

Tobacco Industry and Science

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My heritage

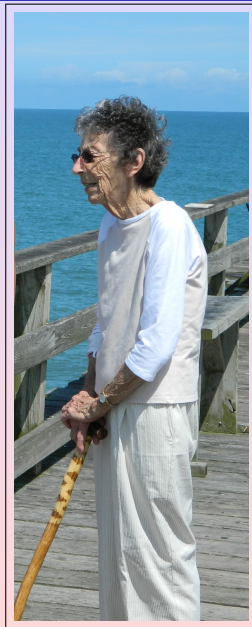


<https://www.ncpedia.org/media/tobacco>

A sixth-grade field trip



My mom



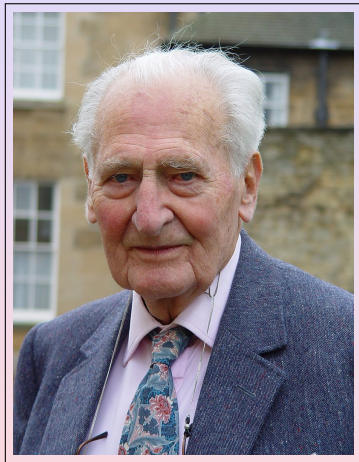
Tobacco origins

- Used for over 2000 years
- Commercialized by European explorers
- Along with cotton, paid for colonies and slaves
- Virginia and Carolinas led output
- 1881 machine for making cigarettes



First warnings

- 1948 Richard Doll: study showed smoking caused lung cancer and heart disease
- 1964 U.S. Surgeon General began suggesting link between smoking and lung cancer



credit

The tobacco companies respond

- Spread doubt
- Exaggerate uncertainty
- Fund opposing research
- LIE!



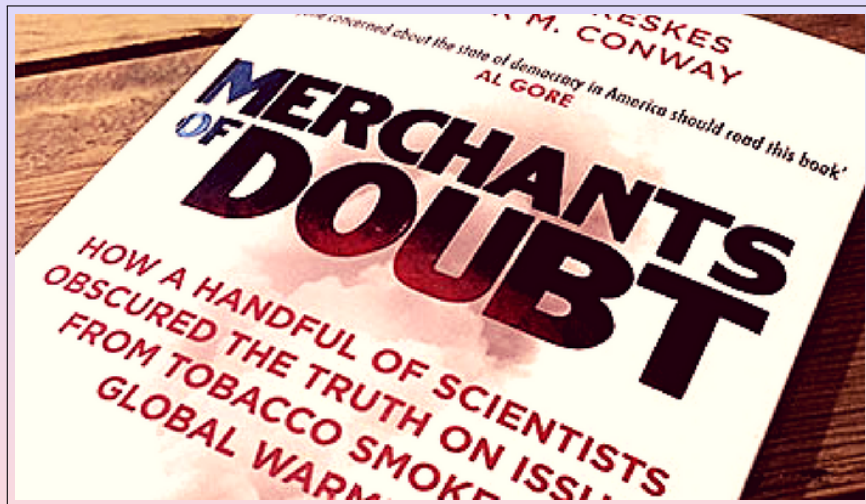
Noted throat specialists report on 30-day Mildness Test:

**Not one single case
of throat irritation
due to smoking
CAMELS!**

Test and see why!

Yes, these were the findings of noted throat specialists after a total of 2,470 weekly examinations of the throats of hundreds of men and women who smoked Camels—and only Camels—for 30 consecutive days.

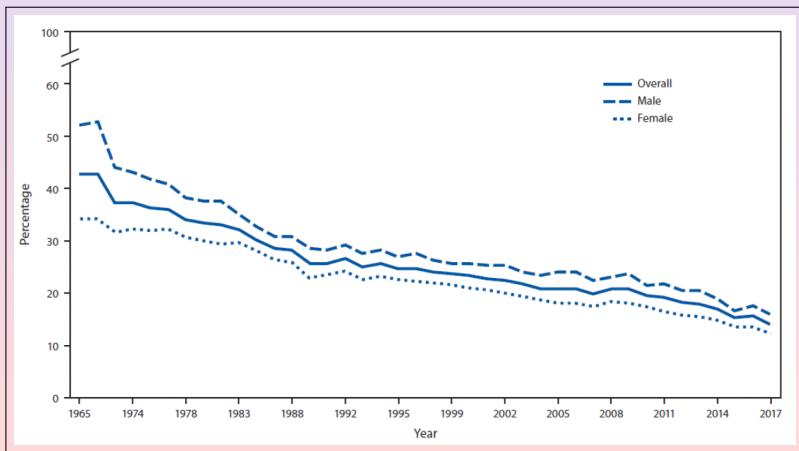
The link to climate change



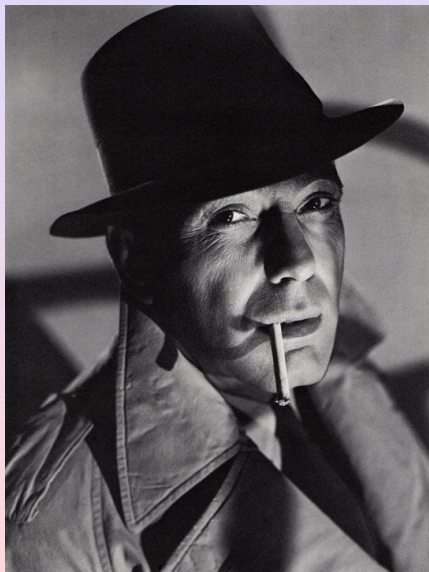
video

A success story

According to the CDC, in 2019, less than 14% of American adults smoked cigarettes, down from 43% in 1965.



The keys to success



- Court cases
- Education
- Taxes
- Smoke-free areas
- Mass-media campaign
- No longer *cool*