

Achieve A Smoke Free Campus

On August 19, 2013 the entire Boulder Campus of the University of Colorado was declared a no smoking area. This declaration has widespread support due to recognition that smoking is a public health disaster and that we have a responsibility to provide a healthy environment for everyone on campus. Regrettably, after four years of self-enforcement the goal of a No Smoking Campus has not been achieved. Signs are evident at every entrance to campus and at popular outside seating areas, but a small proportion of the students ignore the ban and persist smoking. The goal of a healthy environment for all on campus is a worthy goal, but we must do more to achieve that goal.

The University of Colorado Boulder advertises a green, entirely No Smoking Campus, and this appeals to many young people seeking a healthy life style. But when the students arrive, many are deeply disappointed by the smell of cigarette smoke while walking across campus, having coffee at the Laughing Goat, Etai's, or Pekoe, or at the Dalton Trumbo Fountain. If you can smell cigarette smoke, you are inhaling it, too. The number of deaths annually attributed to smoking exceeds 400,000. Smokers may assert that smoking is a personal decision, of consequence to no one else. But it becomes everyone's business when smoking drives up the cost of insurance and health care. The number of people dying annually from second hand smoke exceeds 50,000. Smokers may declare that their smoking is a personal right, but they do not have the right to make other people sick. If we declare and advertise a No Smoking Campus, we have an obligation to achieve that elusive goal.

We have a problem when we have a policy based on public health, but have daily, public and conspicuous flouting of that policy. Signs and dependence on self-enforcement have failed to assure the healthy environment that we proclaimed more than four years ago. For the benefit of everyone, we need to provide the small proportion of reckless and inconsiderate smokers the incentive to abstain while they are on campus. For other policies for which self-enforcement does not work, such as parking and the Honor Code, we provide enforcement. Our No Smoking Policy is an important public health issue, and it is evident every day that if we want to achieve a No Smoking Campus, we need to enforce the policy.

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Court-ordered Corrective Statements

The biggest tobacco companies in the United States will start running prime-time television commercials and full-page ads in national newspapers on Sunday... Each ad starts by noting that Altria, R. J. Reynolds Tobacco, Lorillard and Philip Morris USA were ordered to make the statements by a federal court. The messages stem from a lawsuit brought by the Justice Department in 1999. As part of the [2006 ruling](#) in the suit, which sought to punish cigarette makers for decades of deceiving the public about the dangers of their product, the companies were ordered to disseminate “corrective statements” centered on the health risks and addictive nature of smoking. But until now, they resisted through appeals and by wrangling over wording. The tobacco companies “have spent millions of dollars and a decade of time resisting a court order that simply requires them to publish truthful facts about their products and their behavior,”...

Excerpted from The New York Times:

<https://www.nytimes.com/2017/11/24/business/media/tobacco-companies-ads.html>

Submitted as an appendix to the white paper “Achieve a Smoke Free Campus” by Jeffrey B. Mitton

Text of Court-Ordered Corrective Statements:

United States v. Philip Morris USA Inc.

Adverse Health Effects of Smoking

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about the health effects of smoking.

- Smoking kills, on average, 1,200 Americans. Every day. [SEP]
- More people die every year from smoking than from murder, AIDS, suicide, drugs, car [SEP]crashes, and alcohol, **combined.** [SEP]
- Smoking causes heart disease, emphysema, acute myeloid leukemia, and cancer of the [SEP]mouth, esophagus, larynx, lung, stomach, kidney, bladder, and pancreas. [SEP]
- Smoking also causes reduced fertility, low birth weight in newborns, and cancer of the cervix.

[SEP]**Addictiveness of Smoking and Nicotine** [SEP]A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about the addictiveness of smoking and nicotine. [SEP]

- Smoking is highly addictive. Nicotine is the addictive drug in tobacco. [SEP]
- Cigarette companies intentionally designed cigarettes with enough nicotine to create and [SEP]sustain addiction. [SEP]
- It's not easy to quit. [SEP]
- When you smoke, the nicotine actually changes the brain – that's why quitting is so hard.

Lack of Significant Health Benefit from Smoking “Low Tar,” “Light,” “Ultra Light,” “Mild,” and “Natural” Cigarettes

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about low tar and light cigarettes being as harmful as regular cigarettes.

- Many smokers switch to low tar and light cigarettes rather than quitting because they think low tar and light cigarettes are less harmful. They are **not**.
- “Low tar” and “light” cigarette smokers inhale essentially the same amount of tar and nicotine as they would from regular cigarettes.
- **All** cigarettes cause cancer, lung disease, heart attacks, and premature death – lights, low tar, ultra lights, and naturals. There is no safe cigarette.

Manipulation of Cigarette Design and Composition to Ensure Optimum Nicotine Delivery

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about designing cigarettes to enhance the delivery of nicotine.

- Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA intentionally designed cigarettes to make them more addictive.
- Cigarette companies control the impact and delivery of nicotine in many ways, including designing filters and selecting cigarette paper to maximize the ingestion of nicotine, adding ammonia to make the cigarette taste less harsh, and controlling the physical and chemical make-up of the tobacco blend.
- When you smoke, the nicotine actually changes the brain –

that's why quitting is so hard. [L] [SEP]

Adverse Health Effects of Exposure to Secondhand Smoke [L] [SEP] A

Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about the health effects of secondhand smoke. [L] [SEP]

- Secondhand smoke kills over 38,000 Americans each year. [L] [SEP]
- Secondhand smoke causes lung cancer and coronary heart disease in adults who do **not** [L] [SEP] smoke. [L] [SEP]
- Children exposed to secondhand smoke are at an increased risk for sudden infant death syndrome (SIDS), acute respiratory infections, ear problems, severe asthma, and reduced lung function. [L] [SEP]
- There is no safe level of exposure to secondhand smoke. [L] [SEP]