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# TAN Florida Newsletter

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Douglas Sessions, Jr., State Director

## SHOWTIME

The Fall of 1980 looms as an important period for the tobacco industry in south Florida. Two counties are considering proposed clean indoor air acts that effectively restrict smoking in public places. In Palm Beach County, the five member commission is debating the merits of an ordinance co-authored by the local cancer and lung associations and sponsored by Commission Chairman Dennis Koehler. In Dade County, a proposal sponsored by Group Against Smokers Pollution (GASP) is expected to appear on the ballot during the November 4 general election. Another offering, that by the Citizens Committee on Clean Indoor Air is currently being considered by the Metropolitan Dade County Commission and should be acted on by press time of this newsletter.

In Palm Beach County, the act is the seventh in a series of draft proposals submitted to the commission for approval. The previous six were either unacceptable to local business groups or found to be legally vulnerable, meaning they could not withstand a court challenge. The local restaurant and lodging associations have worked long and hard together with TAN volunteers in the area to ensure the voice and rights of smokers are heard and respected. The commission has approved the measure on first reading and scheduled a public hearing over the strong objections of the Tobacco Institute (T.I.). The Institute, the trade association of the tobacco industry, remains steadfast in its opposition to any further government intrusion into the daily lives of private citizens. During a workshop meeting of the commission in July, T.I. State Director Doug Sessions told the commission "*there is enough bureaucracy affecting the individual rights of people today. There is no need for further usurpation of those freedoms we all know are basic to a democratic society.*"

Commissioners Frank Foster and Bill Bailey have continued to oppose the ordinance but still find themselves in the minority of a three to two vote. The commission is expected to pass the proposal after the August 26 public hearing and finalize its enactment at a later meeting. TAN volunteers Jim Arrington, Lorillard, and Bob Tucker, Philip Morris, have worked incessantly in hopes of dissuading the commission.

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Meanwhile, in Miami, the Citizens Committee on Clean Indoor Air has attempted to produce a document that offers some relief to the absurdity of the GASP proposal expected to appear on the November ballot. Ms. Althalie Range, former Dade commissioner, has served as chairperson to the group made up of local business people and members of the lung and cancer societies. Similar to the Palm Beach ordinance, the Citizens Committee effort calls for smoke free areas in public places but reduces the penalty for violations drastically. The fine for violators under this proposal is "not less than \$10. or greater than \$100." whereas the GASP ordinance calls for fines "not exceeding \$200." for smoking in a non-smoking area.

The Miami area restaurant and lodging associations have endorsed the Citizens Committee Act, scheduled for public hearing September 2. The League of Women Voters has also endorsed the concept.

GASP submitted its petition signatures to the county for verification by the supervisor of elections. Using the random sampling process for verification, the supervisor certified that GASP had obtained the required number of signatures. However, the Greater Miami Hotel and Motel Association, the Miami Chapter of the Florida Restaurant Association and the Florida Restaurant Association successfully challenged the random sample and called for a signature by signature count. That process is ongoing but expected to yield the same results. The supervisor has indicated that the proposal would probably appear on the November 4 general election ballot. In November, 1978, GASP's first effort in Dade County was defeated by 822 votes.

The State office has received considerable help in working on the Dade County situation from TAN volunteers in the area. Outstanding assistance has come from John Crawford, Philip Morris, and Mike Skinner, Lorillard. John and Mike have always been available on short notice to help the state director in dealing with the two ordinances.

#### TAN SHOWS YOU HOW

Your State TAN Office began a bi-monthly series of informational seminars in May. We are glad to report that Florida is making a good showing in training our TAN volunteers. The seminars are revisits to the civics and government classes we all had in school but have long since forgotten. The sessions to date have included a review of state legislative action, an update on adverse situations around the state and a previewing of slide presentations on getting involved in the political process. The meetings have been very informal and have provided a good opportunity for questions and answers concerning the issues facing the tobacco industry. They also provided the state director with a chance to give a little instruction in communicating

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## THE WHITE-FROEB STUDY

On March 27, 1980, the New England Journal of Medicine (NEJM) published a study by James R. White, Ph.D. and Herman F. Froeb, M.D. of the University of California at San Diego. The article concludes that people exposed to smoke in the workplace over periods of 20 years or more have reduced small airways function as measured in the lungs.

In that same issue of NEJM, an editorial by Dr. Claude Lenfant and Barbara M. Liu of the National Heart, Lung and Blood Institute said:

*"The question must be asked whether... (the) new evidence is sufficient to initiate new legislative actions that would further restrict smoking in public places... there is no proof as yet that the reported reduction in airways function has physiological or clinical consequences. The study is confined to only one aspect of an issue too complex to be resolved on such a basis."*

On the day the article was published, two major smoking restriction bills passed the lower houses of Illinois and New York. The study was cited then and has been cited repeatedly since by proponents of smoking restriction legislation and in the preambles of smoking restriction bills at both the state and local levels.

Since the article by White-Froeb was published, there have been serious questions raised about the validity of the conclusions drawn.

Was the population selected so that it was representative of the general population?

Choice of individuals for any research study is significant when the results are to be applied to the general population. They should represent the general population.

- 83% of the group studied were white collar workers and 17% were blue collar workers. This breakdown is not found in the general population.
- It is hard to believe that the population under study (2100) remained under the conditions described in the study for the entire 20-year period of time without any changes in environmental exposures, work place conditions or smoking habits.
- All of the subjects were enrollees in a physical fitness profile course between 1969 and 1979. Did these people have strong views regarding smoking which affected the findings?

Are there problems associated with lung function tests?

- It has been recognized that results are subject to great variation and can also be affected by the skill of the technicians and the type of instrument used.
- It has not been generally accepted that the "decreased" small airways function as supposedly indicated by these test results is a valid indicator of disease.
- The medical significance of the reported results of the tests is not known.

Was the method used to verify smoke free and "smoky" environments reliable?

- Nicotine which comes only from tobacco was not utilized as an indicator of tobacco smoke. Other researchers have used nicotine as a tracer.
- Carbon monoxide, which was utilized, is produced by many different sources and may not be an accurate indicator of the presence of tobacco smoke.

Several doctors and medical scientists, in letters printed in the August 14, 1980, edition of the New England Journal have questioned the methods used and the conclusions drawn by White and Froeb.

"The methods used by White and Froeb are open to criticism.

"The authors must have been faced with another difficult problem - the selection and grouping of subjects. The information provided does not exclude the possibility of bias....Why did the authors not mention the group of exsmokers who must certainly have existed in such a population sample? Why were nonsmokers who lived with a smoker not considered? Were the different occupations equally distributed among all subgroups? Were there no persons who moved from a working place where smoking was allowed to one where it was not, and vice versa?"

Franz Adlkofer, M.D.  
Gerhard Scherer, Ph.D.  
H. Weimann, Ph.D.  
Hamburg, Germany

"White and Froeb do not have reliable estimates of the smoke exposure in the environment of their nonsmokers. Carbon monoxide is not an 'accurate' index of smoke exposure, whereas nicotine, which is unique to tobacco smoke, is. Research previously published...estimated that the nonsmoker can inhale the equivalent of only 1/1000th to 1/100th of one filter cigarette per hour - a level of exposure with no known association with disease. Furthermore, as emphasized in the accompanying editorial by Lenfant and Liu, the changes in airway function reported have not been proved to have any physiologic or clinical consequences. Finally, the instrumentation and techniques used to measure airway function in this study raise serious questions about the validity of the measurements."

Gary L. Huber, M.D.  
Harvard Medical School

"I...regret that their (White-Froeb) study is flawed by their use of the Donti Pulmonary Performance Analyzer....that fails to meet the technical recommendations of The American Thoracic Society....the relatively small differences between nonsmokers and passive smokers make this inaccuracy in their instrument a cause for concern."

Allan P. Freedman, M.D.  
Hahnemann Medical  
College and Hospital  
Philadelphia, PA

"Aside from any possible technical problems that the study may have, its experimental premise may be questionable. It is difficult to believe that the researchers have been able to identify a truly representative group of subjects who have work histories of 20 years or more but have never been exposed to tobacco smoke. This 'no exposure' group, along with other experimental groups in the study, needs verification from an epidemiologic point of view."

Domingo M. Aviado, M.D.  
Atmospheric Health Sciences, Inc.

Despite the questions raised by reputable doctors and scientists, the publicity the study has received has given it more credibility with lawmakers and the general public than it deserves.

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Commissioner Conner's best wishes and shared some remarks on the upcoming tobacco harvesting season with the committee. He gave the dates of the late summer auctions and spoke to the work of the stabilization program. The Florida TAN Advisory Committee will be meeting again September 8 to discuss legislative problems around the state.

### GENUINE SUPERSTARS

Not very often does an individual take a project upon himself like Lorillard Sales Representative Paul Engelhardt of New Smyrna Beach recently did. Paul attended the Orlando informational seminar and heard the state director's call for more activity on the part of TAN volunteers. Paul contacted Doug Sessions in Tallahassee and indicated a willingness to set a goal of one hundred new TAN enrollees for the summer. Not only did Paul reach his goal by mid-August, but he called back and requested more enrollment cards. To date, Paul has enlisted 167 new members into TAN and is still going strong.

Paul is a real TAN activist. He is concerned not only for membership but for the well-being of his industry as well. He has indicated that concern above and beyond the call of duty. Paul, thanks for a super job. Keep up the good work.

Hav-a-Tampa's Tom Arthur is no less a giant in TAN activity. Tom's personal project was to enroll as many Hav-a-Tampa employees as possible. The result: one hundred percent participation, over two hundred new TAN members. Tom developed a program of personal contact with each employee and it paid off. We expected great things out of Tom and he obviously has not disappointed anyone. The TAN hat is off to Tom Arthur and all of our new members at Hav-a-Tampa: You did good, Tom.

### BRIGHT AND SHINING

Bruce Abbey, Arcade Cigar Distributors, Naples, keeps his eyes and ears working for TAN. Bruce clips and sends area newspaper articles to the TAN office. Two of his efforts have already appeared in TAN national publications.

G.J. Mickey, Lorillard, Clearwater, is doing her part to help increase enrollment. She sends in a dozen or so new enrollees each week. Keep it up.

Jim Petroski, Philip Morris, Miami, continues to keep the state office aware of activities in south Florida. Jim and his wife attended training seminars in Miami and Tampa.

Bill Hill, Jasper, and Eugene Magge, Greenville, are two prominent tobacco farmers who have done yeoman service in helping the state office develop a TAN grower program. They have personally written over two hundred fellow growers to encourage them to join and get involved in TAN.

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with elected officials through letters, telephone calls and personal contact. We have stressed the need for individual involvement in all levels of government to make sure your opinions are heard and acted upon.

As of this writing, four seminars have been held across the state: Miami, Tampa, Jacksonville and Orlando. So far more than one hundred TAN volunteers have participated in the meetings. These members included representatives from the major manufacturers as well as vendors, retailers, distributors and tobacco shop owners. Let's work hard to keep attendance up and join in the learning process. Additional seminars are scheduled for the remainder of 1980. Be sure to attend the seminars in your area:

TAN TRAINING SEMINARS - 1980

September 24	Miami	Miami Marriott Hotel
September 25	Gainesville	Gainesville Hilton
October 22	Pensacola	Pensacola Beach Holiday Inn
October 23	Tampa	Host International Hotel
November 19	Jacksonville	Jacksonville Hilton
November 20	Winter Park	Langford Hotel
December 17	Port Charlotte	Punta Gorda Holiday Inn
December 18	West Palm Beach	Ramada Inn on the Golf Course

All sessions begin at 7:00 p.m., local time.

F.T.C.D. CONVENTION

The Florida Tobacco and Candy Distributors held its annual meeting at the Boca Raton Club in June. The meeting was an unparalleled success. TAN Advisory Committee member, Barry Garber, is executive director of FTCD and TAN volunteer Bill Moore, Charter Distributors, Jacksonville, is the immediate past president. TAN member Wilson Croom, Eli Witt, Tampa, was elected president for 1980-81.

Florida Commissioner of Agriculture Doyle Conner was the keynote speaker at the event. Commissioner Conner praised the industry for helping to keep Florida's economy stable during a period of great national unrest. He congratulated FTCD members for jobs well done over the years. He also encouraged increased political activity by the group and called for cooperation by the various segments of our industry in reaching mutual goals.

At the invitation of Mr. Garber, TAN State Director Doug Sessions addressed the group and echoed the Commissioner's call for greater involvement in the governmental process. He discussed the TAN awareness program and called on all members to let their officers and directors know of problems

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that arise in their areas. Mr. Garber agreed with the state director to begin a program to enroll all FTCD members into the TAN program. TAN extends its congratulations to FTCD members, officers, and staff for a superb convention.

#### TAN ADVISORY COMMITTEE MEETING - TALLAHASSEE

The Florida TAN Advisory Committee held its first meeting under new state director Doug Sessions in Tallahassee in May. The meeting was held in the Governor's Conference Room in the new State Capitol. Under lovely surroundings in the oak paneled room, the committee heard reports on state activity by the director and legislative and tax reports from T.I. legislative counsel Wilson Wright and Tobacco Tax Council



*TAN Advisory Committee members hear Dr. Marvin Kastenbaum, T.I. Director of Statistics speak on health issues relating to industry.*

lawyer Bill Roberts. The State Legislature was in session at the time and Representative Carl Ogden of Jacksonville addressed the committee. The importance of increased political activity by special interest groups was voiced by Representative Ogden. Ogden pointed out that TAN as well as other interest groups need to familiarize themselves not only with the process but with elected officials as well.

Dr. Marvin Kastenbaum, T.I. Director of Statistics also addressed the committee and discussed some of the more controversial issues facing our industry. Dr. Kastenbaum spoke to the discrepancies that appeared in a recent New England Journal of Medicine article on the sidestream effect of smoke on non-smokers. He also described the statistical resources of the Tobacco Institute and welcomed inquiries that would utilize those resources.

John Bankhead, T.I. Public Affairs Manager for the Southeast and Pleas Strickland, Marketing Specialist with the Florida Department of Agriculture shared their concerns with committee members. John spoke of T.I. activity and TAN enrollment increases around the country. Pleas relayed

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In late June, many TAN members sent letters to the Civil Aeronautics Board concerning the so-called "five minute" rule. This would require passengers who wish a guaranteed seat in the non-smoking section to be at the gate at least five minutes before scheduled departure. TAN wants to commend the many volunteers who expressed their personal opinions to the Board.

#### MORE STARS

Ron Gregor, Liggett & Myers, Miami, helped his area work toward 100% TAN enrollment by signing up new employees. Don Bertrand, Lorillard, joined a big crowd at the Orlando informational seminar and then went home and took his training to heart. Don sent the state director local newspaper articles dealing with smoking issues.

The TAN awareness program helps everyone. When you hear or read about local legislative issues, call us collect and let us know: (904) 222-1641.

#### SMOKING IN PUBLIC INDOOR ENVIRONMENTS by George E. Schafer, M.D.

The publication of the article by White and Froeb in the New England Journal of Medicine has aroused new activity by proponents of legislation aimed at restricting smoking in public places. Media coverage has implied that this study proves that smoking has harmful effects on the non-smoker. In reality, the study raises many questions without providing the necessary proof to reach such a conclusion. As the accompanying editorial by members of the National Heart, Lung and Blood Institute makes clear, "the evidence that passive smoking in the general environment has health effects remains sparse, incomplete, and sometimes unconvincing."

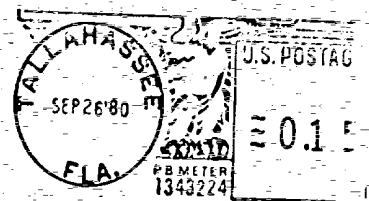
Regarding the results reported by White and Froeb, several eminent authorities have questioned the validity of the study and its conclusions in letters to the editor of the Journal. They concur with the suggestions made in the editorial that the study "must be corroborated and extended" so that public policy can be "based on irrefutable scientific evidence."

Enclosed with this newsletter is a special report on the White-Froeb study that reviews the criticisms offered by several scientists. I urge you to read the report thoroughly and share it with others.

*(Dr. Schafer is Medical Director, Preventive Health Programs, Inc., Falls Church, VA and a medical consultant to The Tobacco Institute, Washington, D.C.)*

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