

Evolution of the tobacco industry positions on addiction to nicotine



**World Health
Organization**

EVOLUTION OF THE TOBACCO INDUSTRY POSITIONS ON ADDICTION TO NICOTINE

A report prepared for the Tobacco Free Initiative, World
Health Organization

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“[I]t is about an industry, and in particular these defendants, that survives, and profits, from selling a highly addictive product which causes diseases that lead to a staggering number of deaths per year, an immeasurable amount of human suffering and economic loss, and a profound burden on our national health-care system. Defendants have known many of these facts for at least 50 years or more.”

Judge Gladys Kessler, *Final opinion, United States of America v. Philip Morris USA Inc. et al.* (Case 1:99-cv-02496-GK), 17 August 2006

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Abbreviations

BAT:	British American Tobacco
CASA:	Columbia University's Center on Addiction and Drug Abuse
CEO	Chief Executive Officer
FDA:	United States Food and Drug Administration
FTC:	Federal Trade Commission
INBIFO:	<i>Institut für Biologische Forschung</i> [Institute for Biological Research]
JTI:	Japan Tobacco International
MSA:	Master Settlement Agreement
PM:	Philip Morris
PMI:	Philip Morris International
PM21:	Philip Morris in the 21 st Century
PREPs:	potentially reduced exposure products
RJR:	R.J. Reynolds
WHO FCTC:	World Health Organization Framework Convention on Tobacco Control

Preface

Successful regulation of tobacco and tobacco products depends upon the removal of commercial influences from established legislative and regulatory bodies. The tobacco industry has an obvious vested interest in impeding the activities and efforts of initiatives designed to heighten global tobacco control. Infiltration of this regulatory process by the industry has undoubtedly hampered the adoption of more effective tobacco control measures. The tactics employed by the tobacco industry to thwart tobacco control measures include lobbying for a seat at the policy-making table, promoting questionable corporate social responsibility programmes, implanting the idea of self-regulation by the tobacco industry and litigation involving government entities. These strategies remain at the forefront of the industry's interference agenda.

Despite the best efforts of public health bodies devoted to combating tobacco industry practices, the industry's leading adversaries, including WHO, have not been immune to the industry's elaborate schemes. In July 2000, a report commissioned by the former WHO Director-General, Dr Gro Harlem Brundtland, characterizes the efforts of the tobacco industry to prevent implementation of tobacco control policies and to reduce funding of tobacco control within UN organizations.¹ The report highlighted the manner by which the industry infiltrated the WHO policy-making establishment, via financial influence and exploitation of inappropriate relationships, in order to obtain information concerning crucial WHO directives promoting tobacco control.

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