



## An Appeal to **Non-smokers**

... and those who want to  
become non-smokers

*Actually, we knew that  
already ...*

The British Doctor's Study of the 1950's conclusively showed the relationship between lung cancer and smoking. <sup>1</sup>

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# A decisive turning point

At first it was only the upper class, but then everybody could afford to smoke when cigarettes were mass-produced. Before World War II smoking was widespread only among men. But after the war, smoking among women spread extremely quickly.

## A Packet from Mr. Butts

It was in May 1994 that a large packet arrived for Professor Stanton Glantz. It did not contain any ordered goods, but it was a shipment with tremendous impact: 4,000 secret documents from the tobacco industry. The sender remained anonymous—Mr. Butts was the name of a comic cigarette character.

During the national socialistic rule in Germany, smoking in public places was forbidden—it was considered to be detrimental to health.

After World War II the triumphant march of the cigarette began. Smoking became a sign of open-mindedness and being trendy. In 1950 nine out of ten men smoked. <sup>2</sup>

The “**British Doctor’s Study**” in the 1950’s was the first to prove conclusively the connection between smoking and lung cancer.

But there was no decisive change.

The turning point didn’t come until 40 years later, when on May 12, 1994, an unordered packet was delivered to Professor Stanton Glantz of the University of California. The contents of the packet were internal documents from

Simultaneously, the newspapers published reports of internal documents from B & W, one of the largest American cigarette manufacturers. The contents had an explosive effect: for forty years—ever since the British Doctor’s Study had been published—a resolute battle had been fought in order to play down the danger of smoking for both smokers and passive smokers. Billions of dollars had been poured into research, bribery, advertising, and



the Brown and Williamson Company (B & W)—a large American cigarette manufacturer. Nobody knew the identity of the sender—Mr. Butts. The documents were allegedly stolen from an employee who was taking the company to court because of his serious heart condition—brought about through decades of smoking cigarettes from B & W.

The publication of the data by the press brought about far-reaching consequences.

lawsuits in order to deceive the public about the long-known dangers of smoking. The cigarette industry was years ahead of science in terms of knowledge. Millions of people could have been spared heart attacks, lung cancer, and asthma—but the knowledge of these dangers was kept secret.

But now the documents had been made public. Now everyone could read them.

After several American states sued the tobacco industry for compensation, a Master Settlement Agreement was drawn up and completed between the American state lawyers and the American tobacco companies. As a part of this agreement the industry committed itself to publish their internal business papers on the internet.

Several years later it became apparent, through the review of these documents, to what extent the German scientists and politicians had been abused by the tobacco industry and the public deceived. The serious effects of passive smoking had been systematically played down for years.

And it has only been since 2009 that research has shown how many people have died of heart attacks or lung cancer, or have had to suffer with asthma as a child

### **For further reading:**

- [www.pbs.org/wgbh/pages/frontline/smoke/readings/wienerarticle.html](http://www.pbs.org/wgbh/pages/frontline/smoke/readings/wienerarticle.html)
- Wiener, Jon, "The cigarette papers" *The Nation*. January 1, 1996.
- Webumentary: [www.pbs.org/wgbh/pages/frontline/smoke/webumentary](http://www.pbs.org/wgbh/pages/frontline/smoke/webumentary)

because of passive smoking. The ban on smoking in public areas, the classification of tobacco as a dangerous drug, and the clear warning against active and passive smoking were long overdue.

# “Only Germany can be depended on!”

## In politics

In Germany, politicians and scientists were strongly influenced by the tobacco industry. Between 1989 and 1998 the German government repeatedly voted against the introduction of a bill by the European parliament which was aimed at establishing an advertising ban on tobacco products throughout Europe.

## How the tobacco lobby influenced politics in Germany

In recent decades, the cigarette industry has repeatedly managed to hinder effective tobacco control in Germany. We can see how successful the tobacco lobby was by the internal documents that an expert refers to in the professional journal "Das Gesundheitswesen" (Georg Thieme Verlag, Stuttgart, 2008). According to his research, politicians were repeatedly hoodwinked by experts' opinions or results of surveys.

Thieme Press Service 31.7.2008



“Only Germany can be depended on” was stated in one of the documents that were found.

### In science

Leading health scientists were financially supported and played their part in minimizing the results of smoking and passive smoking.



Managers of the largest US tobacco groups testified in 1994 that nicotine is not addictive.

## Secret Envoys

For years high-ranking health scientists from Germany were paid for their research by the tobacco industry. Internal company documents reveal how the cigarette group instructed the researchers to play down the dangers of smoking. (Article by Ludwig Udo.)

Der Spiegel, 23<sup>rd</sup> edition, 2005

# Effects of active



**Eyes:** Cataract

**Teeth:** Periodontosis

**Respiratory tract:** Chronic obstructive pulmonary disease (COPD), pneumonia, bronchitis, asthma

**Circulatory system:** Arteriosclerosis, coronary heart disease (heart attack), cerebrovascular diseases (stroke), aorta aneurysma, vascular obstructions (smoker's leg).

**Cancer:** Lung cancer, mouth cancer, cancer of the larynx, stomach cancer, pancreatic cancer, ureter cancer, bladder cancer, kidney cancer, leukemia

**Metabolism:** Diabetes



**Women:**

Sterility, complications in pregnancy (premature birth, miscarriage, stillbirth, premature placenta detachment, premature breaking of waters, ectopic pregnancy), osteoporosis (after the menopause), cancer of the



**Men:**  
Impotence

**Newborn:**

Reduced weight at birth, reduced size, small head, birth defects, sudden infant death syndrome



## ... and passive smoking<sup>3</sup>



**Respiratory tract:** irritation of the respiratory tract (coughing, wheezing, sputum, short of breath under strain), irritation of the nose, chronic obstructive lung disease (COPD), worsening of cystic fibrosis

**Circulatory system:** Heart disease, heart attack, coronary heart disease, stroke

**Cancer:** Lung cancer, breast cancer (of women before menopause)

**Other complaints:** Burning eyes, watering eyes, irritation of the mucous membrane, prone to infections, headaches, dizzy spells

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### **Newborn:**

Reduced weight at birth, sudden infant death syndrome

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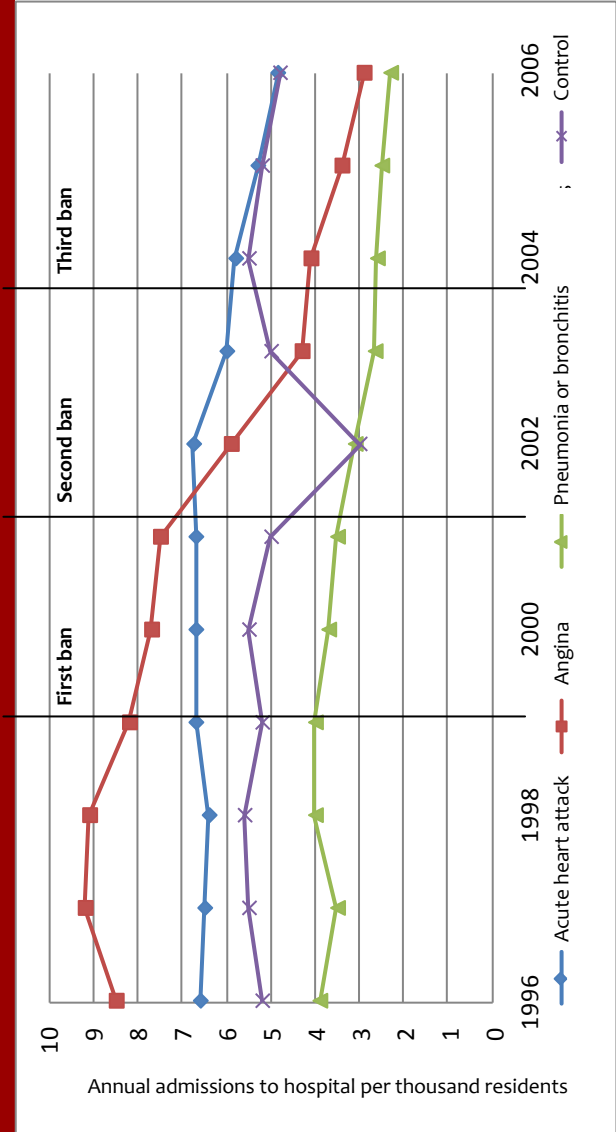
### **Children:**

Acute symptoms of the respiratory tract (coughing, sputum, wheezing, shortness of breath), pneumonia, bronchitis, diminished lung function, worsening of asthma, inflammation of the middle ear



## Fewer heart patients in Toronto<sup>4</sup>

For more than ten years, Canadian scientists observed the **effects of a smoking ban** in a Canadian city. The results were indisputable. After a smoking ban had been introduced in public institutions and work places, **the number of people admitted to hospital with heart attacks or lung disease** dropped significantly. When smoking was prohibited in restaurants and theaters two years later, the number of admissions dropped again. The further extension of the smoking ban to include amusement arcades and bowling alleys finally led to a total reduction in hospital admissions by 39% in the case of heart and circulatory diseases and 33% for lung diseases.



## What about the much acclaimed love for children?



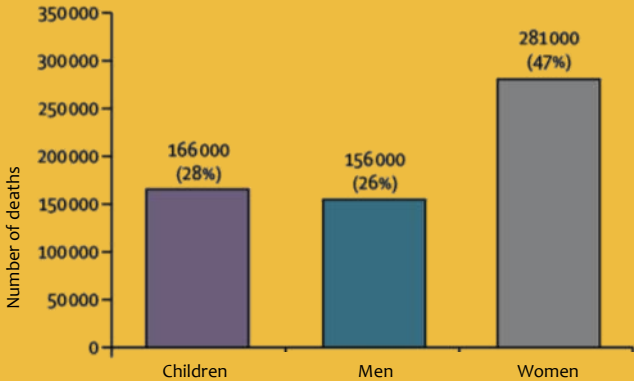
In November 2010 the leading medical journal, *The Lancet*, published research on the worldwide effects of passive smoking. The results were as follows:

More than 600,000 people die each year from passive smoking (5.1 million die each year from active smoking). More than 160,000 of the passive smokers are children.

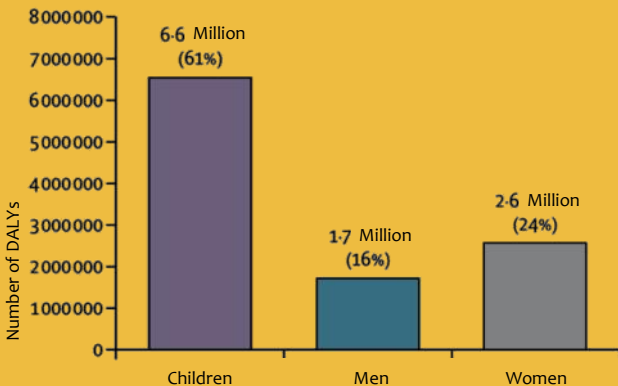
Scientists have calculated the effects of smoking on longevity: How many years of life have these people lost (YLL) and how many years have been lost through disablement (YLD)? The scientists then added YLL and YLD together to find the disability adjusted life years

(DALY), in order to gain a better understanding of the effects of smoking. The results are shocking: The children are the most affected at 61% of all DALYs, then women at 24%, and finally the men at 16%.

### Deaths



### DALYs = Number of years lost through death and disablement



## “The evil tobacco industry ..”



The tobacco industry knew much earlier how injurious tobacco is—that tar causes lung cancer, that nicotine is addictive, and much more. They did not pass on their knowledge to the public, but continued to advertise for new customers, sell cigarettes, and make more money.

The tobacco industry is truly evil!

At the gas station, cigarettes are offered for sale right next to the cash till, in the supermarket they are next to the checkout—beside chewing gum and key fobs.

The gas station and supermarket want to maximize their profits as well!



Tobacco is a drug, one of the most dangerous drugs. And profits are made on this drug—without breaking the law. Those who fall ill as a result, are the ones who have to pay—the families, when the father has a heart attack, when the mother who is a passive smoker gets lung cancer, or the child is plagued with asthma. In the final analysis, all of society has to pay.

Drug-free areas—without smoke and without alcohol—are only a first step. But they show a definite improvement. The drug loses its hold over people.

Is only the tobacco industry evil? No. We all bear responsibility, for we are an addicted nation.



# Our other drug

## The “French Paradox” is deceptive



“A glass of red wine is good for the arteries.” You can hear this phrase every day—from scientists, doctors, and laymen. The message is accepted and it is passed on to others.

“Alcohol is the most dangerous drug; it is the drug which causes the greatest damage.” You don’t hear that very often. And when stated, it is vehemently denied. Scientists are sacked and ostracized, politicians are bribed, and laymen are branded as fanatics. Yet it is the truth. But this message is not appreciated, therefore it is fought against.

In France people have a long life expectancy despite bad blood lipid concentrations. This is known as the “French Paradox.” The explanation for their longevity is supposed to lie in the huge quantities of red wine consumed by the French. Many claims that alcohol is healthy rest on this assumption.

However, the explanation of the long life expectancy lies more in their prosperity, and the healthier diet in southern France—a Mediterranean diet. Alcohol, including red wine, on the other hand, is responsible for tremendous suffering in France:

- In 1970, 69% of all suicides were traced to alcohol (5).
- In 1980, 40-45% of all road accidents were traced to alcohol (5).
- France has many more deaths through cirrhosis of the liver (a typical result of alcohol consumption) than most other European countries (6).
- Of 185 countries, France has the sixth highest consumption of alcohol per person. Among a population of 60 million that means five million alcoholics and 45,000 deaths per year resulting from alcohol. France has an enormous alcohol problem (7, 8).

All this is overlooked when observing the “French Paradox.”

It's like tobacco. It is hardly possible to gain a sober appreciation of the problem. Politicians, industry, and the public are wooed, bribed, and threatened. Alcohol is wanted, and the profits ensuing from its sale are also wanted. But the worldwide consequences are fatal. We can only hope that there will be a general sobering up, as there was in the case of “healthy tobacco.”

The “French Paradox” is deceptive. Even in France, people would be healthier, live longer, have fewer road accidents, and fewer violent crimes without alcohol. France, with its high consumption of alcohol, is not a shining example, but rather a warning.

## Three news headlines:

### **Absurd**

Alcohol is sold in the most accessible outlets—and around the clock. At the gas stations you can fill up at any time, in any quantity. And for the young there is the special offer of alcopops—that's the way to get a taste for it.

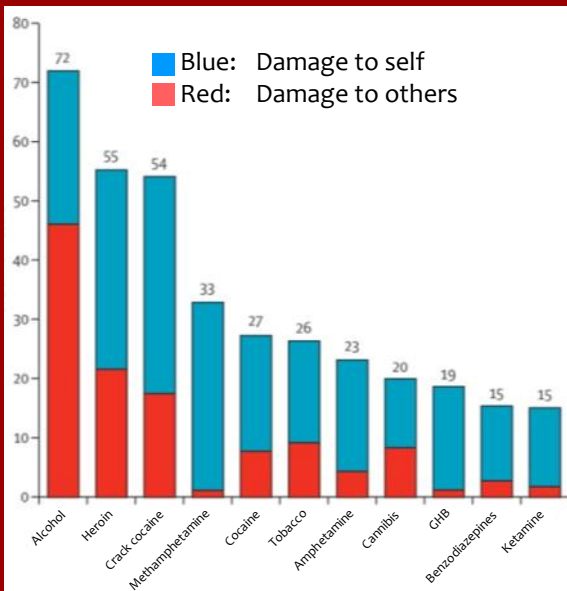
### **"Warning light" spares the Alcohol Lobby**

In 2007, even the EU health commissioner was surprised at how aggressively the alcohol industry worked against his plans. And in the end, the alcohol lobby gained a stage victory. At the moment there will be no warnings printed on bottles. The strategy of the EU commission will leave the industry largely undisturbed for the time being.

Tagesschau 24 August, 2007

## Drug ranking list—detailed assessment in 2010

A new evaluation of the danger of drugs was published in the November 2010 edition of the British medical journal, *The Lancet*, by the working group around David Nutt. Meticulous and reliable criteria were used to estimate the dangers of drug use. The specific drugs, heroin, cocaine (crack), methamphetamine (meth, crystal), and alcohol are listed as the most dangerous. And the effects on people other than the users are far more serious than with any other kind of drug. In summary, the researchers came to the conclusion that alcohol is by far the most dangerous of all drugs.



# An appeal to non-smokers

**... and those who want to become non-smokers**

It has long been apparent that passive smoking is damaging to health. Burning eyes after spending an evening in a pub, headaches and breathing difficulties after a day at the office filled with smoke—the effects were obvious, and yet the dangers of passive smoking were doubted for years.

And the same is true for alcohol: every day there are reports of car accidents caused by drunken driving; there are alcoholics in every neighborhood; family tragedies exacerbated by alcohol are common among friends or relatives. The dangers of this drug and its effects no longer need to be debated—every day it costs innumerable lives, destroys livelihoods, and robs children of their mothers or fathers.

And we remain silent, watch it happen, or enjoy “a little drop” of this drug.

So what is the appeal?

“Awake to righteousness, and do not sin.” 1 Corinthians 15:34.

See things as they really are and separate yourself from them!

That means nicotine and alcohol as well.

Dr. Joachim Schwarz, M.D.



**Text credits:**

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