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Tuesday July 29 2:04 PM EDT

Company Press Release

Source: National Coalition of Hispanic Health and Human Services Organizations

Hispanic Organizations Reject Tobacco Agreement; Call for Support of Koop/Kessler Report Recommendations

WASHINGTON, July 29 /PRNewswire/ -- "The tobacco industry has hooked a new generation of smokers; we must reject a weak settlement that ignores the targeting of Hispanic communities," said Dr. Jane L. Delgado, President and CEO of the National Coalition of Hispanic Health and Human Services Organizations (COSSMHO). According to Jacqueline McLeod, former President of the American Lung Association: "If we settle now with the tobacco industry, we will be saying to the American people that tobacco use is an appropriate and safe behavior. This is the wrong signal for our children to hear."

In a press briefing today, COSSMHO announced its opposition to the current tobacco agreement reached by state Attorney Generals and tobacco companies to settle a series of lawsuits against the industry. COSSMHO recommended using the Koop/Kessler Policy and Public Health report as a blueprint for future action. To demonstrate community support of the Koop/Kessler recommendations, COSSMHO announced it is launching a series of community town meetings and rallies over the August Congressional recess.

According to Dr. Delgado, the current agreement limits FDA regulation of nicotine and does not include specific goals for smoking reduction and cessation among Hispanic youth. Luis Mesa, Co-Chair of the Hispanic/Latino Tobacco Education Network called for a "global" agreement to also deal with issues of international marketing. He urged Congress and the Administration to ensure that any agreement include language limiting marketing practices of U.S. tobacco companies in foreign markets. According to Mr. Mesa, "Joe Camel, while dead in the U.S., should not become our nation's major export."

Jacqueline McLeod noted: "We have known for years that the tobacco industry has targeted Hispanic youth and women. Billboard advertising in urban areas combined with sponsorship of sports, cultural events and festivals have been tobacco's attempt to buy legitimacy for a product that addicts 3,000 children everyday -- a third of whom will die from smoking related diseases." Dr. Delgado reported, "Lung cancer now kills more women than breast cancer and we can expect that smoking-related deaths will increase among Hispanic youth who have been the target of tobacco promotion."

Dr. Delgado concluded: "While Hispanics have traditionally been the group least likely to smoke, new

data shows that among 8th graders Hispanics are now the group most likely to smoke. The \$5 billion spent annually by tobacco companies in promotion has hooked a new generation of smokers. We are in this for the long haul and we will win the fight for our children."

SOURCE: National Coalition of Hispanic Health and Human Services Organizations

Contact: Adolph P. Falcon of COSSMHO, 202-797-4335 or 800-218-9725; or Sherri Watson of ALA, 202-785-3355

More news for related industries: [government](#), [healthcare](#), [tobacco](#).

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asked conspiratorially. "We know it. So many people don't."

No, they don't. Others know it but focus more on the myriad ways it could be better. More money, more love, more sex, more appreciation by family and co-workers. If they just had more, life could *really* be good. Some of us can't see the good life for worrying about disasters-to-come, or about people whose lives truly are awful—a concern which, by itself, helps no one.

The cashier, whose appreciation of 23 years of unglamorous service seemed as out of place as inner-city deer, reminded me of how close at hand happiness can be. Of how rarely, even when nothing is really wrong, we accept happiness as belonging to us.

What do we accept?

Glancing quickly away from people

See BRITT, B4, Col. 5

Latino Festival Rejects Alcohol, Tobacco Funds

By Ruben Castaneda

Washington Post Staff Writer

Saying they are putting the welfare of the community above the bottom line, organizers of this weekend's D.C. Latino Festival are eschewing sponsorship from alcoholic beverage and tobacco companies—a stand that will put the group as much as \$40,000 in the red.

"This is for the good of the community," said Eduardo Perdomo, president of the festival. "We are trying to set an example. We don't need beer to enjoy the festival. It's a family-oriented event, and we want everyone to come and enjoy it in peace."

It will be the first time in the festival's 27-year history that organizers have not sought support from a beer company. In previous years, one beer company has been a primary supporter of the event.

Last year, Coors provided \$10,000 and beer worth an equal amount, which was sold at reduced prices at booths in the festival, Perdomo said. In other years, Miller and Budweiser have supported reduced-price beer. This year no beer will be sold.

In recent years, the festival, which drew an estimated 500,000 people

See FESTIVAL, B4, Col. 1

Tobacco - mmmmm Airport Safer Inside but Not Short Runways and Densely Populated Surroundings

By Alice Reid

Washington Post Staff Writer

National Airport's new \$450 million terminal, which opens for business Sunday, has been designed with safety in mind—from its non-slip terrazzo floors to its 3,200 fire and smoke alarms. The concrete around the airline gate area slopes away from the building to keep any jet fuel spills from seeping into the foundation and creating a fire hazard.

But even after a decade-long renovation that will cost more than \$1 billion in all, National in many ways will still be the same airport that

critics have derided as potentially with short, intersecting runways, landfill peninsula and surrounded by neighborhoods.

"It has all the problems of a small airport—short runways, intersecting runways, with hazards at the ends. It has some kinds of problems that it did not have before," said Mary Schiavo, former general for the U.S. Department of Transportation, who has been an outspoken critic of aviation safety standards.

National's renovation—which the new terminal includes parking

DIVE AND DRIZZLE

W Post Fr. 7/25/97
B1, B4



BY JAMES A. PARSONS

Practice was even wetter than usual yesterday as youngsters bundled up in the chilly drizzle at the Annandale. From left are members of the Cardinal Hill Dive Team: Katie Moore, 9, Jessie Robbins, 11, and McCarthy, 11. The National Weather Service attributed the cool weather—a high of 69 degrees—expected Tropical Storm Danny. Temperatures are expected to reach 84 degrees today, with

AIRPORT, From B1

would never happen," said James A. Wilding, general manager of the Metropolitan Washington Airports Authority, which operates National and Dulles International airports. He added that because National is designed as a commuter airport that does not handle large airliners, planes using its runways now "have fine margins of safety."

So officials overseeing National's redevelopment have focused on making other parts of the airport safer. A new exterior sprinkler system—made necessary, officials say, by the closeness of the glass-walled terminal to airline gates and runways—is a part of that effort.

A fire outside the new terminal's window wall would activate 84 exterior sprinklers that can spray thousands of gallons of water across the surface of the glass, keeping it cool and intact and protecting people in the building. The glass is built to withstand the thrust of jet engines or other blasts. Should it ever break, it would crumble into small, dull pieces, rather than sharp shards.

"An airplane sitting there at the gate has an enormous amount of fuel on board, and you have to be very

conscious of that," Wilding said. "You keep that in mind in the design of everything around it, including the building."

But critics, including some pilots, continue to complain about the safety of the runways.

Several years ago, a survey of 200 pilots rated National as the nation's most challenging airport, with its main runway intersected by two shorter, crosswind runways. (By comparison, Dulles has parallel runways, each 11,500 feet long, plus a 12,500-foot-long crosswind runway.)

"We need to be closer to the perfect pilot to fly in here. . . . National is a safe airport, but it has shorter runways," said Bob Davis, a pilot who flies in and out of National and heads the safety committee of the Air Line Pilots Association. "But it's well within our capabilities."

Because hundreds of thousands of residents live within a 10-mile radius of the airport, National requires that to keep noise down, jets cut their power on takeoff at 1,500 feet, then gradually climb until they are 10 miles out. They also must follow the curve of the Potomac River when landing from or taking off to the north. The noise-control procedures and airspace restrictions over Wash-

vis said.

"That keeps us lower than we would be normally," he said. "If we lose an engine, we're in a far more dangerous situation than we would otherwise be."

In a June letter to the Federal Aviation Administration, the pilots association said that such restrictions detract from safety.

FAA officials counter that National's safety record is "excellent."

"It's an older airport and has a smaller amount of land, but of course operators know that and make allowances for it," said an FAA official who oversees airport standards and who requested anonymity. "The runways are built to our standards, and a lot of money has gone into the maintenance of those runways. It's a safe airport."

In 56 years of operation, there have been two fatal crashes at National involving passenger planes. The most recent was the 1982 crash of an Air Florida plane that hit the 14th Street bridge shortly after take-off and killed 74 people, four of them on the bridge. In 1949, a fighter plane plowed into the rear of a DC-4 that was landing, and 55 people on board were killed. Federal investigators did

crash.

When planes heading into National experience problems, they usually are directed to Dulles's longer runways.

Yesterday, a corporate jet headed to National with eight people aboard was waved off to Dulles when cockpit warning lights indicated a landing gear problem. The plane landed safely at Dulles.

National's critics, who have concentrated primarily on how noisy the airport is, are now shifting their focus to safety. Many fear that the need to repay the bonds that were sold to renovate National will result in more pressure to ease federal restrictions that limit the number and size of planes using the airport.

"It will be more dangerous than before, because it will be so attractive, so comfortable," said Sherwin Landfield, who heads a group called Citizens Against Airport Noise. "To pay off all the debt . . . they are going to do a lot of things to market it."

FOR MORE INFORMATION

To learn more about the revamped airport, click on the above symbol on the front page of *The Post's* Web site at www.washingtonpost.com

Festival Avoids Alcohol, Tobacco Support 'for the Good of the Community'

FESTIVAL, From B1

over its two days last year, has been marred by violence, which police said was fueled in part by alcohol.

Last year, the festival was shut down early when three people were shot and wounded and two others were injured by broken bottles after several fights erupted among young men in the crowd. Festival organizers, community workers and police said some of the violence was gang-related, aggravated in part by heavy drinking.

Afterward, festival organizers were blasted on the air by Elmer Huerta, a physician who is host of a popular local Spanish-language radio show on health issues. Huerta accused the organizers of selling out the community by relying so much on beer money.

The salvo led to meetings between Huerta and festival organizers. Perdomo said the festival's board of directors decided unanimously this year not to seek beer or tobacco sponsors.

The Marlboro cigarette company offered to be a sponsor, and organizers turned it down, Perdomo said.

The festival has about \$20,000 in sponsorship money lined up and is

LATINO FESTIVAL TO CLOSE STREETS

The 27th annual D.C. Latino Festival will be held from 11 a.m. to 7 p.m. tomorrow and Sunday on Pennsylvania Avenue from Ninth Street to 13th Street NW. The following streets will be closed from 9 p.m. today to 11 p.m. tomorrow and from 8 a.m. to 11 p.m. Sunday:

- 10th Street from E Street to Constitution Avenue NW.
- 11th Street from E Street to Pennsylvania Avenue NW.
- 12th Street from Constitution Avenue to E Street NW.
- 13th Street from E Street to Pennsylvania Avenue NW.
- Pennsylvania Avenue from Ninth Street to 14th Street NW.

SOURCE: D.C. Office of Emergency Preparedness

currently running a \$20,000 deficit, which could double by the end of the weekend, Perdomo said. "We hope a company or foundation will help us," he said. "Right now, we don't know how we'll pay for the festival."

During the last decade, alcoholic beverage and tobacco companies have poured millions of dollars into sponsoring minority events and publications. Some critics have said the corporate donations are a form of marketing to burgeoning consumer

groups—Latinos and blacks—who suffer disproportionately from alcoholism and diseases associated with smoking.

As word of the festival's decision spread through the Spanish-language press this week, Perdomo said, he received dozens of congratulatory phone calls, some from as far as Florida and New York.

Local health advocates and D.C. police joined in giving kudos to the festival's organizers.

"They're very courageous and should be commended for their stand in favor of public health in spite of the consequences," said Jeannette Noltenius, executive director of the Latino Council on Alcohol and Tobacco, a nonprofit national group that combats alcohol and tobacco problems among Latinos.

"This kind of action needs to be taken in the Latino and black communities. We applaud the Latino community for stepping up and saying no to the seductive goodwill of the alcohol and tobacco industries," said the Rev. Alpha Brown, chairman of the 'cause children count coalition inc., a D.C. nonprofit group that fights underage drinking and smoking.

Brown said he was so inspired, he donated \$100 to the festival from his own pocket.

The festival will feature music and booths selling food, artwork, crafts and educational material tomorrow and Sunday on Pennsylvania Avenue NW between Ninth and 13th streets. A parade will be held at 11 a.m. Sunday on Constitution Avenue NW between Seventh and 14th streets NW.

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"Tobacco Settlement and Communities of Color" Press Briefing

Statement of John Garrison,
Managing Director, American Lung Association

Statement of Jacqueline D. McLeod, M.P.H., M.Ed.
Past President, American Lung Association

Statement of Samuel Aguayo, M.D.

Statement of John Garrison,
Managing Director, American Lung Association

"Tobacco Settlement and Communities of Color" Press Briefing

July 15, 1997

Washington, DC -- I am John Garrison, Managing Director of the American Lung Association. This morning's press briefing will focus on the global tobacco settlement and communities of color. On June 20, the nation's largest tobacco companies agreed to a Proposed Resolution to settle lawsuits filed by states' Attorneys General seeking to recover Medicaid monies spent on treating tobacco-related diseases. The American Lung Association is opposed to the Proposed Resolution--it is premature and wrong. Proceeding with this settlement could grant legitimacy to an industry whose behavior we find reprehensible. By vindicating the industry, a deal now tells the public that tobacco use is an appropriate and safe behavior.

Make no mistake, the pact is historic. The proposal marks the first time the tobacco industry has agreed to settle smoking-related legal claims. But the benefits of the settlement come at too great a price--the health of our children. The American Lung Association's analysis of the Proposed Resolution shows that its public health provisions are insufficient to keep tobacco out of the hands of children. The settlement weakens the authority of the Food and Drug Administration to regulate tobacco products, providing countless loopholes that allow the tobacco companies to continue to market their lethal product to our children.

The American Lung Association served on the Advisory committee on Tobacco and Public Health chaired by former Surgeon General C. Everett Koop and former FDA Commissioner David Kessler. The Committee produced a blueprint for tobacco control--a document that closes all of the loopholes carefully crafted by the tobacco industry in its own settlement with the states.

prevalence rates. The report recommends that:

Specific and increasingly stringent targets for the reduction of tobacco use by children and adolescents (also known as "performance standards") should be established and become binding on the tobacco industry by brand within the next two years. Failure by the tobacco industry to meet these targets should result in predictable financial penalties sufficiently severe to act as a strong deterrent to continued failure.

In addition to company specific requirements to reduce youth smoking, the tobacco companies must disclose all of the documents they are hiding. We must craft strategies to specifically counter the sales and marketing efforts geared towards each niche market. The tobacco industry has been smart enough to target specific brands to specific customers. While our efforts on tobacco control must be comprehensive, we must tailor our efforts to each community as the Koop and Kessler Commission recommends.

Finally, we cannot forget about the people of the rest of the world. The proposed settlement ignores them. If we are truly going to confront tobacco, our tobacco control policy cannot end at our shores. Children around the world must be protected from the addiction, disease and death tobacco causes.

Statement of Samuel Aguayo, M.D.

"Tobacco Settlement and Communities of Color" Press Briefing

Washington, DC July 15, 1997

Washington, DC -- Good Morning. I am Dr. Samuel Aguayo, Associate Chief of Staff for Education at the Atlanta V.A. Medical Center, and Professor of Medicine at Emory University. I am also an active volunteer for the American Lung Association. As a physician and researcher, I have long been concerned about the growing impact of tobacco use on persons of color. I see patients of varying ethnic origins every day who have been hospitalized due to a smoking-related illness. Like the American Lung Association, I am concerned that compromises outlined in the tobacco settlement fall considerably short of protecting the public health needs of all Americans of all colors.

The tobacco agreement, at first glance, seems to support negotiators' claims that they have solved this nation's tobacco problems. But when the tobacco smoke clears, we still will be faced with the tobacco industry's dismal record of lies, manipulation and bad faith. Advertising and marketing restrictions, that on the surface seem rigid, certainly will not escape the craftiness of the tobacco industry. The industry has never had problems marketing its product in the past. In fact, the industry has just demonstrated how quickly it can reinvent itself by unveiling a brand new series of deceptively slick ads to replace the Joe Camel campaign that so effectively targeted our nation's children.

It should be no surprise that public health protections in the tobacco settlement are minimal. The American Lung Association fears this deal adds up to millions and millions more people suffering from smoking-related disease and death. What's worse will be the disproportionate impact that the settlement will have upon communities of color -- communities already heavily targeted by tobacco industry.

African-Americans, for example, have one of the highest smoking-related mortality rates. More than 47,000 African-Americans die from smoking related diseases each year. Especially troubling is the lung cancer death rate among African-American males, which is nearly 50 percent higher than for whites. Lung cancer accounts for 25 percent of all cancers among black males.

In the Hispanic and Latino communities, smoking rates and the incidence of lung cancer, though previously relatively low, are increasing as more Hispanics begin to smoke. In 1994, smoking prevalence among Hispanics was 19.5 percent. Among Hispanics, men suffer lung cancer mortality rates three times that of women. Among Puerto Rico Americans, 25 percent smoke; among Mexican Americans, the rate is 22.2 percent, and among Cuban Americans the rate is 20.7 percent.

Smoking rates in Native American/Alaskan Native populations are 28 percent for men and 35 percent for women. Some studies suggest smoking rates to be as high as 53.7 % in Alaskan Native men. Smokeless tobacco use remains considerably higher among Native American women, with usage at 9 times the national mean and 38 times that for women in general. We are also concerned about the almost 40 percent of Native American women who endanger their infants' health by smoking during pregnancy.

Although overall smoking rates have remained lower among Asian Americans and Pacific Islanders, research has found that nearly half of the men in some Southeast Asian communities are smokers. In 1990, chronic obstructive pulmonary disease, which includes emphysema and chronic bronchitis and is almost always caused by smoking, was the fourth leading cause of chronic disease-related deaths in Asian men, and the seventh leading in Asian women.

Statistics such as these will not change under the proposed tobacco settlement. Moreover, the cost of treating tobacco-related diseases is expected to exceed the \$97.2 billion that tobacco use now costs this country each year. Living with a tobacco deal that does not adequately address public health interests should not be a burden imposed upon anyone.

The American Lung Association has been fighting lung disease for 90 years. With the generous support of the public and the help of our volunteers, we have seen many advances against lung disease. However, our work is not finished. As we look forward to our second century, we will continue to strive to make breathing easier for everyone. Along with our medical section, the American Thoracic Society, we provide programs of education, community service, advocacy, and research. The American Lung Association's activities are supported by donations to Christmas Seals® and other voluntary contributions.

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For more information on lung health, programs, and special events, call your local American Lung Association at 1-800-LUNG-USA.

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Physicians Plan a Forum to Find Ways To Curb ...

DOCUMENT 7 OF 7

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Physicians Plan a Forum to Find Ways
To Curb Blacks' Tobacco Consumption

By Timothy Noah

Staff Reporter of The Wall Street Journal

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The Wall Street Journal

A7

(Copyright (c) 1996, Dow Jones & Company, Inc.)

WASHINGTON -- Five prominent African-American physicians said they will convene a "leadership forum" within the next six months to devise ways to limit tobacco consumption by blacks.

In announcing the new initiative, the doctors opened up a new front in the war that health experts are waging against the tobacco industry.

Although many individuals in the black community have spoken out against smoking -- most notably, former Health and Human Services

- * Secretary Louis Sullivan -- civil-rights groups, many of which receive
- * contributions from the tobacco industry, have generally kept silent on the issue.

The five doctors who unveiled the initiative at a Washington news conference sponsored by the National Medical Association, an organization of black physicians, were: Yvonnecris Smith Veal, president of the National Medical Association; LaSalle D. Leffall, president of the American College of Surgeons; Lonnie R. Bristow, president of the American Medical Association; Gerald Thomson, president of the American College of Physicians; and William Anderson, immediate past president of the American Osteopathic Association.

Several of the physicians offered explicit support for the Food and Drug Administration's proposed restrictions on tobacco marketing deemed accessible to children, though a definitive policy statement from the group isn't likely until after a final rule is issued.

In addition, the physicians were highly critical of tobacco-industry attempts to target black consumers. Protests within the black community against such marketing "are extremely encouraging, and when viewed against the backdrop of the exorbitant amount of dollars flowing to the African-American community by the tobacco industry, are also quite remarkable," said Dr. Anderson.

But the group may face an uphill battle persuading the National Association for the Advancement of Colored People and the Congressional

Black Caucus, both of which have received extensive tobacco-industry contributions, to join their effort. Although several minority organizations were in attendance at the news conference, there were no representatives from these two groups. Alvina Bey, project director for the National Medical Association's antismoking effort, said that neither group was invited because both are members of the Summit Health Coalition, which was represented at the news conference.

Trends over the past two decades show a sharp decline in smoking among African-American high school seniors -- to 7% in 1995, down from 25% in 1977 -- while smoking among white high school seniors has declined only slightly, to 25%, down from 29%. The physicians said they were unable to account for the change, but said that black youths generally have lower discretionary income than white youths, and therefore might be harder hit by rising cigarette taxes.

But the physicians also said that smoking among both African-American and white high-school seniors rose between 1994 and 1995 -- to 7% from 5% for blacks, and to 25% from 23% for whites. They also said that for the last 30 years, smoking has been slightly more prevalent among blacks of all ages than among whites.