there is some legitimate controversy regarding the health effects of smoking. The effort to create controversy and doubt about smoking is a well-established tobacco industry strategy.^{14,15} *Weekly Reader's* editorial approach clearly puts it in a position of supporting this strategy.

Although problems with *Weekly Reader's* tobacco coverage predate acquisition by K-III, the lessening of the clarity of the no-use message since the acquisition is a cause for concern, as is the tendency to give smokers or the tobacco industry the final word in stories. In one story (6th-grade edition, October 10, 1994), Thomas Lauria is identified as "a member of a smokers' rights group" instead of as the spokesperson for the Tobacco Institute. Lauria, in his comments, equates smoking to drinking alcohol and engaging in high-risk sports activities and states that adults should be allowed to decide what they should and should not do. The equation of smoking to other adult pleasures and the emphasis on choice and decision making follow known tobacco industry strategies to encourage young people to smoke.¹⁴⁻¹⁶

At approximately the same time as the controversial *Weekly Reader* piece, *Scholastic News* (4th-grade edition, November 18, 1994) ran a cover story about two Houston children who convinced Marvel Comics to eliminate smoking on its comic trading cards. A detailed diagram, labeled "Smoking is Bad for the Body," discussed both the long- and short-term consequences of smoking. In a sidebar called "States Get Tough on

Smoking," clean indoor air laws were discussed. The article commented that "Many smokers do not like the new laws. They say they have a right to smoke in public places." However, this was immediately followed by a countering statement: "But the rules are supposed to protect people's health. Even if you don't smoke, breathing smoke from somebody else's cigarettes can hurt your health. For that reason, smoking rules may get tougher and tougher in the future." An earlier set of stories on secondhand smoke that appeared in the fourth-, fifth-, and sixth-grade editions (March 19, 1993) did not give the industry viewpoint at all and used the following sidebar headline in the fifth-grade edition: "SMOKE + HUMAN BODY = TROUBLE."

On November 18, 1994, coinciding with the Great American Smokeout, the grade 5/6 edition of *Scholastic News* emphasized the millions of smokers who are trying to quit. The article titled "Up in Smoke: Why Are More Kids Trying Cigarettes?" countered the argument that smoking is cool and glamorous. It also discussed the fact that young people do not worry about lung cancer because they believe they can quit any time but that quitting is hard. A roundtable discussion of public school children established a no-use peer norm. The fact that smoking is the leading cause of death in the United States was labeled a "fact." There was no tobacco industry viewpoint in the cover story or sidebar. The coverage was not perfect, however: three photos showing people with cigarettes modeled smoking behavior.

Conclusions

While expert opinions from health educators are typically solicited for materials used in schools that are explicitly labeled as "health" materials, general use materials, including student news publications, are less likely to be subjected to review by health professionals. The poor quality of the tobacco information presented in *Weekly Reader*, in comparison with that provided in *Scholastic News*, should concern those interested in tobacco use prevention among youth. More generally, health professionals concerned about a variety of youth health issues should be aware that health information enters the classroom through a variety of sources. *Weekly Reader* and *Scholastic News* are distributed to a combined 1 to 2 million students per grade level every week. Each student has a copy to take home and read. No conventional health materials involve this kind of penetration. It is important to know what materials reach students at individual schools, to be attentive to the information provided in those materials, and to ensure that the materials provide health messages consistent with good public health practices. □

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TALKING IT OVER
BY HILLARY RODHAM CLINTON
FOR IMMEDIATE RELEASE

My late mother-in-law was a chain smoker for most of her life. Whenever she came to visit us at the Governor's Mansion in Little Rock, she always had to go outside to smoke.

After lighting up one day, she asked Chelsea, who was almost 8, what she wanted for her birthday. "I want you to quit smoking," Chelsea said.

That simple plea from a granddaughter helped end a 48-year addiction to cigarettes. My mother-in-law stopped smoking for good on Chelsea's birthday in 1988.

Children have always been the most persuasive voices in convincing adults to give up cigarettes. I don't think I've ever met a child who hasn't been blunt about his or her aversion to smoke. Consider the fifth-grader who wrote in a letter to my daughter: "I hate smoking. I can't even be around smoke. I cough and choke."

Yet somehow between childhood and adolescence, too many young people forget their better instincts and begin smoking. Adolescents account for the purchase of some 500 million packs of cigarettes a year. On any given day, 3,000 young people become regular smokers. And nearly 1,000 of them will die as a result of their addiction.

Recently, there has been renewed debate over whether tobacco is addictive. I think most of us agree that it is, and we appreciate those loud warnings that Dr. C. Everett Koop, the Surgeon General from 1981 to 1989, gave us when he talked about the dangers of smoking.

Yet while many adults -- elementary-school teachers and parents, especially -- are working to combat the lure of smoking, still others are getting children hooked for life.

Consider this: The Weekly Reader, a popular children's magazine, published articles on smoking between 1989 and 1994 that spread tobacco-industry views and offered limited information about the health effects of smoking, according to a study by a medical professor at the University of California at San Francisco.

It turns out that The Weekly Reader is owned by the same company that at the time owned RJR Nabisco, the country's second-largest maker of cigarettes.

Another study has shown that Joe Camel, the cartoon mascot of Camel cigarettes, is now as recognizable to 6-year-olds as Mickey Mouse. Joe is

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everywhere -- on jackets, baseball caps, gym bags, tank tops. No wonder Camel is the most familiar cigarette brand among 12- to 17-year-olds.

Our children can't even watch their favorite sporting events without seeing the logo of a cigarette brand on a stadium wall or in the background of the television screen. Movies today are filled with characters reaching for a cigarette -- or worse, marijuana, the next step for some kids who get hooked on tobacco. Last fall, for example, I was shocked when my mother and I watched two "family" movies in which the heroines casually smoked marijuana.

What is clear is that commercial interests -- and corporate greed -- are working against our children.

If children can get through their adolescent years without smoking, chances are, they won't light up as adults. And they are less likely to fall down the slippery slope that begins with cigarettes and leads to illegal drugs and other destructive addictions and behaviors.

To help reduce smoking among young people, the Clinton administration has proposed regulations that, if put into effect, would allow cigarettes to be sold only in face-to-face transactions with adults. Tobacco billboards would be prohibited within 1,000 feet of schools and playgrounds. Other billboards and magazines with significant youth readerships could only display black and white, text-only advertising.

Companies would not be allowed to sell or give away products such as hats bearing a cigarette logo or name. Brand names such as Virginia Slims or Winston could not sponsor sporting events (although those events could be sponsored in the corporate name). And the tobacco industry would fund a public education campaign about the dangers children face from smoking.

Whether or not these regulations go into effect, we need to be more vigilant as a society about the social costs of business decisions and how they influence our children.

While we all want to encourage competition and innovation -- hallmarks of American capitalism -- we must strike the right balance between the freedom businesses need to make profits, and the preservation of family and community values. We can't afford to sacrifice either one.

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July 16, 1996

MESSAGE POINTS FOR SMOKING STORY

- While smoking rates for adults are declining, teen smoking is on the rise. Peer pressure, easy access to cigarettes and cultural norms are only part of the reason why.
- Unfortunately, the tobacco industry has mastered the fine art of linking cigarettes to fame, fortune and fast times through its extensive marketing and advertising campaigns. By featuring attractive, young models smoking, the tobacco industry has effectively linked cigarettes to beauty, fashion and eternal slimness.
- In actual fact, smoking causes a host of illnesses including lung cancer, emphysema and chronic bronchitis. In addition, research has consistently shown that smoking causes skin wrinkling and may make women appear less attractive and prematurely old.
- Cigarette use in movies is perhaps the most insidious form of tobacco advertising. Nothing on the screen says its a tobacco ad. There is no warning about tobacco use. The only thing a young person sees is a famous, often attractive movie star lighting up and looking sexy.
- With a single movie, the tobacco industry can reach millions of young people in every country in the world.
- Each year, the tobacco industry spends more than \$4 billion dollars on cigarette advertising. Who knows how much the tobacco industry spends to have their products prominently featured in the movies.
- Regardless of whether the tobacco industry pays for cigarette use in the movies or not, every time an actor or actress lights up, millions of young people get the message that smoking is desirable, sexy and glamorous.
- Some actors and actresses who found out how deadly smoking can be are: John Wayne, Humphrey Bogart, Gary Cooper, Betty Grable, Lee Remick, Lucille Ball and Tallulah Bankhead (silent screen actress). All of these very glamorous actors died on not-so-glamorous smoking-related diseases such as lung cancer and emphysema.
- The American Lung Association does not promote censorship of smoking in movies. Instead it encourages self-censorship by asking that the film industry be aware of the images it portrays and that young people be aware of what they're watching.

Michael A. O'Mary
07/17/97 10:27:24 AM

Record Type: Record

To: Alison Muscatine/WHO/EOP

cc:

Subject: Re: 

Some info from the NewsWeek article if you haven't read it already:

- At least one of the leads in every Oscar nominated film last year lit up on screen.
- Smoking is portrayed as sexy. Witness Leonardo DiCaprio in **Romeo and Juliet** last year.
- Young people believe they are invincible and are convinced that they can quit smoking if they want. Furthermore, they believe their young bodies are able to handle the harmful effects of smoking easily.
- Cigarette companies will have to aim at a slightly different demographic thanks to the tobacco deal. They have already started targeting 20 somethings by producing speciality cigarettes. (Along the same lines as specialty beer and coffee)

The article appeared in NEWSWEEK on July 21, 1997. I'm going to check with the American lung association to see if they have any further studies on this.



FAX

FAX NUMBER: 202-456-6244

TO: Michael O'Malley
FROM: Elizabeth Ninko, 212-315-6473

DATE:

TOTAL PAGES INCLUDING COVER SHEET: 6

SUBJECT:

MESSAGE:

If you need any other
information, please call!

IF YOU DO NOT RECEIVE ALL THE FAX SHEETS, PLEASE CALL
AS SOON AS POSSIBLE.

OPERATOR

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American Lung Association® Fact Sheet**TEENAGE CIGARETTE SMOKING**

Cigarette smoking during childhood and adolescence produces significant health problems among young people, including cough and phlegm production, an increased number and severity of respiratory illness, decreased physical fitness, an unfavorable lipid profile, and potential retardation in the rate of lung growth and the level of maximum lung function. An estimated 419,000 Americans die each year from diseases caused by smoking. Smoking is responsible for an estimated one in five U.S. deaths and costs the U.S. at least \$97.2 billion each year in health care costs and lost productivity.

- Each day, 3,000 children smoke their first cigarette. That's more than one million annually. Approximately one-third of these children who become smokers will eventually die of smoking-related diseases.
- At least 3.1 million adolescents are current smokers.
- People who begin smoking at an early age are more likely to develop severe levels of nicotine addiction than those who start at a later age.
- Cigarette advertisements tend to emphasize youthful vigor, sexual attraction and independence themes, which appeal to teenagers and young adults struggling with these issues.
- A survey reveals that in 1994, 30.7 percent of boys between the ages of 12 and 17 had tried some form of smokeless tobacco. Although previously little use of smokeless tobacco was seen among adolescents, the prevalence of its use among older teens increased between 1970 and 1985, coincident with strengthened marketing by the smokeless tobacco industry during that time. Approximately 90 percent of all initiation of tobacco use occurs among persons under the age of 18. According to a 1995 national survey of high school students, the overall prevalence of current cigarette use and frequent cigarette use were 34.8 percent and 16.1 percent, respectively.
- Peers, siblings, and friends are powerful influences. The most common situation for first trying a cigarette is with a friend who already smokes.
- A recent survey indicated that among students 17 years and under who were current smokers, 77.5 percent reported never being asked for proof of age when buying cigarettes in a store.
- Tobacco use primarily begins in early adolescence, typically by age 16; almost all first use occurs before the time of high school graduation.

Teenage Cigarette Smoking/2

- Tobacco use is associated with alcohol and illicit drug use, and acts as a "gateway drug." It is generally the first drug used by young people who enter a sequence of drug use that can include tobacco, alcohol, marijuana, and harder drugs. According to the 1994 Surgeon General's report, 12-17 year olds who reported having smoked in the past 30 days were three times more likely to use alcohol, eight times more likely to smoke marijuana, and 22 times more likely to use cocaine, within those past 30 days than those 12-17 year olds who had not smoked during that time.

- The initiation and development of tobacco use among children and adolescents progresses in four stages:

- forming attitudes and beliefs about tobacco
- trying to experiment with it
- regularly using tobacco
- being addicted

- Sociodemographic factors associated with the onset of tobacco use include being an adolescent from a family with low socioeconomic status. Behavioral risk factors for tobacco use by adolescents include:

- low levels of academic achievement and school involvement
- lack of skills required to resist influences to use tobacco and experimentation with tobacco products.

- Personal risk factors for tobacco use by adolescents include:

- a lower self-image and lower self-esteem than peers
- the belief that tobacco use is functional
- lack of the ability to refuse offers to use tobacco

Environmental factors for tobacco use by adolescents include:

- accessibility and availability of tobacco products
- perceptions by adolescents that tobacco use is normal
- peers and siblings use and approval of tobacco use
- lack of parental support and involvement as adolescents face the challenge growing up

In August 1996, the Food and Drug Administration issued regulations to limit the accessibility and appeal of tobacco products to young people. The regulations include the following:

- billboards and signs: Billboards and signs limited to black-and-white text only; except in adult-only facilities; tobacco billboards banned within 1,000 feet of schools and playgrounds;

Teenage Cigarette Smoking/3

- print ads: black-and-white text only ads in publications whose youth readership is more than 2 million, or 15 percent, of total readership;
- vending machines: cigarette vending machines limited to facilities where children are prohibited;
- giveaways: no product giveaways with brand names or logos;
- sponsorship: entertainment or sporting events sponsored only in the corporate name, not the brand name;
- photo IDs: buyers under age 27 must produce photo identification;
- education: industry-run educational campaign, including TV ads, about health risks;
- singles: no free samples, single cigarette sales or packages of fewer than 20 cigarettes.

- Tobacco use in adolescence is associated with a range of health-compromising behaviors, including being involved in fights, carrying weapons, engaging in high risk sexual behavior, and using alcohol and other drugs.

- The following materials are available from the American Lung Association, 1-800-LUNG-USA:

- | | |
|---|----------------|
| • <i>Facts About Cigarette Smoking</i> | (Order #0171C) |
| • <i>Don't Let Your Dreams Go Up In Smoke</i> | (Order #1032C) |
| • <i>The Coach's Final Lesson Video</i> | (Order #6315) |
| • <i>Smokeless Tobacco</i> | (Order #0606) |
| • <i>Is There A Safe Tobacco?</i> | (Order #1092) |

#

American Lung Association® Fact Sheet**CIGARETTE ADVERTISING AND PROMOTION**

Cigarettes are one of the most heavily marketed consumer products in America. Tobacco companies currently spend almost \$6 billion a year to promote and advertise their products and have increased their spending by more than 12 times since 1971, when advertising on radio and television was banned. An estimated 419,000 Americans die each year from diseases caused by smoking. Smoking is responsible for an estimated one in five U.S. deaths and costs the U.S. at least \$97.2 billion each year in health care costs and lost productivity.

- While tobacco products have been mass produced and marketed for decades, it has taken many years for their deadly effects to be scientifically documented. Tobacco is the only legal product that causes death and disability when used as intended.
- Advertising and promotion for tobacco products often are misleading and deceptive. Tobacco advertising and promotion project images of smoking as fun, sexy, glamorous, macho, and, most insidiously, healthful.
- The tobacco industry is the second largest advertiser in the print media, including magazines and newspapers, and the largest advertiser on billboards.
- Persuasive advertising and promotion add to the difficulties of those trying to stop smoking by projecting the impression that smoking is a normal activity indulged by almost everyone.
- Another strategy of tobacco advertisers is to mount aggressive campaigns aimed at specific segments of the population, such as women, African Americans, Hispanics, and blue collar workers.*
- Through advertising and promotion, the tobacco industry targets 1.75 million new smokers a year to compensate for those who quit or die.
- Brand names used in sponsoring sports, musical and cultural events convey an image of corporate "good citizenship" and generosity, and connect tobacco products, which are toxic and addictive, with exciting and healthy events and activities.
- Tobacco companies are allowed to deduct the cost of advertising and promotion from their taxes as a business expense, which saves them in excess of \$1 billion a year in taxes.
- In a 1987 survey of public attitudes, a majority of Americans indicated their support for a ban on cigarette advertising. More than 30 national magazines no longer accept cigarette advertisements. A 1992 Gallup poll reported that a majority of the American public (74 percent) believe that some tobacco product advertising and promotions are meant to encourage children to smoke, and 68 percent of the public believe that tobacco product advertising and promotions should not be allowed at entertainment and sporting events.

* Racial and ethnic minority terminology reflects that used by the Centers For Disease Control.

Cigarette Advertising/2

- Many states and localities have taken action by barring tobacco advertising on public property, in public transit vehicles, and in publicly owned stadiums and other facilities.
- On the other hand, because of the influence of the tobacco companies, a provision of the 1969 federal law providing for health warning labels on cigarettes also prohibits states and cities from restricting tobacco advertising and promotion in privately owned sites such as theaters, on taxi cabs, etc. This legislation also affects anything where interstate commerce rules apply, such as advertisements in magazines.
- Powerful lobbying forces representing the tobacco industry, as well as advertising agencies and some in the print media, continue to oppose any restriction on tobacco advertising and promotion.
- For more information, including the following materials and Freedom From Smoking® (FFS) group clinics, call the American Lung Association at 1-800-LUNG-USA:
 - *Facts About Cigarette Smoking* (Order #0171C)
 - *FFS Self-Help Guides* (Order #0063/0055)
 - *"In Control"/ FFS Video Program (VHS)* (Order #6300)
- Also available: *State Legislated Actions on Tobacco Issues* (Contact: Coalition on Smoking OR Health, 1150 Connecticut Avenue, N.W., Suite 802, Washington, DC 20036; phone 202/452-1184)

#



Thumbs Up! Thumbs Down!



 **AMERICAN LUNG ASSOCIATION.**
of Sacramento-Emigrant Trails

Teens Take a Look at Tobacco Use In The Movies

In conjunction with...

**The American Lung Association of Los Angeles County
The Los Angeles Linkage Project
The Gold Country Tobacco Prevention Coalition**

**This project is made possible by a grant received
from the Health Protection Act of 1988, Proposition 99.**

A Special Thanks to the Youth Reviewers

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New Directions for Youth of Los Angeles

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