

Tobacco and Health in World History (History 243G/343)

Fall Quarter 2006

Mondays @ 3:15 - 6:00pm

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Room 250-251K

The numbers are big: 5,500,000,000,000 cigarettes are smoked every year. That's enough to stretch from the earth to the sun and back, with enough left over for a few side trips to Mars. The disease consequences are impressive: the World Health Organization estimates an annual death toll of 10 million by the year 2020, and in the present century one billion people could die from tobacco use. What cultural, political, and technological changes were responsible for cigarettes becoming so popular? How were tobacco hazards discovered, and how has the industry responded? We will use the millions of pages of tobacco industry documents now online to explore the history of global smoking. Students will prepare a 20-pp research paper based on their investigations, due Dec. 11th

Texts (online + bookstore):

R. Kluger, *Ashes to Ashes*; Proctor, *Nazi War on Cancer*; Glantz et al *Cigarette Papers*; J. Goodman, *Tobacco in History*; Buckley, *Thank you for Smoking*

Schedule of Meetings:

Sept. 25:	No class, read Kluger for next week	<i>Readings:</i> Kluger
Oct. 2:	Introduction/Projects	Glantz
Oct. 9:	Discovery of Hazard, Industry Response (CTR)	Buckley
Oct. 16:	Tobacco Advertising History	Goodman
Oct. 23:	Hollywood, Tobacco in Film	Archives
Oct. 30:	Litigation, Expert Witnessing	DATTA Depos
Nov. 6:	Litigation, Expert Witnessing	DATTA Depos
Nov. 13:	Cigarettes in China, Japan, India	Archives
Nov. 20:	Lights, Framework Convention	Archives
Nov. 27:	(Thanksgiving, no class)	Research
Dec. 4:	Class Research Reports	for paper

Videos and DVDs:

- “Smoking and Health: The Need to Know” (Tobacco Institute, 1972)
- “Death in the West” (Thames Television 1977, on cowboys dying from lung cancer; film banned in U.S.)
- “Frontline: Inside the Tobacco Deal” (PBS, 1998)
- “Making a Killing: Philip Morris, Kraft, and Global Tobacco Addiction”
- “Thank You For Smoking” (2006)

Project Ideas:

Smoking in Burma, Philippines, France, etc. Images, etc.
 History of "Light" cigarettes, "light" concept in beer, foods, etc.
 Use of Images of Science, Scientists and Physicians in Tobacco Advertising
 "Operation Berkshire," "Project Truth," "Project Scum," etc.
 Conceptions of Science and Philosophy of Science in Internal Documents
 Cigarette Marketing--Targeting Women, Youth, Jews, Homeless, etc.
 History of INBIFO, secret research facility PM established in Germany
 History of cigarette paper, or filters, or other aspect of cigarette design
 A History of American Tobacco's Research Laboratory
 The History of Experimental Tobacco Carcinogenesis (Roffo, etc.)
 Biography of Angel Roffo, or Richard Doll, Ernst Wynder, etc.
 Surgeon General's Reports 1964-present
 Federal Trade Commission's Efforts to Regulation of Cigarettes
 Expert Witnessing for and against Big Tobacco, Historians, Doctors, etc.
 Images of Youth and Sexuality in Tobacco Advertisements
 Use of Female, African- or Native American, etc. Imagery in Tobacco Ads
 History of Sports Promotions (Nascar, Wimbledon, Virginia Slims, etc.)
 Tobacco Advertising in Australia, England, Eastern Europe, etc.
 Hollywood's Romance with Tobacco: Implants, Payoffs, Protests
 Specific medical discovery: Ciliastasis, Emphysema, Heart disease, Cancer
 Addiction History (nicotine v. alcohol, opium, etc.)
 Second Hand or Environmental Smoke (Passive v "Mainstream" smoking)
 History of Tobacco Chemistry--flue-curing, ammoniation, free-basing, etc.
 From Marlboro to Crack Cocaine: The History of Free-Basing Alkaloids
 How Big Tobacco Evaded FDA Control: 1890-1906
 How Cigarettes Became Part of the Marshall Plan (1947-53)
 Code-words and Wordsmithing in the Tobacco Industry Documents
 Ernst Wynder: Collaborator or Resister?
 Biography of Clarence C. Little, Parmele, Hanmer, Teague, Glantz, etc.
 Special Projects of the Council for Tobacco Research
 Changing Concepts of Addiction: Tobacco v. Opium, Heroin
 African Tobacco Policies--or India or China, Japan, etc.
 Tobacco rhetoric--of gigantism, freedom, patriotism, sex.
 Pesticides and Tobacco Use, or Deforestation and Tobacco.
 Tobacco Additives (Coumarin, etc.) + bits of fraying filters
 Ethics of Universities taking Research Support from Tobacco Industry
 Economics of Tobacco/Land Use, Tobacco Use in Films (watch, do stats)

Background Reading:

- Bentley, H R, D. G. Felton and W. W. Reid, "Report on Visit to U.S.A. and Canada 17th April-12th May 1958". 11 Jun 1958, Bates 105408490-8499.
- Brandt, Allan M. "The Cigarette, Risk, and American Culture." *Daedalus*, Fall 1990, pp. 155-176.
- Chapman S, Penman A. "'Can't stop the boy': Philip Morris' Use of Healthy Buildings International to prevent workplace smoking bans in Australia," *Tobacco Control*, 2003 Dec;12 Suppl 3:iii 107-12.
- Cummings, K. Michael, et al. "What Scientists Funded by the Tobacco Industry Believe About the Hazards of Cigarette Smoking." *American Journal of Public Health*, 81 (1991): 894-896.
- Cunningham R. *Smoke and Mirrors: The Canadian Tobacco War*. Ottawa: International Development Research Centre, 1996.
- Freedman, Alex M., and Laurie P. Cohen. "Smoke and Mirrors: How Cigarette Makers Keep Health Question 'Open' Year After Year." *Wall Street Journal*, February 11, 1993, A1-6.
- Geist HJ. Global assessment of Deforestation related to tobacco farming. *Tobacco Control* 1999; 8:18-28.
- Glantz, Stanton et al. *The Cigarette Papers*. Berkeley: UC Press, 1996.
- Goodman, Jordan, *Tobacco in History: The Cultures of Dependence*. London: Routledge, 1993.
- Kluger, Richard. *Ashes to Ashes: America's Hundred-year Cigarette War, the Public Health, and the Unabashed Triumph of Philip Morris*. Knopf 1996.
- Kyriakouides, Louis. "The Grand Ole Opry and Big Tobacco: Radio Scripts from the Files of the R. J. Reynolds Tobacco Company, 1948 to 1959," *Southern Cultures* 12 (2006) 76-89; at: http://muse.jhu.edu/journals/southern_cultures/v012/12.2kyriakouides.html
- Landman A, Ling PM, Glantz SA. "Tobacco Industry Youth Smoking Prevention Programs: Protecting the Industry and Hurting Tobacco Control," *American Journal of Public Health*, 92 (2002): 917-30.
- Ling PM, Glantz SA. "Why and How the Tobacco Industry Sells Cigarettes to Young Adults: Evidence from Industry Documents," *American Journal of Public Health*, 92 (2002): 908-16.
- National Cancer Institute. *Risks Associated with Smoking Cigarettes with Low Machine-Measured Yields of Tar & Nicotine* Monograph 13. Bethesda 2001
- Neuberger, Maurine. *Smoke Screen: Tobacco and the Public Welfare*. Englewood Cliffs: Prentice-Hall, 1963.
- Pollay, Richard W. "Propaganda, Puffing and the Public Interest." *Public Relations Review*, 16 (1990): 39-54.

- Proctor, Robert N. *Cancer Wars: How Politics Shapes What We Know and Don't Know About Cancer*. New York: Basic Books, 1995.
- _____. "The Global Lung Cancer Epidemic." *Nature Reviews Cancer*, 1 (2001): 82-86.
- _____. "Tobacco and Health: Expert Report" (May 2002) online at: <http://www.psljournal.com/archives/papers/tobacco.cfm>
- _____, and K. Iida. "Learning from Philip Morris: Japan Tobacco's Strategies Regarding Evidence of Tobacco Health Harms." *Lancet*, 363 (2004): 1820-24.
- _____. "Should Medical Historians be Working for the Tobacco Industry?" *Lancet* 363 (2004): 1174-75 + Burnham response in 364 (2004): 838.
- Saloojee Y., Dagli E. "Tobacco Industry Tactics for Resisting Public Policy on Health." *Bulletin of the World Health Organization*, 78 (2000): 902-10.
- Tilley, N. M. *The Bright-tobacco Industry, 1860-1929*. UNC Press, 1948.
- USDOJ. Final Proposed Findings of Fact. Online at: <http://www.usdoj.gov/civil/cases/tobacco2/U.S.%20Final%20Proposed%20Findings%20of%20Fact%20REDACTED%20w%20BkMks%2020040701.pdf> (2500 pages)
- Warner, Kenneth E. "Tobacco Industry Scientific Advisors: Serving Society or Selling Cigarettes?" *American Journal Public Health*, 81 (1991): 839-842.
- World Health Organization. *Tobacco or Health: A Global Status Report* (World Health Organization, Geneva, 1999).
- Yach, Derek, and D. Bettcher. "Globalisation of tobacco industry influence and New Global responses," *Tobacco Control*, 9 (2000): 206-16. Online at: <http://tc.bmjournals.com/cgi/content/abstract/9/2/206>
- Yach, Derek, and Stella Aguinaga Bialous. "Junking Science to Promote Tobacco," *American Journal of Public Health* 91 (2001): 1745-46. Online: <http://www.smokefreeforhealth.org/studies/YachBialous.htm>

Websites:

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| http://Tobaccodocuments.org | (good for searching secret docs) |
| http://legacy.library.ucsf.edu | (UCSF's Legacy documents) |
| http://tobaccodocuments.org/datta/ | Expert reports + depositions |
| http://Tobacco.org | (news site) |
| http://www.cdc.gov/tobacco/sgr/index.htm | (Surgeon Generals' reports) |
| http://www.ash.org | (Action on Smoking + Health) |
| http://www.usdoj.gov/civil/cases/tobacco2/ | (Justice Dept.'s Fed Case) |
| http://tobaccodocuments.org/pollay_ads/ | (Pollay's tobacco ads) |