

***“We are not afraid to follow truth
wherever it may lead. . . ”***
Thomas Jefferson

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ttac is taking our newsletter a step further—throughout the year, we’ll be adding special editions of **exchange extra!** — bringing state and local practice-supported research to you.

WELCOME FROM DEARELL

As a result of the Master Settlement Agreement and Minnesota lawsuit, the tobacco industry is required to post previously secret documents on the Internet. In the initial months and years following the settlements, the tobacco control community was hot to learn the inside scoop on what the industry knew, when they knew it, and what they covered up.

The industry documents offer a vast sea of knowledge and tactics the public health community can readily use for tobacco control. But the number of documents and the difficulty in navigating them can be a barrier to using them to inform the public about just how badly the industry has manipulated the truth and controlled public health policy.

With this first issue of **exchange extra!** we are bringing the tobacco industry documents to you. We want to help you get the facts you need to use the documents to your advantage when planning program and policy interventions.

We hope this issue of **extra!** will help you find the quickest route to the truth—and make the truth work for you.

Dearell Niemeyer, MPH
Director, Tobacco Technical Assistance Consortium

***“In all my years at Philip Morris,
I’ve never heard anyone talk about marketing to youth. “***
Geoffrey Bible, CEO of Philip Morris

SMALL BOAT...BIG OCEAN

With approximately 46 million pages of tobacco industry documents currently available online, honing in on the facts you need may feel more like you're drowning in a sea of documents.

While the documents reach back as far as the 1930s, the majority date from the 1950s forward. Most of the documents come from American and British tobacco companies, although there may be small collections of documents from other countries as well. According to the Master Settlement Agreement, tobacco companies must continue adding documents until 2010.

Up until now, the people who use the documents most are researchers who analyze the content of the documents in order to bring tobacco industry tactics into the public spotlight. However we too can access and use them to strengthen our efforts to reduce tobacco use.

So where do you look for the facts *you* need?

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THE LIFE VEST

Although the companies are required to maintain and update the Web sites, don't count on them to make it easy for you to navigate the sites. The industry document collections are compilations of archival/internal documents that may or may not have any value. Furthermore, each site uses its own method of indexing, which can be difficult to master, and anecdotal reports indicate that important documents have even "disappeared" from the sites entirely.

A good alternative to searching industry sites is to use Web sites specifically established to assist tobacco control advocates:

- <http://www.cdc.gov/tobacco/industrydocs/index.htm> - The **CDC** site has an index to about 4 million documents and about 350,000 full-text documents. It provides background information on the tobacco industry documents, allows users to search the collections, and links users to industry collections.
- <http://legacy.library.ucsf.edu/index.html> - **The American Legacy Foundation** site, hosted by the **University of California at San Francisco Library**, provides an interactive tutorial for using the site, allows users to be very specific in a document search and to use a common search engine for the collections from seven tobacco industry sources. It offers a choice of viewing and storage options, and is updated monthly.
- <http://tobaccodocuments.org> - This site allows users to search and display over 4 million tobacco industry documents, hosts specialized research collections (youth and marketing, product design, etc.), allows users to save searches, and provides profiles (lists of names, organizations, legal cases) that are useful in defining a search. **Tobacco Documents Online** is managed by Michael Tacosky of the Smokescreen Corporation in Washington, D.C. One of the strengths of this resource is that you can search the text of many of the documents by keyword.

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NAVIGATING THE CHANNEL

If you don't have much time to devote to a search of the documents, the best choice may be to go first to collections of

the documents that have been hand-picked by researchers.

Experienced researchers suggest the following to speed your search for information:

- ***Go straight to important documents***

The Legacy Tobacco Documents Library offers a section called “Popular Documents,” which makes it easy to find an area of particular interest. This page is updated frequently. The direct link to the page is:

http://legacy.library.ucsf.edu/popular_documents.html

- ***Let the researchers lead you to the most useful documents***

<http://www.library.ucsf.edu/tobacco/docsbiblio.html>. - The University of California at San Francisco online library provides a bibliography of 100 articles published between 1995 and June 2003. These articles are based on research and analysis of the tobacco documents. Click [Priority Focus](#) for articles from this bibliography that feature youth and young adults.

- ***Receive topline summaries of key documents***

<http://smokefree.net/doc-alert/> - The American Lung Association of Colorado and Tobacco Documents Online fund the production and archiving of these brief, top-line summaries of key tobacco industry documents. Over 750 Doc-Alert articles have been archived since 1999. The entire collection is searchable by key word and can be viewed at <http://smokefree.net/doc-alert/messages/>. Click on <http://smokefree.net/doc-alert/subscription/> to subscribe to the free Doc-Alert newsletter service.

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SAILING FOR HOME

The best way to put the documents to work in a local or state setting is to use the documents in planning interventions.

“It is more likely than not that the tobacco industry has done research on the people who will be targeted in the intervention. While tobacco industry research cannot replace public health research, we can now use the Internet to find out (for free) what the tobacco industry knows. For example, the industry has done extensive research on outreach to minorities and youth and young adults—how they go through life transitions and the developmental tasks of young adulthood, how and why they smoke, how to solidify their smoking habits. In this and other areas such as public policy, we can actually take their knowledge and strategies, and use them to counter the tobacco industry,” advises Pam Ling, MD, MPH, of the University of California at San Francisco (UCSF).

Tobacco industry documents can also play a vital role in policy efforts.

Use the documents to uncover names of people with connections to the tobacco industry—those who are fronting for them from the hospitality industry, restaurant associations, licensed beverage agencies—in opposing clean indoor air policies. Even copies of checks and correspondence can be obtained and made public.

To see how these documents can assist policy efforts, Kirsten Neilsen, librarian at UCSF recommends a Montana web site, <http://protectmontanakids.org/home/>. Working from a few key tobacco industry documents, site developers constructed a timeline of tobacco control efforts in Montana and demonstrated how the tobacco industry was interfering in local politics. Visit the timeline directly here: http://protectmontanakids.org/solutions/smoke/secondhand_history/

“No town is too small for the industry to target.”

Anne Landman, research specialist for American Lung Association of Colorado and Smokefree Net, relates another story

from the local level. She was able to find internal Philip Morris emails discussing who would be responsible for organizing opposition to a smokefree law proposed in Montrose, Colorado, population 11,000. John Poundstone, MD, MPH went to the Smokefree.doc-alert Web site to obtain evidence from industry documents that convinced the city council of Lexington, KY to vote for a smokefree ordinance.

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WHAT ttac CAN DO

ttac is committed to equipping the tobacco control community with the information and tools necessary to effectively reduce tobacco use.

Specifically, **ttac** can:

- Provide links to researchers by keeping a dialogue going between researchers and people in tobacco control at the state or local level
- Provide quicker access to information by going directly to researchers with issues from the field.
- Assist in researching topics
- Provide a news summary of recently published research on the tobacco documents
- Provide a page of good documents for each hot topic in tobacco control
- Reference relevant documents and links for each topic of **exchange** and **exchange extra!**
- Assist in developing effective communication strategies and messaging around information uncovered

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SAMPLE SEARCH

Want to do some detective work on industry marketing to young adults? Start small, be creative, look for cues, and then expand your search.

Let's look at one aspect of marketing to 18 to 24 year olds—bar promotions. The [Legacy Tobacco Documents Library](#) is a good place for a targeted search because you are not searching the full text of the documents—rather the index of the documents with a search of fields such as the authors and titles of the documents.

Begin your search:

- Step 1. Start small by limiting the search to Philip Morris Documents
- Step 2. Choose Simple Search
- Step 3. Enter “clubs” to look for documents on clubs

The search results in over 3,000 documents—too many to look through. But a quick glance at the search results reveals that many of the documents are not using the word “clubs” in a context related to bar promotions. In addition, many documents retrieved have no reference to clubs in the title. We now have to be creative to find a way to define the search.

Scroll down the search results to find reference to music and clubs. Look for one genre of music to really narrow the search.

- Go back and choose Advanced Search to limit the search to a specific field
- Enter one genre of music—“hip hop,” and select the Title field

The search results in 11 documents—including a 1992 Philip Morris report exploring characteristics of the young adult male smoker (<http://legacy.library.ucsf.edu/tid/dwk72e00>), a Christian Science Monitor article about the use of music as marketing tool (<http://legacy.library.ucsf.edu/tid/gub71c00>), and a series of concert promotions.

Using this narrow search as a start retrieves relevant documents and uncovers more ideas for additional searching. The 1992 report reveals a common abbreviation for “young adult male smokers”—“YAMS.” The concert advertisements provide multiple terms for music such as funk, soul, jazz, R&B, concerts, nightclubs, etc., and pinpoints specific brands—Salem, Camel, and Benson & Hedges.

Armed with these terms, you are now ready to hunt for more documents in the Legacy Tobacco Documents Library. When you are ready for a large-scale hunt, you can use what you have learned for a full-text search at a site like [Tobacco Documents Online](#). For additional tips on searching the documents, check out [Tutorials/Guides/Tips](#).

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RESOURCE SPOTLIGHT

The [Legacy Tobacco Documents Library](#) (LTDL) houses over 6 million documents from seven industry collections. The documents cover projects central to the tobacco industry such as marketing, research and development, cigarette analysis and design, as well as industry efforts to establish business in developing countries.

The LTDL provides a number of benefits to those searching the tobacco industry documents:

- Permanent home: The MSA provision assures access to documents on the industry sites only through 2010. Documents will be permanently housed on the LTDL web site.
- Common search engine: The sophisticated search interface allows users to search one or more of the seven separate document collections at a time. Users can search a number of fields, including date, but the search is not full-text.
- Search help: Interactive tutorials and search guides help explain site searches.
- Popular Documents feature: Selected collections of some of Legacy’s most useful and popular documents.
- Choice of viewing and storage options: Each document has a permanent URL and can be book marked. Documents can be viewed in a variety of image formats. In addition, searchers can collect findings in a “digital bookbag” which can be downloaded, emailed, or used with Endnote software.
- Monthly updates: LTDL is updated monthly with new documents from industry sites.
- Links: Extensive information on the history of tobacco, the tobacco industry and tobacco control activities that provide a helpful background to document research.

The Legacy Tobacco Documents Library site is hosted by the UCSF Library and Center for Knowledge with funding from the American Legacy Foundation, Robert Wood Johnson Foundation, and the California Tobacco-Related Disease Research Program.

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PRIORITY FOCUS

To find out more about what researchers have learned in the documents about tobacco and young people, take a look at these research articles available from the UCSF bibliography: <http://www.library.ucsf.edu/tobacco/docsbiblio.html>

Cummings KM, Morley C, Horan J, Steger J, Leavell N-R. 2002. Marketing to America's youth: evidence from corporate documents. *Tob Control* 11:i5-i17.

http://tc.bmjournals.com/cgi/content/full/11/suppl_1/i5

Katz S, Lavack A. 2002. Tobacco related bar promotions: insights from tobacco industry documents. *Tob Control* 11:i92-i101

http://tc.bmjournals.com/cgi/content/full/11/suppl_1/i92

Ling P, Glantz S. 2002. Why and how the tobacco industry sells cigarettes to young adults: evidence from industry documents. *Am J. Public Health* 92:908-16.

<http://www.ajph.org/cgi/content/abstract/92/6/908>

Ling PM, Glantz SA. Young Adults and Smoking Cessation: Lessons from the Tobacco Industry. *Journal of General Internal Medicine*. Submitted.

Ling PM, Glantz SA. 2002. Nicotine addiction, young adults, and smoke free bars. *Drug and Alcohol Review*. 21(2):101-104.

<http://taylorandfrancis.metapress.com/link.asp?id=0thpqh2wy8ffmvba>

Ling PM, Glantz SA. 2002. It is time to abandon youth access tobacco programs. *Tob Control*. 11(1): 3-6.

<http://tc.bmjournals.com/cgi/content/full/11/1/3>

Ling PM, Glantz SA. 2002. Using tobacco industry marketing research to design more effective tobacco control campaigns. *JAMA*. 287(22): 2983-2989.

<http://jama.ama-assn.org/cgi/content/abstract/287/22/2983>

Sepe E, Ling PM, Glantz SA. 2002. Smooth Moves: Tobacco bar and nightclub promotions that target young adults. *Am J Public Health* 92(3): 414-419.

<http://www.ajph.org/cgi/content/abstract/92/3/414>

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RESOURCES AND LINKS

COLLECTIONS AND INDEXES

- **CDC Tobacco Industry Documents**

<http://www.cdc.gov/tobacco/industrydocs/index.htm>

The CDC site has an index to about 4 million documents and about 350,000 full-text documents. It provides background information on the tobacco industry documents, allows users to search the collections, and links users to important collections.

- **Legacy Tobacco Documents Library**

<http://legacy.library.ucsf.edu>

The American Legacy Foundation site, hosted by the UCSF Library, provides a common search engine to search over 6 million documents from the collections of seven tobacco industry sources. The Legacy site will be the permanent online home for the tobacco industry documents after 2010.

- **Tobacco Documents Online (TDO)**

<http://tobaccodocuments.org>

TDO allows users to search and display over 4 million tobacco industry documents and hosts specialized research collections in topics such as youth and marketing, product design, etc.

INDUSTRY DOCUMENT WEB SITES

- **Brown & Williamson Document Site**

<http://www.bwdocs.com>

- **Council for Tobacco Research Document Site**

<http://www.ctr-usa.org/ctr/index.wmt>

- **Lorillard Tobacco Company Document Site**

<http://www.lorillarddocs.com/>

- **Philip Morris USA, Inc. Document Site**

<http://www.pmdocs.com/>

- **R.J. Reynolds Tobacco Company Online Litigation Document Archive**

<http://www.rjrtdocs.com/rjrtdocs/index.wmt>

- **Tobacco Institute Document Site**

<http://www.tobaccoinstitute.com/>

HAND-PICKED DOCUMENTS

- **doc-alert: Daily Document**

<http://smokefree.net/doc-alert/>

Subscribe to this daily e-mail newsletter that highlights juicy tobacco industry documents. Users can search doc-alert's archive of over 750 articles.

- **Popular Documents from Legacy**

http://legacy.library.ucsf.edu/popular_documents.html

The Legacy site highlights "popular documents" that have been found to have value and/or are requested frequently.

- **TDO Research Collections**

<http://tobaccodocuments.org/collections.php>

Users can search mini-collections of documents compiled and indexed by researchers who are analyzing the documents themselves. The Research Collections include issues such as youth and marketing, state and local strategies of the tobacco industry, cigarette design and ingredients, and pricing and excise taxes.

TUTORIALS/GUIDES/TIPS

- **Help from the Legacy Library**

http://legacy.library.ucsf.edu/search_help.html

Includes tips and examples for searching site. Check out the online tutorial with sample beginner and advanced searches.

- **Searching Tobacco Industry Web sites**

<http://www.library.ucsf.edu/tobacco/searching.html>

This guide developed by the UCSF Tobacco Control Archives is based upon industry help guides, searching techniques used by librarians, and direct experience searching the sites.

- **The Tobacco Industry Documents: An Introductory Handbook and Resource Guide for Researchers**

<http://repositories.cdlib.org/tc/surveys/DocHbook2003>

From the London School of Hygiene and Tropical Medicine, this comprehensive guide published in July 2003 is . . . “designed to assist those with little or no experience of this kind of document work who will be glad to know that some determination mixed with a little creative thinking are the major prerequisites for conducting successful searches.”

- **Tobacco industry documents: treasure trove or quagmire?**

<http://tc.bmjournals.com/cgi/content/full/9/3/334>

This 2000 **Tobacco Control** article highlights key issues in searching the documents and how to overcome them.

SAMPLE OF DOCUMENT BASED CAMPAIGNS AND WEB SITES

- **The Cigarette Papers Online “Wall of History”**

<http://tobaccowall.ucsf.edu/>

An online version of the "The Cigarette Papers" exhibit at UCSF, includes a timeline of historically significant events and spotlights crucially important documents in the history of tobacco control.

- **Legacy Truth Campaign**

<http://thetruth.com/>

The ads from this nationwide youth anti-tobacco campaign are often based on findings from the internal documents.

- **Minnesota: Target Market**

<http://www.tmvoice.com>

Minnesota’s youth advocacy campaign took their name from tobacco industry documents that referred to teens as their “target market.” Check out the “Document Vault” for dirt on the industry.

- **Project Scum**

<http://www.projectscum.org>

This Legacy campaign highlights one document that shows how a major tobacco company planned on boosting sales of their cigarettes in the mid-90s by targeting gays and homeless people. They called their plan “Project Sub Culture Urban Marketing,” or “Project SCUM.”

- **Smoke Free Movies**

<http://www.smokefreemovies.ucsf.edu>

This UCSF campaign aims to sharply reduce the U.S. film industry's usefulness to Big Tobacco's domestic and global marketing. The web site uncovers documentation of “product placement” deals even after industry representatives publicly said that they were not paying off Hollywood to get smoking into the movies.

- **Tobacco Scam: How Big Tobacco Uses and Abuses the Restaurant Industry**

<http://www.tobaccoscam.ucsf.edu/>

This Stan Glantz campaign aims to publicize how the tobacco industry has used the hospitality industry to curtail clean indoor air legislation. The web site references industry documents throughout.

SAMPLE REPORTS AND ARTICLES

- **Action on Smoking and Health (ASH) UK Chronologies**

<http://www.ash.org.uk/html/conduct/html/chronologies.html>

A compilation of over a thousand insights into industry activity taken from documents and grouped under seven common topics: advertising, cigarette design, nicotine and addiction, marketing to children, emerging markets, passive smoking, and smoking and health.

- **Discoveries and disclosures in the corporate documents**

http://tc.bmjournals.com/content/vol11/suppl_1/

This 2002 supplement of Tobacco Control features articles based on the tobacco industry research. Covers topics related to marketing and cigarette design.

- **Illegal Pathways to Illegal Profits: The Big Cigarette Companies and International Smuggling**

<http://www.tobaccofreekids.org/campaign/global/framework/docs/Smuggling.pdf>

This Campaign for Tobacco-Free Kids (TFK) report presents the hard facts regarding the involvement of the major tobacco companies in international cigarette smuggling, including quotes from internal company documents.

- **Tobacco Control Policy Making in the United States**

<http://repositories.cdlib.org/ctcre/tcpmus/>

The Center for Tobacco Control Research and Education has prepared this series of reports on tobacco industry political activity and tobacco control policy-making at the state level.

- **Tobacco Documents Online: Timelines**

<http://tobaccodocuments.org/timelines.php>

TDO has compiled a selection of documents into "timelines" to show industry tactics. The timelines include broad topics (such as youth issues, industry funded research) and specific activities (such as preemption activities in New York in the 1990s)

- **Tobacco Company Quotes on Marketing to Kids**

<http://www.tobaccofreekids.org/research/factsheets/pdf/0114.pdf>

This TFK fact sheet compiles quotes from the documents on marketing to teens.

- **Tobacco Documents Bibliography**

<http://www.library.ucsf.edu/tobacco/docsbiblio.html>

The UCSF Library provides a bibliography of 100 articles published between 1995 and June 2003 that are based on research and analysis of the tobacco documents.

- **Trust Us: We're the Tobacco Industry**

<http://www.ash.org.uk/html/conduct/html/trustus.html>

The TFK and ASH UK compiled this collection of over 200 tobacco company quotes organized by specific topics that shows that the companies have not changed and cannot be trusted.

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NEXT MONTH IN *ttac exchange*

Countering Industry Sponsorship

The tobacco industry has long made sponsorship their business. And with continued restrictions on advertising there's no sign that they are letting up.

Check out next month's *ttac exchange* for concrete strategies your organization can use in fighting the lure of the industry dollar.

Look for the latest in cessation in the November issue of *extra!*

**Registration is now open for the 2003 National Conference on Tobacco or Health
December 10-12, 2003, in Boston!**

Go to: www.tobaccocontrolconference.org

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