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CM014

May 16, 1994

Past Surgeons General
of the United States
Suite 820
1150 Connecticut Avenue, N.W.
Washington, D.C. 20036

Dear Friends:

Thank you for your letter regarding tobacco control policy. I'm sorry I was unable to respond sooner. I share your deep concern about the detrimental effects of tobacco use. I am confident that my health care reform plan will discourage tobacco use and thus benefit the health of Americans.

As you know, I have included in my health care plan a tax on tobacco products to discourage smoking and to help pay for health care reform. In addition to the tobacco tax, my health care plan includes preventive health education, wellness programs, and counseling services that will further discourage smoking and encourage healthy behavior, particularly among adolescents. For example, my plan will provide primary care services with an emphasis on outreach, prevention, health education, health promotion, and counseling. The plan will build on school-related health clinic demonstrations that are effective in reducing health-risk behavior, such as smoking.

Through these measures, I believe that my health care reform will help our nation become more healthy and responsible. As I work with Congress to pass health care reform, I am grateful for your perspective on this important issue, and I look forward to your future thoughts.

Sincerely,

BILL CLINTON
BC/PVR/KM/ps
(4.surgeons)

(Corres. #1393822)

940517

MM

April 12, 1994

Past Surgeons General
of the United States
Suite 820
1150 Connecticut Avenue, N.W.
Washington, D.C. 20036

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BC/PVR/KM/ps
(4.surgeons)

(Corres. #1393822)

MM

MAY 11 1994

DRAFT OF BC LETTER

INITIALS: BC / pvr ✓

DOCUMENT TITLE: /slr/p/carter.j.pvr2

DRAFT DATE / LETTER DATE: Mar 22 1994 /

CORRESPONDENCE #: 1393822

CLEAR WITH:

WHCC:

CC:

CORRESPONDENCE ADDRESSED TO:

Past Surgeons General of the United States
1150 Connecticut Avenue, NW
Suite 820
Washington, D.C. 20036

APPROVAL/ENCLOSURES/SPECIAL INSTR:

BC SIG Jimmy Carter letter

Dear Friends:

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MAR 23 1994

that are ^{health-} ^{Such as}
~~which have proven~~ effective in reducing risk behavior, including
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future thoughts.

March 16, 1994

Past Surgeons General
of the United States
Suite 820
1150 Connecticut Avenue, N.W.
Washington, D.C. 20036

Dear Friends:

Thank you for sharing your concerns about the tobacco industry with me.

You raise some significant points in your letter, and I agree that we must do more to inform our citizens about the dangers of tobacco use. Tobacco is the only legal substance that engenders a significant health risk at any level of usage. This dangerous effect is an important reason I included a tax on tobacco products to help finance my health care reform.

I appreciate your deep concern for Americans' health, and I will certainly keep your suggestions in mind as I work to provide health security to all our citizens.

Sincerely,

BC/MHM/ps
(3.surgeon.gen

Do you think
they should get a
response similar to
the one we sent to
Jimmy C?

Yes

DRAFT OF BC LETTER

INITIALS: BC / mhm /

DOCUMENT TITLE: /slr/p/surgeons.g.mm.

DRAFT DATE / LETTER DATE: Mar 14 1994 /

CORRESPONDENCE #: 1373967

CLEAR WITH:

WHCC:

CC:

CORRESPONDENCE ADDRESSED TO:

APPROVAL/ENCLOSURES/SPECIAL INSTR:

Past Surgeons General of the United
States
1150 Connecticut Avenue, NW
Suite 820
Washington, D.C. 20036

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MAR 14 1994

Sincerely,

BC

MORE

TRACKING SHEET

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EDITED IN PLM	_____	_____
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PL - Health 052792

PAST SURGEONS GENERAL OF THE UNITED STATES

Leroy E. Burney, M.D.
Eisenhower Administration

William H. Stewart, M.D.
Johnson Administration

Jesse L. Steinfeld, M.D.
Nixon Administration

S. Paul Ehrlich, Jr., M.D.
Nixon/Ford Administration

Julius B. Richmond, M.D.
Carter Administration

C. Everett Koop, M.D.
Reagan Administration

Antonia C. Novello, M.D.
Bush Administration

January 11, 1994

The President
The White House
Washington, D.C. 20500

Dear Mr. President:

Today marks the 30th anniversary of the release of the report of the Surgeon General's Advisory Committee on Smoking and Health. The report concluded that cigarette smoking is a cause of lung cancer in men and a suspected cause in women. It also noted other causal relationships and smoking and disease association. The report called for "appropriate remedial action."

The first Surgeon General's report built on statements made by the Public Health Service through Surgeon General Leroy Burney in 1957 and 1959 on the relationship between cigarette consumption and the increasing incidence of lung cancer. By the early 1960s, the Public Health Service and the Surgeon General saw the need for an updated and revised position on this issue, leading to the formation of the Surgeon General's Advisory Committee on Smoking and Health and its report.

Since the release of that landmark report, there have been over 20 additional Surgeon General's reports on smoking and health (as well as on smokeless tobacco products). In addition, there have been over 60,000 scientific studies that have all confirmed the significant dangers that tobacco use, still this nation's single most preventable cause of death, presents to the health of the American public.

Many Surgeons General, Secretaries of the Departments of Health, Education, and Welfare, and Health and Human Services, Assistant Secretaries for Health, and the staff of the Office on Smoking and Health have spoken out strongly against tobacco and for health. They and we have fought the political battles and we bear the scars left by an industry that has put profits above the health of the American public. Because of the efforts of many in the public health service, we have seen some progress made in many areas. However, more obviously should and must be done.

While the scientific evidence is overwhelming and indisputable, significant policy changes in how this product is manufactured, sold, distributed, labeled, advertised and promoted have been slow in coming. There has been little federal leadership for policy changes for the last 30 years. It seems inconceivable to those of us in the public health community that this nation's single most preventable cause of death is also its least regulated. The numerous reports issued during our tenure should have been the basis upon which tobacco control was given a high priority of the federal government.

In 1964, shortly after the first report was released, a great deal of debate and discussion took place in Congress on what should be done to protect the health of the public and to ensure that children in particular were not enticed into using cigarettes through

seductive advertising and promotional campaigns. Numerous bills were introduced to give the Federal Trade Commission, the Food and Drug Administration, and the Department of Health, Education, and Welfare the authorities they needed to ensure protection of the the public's health.

The tobacco industry was quick to go to Congress to express its concerns about the prospects of its products causing lung cancer. Fearing significant legislative regulation of its products, the industry assured Congress and the public that it would establish an independent research arm to help find scientific answers on the link between tobacco products and cancer. The tobacco companies also promised the Congress that they would implement and enforce a voluntary advertising code that would prohibit the targeting of children as well as prohibit making any unsubstantiated implied health claims. Then Surgeon General Dr. Luther Terry, cautioned Congress about the attempts of the industry to circumvent regulation. In a statement before a House Subcommittee he indicated that the tobacco industry's voluntary efforts did:

...not obviate the desirability of enacting specific regulatory authority to express those minimum standards that protection of the public interest requires.

We now know that the so-called good-will efforts of the tobacco industry at the time were not for real. As former Vice President of the Tobacco Institute Frederick R. Panzer was to later acknowledge in 1972 in a confidential memorandum to then Tobacco Institute President Horace Kornegay, the holding strategy was "brilliantly conceived and executed," and involved:

- o creating doubt about the health charge without actually denying it,
- o advocating the public's right to smoke without actually urging them to take up the practice, and
- o encouraging objective scientific research as the only way to resolve the question of the health hazard.

This strategy, said Panzer, involved particular attention to issues in the area of litigation, legislation, and public relations.

For the last 30 years the tobacco industry has successfully resisted efforts by the public health community, Congress, and the courts to implement policy changes that could have saved the lives of literally millions of Americans. The industry has done this for the very simple reasons of profit and greed and have used whatever methods deemed appropriate. Such actions on their part lead Judge Lee Sarokin to remark in the Haines case (before he was removed from the case at the insistence of the tobacco industry):

All too often in the choice between the physical health of consumers and the financial well-being of business, concealment is chosen over disclosure,

President Clinton
Jan. 11, 1994
page 3

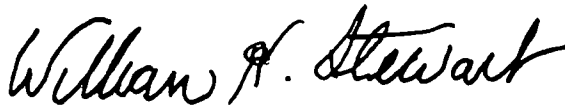
sales over safety, money over morality. Who are these persons who knowingly and secretly decide to put the buying public at risk solely for the purpose of making profits and who believe that illness and death of consumers is an appropriate cost of their prosperity!...[D]espite some rising pretenders, the tobacco industry may be the king of concealment and disinformation.

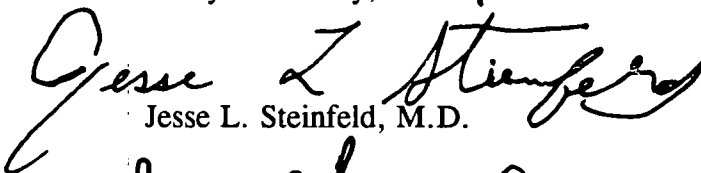
As past Surgeons General of the United States we have had great hopes that a day would come before the year 2000 when we will achieve the goal of a smoke-free society. However, it is very clear from the past 30 years that such a goal will not be achieved unless there is federal leadership and a commitment to change that has as its goal the health and welfare of the American public. Your administration has made health care a major priority and we salute you for your commitment in those efforts. At the same time, we point out that such a commitment cannot be achieved unless and until policy makers are willing to set aside the special interests of the tobacco industry which has, as one member of the House of Representatives recently stated, had a strangle hold over the Congress and the Administration.

We urge you to speak forcefully in favor of regulation of tobacco products, strengthen the regulation of tobacco advertising and enforcement of existing laws and regulations regarding television advertising, and protect the nonsmokers through prohibitions on smoking in public places. Such a strong commitment on your part would be an appropriate recognition of this 30th anniversary of the official statement of the link between smoking and disease.

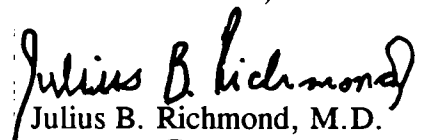
Respectfully,

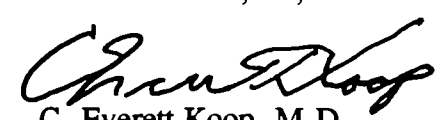

Leroy B. Burney, M.D.

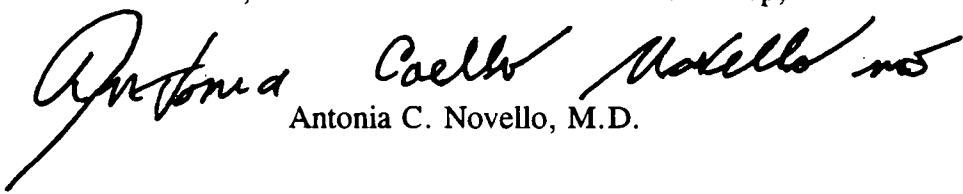

William H. Stewart, M.D.


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S. Paul Ehrlich, Jr., M.D.


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Correspondence concerning this letter can be sent to:
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Washington, D.C. 20036

FEB 9 1994