

AMERICAN MEDICAL ASSOCIATION HOUSE OF DELEGATES

Resolution: 411
(A-07)

Introduced by: Florida Delegation

Subject: Use of Tobacco Industry-Sponsored Cessation and Prevention Materials

Referred to: Reference Committee D
(Elizabeth P. Kanof, MD, Chair)

1 Whereas, The tobacco industry is seeking support and endorsement from respected institutions
2 and individuals, including physicians, to lend credibility and legitimacy to their smoking
3 cessation and prevention campaigns; and
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5 Whereas, The tobacco industry has been found guilty of racketeering in federal court for actively
6 engaging in a 50-year campaign to deceive the public about the health effects of tobacco use,
7 and the industry-sponsored prevention and cessation campaigns are a continuation of this effort
8 to deceive and mislead the public; and
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10 Whereas, A study published in the December 2006 issue of the *American Journal of Public*
11 *Health* (2006; 96: 2154-2160) found that the tobacco industry-sponsored prevention campaigns
12 are, at best, ineffective and may actually encourage positive attitudes toward smoking in young
13 people; and
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15 Whereas, A review of tobacco industry internal documents published in the *American Journal of*
16 *Public Health* in June 2002 (2002; 92: 917-930) found that the primary intent of tobacco
17 industry's prevention campaigns is to act as a public relations effort to improve the industry's
18 corporate image and to defer legislation that might negatively impact the industry; and
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20 Whereas, Reviews of tobacco industry documents have clearly shown that the industry targets
21 young people with their advertising and public relations activities and views them as their only
22 source of replacement customers; and
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24 Whereas, Tobacco use is the number one cause of preventable death in the United States,
25 killing more than 430,000 Americans yearly; and
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27 Whereas, AMA Policy H-490.917 recommends that physicians play an active role in helping
28 their patients quit smoking; therefore be it
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30 RESOLVED, That our American Medical Association urge that when physicians and health
31 organizations provide information or materials on tobacco to patients and consumers, such
32 information and materials should come from credible and trustworthy sources with expertise in
33 tobacco control (Directive to Take Action); and be it further
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35 RESOLVED, That our AMA urge physicians and health organizations to avoid providing to
36 patients and consumers information or materials on tobacco that come from tobacco companies
37 or other groups aligned with the tobacco industry. (Directive to Take Action)

Fiscal Note: Staff cost estimated at less than \$500 to implement.

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RELEVANT AMA POLICY

H-490.914 Tobacco Prevention and Youth

Our AMA: (1) (a) urges the medical community, related groups, educational institutions, and government agencies to demonstrate more effectively the health hazards inherent in the use of tobacco products; (b) encourages state and local medical societies to actively advise municipalities and school districts against use of health education material sponsored or distributed by the tobacco industry; and (c) publicly rejects the tobacco industry as a credible source of health education material; (2) opposes the use of tobacco products of any kind in day care centers or other establishments where pre-school children attend for educational or child care purposes; (3) advises public and private schools about the very early smoking habits observed in children and encourages appropriate school authorities to prohibit the use of all tobacco products in elementary through senior high school by anyone during the school day and during other school-related activities; (4) (a) supports the concept that a comprehensive health education program stressing health maintenance be part of the required curriculum through 12th grade to: (i) help pre-teens, adolescents, and young adults avoid the use of tobacco products, including smokeless tobacco; and (ii) emphasize the benefits of remaining free of the use of tobacco products; (b) will work with other public and private parties to actively identify and promote tobacco prevention programs for minors and encourages the development, evaluation, and incorporation of appropriate intervention programs, including smoking cessation programs, that are tailored to the needs of children; and (c) recommends that student councils and student leaders be encouraged to join in an anti-smoking campaign. (5) urges state medical societies to promote the use of appropriate educational films and educational programs that reduce tobacco use by young people; (6) (a) favors providing financial support to promising behavioral research into why people, especially youth, begin smoking, why they continue, and why and how they quit; (b) encourages research into further reducing the risks of cigarette smoking; and (c) continues to support research and education programs, funded through general revenues and private sources, that are concerned with health problems associated with tobacco and alcohol use; (7) opposes the practice of tobacco companies using the names and distinctive hallmarks of well-known organizations and celebrities, such as fashion designers, in marketing their products, as youth are particularly susceptible; (8) supports working with appropriate organizations to develop a list of physicians and others recommended as speakers for local radio and television to discuss the harmful effects of tobacco usage and to advocate a tobacco-free society; and (9) commends the following entities for their exemplary efforts to inform the Congress, state legislatures, education officials and the public of the health hazards of tobacco use: American Cancer Society, American Lung Association, American Heart Association, Action on Smoking and Health, Inc., Groups Against Smoker's Pollution, National Congress of Parents and Teachers, National Cancer Institute, and National Clearinghouse on Smoking (HEW). (CSA Rep. 3, A-04)

H-500.975 AMA Corporate Policies on Tobacco

(1) Our AMA: (a) continues to urge the federal government to reduce and control the use of tobacco and tobacco products; (b) supports developing an appropriate body for coordinating and centralizing the Association's efforts toward a tobacco-free society; and (c) will defend vigorously all attacks by the tobacco industry on the scientific integrity of AMA publications. (2) It is the policy of our AMA to continue to use appropriate lobbying resources to support programs of anti-tobacco health promotion and advertising. (3) Our AMA's House of Delegates endorses the April 24, 1996, statement by the AMA Secretary-Treasurer that all physicians, health professionals, medical schools, hospitals, public health advocates, and citizens interested in the health and welfare of our children should review their personal and institutional investments and divest of any tobacco holdings (including mutual funds that include tobacco holdings); and specifically calls on all life and health insurance companies and HMOs to divest of any tobacco holdings. (4) Our AMA defines the Tobacco Industry as companies or corporate divisions that directly produce or purchase tobacco for production or market tobacco products, along with their research and lobbying groups, including the Council for Tobacco Research and the Smokeless Tobacco Research Council. A company or corporate division that does not produce or market tobacco products but that has a tobacco producing company as or among its owners will not be considered a prohibited part of the tobacco industry as long as it does not promote or contribute to the promotion, sale and/or use of tobacco products. If such promotional practices begin, the company will be placed on an "unacceptable for support" list. (5) Accordingly, it is the policy of our AMA (a) not to invest in tobacco stocks or accept financial support from the tobacco industry; (b) to urge medical schools and their parent universities to eliminate their investments in corporations that produce or promote the use of tobacco and discourage them from accepting research funding from the tobacco industry; (c) to likewise urge all scientific publications to decline such funded research for publication; and (d) to encourage state and county medical societies and members to divest of any and all tobacco stocks. (6) Our AMA (a) encourages state and local medical societies to determine whether candidates for federal, state and local offices accept gifts or contributions of any kind from the tobacco industry, and publicize their findings to both their members and the public; and (b) urges state and county medical societies and local health professionals along with their allies to support efforts to strengthen state and local laws that require public disclosure of direct and indirect expenditures to influence legislation or ordinances, given recent allegations about tobacco industry strategies. (CSA Rep. 3, A-04)

See also:

H-490.917 Physician Responsibilities for Tobacco Cessation