

The Past, Present, and Future of the Global Tobacco and Nicotine Epidemic: How History can Guide Policy

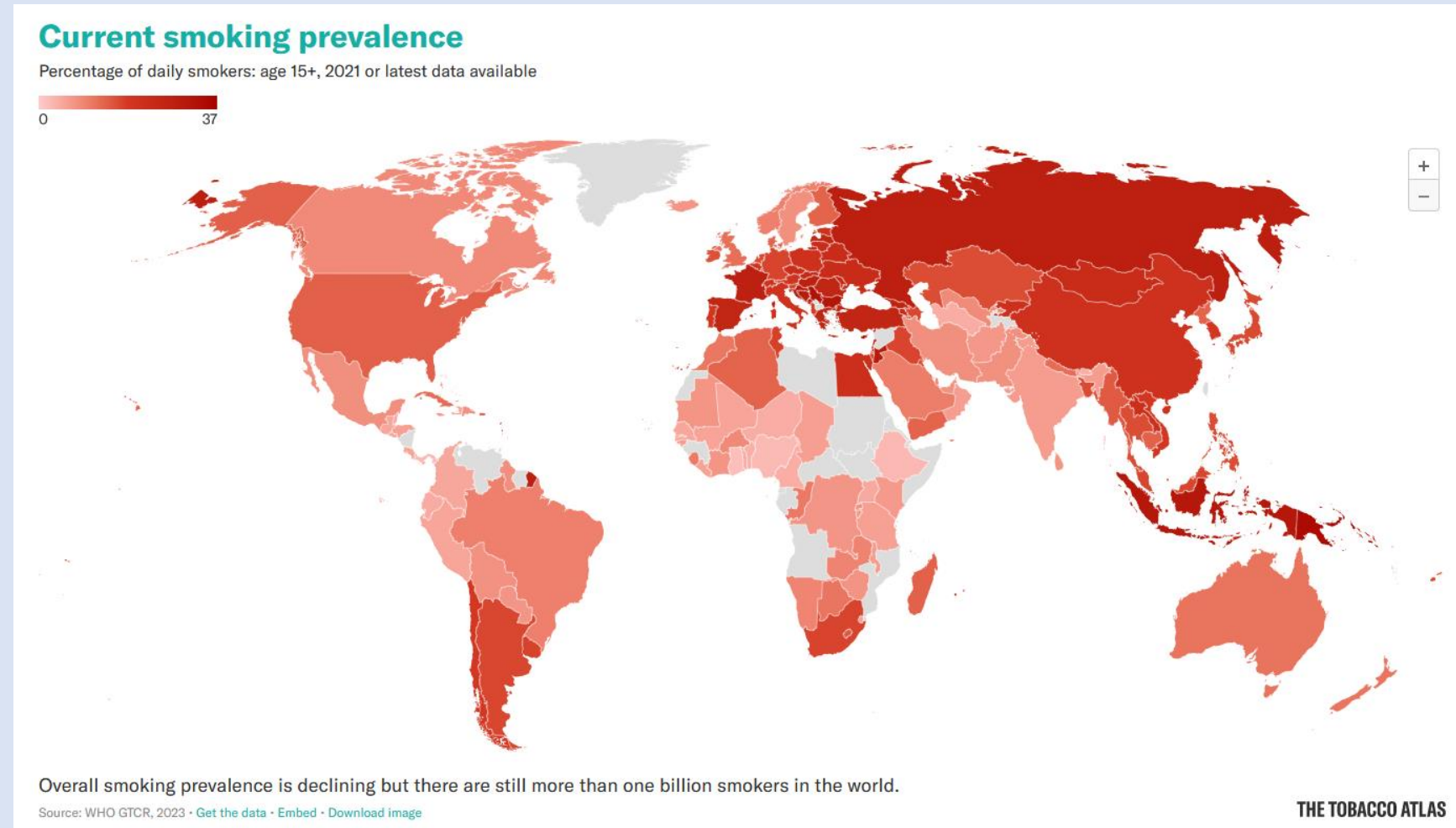
Louis M. Kyriakouides, Ph.D.

Director, Albert Gore Research Center

Middle Tennessee State University

First, the Global tobacco epidemic is not over.

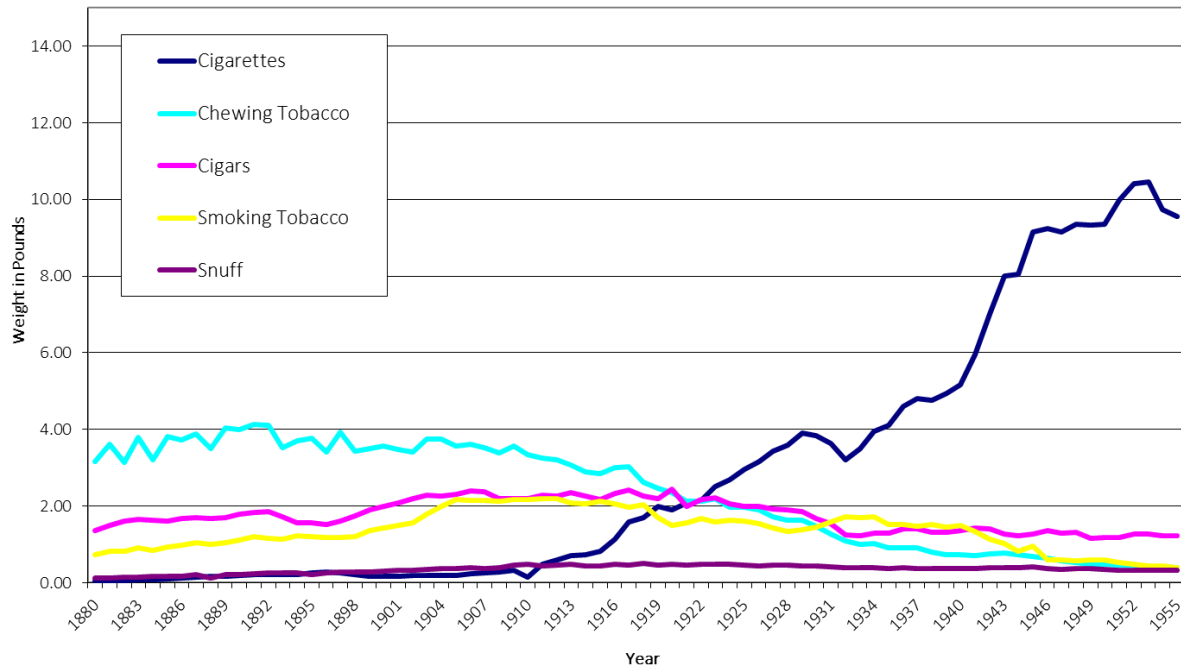
- 1.3 Billion smokers
 1. China (341 million)
 2. India (131 million)
 3. Indonesia (61 million)
 4. USA (45 million)
- 80% of smokers live in low/middle income nations.
- 8.67 million annual deaths
 - The deadliest product ever devised by humankind.



Source: [The Tobacco Atlas](https://tobaccoatlas.org/challenges/prevalence/), <https://tobaccoatlas.org/challenges/prevalence/>

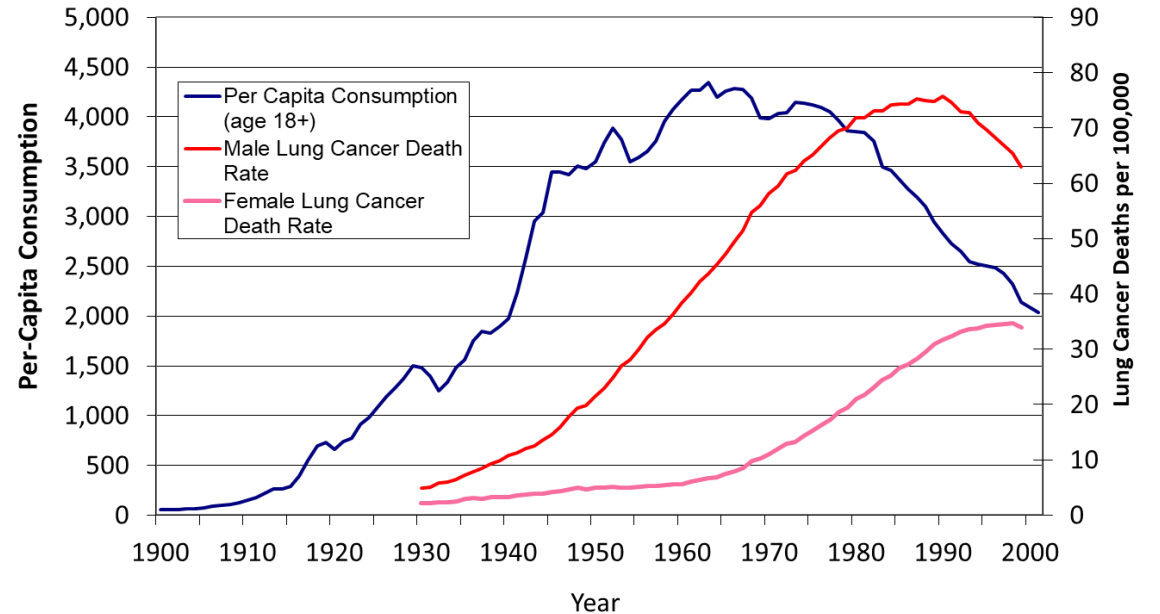
The history of the tobacco epidemic in two charts

Per Capita Consumption of Tobacco Products by Type:
United States, 1880-1955 (Age 14+)



Per-Capita Cigarette Consumption and
Lung Cancer Death Rates, 1900-2001

Source: Centers for Disease Control



Four themes from tobacco history and why they matter today

1. The Tobacco Industry is enormously profitable. This gives it power.
2. The Tobacco Industry has always understood its business as ***nicotine addiction***, and it has always sought innovative ways to deliver nicotine. It is doing so now with eCigarettes and vaping devices
3. Marketing to children has always been the foundation of the business. Very few individuals develop nicotine dependence as adults.
4. The Tobacco (Nicotine) Industry conceals, conspires, corrupts, and coopts. It has successfully defrauded and coopted regulatory, public health, and civil society organizations to advance its business interests.

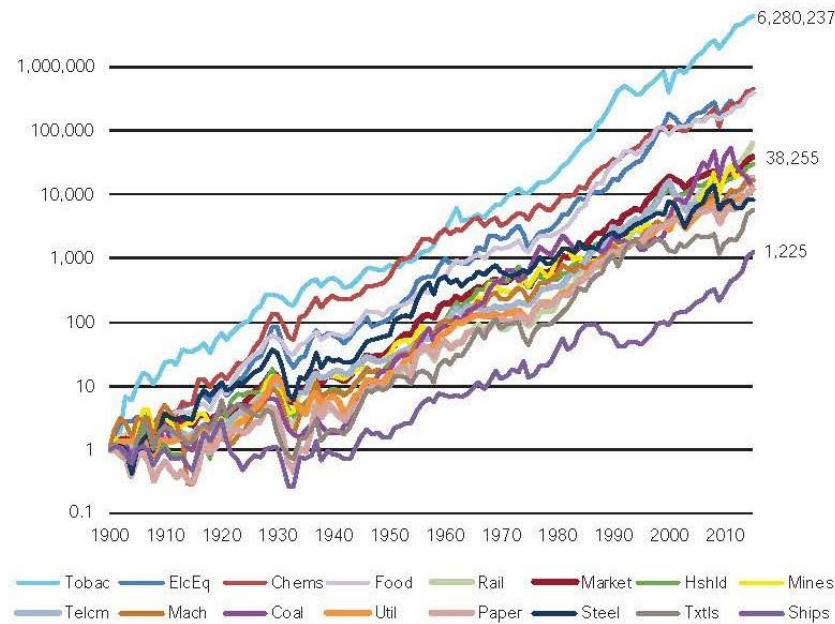
1. The Tobacco (Nicotine) Industry has outperformed all sectors of modern industrial capitalism

Figure 2

Long-run performance of industries in the USA

Source: Elroy Dimson, Paul Marsh and Mike Staunton; Cowles (1938), Ken French industry data; DMS USA index

Cumulative value of USD 1 invested in US industries at the start of 1900



- \$1 invested in U.S. Tobacco sector in 1900, yielded \$6.3 million in 2010

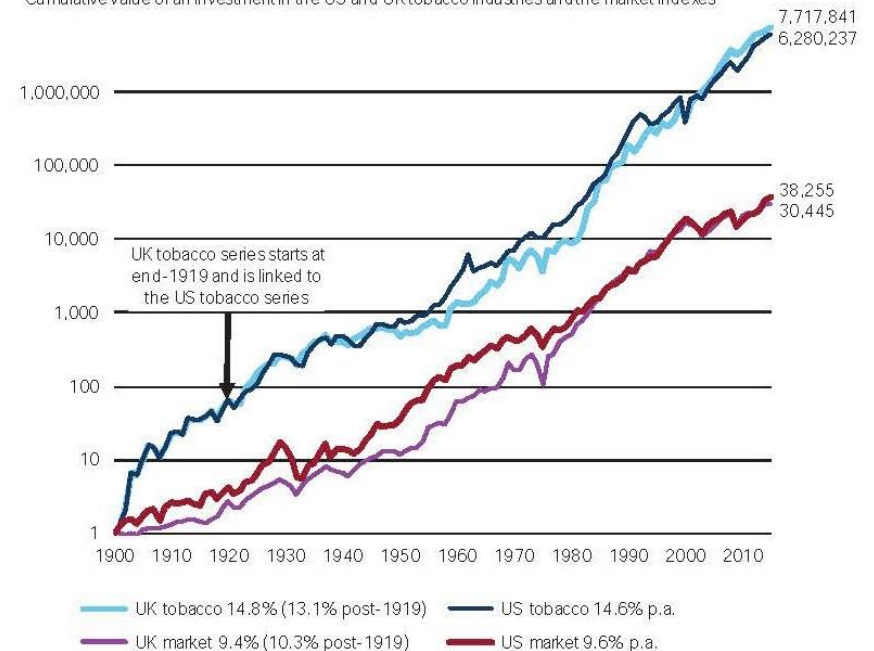
- £1 invested in U.K. Tobacco sector in 1900 yielded £7.7 million in 2010

Figure 3

Cumulative returns on tobacco and on equities, 1900–2014

Source: Elroy Dimson, Paul Marsh and Mike Staunton. Currencies are nominal USD and nominal GBP

Cumulative value of an investment in the US and UK tobacco industries and the market indexes



Philip Morris promises a “Smoke Free future” of reduced harm products?



PHILIP MORRIS
INTERNATIONAL

Delivering a Smoke-Free Future

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Delivering a smoke-free future

We're building PMI's future on smoke-free products that—while not risk-free—are a far better choice than cigarette smoking.

2 min read

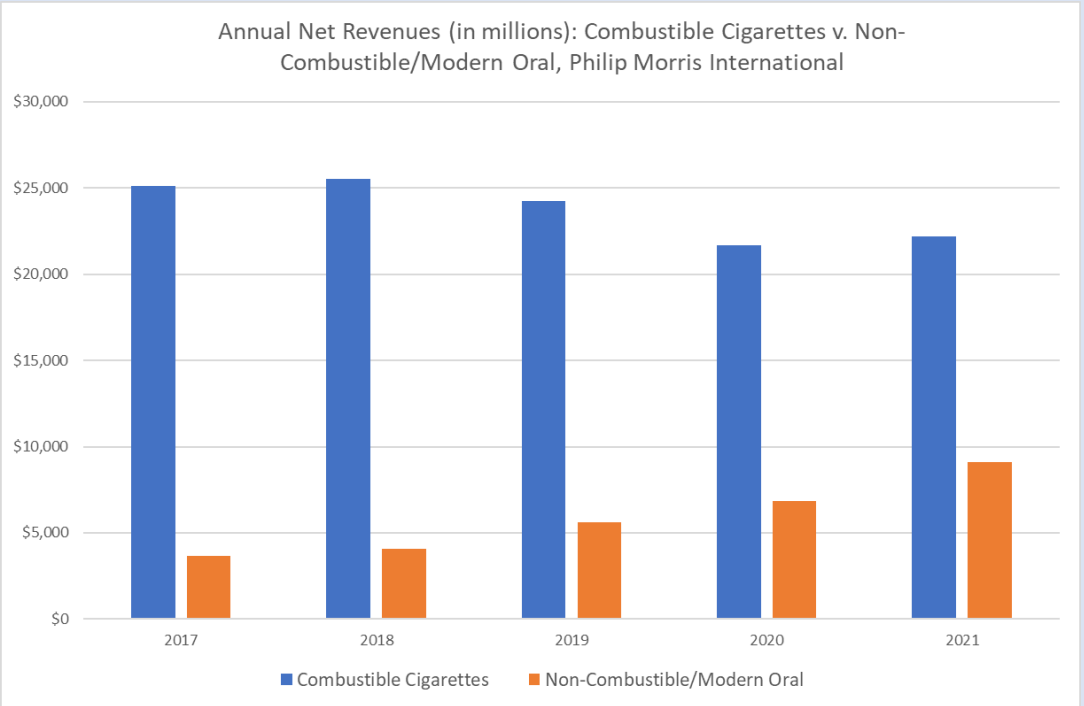
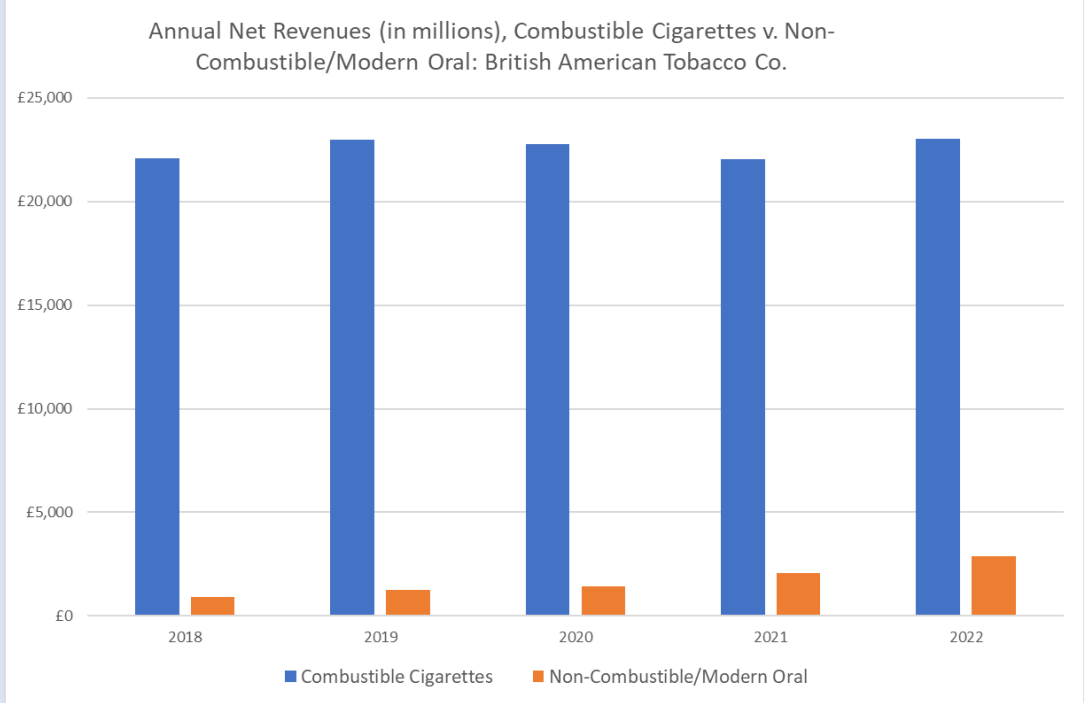
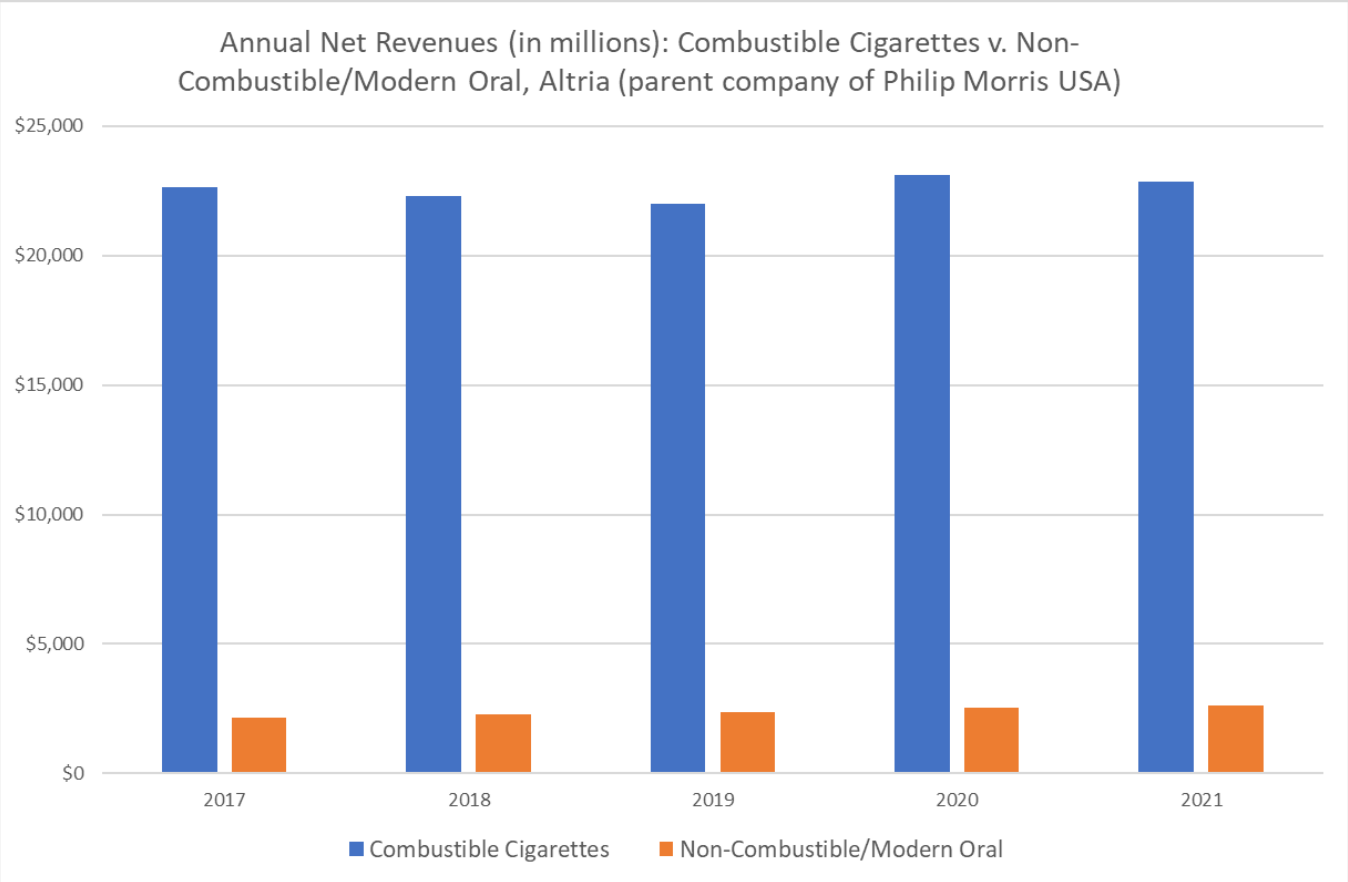
[FIND OUT MORE](#) →

BAT will build a “A Better Tomorrow™”?



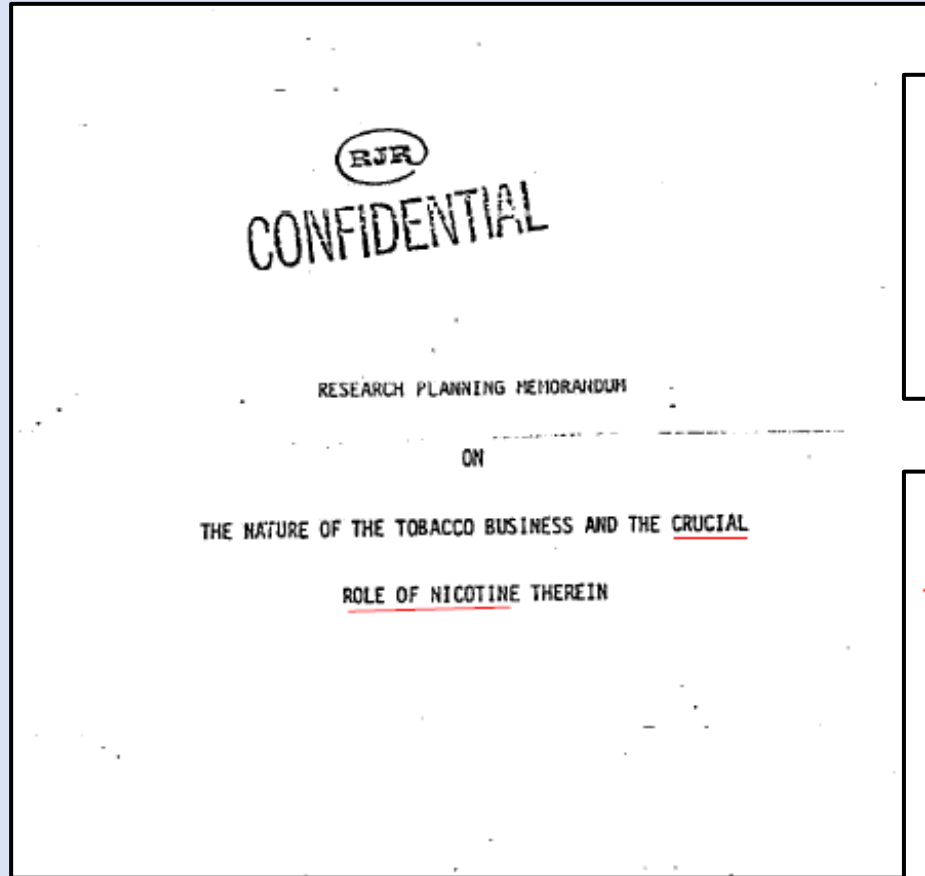
We have a clear purpose to build A Better Tomorrow™ by reducing the health impact of our business. Put simply, smokers must have access to better choices.

Is the future really “smoke free”? Let’s look at their revenues.



Sources: Annual Reports and SEC Form 20-F filings (BAT)

2. The Tobacco (Nicotine) Industry has always understood its business as nicotine addiction.



MEMORANDUM:

In a sense, the tobacco industry may be thought of as being a specialized, highly ritualized and stylized segment of the pharmaceutical industry. Tobacco products, uniquely, contain and deliver nicotine, a potent drug with a variety of physiological effects. Related alkaloids, and probably other compounds,

and the like. Thus a tobacco product is, in essence, a vehicle for delivery of nicotine, designed to deliver the nicotine in a generally acceptable and attractive form. Our Industry is then based upon design, manufacture and sale of attractive dosage forms of nicotine, and our Company's position in our Industry is determined by our ability to produce dosage forms of nicotine which have more overall value, tangible or intangible, to the consumer than those of our competitors.

Claude Teague, R.J. Reynolds. "Research Planning Memorandum on the Nature of the Tobacco Business and the Role of Nicotine Therein" (1972) <http://legacy.library.ucsf.edu/tid/ryb77a00/pdf>.

Innovation in nicotine delivery technologies has always been the pathway to profit.

Controlled Nicotine Process

Goal

To develop a viable process for the total control of nicotine in product, in conjunction with the "REST" process without affecting smoking performance other than attributes connected to nicotine. Basic development and process specifications are to be completed by the end of 1991.

Basis

We are for RJR purchases significant

Status

1. P us th
2. T
3. Process evaluation of several alternative solvents is in progress: HFC-134A, Heptane, Pentane, and non-flammable high molecular weight alcohols.
4. Evaluation will include limited sensory comparisons with product made with F-11 to assure no significant variation from product already extensively tested.
5. Tests with pentane have shown acceptable processing characteristics, with nicotine removal efficiency similar to F-11, and much higher selectivity.
6. As of today, our solvent of choice, considering all known factors; such toxicity, flammability, production and capital costs, and process performance, is pentane.

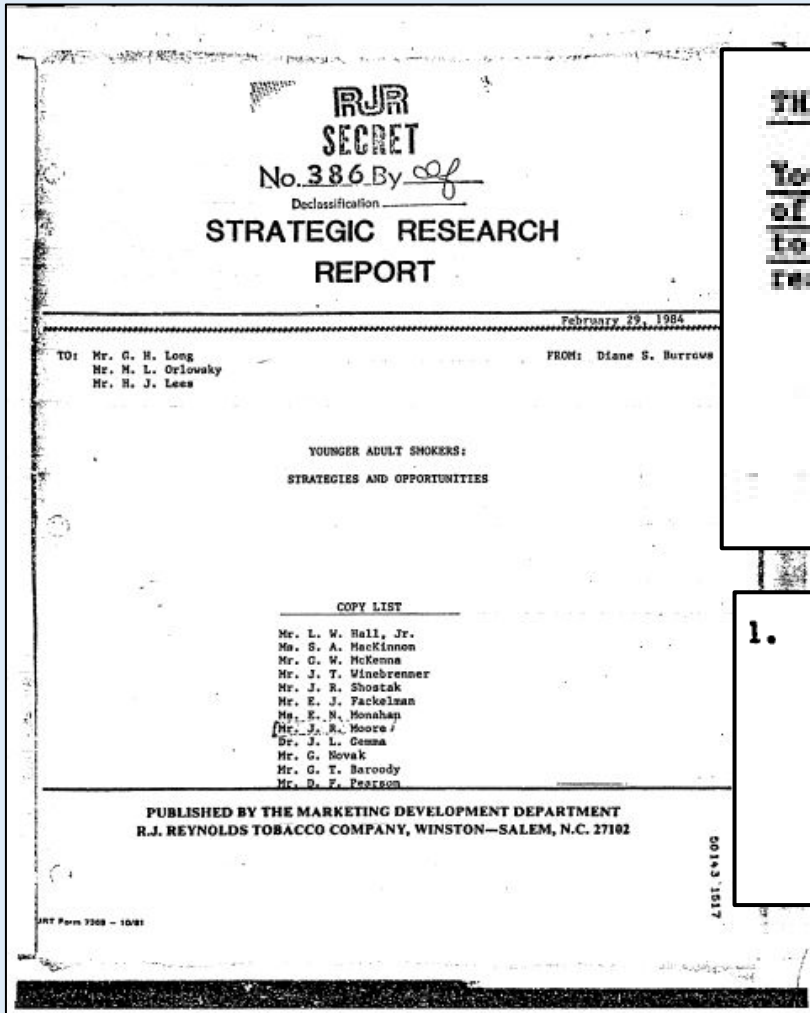
We are basically in the nicotine business. It is in the best long term interest for RJR to be able to control and effectively utilize every pound of nicotine we purchase. Effective control of nicotine in our products should equate to a significant product performance and cost advantage.

Haberkern, R.G. "REST Program Review." (1991)
R.J. Reynolds, <http://legacy.library.ucsf.edu/tid/khs56b00/pdf>

Timeline of Tobacco (Nicotine) Industry drug delivery innovations

- 1830s, Flue Curing of tobacco makes smoke easily inhalable.
- 1880s, mass production replaces hand rolling of cigarettes lowering cost of production.
- 1913, R.J. Reynolds introduces the Camel cigarette, an especially mild blend high in nicotine and easily inhaled.
- 1920s, menthol cigarettes first introduced. In the 1960s demand explodes.
- 1950s, Filters widely promoted as health protective devices.
- 1960s, Philip Morris introduces ammoniated tobacco to its Marlboro brand to free base nicotine.
- 1960s, Light and low tar cigarettes promoted as healthier.
- 1970s-1980s, Ultra-light cigarettes promoted as healthier.
- 1988, R.J Reynolds develops and introduces Premier, the first “heat not burn” non-combustible nicotine delivery device or eCigarette.
- 2013, RJR introduces VUSE eCigarettes.
- 2014, Philip Morris International introduces IQOS eCigarettes.
- 2017 JUUL introduced. Its youth marketing creates an epidemic of pediatric nicotine vaping. In 2018, Altria invests \$12.8 billion in JUUL.

3. Marketing to children has always been the foundation of the business.



THE IMPORTANCE OF YOUNGER ADULT SMOKERS

Younger adult smokers have been the critical factor in the growth and decline of every major brand and company over the last 30 years. They will continue to be just as important to brands/companies in the future for two simple reasons:

- The renewal of the market stems almost entirely from 18-year-old smokers. No more than 5% of smokers start after age 24.
- The brand loyalty of 18-year-old smokers far outweighs any tendency to switch with age.

1. VOLUME

Younger adult smokers are the only source of replacement smokers. Repeated government studies (Appendix B) have shown that:

- Less than one-third of smokers (31%) start after age 18.
- Only 5% of smokers start after age 24.

Will we allow the Tobacco (Nicotine) Industry to create yet another nicotine epidemic in our own time?

- Many young people will migrate to traditional combustible cigarettes

HOW JUUL CREATED A TEEN VAPING EPIDEMIC

Juul Labs' internal documents and statements by its founders reveal the e-cigarette manufacturer lifted trade secrets from Big Tobacco to market its highly addictive vaping products to youths as young as 8.

The company's deliberate marketing doubled the size of the U.S. vaping market, displacing its competitors in just three years.



Written by [Terry Turner](#).

Published March 10, 2020, Modified March 10, 2020

[Learn About the Experts Featured in This Article](#)



Teen vaping: Did the EU get it wrong on e-cigarettes?

An explosion in vaping rates among kids is prompting Europe to rethink its approach to regulation.



Vaping in adolescents and young adults: it's time to act

On June 23, 2022, the US Food and Drug Administration (FDA) denied Juul Labs marketing approval for all JUUL products that are marketed in the USA. JUUL is an electronic nicotine-delivery system (ENDS) that has higher nicotine content than many other devices and has therefore become a public health target for health- or vaping, product use associated lung injury (EVALI) was noted in e-cigarette users, with close to 3000 cases reported in the USA by Feb 18, 2020, and 68 deaths. Many cases were thought to be associated with tetrahydrocannabinol (THC)-containing products and vitamin E acetate. More recently, Hariri and

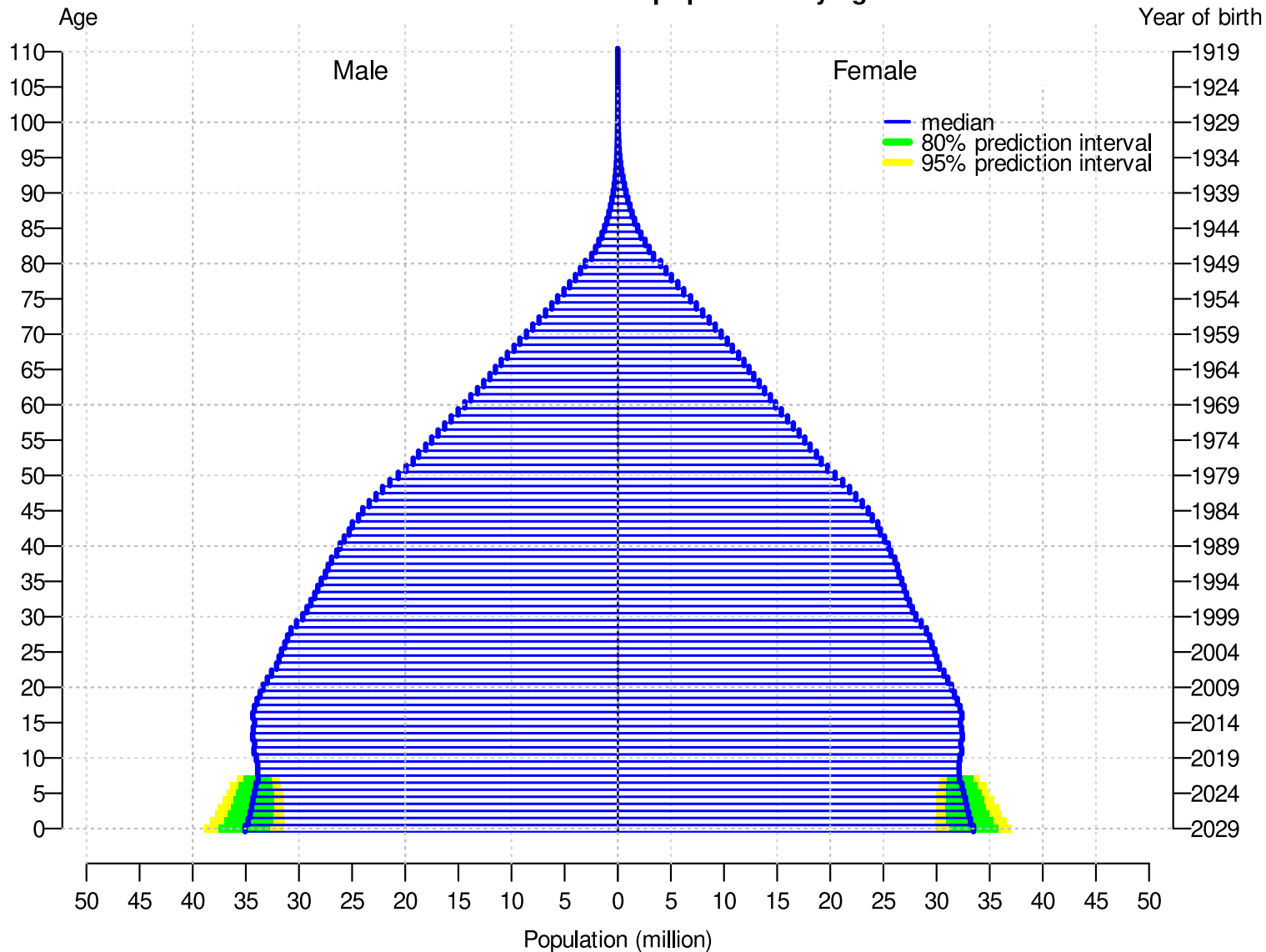


<https://www.drugwatch.com/featured/juul-created-teen-vaping-epidemic/>

[https://www.thelancet.com/journals/lanres/article/PIIS2213-2600\(22\)00303-4/fulltext](https://www.thelancet.com/journals/lanres/article/PIIS2213-2600(22)00303-4/fulltext)

<https://www.politico.eu/article/teenagers-vaping-e-cigarettes-regulation-tobacco-industry/>

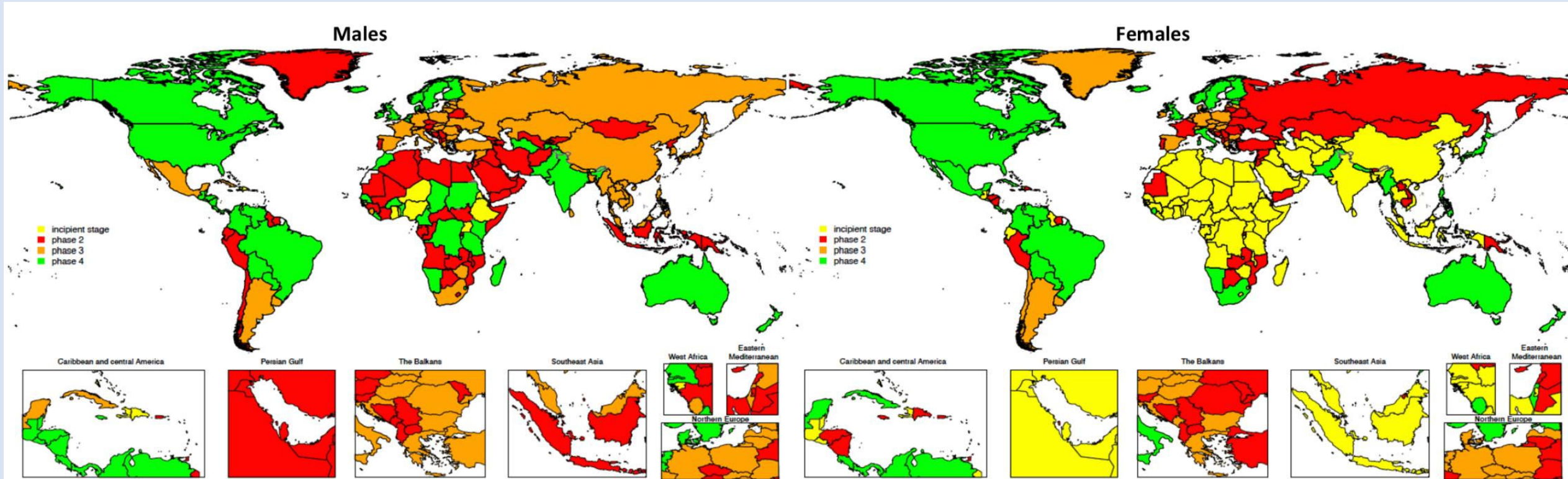
Lower-middle-income countries population by age and sex: 2030



Let's think like market analysts:

Future industry growth points to where the youth are, in low- and middle-income nations

Nations where there are gender disparities in smoking prevalence are at risk.



Source: Dai X, et al. «Evolution of the global smoking epidemic over the past half century: strengthening the evidence base for policy action,” Tob Control 2022;31:129–137. doi:10.1136/tobaccocontrol-2021-056535

4. The Tobacco Industry coopts scientific, civil society groups to advance its interests.

July 29, 1993

MEMORANDUM

TO: The Members of the Executive Committee
FROM: Samuel D. Chilcote, Jr. *Sau*
RE: Liberals Attack the ACLU

1993: American Civil Liberties Union accepts \$500,000 from Tobacco Industry to advance industry's freedom to smoke propaganda

The American Civil Liberties Union (ACLU) is not telling its members that it receives a significant level of funding from tobacco interests, according to former Washington Post writer Morton Mintz.

In a report published by the Advocacy Institute and released at a press conference this morning in Washington, D.C., Mintz attacked the ACLU for accepting \$500,000 from Philip Morris. He also noted that R.J. Reynolds and The Tobacco Institute make financial contributions to the ACLU, but at a lower level of support. Presenting the story as one of a "conflict of interest," Mintz called on the ACLU to discontinue soliciting financial support from the tobacco industry.

A letter being delivered this morning to ACLU President Nad Strossen cites Mintz's report and asks the ACLU to "disassociate itself completely from this industry by rejecting corporate contributions from tobacco companies." The communique is signed by Michael Jacobson, the Center for Science in the Public Interest; Scott Ballin, the Coalition on Smoking OR Health; Ralph Nader; Joan Claybrook, Public Citizen; and Andy McGuire, The Trauma Foundation.


Nader, Ballin and Sidney Wolfe joined Mintz at today's press conference. A copy of the Mintz report and statements from the other participants are enclosed. Several major newspapers covered the event, including the New York Times, the Wall Street Journal, the Chicago Tribune. A reporter from the National Journal also covered the press conference.

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ACLU and some civil/community rights organizations oppose menthol ban.


- The Tobacco Industry's targeted marketing of menthol to African Americans is well documented
- Black men suffer from elevated rates of lung cancer in the USA.
- National Action Network has received funding from R. J. Reynolds, the manufacturer of the U.S.'s leading menthol brand, Newport.



Rev. Al Sharpton
National Action Network
President & Founder




NATIONAL ACTION NETWORK
Founded 1991
NO JUSTICE NO PEACE




Host
Pastor Billy G. Russell
Pastor of Greater Friendship MBC
President of Minnesota State Baptist Convention

NATIONAL ACTION NETWORK PRESENTS:
Community Leadership Luncheon
Topic: Decriminalizing The Black Community
Banning Of Menthol Cigarettes
January 25, 2017 12-2PM
Location: Greater New Friendship MBC
2600 E. 38th Street
Minneapolis, MN 55408


Panelists Includes:




Major Neill Franklin
Ex. Director/Former Narcotics Agent
Maryland State Police



Chief John I. Dixon III
President, Noble




Former Congressman Kendrick Meek
Former Captain
Florida State Highway Patrol




Art Why Esq.
Sr. Drug Policy Manager/Colorado
DPA (Drug Policy Alliance)


For More Information, Please call Rev. DeVes Toon 646-981-5972/manfieldassist@yahoo.com
Greater New Friendship MBC 612-827-7928/info@greaterfriend.org




NATIONAL ASSOCIATION OF
CRIMINAL DEFENSE LAWYERS




ACLU




NATIONAL ACTION NETWORK
Founded 1991
NO JUSTICE NO PEACE




We are
the Drug
Policy
Alliance.



THE
CENTER
FOR
POPULAR
DEMOCRACY



Friends
Committee
ON NATIONAL LEGISLATION



LAW ENFORCEMENT
ACTION PARTNERSHIP
ADVANCING JUSTICE AND PUBLIC SAFETY SOLUTIONS

Thursday, February 27, 2020

The Honorable Frank Pallone
Chairman, House Committee on Energy and Commerce
2125 Rayburn House Office Building
Washington, DC 20515

Re: Coalition Concerns with Blanket Prohibition on Menthol and Other Flavored Tobacco within H.R. 2339, Reversing the Youth Tobacco Epidemic Act

Harm reduction strategies attracting support from anti-tobacco activists.

Dave Dobbins, former Truth Initiative COO, signs on to Altria's youth smoking initiatives

"In my heart of hearts, I believe in the mission of harm reduction. . . This decision has been the result of extensive discussions and considerable soul searching, and I truly believe in the company's desire for transformation mostly because it simply makes economic sense." Dave Dobbins, former COO, Truth Initiative on his work with Philip Morris USA parent company, Altria.

[Source,, Aiden Semmens, "Altruistic Altria, or why an anti-tobacco activist has taken up the giants' cause,"

<https://ecigintelligence.com/altruistic-altria-or-why-an-anti-tobacco-activist-has-taken-up-the-giants-cause/>]

The screenshot shows the Altria website's 'Our Voice & Actions' section. The article title is 'A Look Back at 25 Years of Underage Tobacco Prevention'. It features two speakers: Jennifer Hunter, Senior Vice President of Corporate Citizenship & Chief Sustainability Officer at Altria Client Services, and Dave Dobbins, Principal Consultant at Dobbins Consulting and former Chief Operating Officer of Truth Initiative's. A red box highlights Dave Dobbins' name and title, with a red arrow pointing to the quote on the right. The article text includes a quote from Jennifer Hunter about the company's history in 1998 and a quote from Dave Dobbins about youth smoking trends in the 90s and 2020s.

Altria About Altria Moving Beyond Smoking Responsibility Investors People & Careers Media

Our Voice & Actions

Home > About Altria > Our Voice & Actions > A Look Back at 25 Years of Underage Tobacco Prevention

A Look Back at 25 Years of Underage Tobacco Prevention

April 2023 marked 25 years of an official, formalized Underage Tobacco Prevention strategy here at Altria and its companies. Learn more about the progress we've made, lessons learned and what's to come to keep underage tobacco use low in a conversation between Jennifer Hunter and Dave Dobbins.

Jennifer Hunter
Senior Vice President
Corporate Citizenship &
Chief Sustainability Officer
Altria Client Services

Dave Dobbins
Principal Consultant
Dobbins Consulting

Truth Initiative's
Former Chief Operating Officer

Going back to 1998...

Jennifer: "At the time it was Philip Morris USA that established a Youth Smoking Prevention department, we were part of a larger company, and we knew that in order to maintain our license to operate that we really needed to address the youth smoking issue. And, when you also think about the landscape, it was a time where marketing of cigarettes was pretty prevalent, and cigarettes were widely available."

Dave: "There had been substantial declines until the 90s and then there was a big uptick in youth smoking. One lesson from that is what goes down, can go up and public policy is going to be a big element of seeing what happens."

Jennifer: "In the late 90s when youth smoking rates reached peak levels, they were at 28.3%. According to the 2022 Monitoring the Future study, they're at 2.1%. So, a lot has changed over 25 years, but I think 1998 was a significant shift in the way tobacco was marketed in the United States and in a way that has benefited youth in preventing underage use of tobacco products broadly."

Foundation for a Smoke-Free World appoints Cliff Douglas, prominent tobacco control activist, CEO (Oct, 2023)

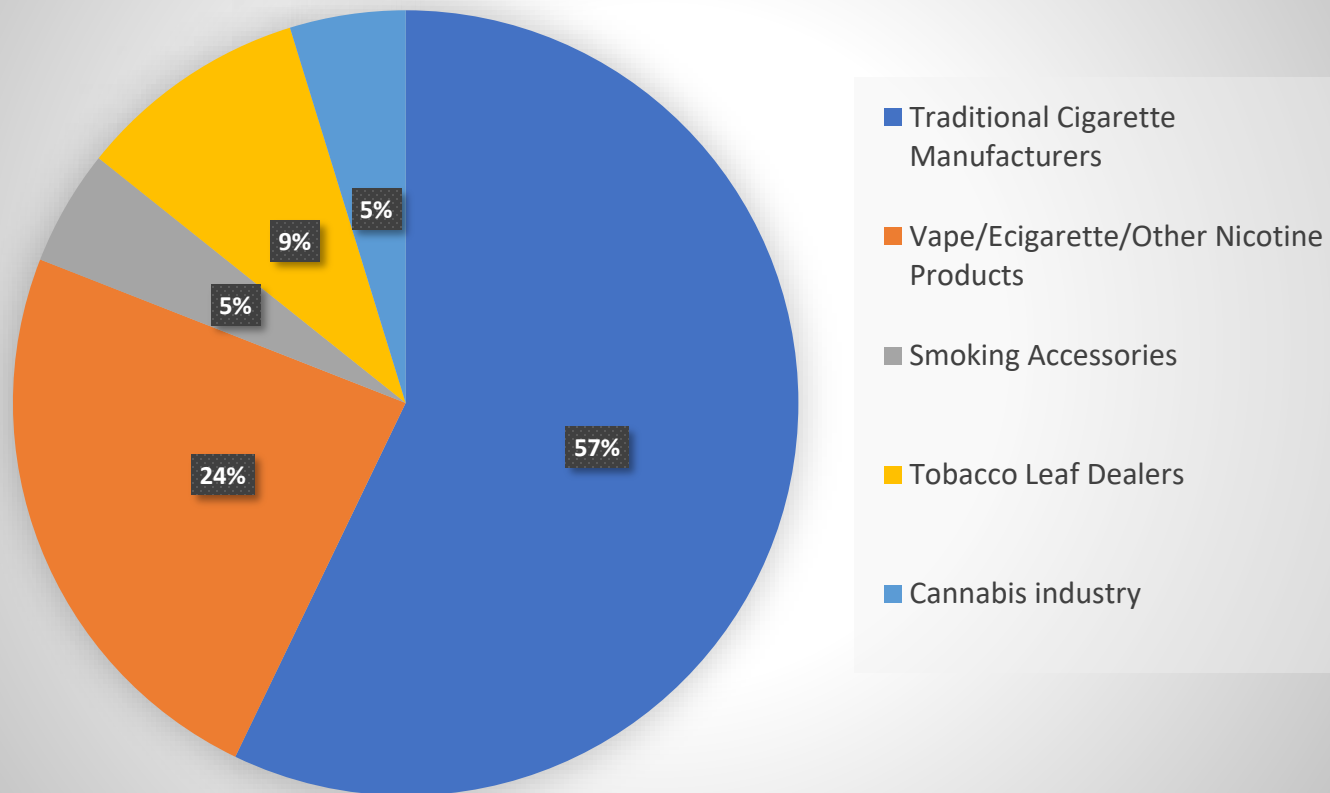


The screenshot shows the top of a website with the following elements:

- Logo:** FOUNDATION FOR A SMOKE-FREE WORLD
- Credentialed:** Platinum Transparency 2023, Candid.
- Navigation:** About FSFW, Grants, Reports And Publications, Tobacco Around The World, Search, and a menu icon.
- Accessibility:** A blue square icon with a white wheelchair symbol.
- Section Header:** Foundation For A Smoke-Free World Names Clifford Douglas CEO As Global Voice In Smoking Cessation Work
- Call to Action:** MEET OUR NEW CEO (with a play button icon)
- Text:** New York City, October 12, 2023: The Foundation for a Smoke-Free World has named Clifford E. Douglas as President and Chief Executive Officer. Douglas has most recently served as Director of the University of Michigan Tobacco Research Network and as Adjunct Professor in the Department of Health Management and Policy at the University of Michigan School of Public Health. Prior to that he was the American Cancer Society Vice President for Tobacco Control. Early in his career Douglas worked to eliminate smoking on airline flights and was an attorney and advisor in landmark lawsuits against tobacco manufacturers. Douglas has also managed a \$6 million campaign to eliminate smoking on college campuses, and worked to help Americans understand the relationship between smoking and Covid-19. Douglas has served as the Assistant Director of the Coalition on Smoking and Health; he was also the Associate Director of the American Lung Association national public affairs office and has been the tobacco control advisor to the US Assistant Secretary for Health and the US Surgeon General. Pam Parizek, Chair of the Foundation Board of Directors said, "For decades Cliff Douglas has been a strong and influential voice in the work to eliminate smoking in America and globally. He understands both the science and societal elements of tobacco issues. His credentials are exceptional, and we are pleased he will lead our foundation effort to fund meaningful research and engage in evidence-based education efforts that help those at greatest risk stop smoking." The Foundation is a nonprofit, independent grantmaking organization, dedicated to ending the illness and death caused by smoking, which remains the leading preventable cause of death around the world. Its charitable mission is to accelerate the decline in smoking and the harm it causes everywhere.

Tobacco Industry has an advocacy infrastructure: Global Tobacco and Nicotine Forum to promote industry interests

**Global Tobacco and Nicotine Forum Advisory Board
Member Affiliations**



Tobacco Industry and allies advocate for continued nicotine sales with minimal regulation

Is cooperation with public health advocates cooptation?

Will the nicotine addiction epidemic continue under the guise of “reduced risk products”?

Tobacco Industry continues to oppose public health measure that would limit their profits

- In the USA, Industry has successfully obstructed implementation of key public health provisions of the Tobacco Control Act (2009) through lobbying and litigation.
 - Industry opposes proposed FDA menthol ban.
 - Industry opposes reducing nicotine levels to non-addictive levels in combustible cigarettes
 - Industry opposes graphic warning labels on cigarette packaging.
- In the EU
 - Industry undermines menthol bans, smoking bans in EU states, UK
- In Asia
 - Limited tobacco control policies in China, with local governments heavily dependent upon tobacco taxes. Weak state regulatory structures in other Southeast Asian states.

Final thoughts

- Harm reduction is real but only for those who use combustible cigarettes and cannot quit.
 - Regulatory policy should limit noncombustible products to established smokers.
- Will we allow the young people of today and tomorrow to be ensnared by nicotine addiction?
- Will the cigarette-nicotine epidemic recreate itself in the developing world. What forms tobacco control will develop in Sub-Saharan Africa, Latin America, the Middle East, Central Asia as rising incomes makes these areas attractive markets for cigarettes?

Interview

15:20

10.10.2023

Our priority now is the opening of the new plant – Managing Director Philip Morris Ukraine

15 min read



Exclusive interview of Philip Morris Ukraine Managing Director Maksym Barabash with Interfax-Ukraine

News Agency

- In mid-June, Philip Morris International (PMI) announced the investment of more than \$30 million in a new production facility in the Lviv region. The plant was to launch the new facility in the first quarter of 2024 – how is the project progressing now?

And still, Philip Morris International manufactures cigarettes, even in Ukraine, during war.