

RJRI News Report

Friday, October 04, 1996

The following articles and excerpts have been compiled to provide RJRI employees with a summary of current media reports about tobacco issues. These quotations from other publications do not represent the positions or beliefs of RJRI

Inside this issue:

Country	Title	Page
Canada	Lobbying 'Vicious', Dingwall Says	1
Puerto Rico	To The Rescue Of Their Clients	2

Using MS Word, holding down the CTRL key and pressing G will let you advance to a particular page.

Canada

LOBBYING 'VICIOUS', DINGWALL SAYS

Industry Official Flabbergasted by Remark

Health Minister David Dingwall has accused the Canadian tobacco industry of lobbying that is vicious and personal.

Dingwall made the comment Monday after being asked what is holding up the government's tobacco-control package, originally promised for the spring.

A coalition of more than 130 groups warned at a news conference that tobacco industry lobbying could weaken or delay the legislation. Several speakers suggested the Liberals are too cozy with the industry.

"We're not getting the kind of access (to government) that they (cigarette companies) appear to be getting," said Michael Perley of the Ontario Campaign for Action on Tobacco. "There's intense action behind the scenes."

Questioned outside the Commons, Dingwall maintained that the legislation is on track and will be introduced soon. He denied that he had been subjected to undue pressure from the industry.

However, when asked to characterize tobacco industry lobbying, he answered, "Tough, vicious and personal."

He would not explain what he meant, saying only: "Stay tuned."

A spokeswoman for the Canadian Tobacco Manufacturers' Council, which represents Canada's major tobacco companies, said she was "absolutely flabbergasted" by Dingwall's remark.

52834 1501

"I just can't think he was talking about us," said Marie-Josée Lapointe.

"Vicious and personal? I'd like to know when and how. It's amazing, just amazing.

"Some people stand to lose their shirts in this debate, and they have made representations to the government, and that is at the core of our democratic system."

Perley alleged that the tobacco industry has set up an organization of artists called the Alliance for Sponsorship Freedom, as a mouthpiece to argue its case.

The organization was created in August to lobby against proposed restrictions on tobacco-company sponsorship of sports and cultural events. Many such events depend on funding from the tobacco industry.

Robert Kerr, a member of the group's executive committee, acknowledged that it was set up with help from the tobacco industry but denied it was a front for the industry.

"This is an issue of huge importance to us," said Kerr, whose company runs the Vancouver International Maurier Jazz Festival.

The Canadian Conference of the Arts originally led the battle against sponsorship restrictions, but decided to back off after internal debate, said Keith Kelley, national director of the organization.

The arts community is sharply divided on the issue, said Kelley.

Source: *The Ottawa Citizen* - 10/1/96

Puerto Rico

TO THE RESCUE OF THEIR CLIENTS

In response to Law 40, which prohibited smoking in a number of public and private places, local cigarette companies initiated a campaign to promote a cordial co-existence between smokers and non-smokers.

"*Siéntese y Siéntase a Gusto*" (Sit Down and Comfortably) is the motto of the accommodation program that is being backed by the Hotel and Tourism Association, the Chamber of Commerce and the Retailers United Center. The program has approximately 103 participating restaurants in Puerto Rico, as informed by Denise Santos, Vice President of Corporate Affairs of R.J. Reynolds Tobacco Company in Puerto Rico. The Island has over 2,000 food and beverage establishments.

"Smoking has been considerably restricted. What we're trying to do with this kind of program is to protect adult smokers' rights" expressed Philip Morris' Commercial Director, Francisco Gomez. Gomez sustained that it's all a question of courtesy from smokers to non-smokers and of tolerance from non-smokers to those who do smoke.

Santos explained that accommodation program materials are being distributed to help restaurants. "This is not a smoking issue, it's a business issue. A number of restaurants have smokers as well as non-smokers as clients" replied Santos when questioned on the Health Department's criticism.

This agency objected the campaign on a May 1, 1995 report. "The educational materials developed by this industry (to foster public relations) distort the reasons for establishing a clean air policy in closed rooms, by presenting them as a part of a social courtesy theory," the Health Department suggested. Santos said that the cigarette companies never received an opinion from the Health Department, even though they requested one.

Besides the restaurant accommodation program, local cigarette companies have launched two other campaigns. One of them is to inform retailers on the minimum age required by law for cigarette consumption (18 years). The other, which is being developed in collaboration with the Department of Education at an annual cost of \$43,000, is targeted towards promoting leadership as well as skills for decision making among students from sixth to ninth grades. Santos explained that these efforts began three years ago.

It was in 1993, precisely, when three laws - or amendments to existing statutes - were passed to curb cigarette consumption.

On August 3, Law 40 was passed. It banned smoking in governmental agencies, public and private educational institutions, hospitals and health centers, public elevators, theaters, public transportation vehicles, courtrooms, museums, funeral homes, food & beverage establishments, child care centers, and in areas containing flammable materials.

Up to this date Deputy Secretary of Environmental Health, Hernan Horta, guaranteed an 80% compliance with this law. The law imposes specific ventilation requirements on designated smoking areas. Most complaints on Law 40 violations refer to hotels the Health official said.

Law 62 was another law introduced in 1993; two days after Law 40 was passed. Law 62 limits and regulates the publicity and promotion of tobacco products. The primary purpose is to prevent youth from smoking. The Department of Consumer Affairs has the responsibility for enforcing this law.

In December of that same year Law 128, for the Protection of Minors, was amended to raise from 16 years to 18 years the minimum age required to buy cigarettes. The amendment imposes penalties to those who sell cigarettes to people under 18 years of age.

Source: El Nuevo Día - Sept. 9, 1996

RJRI News Report is published by the RJRI External Relations Department, Winston-Salem. The publication serves to provide timely, frequent information to TI managers and their associates. While every consideration is given concerning the accuracy of the information published, RJRI External Relations cannot ensure the complete accuracy of every story as the information is retrieved from a wide variety of external news sources around the world. If you have any questions about the information provided, or if you want more information on the items covered, please contact Janis Fulton, RJRI External Relations, at (910) 741-6995, or by E-mail at 4e000i1h.macpo1.
