

Smoke-Free Colusa County Monthly

Colusa County Tobacco
Prevention Coalition

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Big Tobacco's Court Ordered Corrective Statements

On November 26th, tobacco companies began running court-ordered TV and newspaper advertisements to finally tell the truth about smoking to the American people.

In 1999, the Department of Justice filed a lawsuit against major cigarette manufacturers. The trial was brought to court in 2004. After two years, in 2006, Federal Court Judge Gladys Kessler ruled that several tobacco companies violated civil racketeering laws. Judge Kessler concluded that these companies conspired for decades to deceive the public on the dangers of their product.¹ In Judge Kessler's Final Opinion, she detailed that tobacco companies "have marketed and sold their lethal products with zeal, with deception, with a single-minded focus on their financial success, and without regard for the human tragedy or social costs that success exacted."²

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Judge Kessler's 2006 ruling ordered tobacco companies to stop using misleading words on tobacco packaging such as "low tar," "light" and "mild" and to conduct a massive media campaign to correct the years of misrepresentations.¹ Tobacco companies were ordered to make corrective statements on five specific topics that were subjects of the fraud case, including the adverse health effects of smoking, the addictiveness of smoking nicotine, the lack

Colusa County
Tobacco
Prevention
Coalition



The Tobacco Prevention Coalition aims to improve the health of Colusa County residents through education and promotion of a tobacco-free lifestyle.

***Smoke-Free
Air
Everywhere***



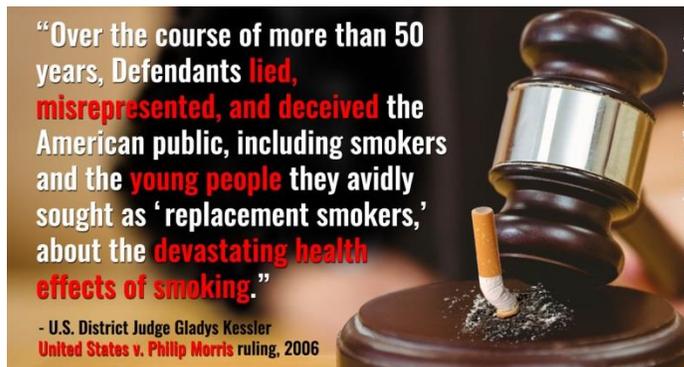
of significant health benefit from smoking “low tar,” “light,” “ultra light,” “mild,” and “natural” cigarettes, the manipulation of cigarette design to ensure optimum nicotine delivery, and the adverse health effects of exposure to secondhand smoke.²

After this ruling in 2006, tobacco companies spent the next 11 years fighting to block, delay, and weaken the factual

- Smoking kills, on average, 1200 Americans. Every day.
- More people die every year from smoking than from murder, AIDS, suicide, drugs, car crashes, and alcohol, **combined**.
- Smoking causes heart disease, emphysema, acute myeloid leukemia, and cancer of the mouth, esophagus, larynx, lung, stomach, kidney, bladder, and pancreas.

settlement -- a federal court **ordered** tobacco companies to run these after finding them **guilty of violating civil racketeering laws and conspiring for decades to deceive the public.**²

While these statements will help raise general awareness, they won't stop tobacco companies from targeting youth in Colusa County. Tobacco companies continue to target appealing products



corrective statements about their deadly products. After several rounds of appeals, a final version was approved. This final corrective statement reads:

“A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about the health effects of smoking.

- Smoking also causes reduced fertility, low birth weight in newborns, and cancer of the cervix.”²

On November 26th, tobacco companies began running corrective statement advertisements in newspapers and on television stations all over the country. It is important to remember that these statements are not voluntary or because of a

to youth in your county to help create the next generation of addicts. Don't let your child become another tobacco statistic.

Lung Cancer Rates in Communities with Strong Smoke-Free Laws

A recent study conducted by University of Kentucky demonstrated that there are fewer cases of lung cancer in communities with strong smoke-free workplace laws.

Each year, lung cancer kills more people than colon, breast, and prostate cancers combined.³ Lung cancer is the

Kentucky. This study was the first of its kind to investigate the association between smoke-free laws and lung

Previous studies have demonstrated that smoke-free laws promote population health. This study takes it a

Comprehensive smoke-free laws are known to improve public health by reducing the prevalence of disease

leading cause of cancer death in both men and women and accounts for 27% of cancer related deaths.⁴ The majority of lung cancers are caused by cigarette smoking and exposure to secondhand smoke.⁴ Studies have shown that comprehensive smoke-free laws are known to improve public health by reducing the prevalence of diseases such as chronic obstructive pulmonary disease, myocardial infarction, coronary heart disease, stroke, and asthma.⁴

A recent study, published by University of Kentucky, examined the impact of municipal smoke-free laws on lung cancer incidence in

cancer incidence.⁴ The study found that individuals living in communities with **strong** smoke-free laws were almost 8% less likely to be diagnosed with lung cancer than those living in communities without smoke-free protection.⁴ It is also important to note that individuals living in communities with moderate or weak smoke-free laws were **just as likely** to be diagnosed with lung cancer as those living in communities with no smoke-free laws.⁴ Ensuring that all workers and members of the public are protected from secondhand smoke exposure is essential to improve overall population health.⁴

step further to conclude that smoke-free laws also reduce lung cancer incidence.⁴ Cigarette smoke is toxic and there is no safe amount of secondhand smoke exposure – even just a little is bad for you and can raise your risk of developing lung cancer. Protect your family from toxic cigarette smoke by choosing smoke-free spaces.

Upcoming Events

- **January- Date & Time TBA:** Colusa County health/wellness coalition meeting – Join Colusa County community members as we begin to develop a county-wide health/wellness coalition! Lunch provided.

For more information or to R.S.V.P to the above event, please contact the Colusa County Tobacco Education Program at TEP@ColusaDHHS.org or 530-458-0380.

Resources

Interested in a meeting or community presentation to learn more about secondhand smoke, thirdhand smoke, tobacco marketing towards youth, or the Colusa County Tobacco Education Program? Contact us directly to schedule an appointment:

[Colusa County Tobacco Education Program](#)

Contact: Amanda Pitts, Project Director

Phone: (530) 458-0380

<http://www.countyofcolusa.org/tobaccoeducation>

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Interested in quitting smoking?



1. Cauvin, Henri E., and Rob Stein. "Big Tobacco Lied to Public, Judge Says." Washington Post, 18 Aug. 2006.
2. "Department of Justice Racketeering Case: Tobacco Cos. Ordered to Publish Corrective Statements." Campaign for Tobacco-Free Kids. 17 Nov. 2017, Microsoft PowerPoint file.
3. "Patient Education – Lung Cancer Program at UCLA". Web. 07 Dec. 2017.
< <https://www.uclahealth.org/lungcancer/lung-cancer-disease/>>.
4. Ellen J. Hahn, Mary Kay Rayens, Amanda T. Wiggins, Wenqi Gan, Holly M. Brown, Timothy W. Mullet. **Lung cancer incidence and the strength of municipal smoke-free ordinances.** *Cancer*, 2017; DOI: 10.1002/cncr.31142