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Folder Title:
Life Science - General [1989]

Stack:	Row:	Section:	Shelf:	Position:
	0	0	0	0

THE WHITE HOUSE
WASHINGTON

December 28, 1989

Dear Ms. Ryan:

Many thanks for your letter of December 5 telling me of your recent activities directed toward responsible use of alcohol on the part of students. This is an important and serious problem, and I am pleased to learn of your success and your cosponsorship, with the Texas Special Olympics, of the Biggest Party in History.

Many thanks for sending me information about it.

Sincerely yours,



D. Allan Bromley
Assistant to the President
for
Science and Technology

Ms. Kathleen D. Ryan
Vice President, Corporate Affairs
Miller Brewing Company
3939 West Highland Boulevard
Milwaukee, Wisconsin 53201-0482

"CORRESPONDENCE TRACKING"

TYPE: Action Item

DOCUMENT NUMBER: 8920655

FROM: KATHLEEN D. RYAN
MILLER BREWING COMPANY

TO: BROMLEY

DATE OF
CORRESPONDENCE: 12/05/89

SUBJECT: ALCOHOL CONSUMPTION.

ASSIGNED TO: James Wyngaarden

ACTION REQUIRED: APPROPRIATE RESPONSE

SENDER'S DUE DATE: OSTP DUE DATE: 12/29/89

DATE COMPLETED: _____

COPIES TO: D. Allan Bromley

REMARKS:

DATE RECEIVED: 12/11/89

FILE: NEOB

8920855



MILLER BREWING COMPANY

KATHLEEN D. RYAN
Vice President - Corporate Affairs

December 5, 1989

D. Allan Bromley
Office of Science and Technology Policy
17th & PA Ave., NW, Room 5013
Washington, DC 20506

Dear Dr. Bromley:

As you may know, for years Miller Brewing Company has been a member of the team of those encouraging responsible use of our product and other alcohol beverages. Our activities have ranged from support for educational programs--such as those sponsored by BACCHUS (Boost Alcohol Consciousness Concerning the Health of University Students) on more than 300 college campuses--to financing research into the underlying causes of alcohol abuse.

Until this year, our participation has been somewhat indirect.

That changed Labor Day weekend with the Biggest Party in History (BPIH) that Miller co-sponsored with the Texas Special Olympics. We entertained almost 500,000 people over two days in six cities.

With this party, we put ourselves and our own reputation directly on the line by undertaking the responsibility as hosts to assure that drinking at all events would be "responsible." By that we meant that only those of age would be served and no one would be served too much--and we assured they would get home safely if they should manage to overindulge.

You will not be surprised to hear we were a bit nervous going into that weekend. We at Miller live in the real world, too. Despite the fact that we believed strongly that the techniques we were putting in place would be effective--we understood that, even in the best planned events, something can go wrong.

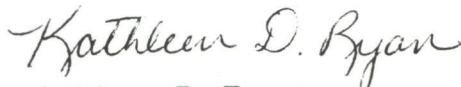
Nothing did. The parties were smashing successes--not only were they fun for the participants but they won accolades from city officials.

Senator Herbert Kohl (D-WI) was kind enough to give his Senate colleagues a report on the BPIH. I am proud to share that report, as printed in The Congressional Record, with you.

You will note that Miller Brewing Company is developing kits and materials to help other hosts use these techniques to make their parties sites of responsible drinking, too.

If you have a use for some of these materials, please let me know. We will be happy to send them to you.

Sincerely,



Kathleen D. Ryan
Vice President
Corporate Affairs



United States
of America

Congressional Record

PROCEEDINGS AND DEBATES OF THE 101st CONGRESS, FIRST SESSION

Vol. 135

WASHINGTON, THURSDAY, NOVEMBER 2, 1989

No. 152

A RESPONSIBLE PARTY

● Mr. KOHL. Mr. President, let me begin by admitting that I have no idea who The Who are—or what The Who is, if that is the right way to say it. I gather they are a rock and roll band; members of my staff, especially the older members of my staff, tell me they wrote something called a “Rock Opera” about a deaf, dumb, and blind kid who, I assume, suffered those problems as a result of listening to loud music.

In any event, despite my ignorance about The Who, I learned a great deal when I read about the way the Miller Brewing Co., a corporate constituent of mine, handled a 2-day party featuring The Who which was held in Texas over Labor Day weekend.

Billed as “the Biggest Party in History” the event entailed a combination of fairs, festivals and concerts—including two performances by The Who. In addition to giving a lot of people a lot of fun, the party also allowed the Texas Special Olympics, which co-sponsored the event with Miller, to earn \$1 million which had been guaranteed by Miller.

I was particularly struck as I read the press reports of this event, by the efforts made by Miller to assure that the party would serve to illustrate that it is possible to encourage the responsible consumption of alcoholic beverages—especially if a beer company takes steps to make sure that happens as Miller did in this case and as Miller has and will in other cases as well.

In this particular case, Miller worked out an elaborate system of safeguards to assure that their half million guests had a good time at the party and a safe trip home. Let me identify some of the steps they took.

First, identification checkpoints were set up. Second, a wristband system was developed to assure that only those of legal age were drinking beer throughout the entire event; specifically, a yellow hospital-like band which, if removed, could not be used by anyone else was issued to those of legal age. Third, red wristbands were issued to designated drivers who were also given free soft drinks. Fourth, to encourage moderate consumption, only 2 cups of beer were sold to any person at one time. Fifth, all servers were trained in intervention methods developed by the Training for Intervention Procedures by Servers of Alcohol [TIPAS] Program; this training enables servers not only to recognize signs that a drinker is drinking too much but also teaches them how to best refuse service if that is necessary. Finally, free rides home were made available.

And this is not just a one-time concern by Miller. I am told that they are now packaging their plan so that hosts at other parties—whether they be for 4, 400, or 4,000 guests—can also check alcohol abuse.

And Mr. President, that plan can work. It did in Texas. The Houston Post said that Miller “deserved accolades” for their work. The Dallas Morning News reported that the crowds at the concert were “practically angelic.”

Mr. President, I must say that I am proud of my constituent company and the people who created and mounted this party plan. Clearly it was a very visible demonstration that Miller in particular, and the beer industry in general, can help people learn how to drink responsibly. I may not know who The Who is, but I do know that Miller has done a good job of helping to promote responsibility. I commend them and I encourage the entire industry to continue this effort.●

THE WHITE HOUSE
WASHINGTON

December 28, 1989

Dear Ralph:

I will be delighted to receive the advance copy of your piece in the Health Physics NEWSLETTER and am pleased to have the copy of the policy statement from the Health Physics Society urging caution in decisions on indoor radon. It is very important to have statements of this kind issued by authoritative sources, and in this case, there is none better than the Health Physics Society.

Vic Bond always has had a firm grip on the real world, and it was good to get the quote from him.

With all best wishes for the holiday season and the new year,

Sincerely yours,



D. Allan Bromley
Assistant to the President
for
Science and Technology

Dr. Ralph E. Lapp
7215 Park Terrace Drive
Alexandria, Virginia 22307

7215 PARK TERRACE DRIVE
ALEXANDRIA, VA.
22307

4 Dec 1989


Dear Allan:

In your letter of December 1st you ask for permission to use my paper "Radon Risk Estimates". Please feel free to do so. A somewhat lengthier version is in press for the January issue of the Health Physics NEWSLETTER and I will be happy to send you an advance copy.

Enclosed is a draft [hopefully the final version] of a policy statement to be issued by the Health Physics Society. As you are well aware, professional inertia in "going public" is immense, but many members of the Society feel strongly about the radon issue and are pressing for a public policy statement.

I share your concern that Americans are blanketed by a radiophobia that distorts perception of radiation risk. The situation is so bad that Vic Bond wrote to me:

"I would certainly like to see the EPA confronted and reined in, not only with respect to radon, but in other areas as well in which their ridiculous restrictions are mandating remedial actions at astronomical costs."

Sincerely,

R. E. Lapp

Dr. D. Allan Bromley
Assistant to the President
for
Science and Technology
The White House
Washington

HEALTH PHYSICS SOCIETY URGES CAUTION IN DECISIONS ON INDOOR RADON

Homeowners and Public Officials Need the Full Story on Radon

Inadequate information on radon health risks and the meaning of screening measurements is leading many homeowners to spend money on reducing indoor radon that may not significantly reduce their risk of lung cancer. The widely publicized estimate of 20,000 lung cancer deaths a year due to indoor radon implies that reductions in radon could save 20,000 lives a year. This will not happen because more than 70 percent of those estimated deaths are due to the combined effects of radon and cigarette smoking. Homeowners should understand that reductions in radon levels alone may not reduce the total number of lung cancer deaths in the United States. Public officials should know that the appearance of a national radon problem is greatly exaggerated when EPA's screening measurements are used to assess the extent of the problem.

To clarify radon issues for homeowners, the Society recommends that the Federal Government publish its plans for indoor radon control and provide opportunity for public review. In addition, the Society urges homeowners to seek information on radon risks related to smoking, age, and home occupancy before making expensive decisions on indoor radon.

The Risks from Indoor Radon Are Questionable

Although more than the expected number of lung cancer deaths were observed in underground miners exposed to high levels of radon, the evidence for linking lung cancer with radon levels normally found in homes is less proven. The often quoted estimate of 20,000 lung cancer deaths a year from indoor radon is substantially higher than estimates of the National Academy of Sciences or the National Council on Radiation Protection and Measurements.

Most Radon Risks are Related to Cigarette Smoking

The National Academy of Sciences finds that smokers have ten times more risk of lung cancer than nonsmokers, when exposed to the same levels of radon. Therefore, assuming that as many as 10,000 lung cancer deaths might be due to indoor radon in the overall U.S. population of 240 million, 70% or 7,000 of these deaths will likely occur in the 50 million smokers. The Surgeon General recently reported that 390,000 deaths occurred in 1985 due to cigarette smoking. Lung cancers account for 106,000 of these deaths among smokers and another 3,800 among nonsmokers exposed to tobacco smoke. Homeowners should be advised that if they have a cigarette smoker in their home, reductions in radon levels may not significantly reduce lung cancer risk to family members, because cigarette smoking remains as the primary cause of lung cancer.

Screening Measurements Exaggerate Radon Risk Estimates

Health physicists are concerned about the widespread misunderstanding of screening measurements. The screening measurements, recommended by EPA to detect possible radon problems, cannot be used in place of actual exposure measurements for estimating radon health risks. Screening measurements are intended to detect the highest possible radon level in a home, usually in a basement with little ventilation during the winter. For realistic risk estimates, radon should be measured in the rooms where people spend the most time (such as the bedroom or family room), and at several times to reflect the average radon level for each season. Homeowners should understand that EPA's radon risk estimates are based upon large numbers of people exposed to a constant level of radon, 18 hours a day, for 70 years in the same house. Therefore, a single measurement in a basement may have no relation to actual exposures over a 70 year lifetime and could grossly overestimate radon health risks. The appearance of a national radon health problem will be greatly exaggerated when screening measurements are used to assess the problem.

A Nationwide Program to Reduce Radon Levels in Homes is Unlikely to Reduce Observable Lung Cancer Deaths

In the 4 million homes estimated to exceed EPA's action guideline of 4 pCi of radon per liter of air, up to 4000 lung cancer deaths a year could be calculated, if the same people occupy these homes for 70 years. Of these deaths, at least 3000 will occur in smokers who will remain at high risk even if radon is removed. One of every six smokers will risk premature death from a variety of diseases related to smoking. For nonsmokers, 1,000 lung cancer deaths could be prevented, if the radon in all 4 million homes above the action level is reduced to near outdoor levels. A nationwide program to accomplish this goal will cost several billion dollars, but the results are not likely to show up in lung cancer statistics for decades, if at all. The latency period from radon exposure to lung cancer is at least ten years or longer. Also, lung cancer is a disease which usually occurs only after age 35, therefore the younger age population will not see any benefit from radon reductions until after that age. Furthermore, a decrease of 1000 lung cancer deaths is only a one percent change in the normal incidence of lung cancers due mainly to cigarette smoking. It is unlikely that a one percent change in lung cancer deaths in 10 to 30 years will be traceable to a radon reduction program. The most effective measure to reduce lung cancers in the U.S. is to reduce cigarette smoking.

The Health Physics Society Recommends that the Federal Government Publish Its Plans for Indoor Radon Control and Provide Opportunities for Public Review

Since the Federal government stated that indoor radon is a serious national health problem, called for every home, school, and Federal building to be surveyed, the Society believes the government should publish a comprehensive document to justify its actions and plans for public review. All elements of an environmental impact statement should be considered, including public input to final decisions. There should be full public discussion of radon health risk estimates, the role of cigarette smoking, economic impacts to individuals and society, effects on real estate transactions, and expected health benefits of alternative actions. Homeowners and public officials need such information for informed decisions on dealing with indoor radon.

THE WHITE HOUSE
WASHINGTON

December 1, 1989

Dear Ralph:

Many thanks for your note of October 31. It has indeed been a long time since we corresponded, and I am very glad to be brought up to date on your activities since that time. I much appreciate your paper on "Radon Risk Estimates," because without the detailed background that you have provided, I have long suspected that our policies here were not very soundly based on any scientific information.

Reflecting an unusual degree of common sense, the public in general has, I think, also concluded that the radon problem was overhyped in the past and have simply stopped buying the services of the large number of small companies that sprang up to provide radon assessments in private homes. That being the case, this particular group recently got together to fund a highly professional TV production made by the Lucas Group responsible for "ET" and other pioneering movies of the sort. Although I have not myself seen this new tape, I am told that it could very well scare the average citizen away from medical x-rays or anything of the sort for the remainder of their natural life. The intent, obviously, is to pick up and surpass any of the previous hype concerning the danger of radon in the home.

As I am increasingly finding in areas such as global change, in the minds of a great many people here and abroad, scientific facts have very little to do with public perceptions, and an amazing level of emotion and mob psychology conditions public response.

I congratulate you on your paper and, with your permission, would like to use it where appropriate in discussions of the radon issue within the government.

With warmest best wishes,

Sincerely yours,



D. Allan Bromley
Assistant to the President
for
Science and Technology

Dr. Ralph E. Lapp
7215 Park Terrace Drive
Alexandria, Virginia 22307

"CORRESPONDENCE TRACKING"

Bromley
File 45

TYPE: Information

DOCUMENT NUMBER: 8910201

FROM: Ralph E. Lapp

TO: Bromley then NEOB Files

DATE OF
CORRESPONDENCE: 10/31/89

SUBJECT: Radon remediation program does not represent a
significant public health risk.

ASSIGNED TO:

ACTION REQUIRED: NONE

SENDER'S DUE DATE:

OSTP DUE DATE:

DATE COMPLETED:

COPIES TO: James Wyngaarden
Nancy Maynard
Judith Bostock

REMARKS:

DATE RECEIVED: 11/02/89

FILE: NEOB

"CORRESPONDENCE TRACKING"

TYPE: Information

DOCUMENT NUMBER: 8920635

FROM: R. E. LAPP

TO: BROMLEY

DATE OF
CORRESPONDENCE: 12/04/89

SUBJECT: ENCLOSING PERMISSION TO USE HIS PAPER "RADON RISK
ESTIMATE" AND ENCLOSING A POLICY STATEMENT.

ASSIGNED TO:

ACTION REQUIRED: NONE

SENDER'S DUE DATE:

OSTP DUE DATE:

DATE COMPLETED: 12/12/89

COPIES TO: D. Allan Bromley

REMARKS: PREVIOUS CORRESPONDENCE IS ATTACHED.

DATE RECEIVED: 12/06/89

FILE: NEOB

THE WHITE HOUSE
WASHINGTON

November 29, 1989

Dear Dr. Pardes:

I appreciate your letter of November 6 very much. You have made some very good points regarding the nation's biomedical research enterprise which I will share with Jim Wyngaarden, who has just been officially confirmed as Associate Director for Life Sciences in OSTP.

I am a strong proponent of the view that we should vigorously support research, particularly basic research, with Federal funds. I anticipate that the budgets for NIH and ADAMHA will continue to grow, although possibly only with a cost of living increase for the moment in view of the constraints imposed by the need to control the deficit. This will likely be the case throughout government except for a few high priority initiatives. AIDS will certainly remain one such in the biomedical field.

I agree with you also on your points concerning training, regulatory issues, and salaries in government. My Associate Directors and I will do what we can from this office to address these issues.

Thank you very much for writing.

Sincerely yours,



D. Allan Bromley
Assistant to the President
for
Science and Technology

Herbert Pardes, M.D.
Vice President for Health Sciences
and Dean of the Faculty of Medicine
College of Physicians and Surgeons
Columbia University
630 West 168th Street
New York, New York 10032

College of Physicians & Surgeons of Columbia University | *New York, N.Y. 10032*

OFFICE OF THE VICE PRESIDENT
FOR HEALTH SCIENCES AND
DEAN OF THE FACULTY OF MEDICINE

630 West 168th Street

November 6, 1989

D. Allan Bromley
Assistant to the President
for Science and Technology
The White House
Washington, D.C.

Dear Mr. Bromley:

Thank you very much for your letter of October 27. I am delighted for your appointment and appreciate the opportunity to mention a few items of concern which I hope would be reviewed by your office in the near future.

These concerns are associated with a broad interest in the vigor of the nation's biomedical research enterprise. Never before have there been so many exciting opportunities to make substantial progress in conquering the diseases that afflict our people and undermine their productivity. This excitement has been captured by many young people attempting to put their creative energies to work attacking problems of health and disease. Simultaneously, however, a number of things loom as major obstacles to their participation and their effectiveness in carrying on the nation's science fight against illness. These include:

1. The constriction on support for biomedical research. A number of the component institutes in the NIH and ADAMHA are funding only a small portion of the topnotch grants being approved. The wisdom of strong support for research as a method of tackling disease, and also contributing to the economic well being of the nation has to be both well articulated and well understood by the national political leadership. I would hope that your office is a vigorous proponent for this view and calls upon those of us in the community to help lend support to this effort.

D.A. Bromley

November 6, 1989

2. As a corollary of the first there is a need for strengthened support of the training of young researchers to ensure the population of scientists in the next decades. Research training has been an afterthought when it has come to budget preparation. Whatever the problems of funding for research per se, they have been even more formidable in the training of young investigators. I might point out that of particular concern in this regard is adequate support for physician investigators since they, being knowledgeable about illness, are particularly likely to develop the necessary clinical research for a full fledged attack on disease.
3. In addition to the above two comments on adequate support is the need to contain the burgeoning regulatory and paper work requirements being imposed on the biomedical research enterprise. Expanding animal regulations, scientific misconduct issues, conflict of interest, all are issues which require attention by the biomedical research community. However, if one gets to the point where the regulatory apparatus is the primary issue to which scientists and their administrative supporters devote their time and attention, this can have a compromising if not fatal effect on the vitality of the American biomedical research program.
4. As one final issue I would call your attention to the need for a substantial escalation in the salaries of scientists working within the government and leading the NIH and ADAMHA Institutes. The salaries in the government have become so far removed from that available in the outside community as to make the most altruistic of NIH directors and scientists unable to sustain a lengthy career within the government service.

I call these issues to your attention as part of a range of issues in the biomedical research field. Biomedical research has been one of the areas where this country has been a dominant force. It would be unfortunate to see, either from lack of support or excessive obstacles, that we lose that leadership to other countries and also lose the many related possibilities for

D.A. Bromley

November 6, 1989

advancing the health of this country. I stand ready to help you in any way you deem appropriate or also to discuss further any of the points I have made above.

Many thanks for your interest. I wish you the best of luck in your new position.

Sincerely,

A handwritten signature in cursive script, appearing to read 'Herbert Pardes', written in dark ink.

HERBERT PARDES, M.D.
Vice President for Health Sciences
and Dean of the Faculty of Medicine

HP:ims

"CORRESPONDENCE TRACKING"

TYPE: Action Item

DOCUMENT NUMBER: 8920357

FROM: HERBERT PARDES
COLLEGE OF PHYSICIANS & SURGEONS

TO: BROMLEY

DATE OF
CORRESPONDENCE: 11/06/89

SUBJECT: THANK YOU AND EXPRESSING A WILLINGNESS TO HELP WITH
FUTURE ENDEAVORS. ENCLOSING SOME IDEAS.

ASSIGNED TO: James Wyngaarden

ACTION REQUIRED: DRAFT RESPONSE FOR DAB SIGNATURE

SENDER'S DUE DATE: OSTP DUE DATE: 11/27/89

DATE COMPLETED: _____

COPIES TO: D. Allan Bromley
Nancy Maynard
JUDY BOSTOCK

REMARKS:

DATE RECEIVED: 11/13/89

FILE: NEOB