



**COALITION QUÉBÉCOISE  
POUR LE CONTRÔLE DU TABAC**

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**TOBACCO INDUSTRY DONATIONS:  
How taking money from the tobacco industry  
helps sell more cigarettes, and costs more lives**

Canadian tobacco companies have set up numerous charitable programs, pouring millions of dollars into hundreds of cultural, health, educational and community organizations.

They may not know it, but organizations that accept money from the tobacco industry are not only benefiting from the sale of tobacco, but they are helping the industry sell more cigarettes — causing more preventable diseases, suffering and deaths.

Organizations should reflect on the broader implications of accepting tobacco money, and consider adopting a policy that ensures there is no contradiction between their funding sources and their mission.

**PLEASE CONSIDER MAKING THIS PROMISE TO SOCIETY:**

**WHEREAS**, more people alive today will die from tobacco use than from any single cause— including AIDS, alcohol, car accidents, murder, suicides, illegal drugs, and fires combined; and

**WHEREAS**, every year, another 250,000 Canadian children and teenagers start to smoke, a large number of which will die from lung cancer and other diseases caused by smoking; and

**WHEREAS**, over 45,000 Canadians die each year from tobacco related illnesses and thousands more continue to live with the painful and debilitating effects of heart disease, lung disease, cancer and other diseases caused by smoking; and

**WHEREAS**, tobacco industry product manipulations have rendered nicotine in cigarettes one of the most powerfully addictive drugs available, similar to cocaine and heroin, and

**WHEREAS**, the tobacco industry has lied for decades and continues to lie to governments and to the public about the dangers of smoking, about addiction and about its predatory marketing to young people; and

**WHEREAS**, the profits from tobacco companies come at the expense of human lives and suffering, and industry donations derive directly from these profits; and

**WHEREAS**, tobacco donations are used by the industry to improve its image in order to help it fight smoking restrictions, advertising bans, public education campaigns and other effective anti-smoking measures; and

**WHEREAS**, health and community organizations have a moral responsibility to protect their communities:

**THEREFORE, this organization pledges to  
neither solicit nor accept any financial contributions, sponsorships, or gifts  
from any tobacco company, executive or front group.**

Here are 11 reasons for not accepting money from the tobacco industry...

(May 30<sup>th</sup> 2003)

## 1) IT'S ETHICALLY WRONG

■ **There must be limits as to what is an acceptable donation:** It is understood that most non-profit organizations are in need of money. However, there are limits as to whose money an organization should accept. Many charitable and non-profit organizations follow set criteria to ensure that potential collaboration with the private sector fits within their overall mission and priorities.<sup>1</sup> For example, peace organizations wouldn't accept donations from landmine manufacturers, and environmental groups wouldn't accept money from unrepentant corporate polluters. And certainly, no legitimate organization would take money stemming from criminal gangs or producers of child pornography.

■ **Tobacco causes unparalleled harm:** Cigarettes have caused more deaths than any other consumer product in the history of the world. The World Health Organization estimates that 500,000,000 people alive today will eventually be killed by tobacco, including 4.2 million people this year.<sup>2</sup> Tobacco industry products kill over 45,000 Canadians every year—the equivalent of 15 World Trade Center disasters. The numbers are so astronomical that they are hard for people to grasp. The worst part is, smoking-related diseases, suffering and deaths are 100% preventable.

■ **This epidemic is generated by the tobacco industry:** The tobacco companies in Canada and around the world have been able to sell a smelly, (initially nauseating,) addictive, deadly and rather useless product primarily because they are (or they hire) the top professionals in advertising, lobbying, public relations and litigation. They have used and continue to use every means at their disposal to promote smoking and block effective tobacco reduction measures, including:

- *40 years (and ongoing) of systematic lying, obfuscation and denial about health, addiction, passive smoking;*
- *product manipulation to increase addictiveness;*
- *aggressive marketing to children and teenagers;*
- *public relations and litigation aimed at undermining government health policy;*
- *support and organization of front groups, covert funding of research, and corruption of scientific discourse;*
- *cigarette smuggling, mainly to decrease taxes, but also to introduce illegal brands into a new market;*
- *continuing deception of the public through 'light' branding;*



<sup>1</sup> National Center for Chronic Disease Prevention and Health Promotion, "Accepting Funds from the Tobacco Industry: Guidance For Collaboration with the Private Sector", *CDC Web site* (March 26<sup>th</sup> 2001).

<sup>2</sup> World Health Organization, *The Tobacco Atlas*, October 2002.

- *pushing ineffective youth anti-smoking campaigns and programs, while opposing effective ones.*

■ **Where do you draw the line?** A common concern is where one draws the line... By extension, does the harm caused by tobacco mean that money should not be accepted from liquor companies? From car companies? From fast food restaurants? The truth is, there is a huge difference between tobacco and other potentially risky products: the line is drawn at an industry that kills 45,000 Canadians a year, actively recruits and addicts children, has a track record of unparalleled fraud and deceit.<sup>3</sup> These other products don't kill half of its users when used exactly as the manufacturer intended.

## 2) IT'S BLOOD MONEY

*“The tobacco company has only one overall aim, like any public company, and ultimately it determines every action by the people running the company, and is the basis on which senior managers are rewarded: to make as much profit for the shareholders as they possibly can.”<sup>4</sup>*

■ **Profits are the sole motive:** The sole purpose of the tobacco industry is to serve its shareholders. Everything the industry does is intended to increase its profits—in other words, to sell more cigarettes. Simply put, what is good for the tobacco industry is bad for public health, and vice versa. There is no common ground between the two.<sup>5</sup>

■ **More profits equal more deaths:** When Imperial Tobacco, JTI Macdonald and Rothmans make money, people die; about 45,000 Canadians a year. And a lot of money is being made. The Tobacco industry is one of the most profitable businesses in the world. The three biggest tobacco companies in Canada make over a billion dollars in profits a year. Last year, Imperial Tobacco made \$662 million in *net* profits alone<sup>6</sup>. The money that they so generously disperse to organizations was acquired by manufacturing a deadly product.

■ **It could have been different:** Instead of doing what a responsible company would have done as soon as it discovered that its products were killing its customers (warn the public, stop advertising, plan to phase out) the industry put profits over lives, lied about the risks, and continued with its aggressive marketing, product manipulation, misinformation strategies and opposition to effective smoking reduction measures.

■ **Donations are industry profits:** Tobacco industry donations come directly from industry profits, which *depend* on immoral and deadly corporate behaviour. By taking tobacco money, organizations are directly benefiting from the industry's successful manipulation of the public, and of young people in particular.

*« [Accepting donations] makes one complicit in the immoral behaviour of the donor.<sup>7</sup>*

<sup>3</sup> Non-Smokers' Rights Association, "Campaign to Take Big Tobacco Out of Universities", *The Varsity* (city: February 24<sup>th</sup> 2003).

<sup>4</sup> Kevin O'Connor, *The Monitor* (May 26<sup>th</sup> 2001).

<sup>5</sup> Essential Action, "General Guidelines, Re: Staying Tobacco-Free", 2002.

<sup>6</sup> Imperial Tobacco, "Management Discussion and Analysis: For the year ended December 31 2002 » (February 2003)

<sup>7</sup> Project Smart Money, "A Tool Kit for Corporate Donations" (April 2000)

■ **Accepting tobacco money sends a dangerous message:** “Sure, smoking is unhealthy, but let’s not condemn those that promote it”. This is the message that is sent when organizations accept donations from tobacco industry profits. It implies that decades of public deception, manipulative marketing practices and deadly product modifications are forgiven and forgotten with a few well-placed and generous donations.

### 3) THE INDUSTRY DONATES TO PROTECT ITS INTERESTS

*“They are peddling an addictive and lethal drug, and their ability to market their product depends on their ability to say they are a legitimate member of ... society”<sup>8</sup>*

— Michael Pertschuck, former chairman of the Federal Trade Commission.

■ **It’s never been about philanthropy:** Many companies participate in philanthropic endeavours. Why, then, are we singling out the tobacco industry? The reason is simple: tobacco companies have *never* been interested in improving society. Their corporate philanthropy is nothing but a strategy to help them continue with their unethical behaviour in order to maximize their profits.

■ **Donations are part of a worldwide public relations campaign:** The industry’s credibility and political support has seriously been eroded because of millions of previously secret documents, made public through court cases in the US, that detail the tobacco industry’s unscrupulous conduct (marketing to youth, increasing addiction, denials regarding proven health risks, etc.). This has led to a more “hostile” environment for the industry to do business in, meaning more government controls and restrictions on its marketing activities. The industry realized that if it wants to protect itself from further legislation, it has to counter this hostility and court public favour. Therefore, the tobacco industry in Canada and around the world is engaged in a comprehensive strategy to remake its image. Donations to social causes are part of this strategy.

**ACCORDING TO INDUSTRY DOCUMENTS:**

*“A positive program is required as a counterpart and to balance our defensive lobbying efforts... The entire tobacco industry is subject to negative press, adverse legislation and criticism from the public-at-large. To counteract this negative image and to demonstrate to the public that we are a responsible industry and are capable of looking beyond our own interests, we have developed an outline of several public service programs... Our objectives for public involvement are: To receive broad recognition for responsible public service”*

—The Tobacco Institute [the American tobacco industry’s lobbying and public relations arm until the late 90s] (source: RJ Reynolds), “The Development of Tobacco Industry Strategy,” June 23<sup>rd</sup> 1982  
<http://tobaccodocuments.org/landman/178114.html>

**ACCORDING TO INDUSTRY DOCUMENTS:**

*“It is no exaggeration to suggest that the tobacco industry is under siege... There is a constant stream of anti-smoking publicity in the media... Within this somewhat alarming view of the mid-term future, Imperial Tobacco is embarking on a proactive program.”... [to combat anti-tobacco forces]*

—The Creative Research Group, Ltd. “Project Viking Volume I: A Behavioral Model of Smoking,” October 3<sup>rd</sup> 1989. [Prepared for Imperial Tobacco Ltd.]

<sup>8</sup> Michael Pertschuck, former chairman of the Federal Trade Commission and Co-Director of the Advocacy Institute Washington.

■ **Donations are considered “investments”.** Industry documents show that donations are part of a public relations campaign to help tobacco companies fight effective smoking reduction measures in order to protect industry profits. It’s *just business*, and, like most business investments, presuppose a “return”.

**ACCORDING TO INDUSTRY DOCUMENTS:**

**« A key element in any public affairs programme is the maintenance of a good corporate reputation. Without this, communication on other issues will be adversely affected. »**

— British American Tobacco (owner of Imperial Tobacco), “Smoking Issues” meeting, 1990

**ACCORDING TO INDUSTRY DOCUMENTS:**

**“The need exists – and is really urgent – because**

**1. Multiple challenges are arising in different categories: health, taxes, ingredients, labeling, advertising, product specification, stabilization, and import-export are examples. (...)**

**4. A positive program is required as a counterpart and to balance our defensive lobbying efforts. It is no longer adequate simply to oppose something. (...)**

**The potential positive outcomes of [the tobacco industry] adopting [socially-conscious] programs of this nature may be:**

**- increased goodwill and reputation of the tobacco industry.**

**- ... (to) prevent or delay further regulation of the tobacco industry.”**

**“To receive broad recognition for responsible public service, i.e. to offset the notion that we place profitability above public welfare.”**

**“As in all investments there should be a return on this one...”**

—The Tobacco Institute (source: RJ Reynolds), “The Development of Tobacco Industry Strategy,” June 23<sup>rd</sup>

1982 <http://tobaccodocuments.org/landman/178114.html>

■ **It’s only about appearances:**

Of course, the purpose of this public relations campaign is the *appearance* of reform and responsibility. However, the industry uses this appearance to hide the fact that it’s still carrying on with its unethical marketing and manufacturing practices.<sup>9</sup>

**“A ‘people company’ at heart, we believe that by helping enhance the quality of life of our citizens, we are making a positive contribution to our country and the communities that are its lifeblood. Our intent is to continue to lend a hand to worthy causes and individuals in need to help promote a better future for all”**

-- Imperial Tobacco, “Socio-economic contribution report 2002”



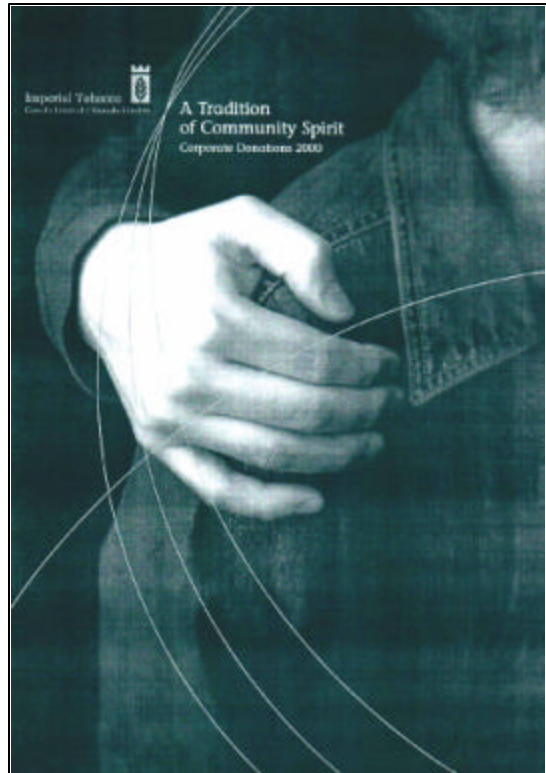
<sup>9</sup> Campaign for Tobacco-Free Kids, “Special Report: Behind the Smokescreen: Big Tobacco Not A Good Corporate Citizen,” (July 7<sup>th</sup>, 1999).

#### 4) ACCEPTING A DONATION IS ALL IT TAKES TO HELP THE INDUSTRY

■ **It's passive support, but support nonetheless:** Organizations don't actually have to *do* anything to help the industry improve its image. By simply *accepting* tobacco money, organizations allow the tobacco industry to advertise its generosity, suggesting to the public and legislators that it is a good corporate citizen.

*“Whether it is helping seniors find a measure of comfort and optimism in their golden years, aiding students to achieve their full potential, or contributing to the quality of cultural activities for audiences across Canada, Imperial Tobacco is committed to making a difference.”*

— Robert Bexon, President, Imperial Tobacco,  
Corporate Donations 2000

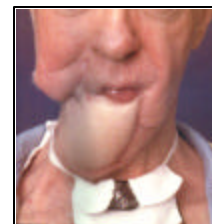


#### 5) DONATIONS ARE NOT THE INDUSTRY'S MAIN CONTRIBUTION TO SOCIETY:

Imperial Tobacco and other tobacco companies are making a difference all right. Just take a stroll through your local hospital or cemetery. Their products cause painful, debilitating and fatal diseases including stroke, emphysema, heart disease, gum disease, cataracts, ulcers; cancer of the mouth, liver, lungs, kidneys, bladder, esophagus, stomach, pancreas, colon and cervix, gangrene, infertility, sudden infant death syndrome, miscarriage, birth defects, and contributes to many other disease and disorders.



Heather Crowe, second-hand smoke victim

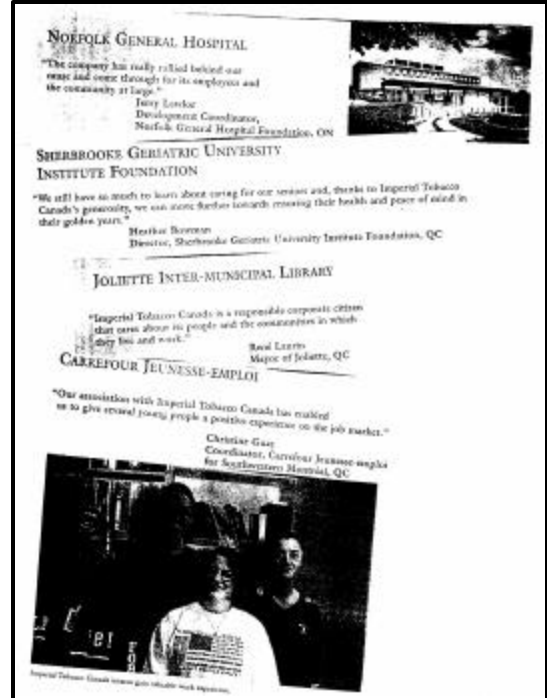


## 6) DONATIONS BUY “INNOCENCE BY ASSOCIATION”

■ **Donations help the industry gain “innocence by association”:** By accepting donations, organizations allow the industry to be positively associated with children, education, women, seniors, health care and higher learning. Tobacco companies use this “borrowed” legitimacy to distract legislators and the public from the fact that they produce and promote a product that kills more people than do alcohol, drugs, suicides, murders, automobile accidents and AIDS combined.

■ **Donations provide “quotable” praise for the industry:** The industry invite prestigious and respected organizations to participate in events that publicize its charitable efforts. Other respected institutions send words of gratitude, which the industry then prominently features in its corporate documents.

■ **Many of these groups represent or serve targets of the industry:** What makes this false benevolence even more outrageous, is the fact that the tobacco industry specifically targets youth, women, minorities and the underprivileged, the very communities that recipient organizations are trying to help!



**“Taking money from the tobacco industry offers the industry — at a cheap price — a respectability it doesn’t deserve.”**

— Richard Smith, editor, British Medical Journal

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**Communiqués**

**Fonds Imperial Tobacco Canada pour étudiants handicapés boursiers 2001-2002**

MONTREAL, le 20 mars /CNW/ - Imperial Tobacco Canada Limitée a annoncé que 10 étudiants ont reçu une bourse du Fonds Imperial Tobacco Canada pour étudiants handicapés pour l'année scolaire 2001-2002. Chacune des bourses, d'une valeur de 5 000 \$, permet aux bénéficiaires de poursuivre des études universitaires de premier cycle.

Du total, trois des bourses de cette année représentent des renouvellements tandis que sept vont à de nouveaux boursiers.

**Imperial Tobacco Wants to Help Universities and Senior Persons**

Tobacco manufacturer Imperial Tobacco intends from now on to concentrate in priority its donations to the financing of universities and the development of health services for senior citizens. In the realm of education, one of its main objectives is to support the creation of bursary programs for students. The money will also be used for the creation of new study programs in all fields, including health, as outlined by the company's spokesman, Michel Descôteaux.

Imperial Tobacco, which mentions the present financial problems in this area, also intends to contribute financially to the teaching hospitals that work towards the improvement of health services for seniors. With these donations which represent 1% of its annual profit before taxes, Imperial Tobacco wants to be looked upon as a “good corporate citizen”. According to Mr. Descôteaux, “When it comes to donations, the impact on the sale of our products is never considered.”

La Presse 30/1/00

LE JOURNAL DE QUÉBEC, 3 novembre 2002,

### Le bal de la Fondation hôpital de l'Enfant-Jésus

Les membres du comité organisateur de la soirée sont au premier plan: M. Yves-Thomès Dorval, président et chef de la direction de l'Enfant-Jésus; M. Gilles Labbé, coprésident de la campagne; M. Jean-Denis Côté, président de la Fondation hôpital de l'Enfant-Jésus; M. Paulin Hovington, coprésident de la campagne; M. Gilles Labbé, coprésident de la campagne; M. Jean-Denis Côté, président de la Fondation hôpital de l'Enfant-Jésus; M. Paulin Hovington, coprésident de la campagne.

LE JOURNAL DE MONTREAL, 24 FÉVRIER 2003

### Don d'Imperial Tobacco

Imperial Tobacco a fait un don important de 80 000 \$ à la Fondation hôpital de l'Enfant-Jésus pour le projet de bibliothèque intermunicipale de Joliette.

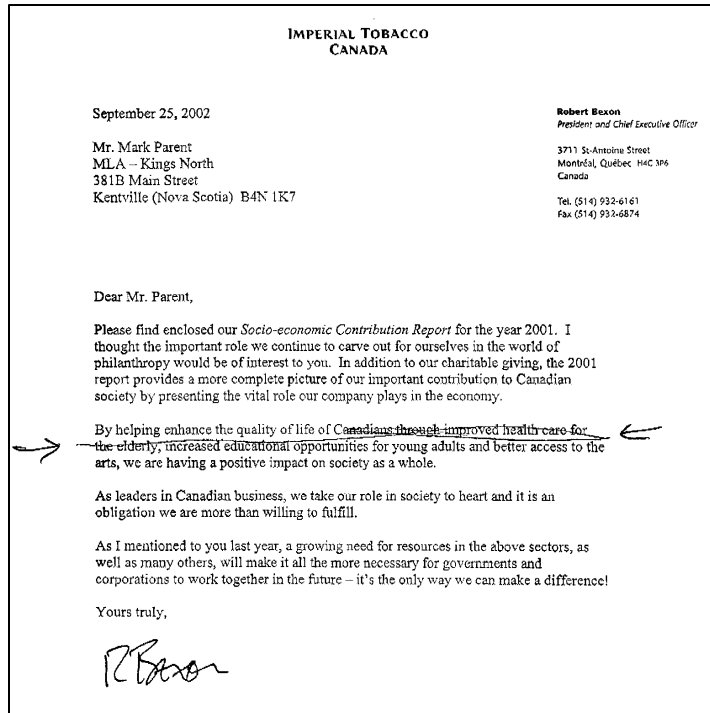
LE JOURNAL DE MONTREAL, DIMANCHE 8 OCTOBRE 2000

### Campagne de financement

DANS LE CADRE de sa campagne de financement, la Fondation Portage, qui lutte pour vaincre le tabac, a reçu un joli montant de la compagnie Imperial Tobacco Canada Inc. Sur la photo, on aperçoit à gauche M. Paulin Hovington, directeur général de Portage; Marie-Fortier, directrice, dans le centre, Imperial Tobacco; et Colette Taylor, directrice, développement et communications, Portage.

## 7) DONATIONS ARE A LOBBYING TOOL

■ **The industry uses donations when it lobbies politicians:** The industry is constantly fending off effective anti-tobacco measures (although they do promote ineffective ones). In order to block, weaken or delay laws and regulations that threaten its profits, it must have access to politicians as well as some measure of credibility. Donations serve to convince politicians that the tobacco companies' motives are not suspect, that they can work with government and that they want to be part of the "solution" — because they care about people, not just profits.



***“The funding serves to create a moral lever to apply to the government, to soften tobacco control legislation, and to make tobacco control subject to a voluntary code and not to the compulsion of law.”***

— Kevin O'Connor, *The Monitor*, 2001

■ **It creates lists of “wilful beneficiaries”:** By accepting money from the tobacco industry, community groups enable it to create lists of “wilful beneficiaries” that they include in their colourful and upbeat annual reports. These, of course, are distributed to politicians. They provide politicians with a catalogue of “local appreciation” for the tobacco business, consisting of respected, reputable and altruistic organizations. (In fact, industry documents indicate Philip Morris specifically targets “favourite philanthropies” of legislators and their spouses.<sup>10</sup>)

■ **Beneficiaries unintentionally hinder tobacco control efforts:** Since the industry uses its charitable activities to lobby against anti-tobacco measures that reduce smoking or protect non-smokers from second-hand smoke, organizations that accept tobacco money are inadvertently being pitted against health organizations in the political fight for these lifesaving measures.

PUBLIC HEALTH	\$
Alzheimer Society of Canada – National	3,000
Alzheimer Society of Montréal, QC	6,800
Amotrophic Lateral Sclerosis Society of Canada – National	500
Association canadienne des Dons d'Organes, QC	500
Association canadienne pour la santé mentale (Bas-du-Fleuve), QC	200
Association canadienne pour la santé mentale (Haut-Richelieu), QC	1,000
Association de spina-bifida et d'hydrocéphalie du Québec, QC	500
Association des auxiliaires bénévoles Hôpital Notre-Dame, QC	250
Association des paraplégiques du Québec, QC	600
Association du Syndrome de l'Intestin Irritable, QC	500
Association Polio Québec, QC	1,500
Association québécoise de la fibrose kystique, QC (50,000 – 4th instalment)	10,000
Boyle-McCauley Health Centre, AB	500
Brome-Missisquoi-Perkins Hospital Foundation, QC (50,000 – 2nd instalment)	15,000
CAIDS/Snow Express for MS – National	500
Canadian Diabetes Association – National	600
Canadian Hemophilia Society – National	1,200
Canadian MedicAlert Foundation – National	500
Canadian Mental Health Association, Newfoundland & Labrador Foundation, NF	500
Canadian National Institute for the Blind, QC	2,000
Canadian Orthopaedic Foundation – National	1,000
Canadian Paraplegic Association – National	4,000
Canadian Psychiatric Research Foundation – National	2,000
Centre de santé des femmes de Montréal, QC	500
Conseil pour la protection des malades, QC	2,500
Croft's and Collins Foundation of Canada, QC	1,000
Croix Rouge canadienne – Division du Québec, QC (20,000 – 1st instalment)	10,000
Deer Lodge Centre Foundation, MB	1,000
Douglas Hospital, QC	2,500
Epilepsy Canada – National	500
Fondation Armand-Frappier, QC	15,000

<sup>10</sup> ABC World News Tonight, “Corporate Goodwill or Tainted Money?” (February 8<sup>th</sup> 2002).



## 8) DONATIONS AFFECT BEHAVIOUR

*“The tobacco industry buys silence from these groups... Even if that’s not made explicit, that’s what happens. It’s had a tremendous impact because these are the very groups that most need to speak out, and they won’t”<sup>11</sup> —Jean Kilbourne, Wellesley College, USA, speaking of tobacco industry donations to black and women’s organizations*

■ **The purpose of donations is well described in industry documents:** Far from funding socially conscious programs for altruistic reasons, the industry’s aim is undoubtedly self-serving, as is clear from the reasons for implementing such programs detailed in industry documents:<sup>12</sup>

1. **Image transfer:** increasing the legitimacy of the industry by associating itself with the name of respectable organizations and institutions.
- ➔ 2. **Neutralizing potential critical voices.**
3. **Building personal relationships** with the leaders of community organizations.
4. **Opportunity to promote industry arguments** to a receptive audience (passive smoking, economic benefits of tobacco, high taxes and smuggling, ‘freedom’ issues, etc.).

### ACCORDING TO INDUSTRY DOCUMENTS:

*“This whole third-party concept in our defense structure is to give us clout, to give us power, to give us credibility, to give us leverage, to give us access where we don’t ordinarily have access ourselves. (...)*

*It’s like a savings account. The analogy is an important thing. One has to keep on making deposits into the savings account. Goodwill deposits, deposits of getting to know people, deposits of listening to their problems, deposits of gently bringing them along about what our problems are and how our problems impinge upon their livelihood, their well-being, their economic futures and so forth. And you make those deposits into the savings account so that when you have to make a withdrawal, the bank balance is there. (...)*

*You have to try to understand whom you have to neutralize in advance, who is a potential threat to you. Not only who is a potential ally. Who is a potential threat to you and then how do you make common cause with that category of individual or company or group or whatever so that you can neutralize them.”*

— Philip Morris, “Workshop – Dealing with the Issues Indirectly: constituencies,” *Philip Morris, Corporate Affairs Conference*, New York, September 13<sup>th</sup> 1984

■ **It’s hard to criticize one’s benefactor:** Indeed, it’s natural to want to avoid offending a generous donor, especially one who goes to great lengths to show how much they care about an organization’s cause. Smaller organizations are more vulnerable, as some may become dependant on tobacco industry funding (as was the case for cultural and sporting events who received tobacco sponsorship throughout the 90s). The greater their financial dependence on tobacco, the less likely it would be for a group to speak out against smoking or the tobacco industry, or to support measures that the industry opposes.<sup>13</sup>

*“I am a doctor in a big university hospital of Montreal ...I wanted the hospital to join the anti-tobacco coalition and when I went to see the director of the hospital, I was strictly forbidden to do so because it would put the hospital in hot water with its donors. [The] president of a big tobacco company ... is one of the leaders of the [hospital’s] fundraising campaign”<sup>14</sup>*

<sup>11</sup> Jean Kilbourne, Wellesley College, speaking on tobacco industry donations to black and women’s organizations, quoted in *Tobacco.org* “The Collaborators”(May 24<sup>th</sup> 2002).

<sup>12</sup> Adapted from Dr. Judith Mackay and Mary Assunta, “Ethical Guidelines for Meeting with the Tobacco Industry”, *INGCAT Web site* (2002).

<sup>13</sup> N.J. Rosenberg and M. Siegel, “Use of corporate sponsorship as a tobacco marketing tool: a review of tobacco industry sponsorship in the USA, 1995-99,” *Tobacco Control* 10.329-246 (2001).

<sup>14</sup> Verbatim, Transcript of a talk show, *CBF MF 95,1*, Société Radio-Canada (June 10 1998).

■ **Examples:** Although the influence is rarely apparent (it works mostly by what one *doesn't* do), there are many examples of organizations acting overtly differently than how they may have without financial support from the tobacco industry:

- **In defending his college's acceptance of a \$150,000 donation from Imperial Tobacco**, Richard Always, **the president** of the University of St. Michael's College (University of Toronto), **recited the very same spin that the industry uses to oppose tobacco control reforms**, namely trying to include other industries (alcohol, cars, etc.) in the same category as the tobacco industry, so as to make these reforms appear unreasonable.<sup>15</sup>
- During the 1997 political battle to pass the federal Tobacco Act, recipients of tobacco sponsorships **defended tobacco companies and repeated industry arguments about advertising and promotion** (e.g. they don't target young people, they don't work) in a major lobbying and public relations campaigns.
- Although the U.S. *Surgeon General* condemned cigarette smoking in 1964, the *American Medical Association* **refused to endorse this position for the nine years during which it received \$18 million from the industry** to subsidize a research program on tobacco.<sup>16</sup>
- Boasting of Philip Morris' biggest "success story," a Tobacco Institute executive explained how "monumental" **donations succeeded in turning** one of its most credible and powerful potential enemies—**the country's firefighting organizations—into allies** supporting Philip Morris' position on self-extinguishing cigarettes, effectively quelling criticism of the safety risks of cigarette design by fire service organizations across the country. "*Cont[inue] support for hostiles -- Inoculation*" is how the executive put it.<sup>17</sup>
- In May, 1991, **ACT-UP called off its boycott of Marlboro cigarettes ... in return for increased AIDS funding** and encouragement from Philip Morris for local groups to apply for grants. A member of the New York chapter denounced the decision, calling the pact "despicable" and calling it "stepping over thousands of dead" to help AIDS victims.<sup>18</sup>

## 9) DONATIONS TO ACADEMIC INSTITUTIONS HAVE AN IMPACT

■ **Educational institutions adhere to fundamental principles:** Academic institutions must adhere to certain fundamental principles, the first being a commitment to open scientific enquiry<sup>19</sup>. Yet it is well documented that the tobacco industry has a decades-long track record of suppressing incriminating data regarding the toxicity of its products, of undermining objective research, and of mounting major campaigns of misinformation. Any institution committed to the pursuit of truth should avoid any hint of association with such an industry.

***"Universities must consider not only what's legal but also what's ethical."***

— Richard Smith, Editor, *British Medical Journal*, May 2001

<sup>15</sup> Non-Smokers' Rights Association, "Campaign to Take Big Tobacco Out of Universities", the Varsity, February 24<sup>th</sup> 2003.

<sup>16</sup> John Wiener, "The Cigarette Papers," *The Nation* (January 1<sup>st</sup>, 1996).

<sup>17</sup> Anne Landman, "Firefighters and the Tobacco Industry: buying silence and support," *Tobacco Documents Online* at [http://tobaccodocuments.org/timelines.php?mode=display&timeline\\_id=30](http://tobaccodocuments.org/timelines.php?mode=display&timeline_id=30) (2003).

<sup>18</sup> *Tobacco.org* "The Collaborators" (May 24<sup>th</sup> 2002).

<sup>19</sup> Simon Chapman and Stan Shatenstein, "The Ethics of the Cash Register: Taking Tobacco Research Dollars", *Tobacco Control* (2000).

■ **Health-related academic institutions are in direct conflict with the tobacco industry:** A learning institution's relationship with the tobacco industry poses a direct conflict of interest, particularly for those with health mandates, since these institutions are implicitly entrusted with researching and publishing the harmful effects of tobacco and the role of the tobacco industry.<sup>20</sup>

***"Every medical researcher or physician who uses funding from the tobacco companies cannot escape the fact of lending his or her name to the manufacture of a lethal product."***<sup>21</sup> — G. Bolinder, *Journal: Addiction* 1997

***"A college loses all credibility when it says, that by doing the wrong thing, it can teach people to do the right thing."***<sup>22</sup>

Editorial, *Toronto Star*, on the decision of the University of Toronto's St. Michael's College's decision to accept tobacco money for a business ethics program.

■ **Any association can be used by the industry:** Any kind of association with a university helps the tobacco industry protect its interests. For example, the tobacco industry organized the "scientific" *International Symposium at McGill University* in 1989,<sup>23</sup> for which it rented space on the university campus and took the responsibility of selecting the 82 participants who would comment on the issue of second-hand smoke. Not surprisingly, the event's conclusions supported the industry's position. Opponents of tobacco control continue to cite this "scientific" symposium "at McGill" to suggest there is a scientific controversy on the health effects of second-hand smoke.

■ **Donations influencing research/curriculum:** Although the industry, the researchers and the universities in partnerships with the industry will claim that "there are no strings attached" to donations or grants, there is no question that the industry benefits, at least indirectly. After all, if Canadian tobacco companies have donated \$2,4 million in three years to Canadian universities<sup>24</sup>, they expect some kind of "return" on their investment — for example, avoiding further research on the devastating health effects of smoking, on the impact of tobacco advertising, on the economic costs of tobacco, or any other data that would cast the industry in a negative light, would certainly suit the industry.

■ **The tobacco industry has a history of interfering with scientific research:**

- **Scientists in receipt of tobacco money seldom if ever promote their findings in any arena that might influence health policy,** or take any role in public criticism of the tobacco industry.<sup>25</sup>
- **Tobacco-sponsored funding agencies tend to support "distracting" research,** i.e.: studies that deflect attention from the health impact of tobacco use or second-hand smoke,<sup>26</sup> such as research on indoor air pollution that does not include smoke, or on diseases (like AIDS) not related to smoking.

<sup>20</sup> Cohen, Ashley, Goldstein, Ferrence, Brewster, "Commentary: Institutional addiction to tobacco," *Tobacco Control* 8:70-74 (1999).

<sup>21</sup> G. Bolinder, "Tobacco research funded by the tobacco industry—an ethical conflict," *Addiction*, 92:1071-1075 (Medline) 1997).

<sup>22</sup> Editorial, "Ethical Hornets' Nest", *Toronto Star*, February 26<sup>th</sup> 2003

<sup>23</sup> D. Ecobichon and J. Wu, *Environmental Tobacco Smoke, Proceedings of the International Symposium at McGill University* (1989).

<sup>24</sup> Agnès Gruda, "Les universités flirtent avec l'industrie du tabac: En trois ans, elles ont reçu plus de deux millions », *La Presse* (September 17<sup>th</sup> 2003)

<sup>25</sup> Simon Chapman and Stan Shatenstein, "The Ethics of the Cash Register: Taking Tobacco Research Dollars", *Tobacco Control* (2000).

<sup>26</sup> M. Bloch "Tobacco industry funding of biomedical research," *Tobacco Control* 3:297-298 (1994); D.E. Barnes and L. Bero "Industry-funded research and conflict of interest: an analysis of research sponsored by the tobacco industry through the Center for Indoor Air Research," *J Health Politics Policy Law* 21:515-542 (Medline, 1996).

- Recent revelations demonstrate that many **grants from industry "research" councils were controlled not by scientific advisory boards but by industry lawyers**, and were specifically awarded to promote research "controversies" on tobacco-related harm.<sup>27</sup>
- The University of St. Michael's College at the University of Toronto accepted a \$150,000 donation from Imperial Tobacco to fund a course in business ethics and corporate social responsibility (CSR). A professor contracted to prepare a study assignment for the course chose the case of the tobacco industry donation to the University of Nottingham (UK). **The college rejected the proposal, which would have looked at the ethics of tobacco industry donations.**<sup>28</sup>
- Imperial Tobacco, a regular contributor to the annual conference of the Faculty of Law at the University of Toronto, **withheld its funding during the law students' efforts to have charges laid against Shoppers Drug Mart** (a holding of Imasco, who at the time owned Imperial Tobacco) **for selling tobacco to a minor.** A spokesperson for Imperial Tobacco noted that the students "were biting the hand that feeds them."<sup>29</sup>

***"Even if a particular university may come out ahead by accepting tobacco money, and even if there is some advancement of knowledge, there is still a net loss for society through the support of this industry's interests."***  
 — Joanna Cohen, Department of Public Health Services, University of Toronto, July 2001

**10) MORE AND MORE REPUTABLE INSTITUTIONS ARE REFUSING THESE DONATIONS**

■ **Tobacco industry donations are subject to scandal:** As more and more is revealed about the tobacco industry's corrupt corporate behaviour, groups that keep accepting tobacco money are increasing their chances of being embedded in a public scandal.



<sup>27</sup> L. Bero, D.E. Barnes, P. Hanauer, et al. "Lawyer control of the tobacco industry's external research program. The Brown and Williamson Documents," JAMA274:241-247 (Medline, 1995).

<sup>28</sup> Non-Smokers' Rights Association, "Campaign to Take Big Tobacco Out of Universities," The Varsity (February 24th 2003).

<sup>29</sup> R. Cunningham, Smoke and mirrors. The Canadian Tobacco War. (Ottawa: International Development Research Centre, 1996).

■ **More organizations are taking a stand:** Fortunately, a growing number of universities, organizations and researchers are refusing to accept and are denouncing tobacco industry grants or contributions. Much of this is due to the growing awareness of industry strategies resulting from the access to formerly secret industry documents.

June 13<sup>th</sup> 2002 – The Karolinska Institute in Stockholm, which each year awards the Nobel Prize for Medicine, recently decided to cut all links with the tobacco industry so as not to be associated with the damage smoking causes to public health. **"It is incredibly important that we who are supposed to work to improve people's health are in no way associated with the tobacco industry,"** the rector of the Karolinska Institute, Hans Wigzell, said in June 2002. The Karolinska board decided to cut ties after Wigzell was contacted by a lobbyist from Philip Morris offering research grants.  
— *Agence France Presse*, June 13<sup>th</sup> 2002

■ **Examples:**

- In November 2000, the **University of Alberta turned down nearly \$500,000 from the tobacco industry.** The donation would have been used for scholarships.<sup>30</sup>
- The **University of British Columbia has a policy in place that prohibits receiving money from tobacco firms.**<sup>31</sup>
- After British American Tobacco (owner of Imperial Tobacco) donated 3.8 million pounds (\$9.6 million Cdn.) for the establishment of an international centre for corporate responsibility at Nottingham University (UK), **an MBA student refused to accept his "student of the year" award, a professor of medical journalism resigned, a cancer research team decided to relocate, and a member of the European parliament relinquished all her roles at the university.**<sup>32</sup>
- When the University of Michael's College in the University of Toronto accepted a \$150,000 tobacco industry donation in 2002 to fund a program on ethics, **members of the continuing education Corporate Social Responsibility Advisory Board resigned, and one of the three partners withdrew from the program.**<sup>33</sup>
- **Johns Hopkins University, Harvard and the University of California all exclude tobacco stocks** from their investment portfolios.<sup>34</sup>
- The National Cancer Institute of Canada, the National Heart Foundation of Australia, and some members of the Association of European Cancer Leagues **will not fund researchers who receive support from the tobacco industry.**<sup>35</sup>
- The United Kingdom's Cancer Research Campaign **will not fund researchers if their research institute or university faculty or school receives tobacco funds**, and cancer councils in Australia will **not fund individuals if anyone in their institution receives tobacco support.**<sup>36</sup>
- In 2001, the **Quebec YWCA formally adopted a resolution to end all tobacco donations**, including to its annual Women of distinction Awards. Since then, the group has been involved in the organization of a international conference on women and tobacco.
- In December 2002, the **Student Union of the University of Saskatchewan turned down \$225,000 to sponsor concerts for students from Imperial tobacco.** « It's dirty money, » said the Union's VP of Operations and Finance.

<sup>30</sup> Canadian Medical Association, "University refuses tobacco-sponsored scholarships," *Canadian Medical Association Journal (Newsdesk)* (November 24<sup>th</sup> 2000).

<sup>31</sup> Canadian Medical Association, "University refuses tobacco-sponsored scholarships," *Canadian Medical Association Journal (Newsdesk)* (November 24<sup>th</sup> 2000).

<sup>32</sup> Joanna Cohen, "Tobacco Control," Editorial, *British Medical Journal* (July 2001).

<sup>33</sup> Non Smokers Rights Association, "Health Groups Condemns the University of St. Michael's College for funding an ethics program with tobacco money," Press release (November 2002).

<sup>34</sup> Joanna Cohen, "Tobacco Control," Editorial, *British Medical Journal* (July 2001).

<sup>35</sup> Joanna Cohen, "Tobacco Control," Editorial, *British Medical Journal* (July 2001).

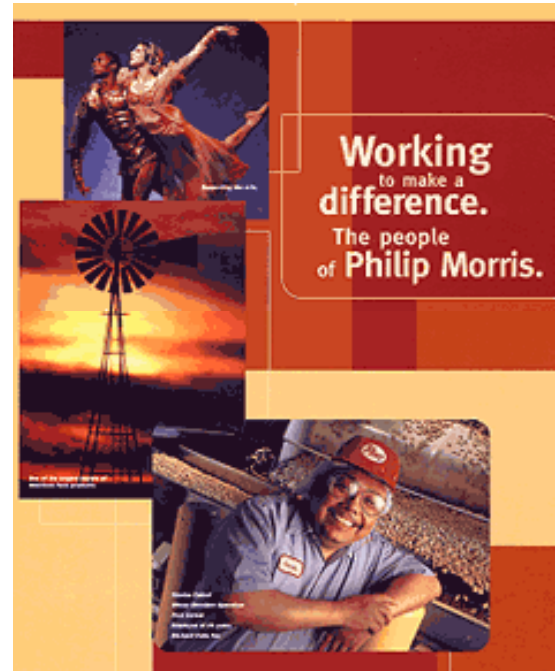
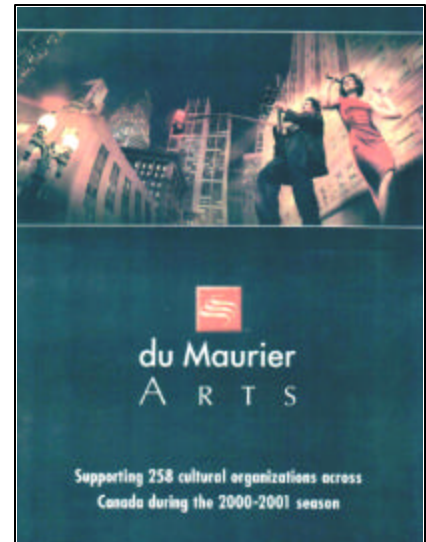
<sup>36</sup> Joanna Cohen, "Tobacco Control," Editorial, *British Medical Journal* (July 2001).

## 11) THE INDUSTRY IS LESS GENEROUS THAN YOU THINK

■ **How generous is the industry?** Take the case of Imperial Tobacco: This company spends many times more to *advertise* its ‘generous’ contributions to cultural and sports organizations (\$40 million a year<sup>37</sup>) than it spends on actual *donations* (ex: \$2 million a year for all arts events<sup>38</sup>). Shouldn’t it be the other way around?

Overall, Imperial Tobacco gave \$8,329,462 to over 800 Canadian organizations in 2002<sup>39</sup>: that’s less than three days of company profits<sup>40</sup>. Yet in one year, it spends over \$68 million in advertising<sup>41</sup>.

■ **Philip Morris’ transparent motives:** Philip Morris, the maker of Marlboro, has also embarked on a multi-million public relations campaign to improve its corporate image. Again, the choices made about where to put its money speak volumes about Philip Morris’ true motives: In 2000, the company spent \$2 US million on domestic-violence programs and \$60 million US on other charities – but \$108 million in public relations campaigns to tell the public about it.<sup>42</sup>



## CONCLUSION

A university, health care institution, community organization, charitable foundation, or arts organization that is not in need of financial support simply doesn’t exist. Yet this doesn’t mean an organization should turn a blind eye to all the death and disease caused by a potential donor—especially when accepting such a donation is used to perpetuate the damage.

*Every year, 45 000 thousand Canadians suffer and die because of tobacco industry products. If one truly cares about human life, one would never knowingly contribute in any way to this devastating and entirely preventable epidemic.*

<sup>37</sup> Exhibits D237,a,b,c,d,e and D239 a,b,c,d,e,f from the Montreal Trial (2002)

<sup>38</sup> Ed Ricard, Head of Marketing for Imperial Tobacco, under questioning at the Superior Court trial (January 28<sup>th</sup> and 29<sup>th</sup> 2002).

<sup>39</sup> Imperial Tobacco, *Socio-Economic Contribution Report* (2002).

<sup>40</sup> Imperial Tobacco profits for 2002: \$1,031 million, or \$2.82 million a day, Imperial Tobacco, "Management Discussion and Analysis: For the year ended December 31 2002 » (February 2003)

<sup>41</sup> Exhibits D237,a,b,c,d,e and D239 a,b,c,d,e,f from the Montreal Trial (2002)

<sup>42</sup> Editorial, *San Francisco Chronicle* (November 27<sup>th</sup> 2000).