

Circle of Hope Project

Healthy Body, Healthy Mind, Healthy World
Socrates—Comenius

What they Say and What they Mean

DB Ingleton Middle School, England

Copy the sheets, glue them onto card then laminate them. Cut out each pair of boxes and then cut them in half vertically through the 'bar codes'. Divide the class into S and M groups. Give 'What they Said' cards to S and 'What they Meant' cards to M. S and M must not show their cards to each other but members of each group are allowed to approach one another. They take turns to read their cards to each other. Their challenge is to match the cards. When they think they have a match, they compare bar codes. If wrong they continue.

What they Said		What they Meant
<p>A former tobacco company employee interviewed by Marketing Week, said:</p> <p>“They have to find a way to feed the monsters they’ve built. Just about the only way will be to increase sales to the developing world.”</p>		<p>The tobacco companies are huge and make vast profits for shareholders. They have to protect the industry and must ensure sales grow. To do this they will have to recruit new smokers from the developing world to help replace those in the developed world who are giving up or are dying of tobacco related diseases.</p>

What they Said		What they Meant
<p>Tobacco Reporter magazine said:</p> <p>“Tobacco use in the developed nations will trend down slightly through the end of the century, while in the developing countries use could rise by about 3% annually. A bright picture indeed! Not a smoke-free society, but continued growth for the industry.”</p>		<p>This is an open admission of the aims of the industry—profits before health.</p> <p>They know that tobacco use will decline in the developed world and are targeting the developing countries where they face less opposition, because of lower educational standards and cash-starved health provision.</p>

What they Said		What they Meant
<p>Rothmans representative in Burkina Faso, Chris Burrell, said:</p> <p>“The average life expectancy here is about forty years, infant mortality is high: the health problems which some say are caused by cigarettes just won’t figure as a problem here.”</p>		<p>He knows life expectancy is low in the region and is suggesting that therefore smoking is not a problem because the population will die young anyway!</p> <p>He does not consider the quality of life of those who take up smoking or the financial impact of supporting smoking on already impoverished families.</p>

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<p>Rene Scull, Vice President, Philip Morris Asia:</p> <p>“No discussion of the industry in the year 2000 would be complete without addressing what may be the most important feature on the landscape, the China market. In every respect, China confounds the imagination.”</p>		<p>Rene Scull is rubbing his hands with glee at the prospect of being able to market his company’s tobacco products in China. He sees not millions of people who might benefit from the responsible involvement of Western companies, but millions of future tobacco users— who will certainly not benefit as a result of smoking.</p>

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What they nearly Said		What that Meant
<p>Cut from a draft version of a US tobacco industry statement:</p> <p>“We will never produce and market a product shown to be the cause of any serious human ailment... keep the public informed of such facts as may be developed relating to cigarette smoking and health... ”</p>		<p>By deleting these words from their statement, they proved they had no real concern for health at all.</p> <p>The tobacco industry is out to make money from smokers regardless of the proven ill effects of tobacco on its customers lives. How can such an attitude be moral?</p>

What they Said		What they Meant
<p>Helmut Wakeham, Head of Research & Development of Philip Morris wrote:</p> <p>“Let’s face it. We are interested in evidence which we believe denies the allegations that cigarette smoking causes disease.”</p>		<p>There are always two sides to every debate.</p> <p>Here we are seeing that the industry is simply not interested in hearing anything which might harm profits, regardless of whether the health of customers is at risk.</p>

What they Said	What they Meant
<p>An actor promoting RJ Reynolds products asked an RJR executive why he did not smoke. He was told:</p> <p>“Are you kidding? We reserve the right to smoke for the young, the poor, the black and the stupid.”</p>	<p>This statement is loaded with meaning. It reveals the prejudices of the tobacco company executive. It also suggests that while he did not smoke, he had no qualms at all about selling tobacco products to others. What he said also implied his company targeted the less well-informed, perhaps the more vulnerable members of society.</p>

What they Said	What that may have Meant
<p>Between 1985-1988, the United States’ Trade Representative threatened these nations with sanctions on goods they exported to the US unless US cigarette companies were given free access to their markets. No other US agricultural product received the same attention and all three nations capitulated to the US’s demands.</p>	<p>Taiwan and Japan yielded to American pressure. Two years before the markets was opened up - in Taiwan’s capital city, Taipei, 26 % of boys and 15% of girls had tried smoking. Two years after, the figures were 48 % for boys and 20% for girls. Smoking amongst Tokyo women increased from 10 per cent in 1986 to 23 per cent in 1998.</p>

What they Said	What they Meant
<p>An internal British American Tobacco memo said:</p> <p>“As a result of several statistical surveys, the idea has arisen that there is a causal relationship between ZEPHYR and tobacco smoking, particularly cigarette smoking.”</p>	<p>The company used the code word ZEPHYR to disguise the fact that it was discussing lung cancer.</p> <p>Why was this done? The memo seems to admit the fact that smoking and lung cancer are connected. Were they trying to hide this by using a code word? Who were they trying to fool?</p>

What they Said	What they Meant
<p>Alan Rodgman, a researcher with RJ Reynolds, wrote that the company was denying a link between smoking and cancer in public, while its own research showed there was a link. “What would be the effect of not publishing this now, but being required at some future date to disclose such data, possibly in the unfavourable atmosphere of a lawsuit?</p>	<p>Rodgman was wondering what might happen if RJ Reynolds was forced to disclose what it knew about the link between smoking and cancer. Was he afraid the company might be made to look deceitful as a result of a lawsuit? Perhaps he was a tobacco company employee with a conscience?</p>

What they Said		What they Meant
<p>Imperial Tobacco stood by the ‘we are not doctors’ ploy:</p> <p>“As a company we do not make, indeed we are not qualified to make, medical judgements. We are therefore not in a position either to accept or to reject statements made by the Minister of Health.”</p>		<p>They took this stance at a time when there was a huge amount of evidence that smoking was harmful.</p> <p>To retreat behind a demand for absolute scientific proof is a formula for inaction designed to protect the interests of the company. The company employed doctors anyway!</p>

What they Said		What they Meant
<p>A secret BAT document showed that:</p> <p>It is the opinion of this department that ...we should now... acknowledge ‘the probability that smoking is harmful to a small percentage of heavy smokers’.... By giving a little we may gain a lot. By giving nothing we stand to lose everything.”</p>		<p>The company knew that its denials were not believed by most independent observers, scientists and doctors.</p> <p>The writer was suggesting that BAT could be made to look more creditable, and perhaps more trustworthy by admitting that smoking harmed some people. Would this fool you?</p>

What they Said		What they Meant
<p>US Judge Sarokin ruled in the tobacco case <i>Haines v. Liggett Group</i> that:</p> <p>“All too often in the choice between the physical health of consumers and the financial well-being of business, concealment is chosen over disclosure, sales over safety, and money over morality.”</p>		<p>He went on to suggest that the public were being risk solely for the purpose of making profits and who believe that illness and death of consumers is an apparent cost of their own prosperity. As the following facts disclose, despite some rising pretenders, the tobacco industry may be the king of concealment and disinformation.</p>

What they Said		What they Meant
<p>Claude Teague of RJ Reynolds, giving his views on new brands of cigarettes for the youth market:</p> <p>“The beginning smoker and inhaler has a low tolerance for smoke irritation, hence the smoke should be as bland as possible.”</p>		<p>He is recognising that cigarette smoke can be very irritating and is suggesting that this must not be allowed to put young smokers off. He knows that for his industry to survive it must recruit new smokers and must overcome any resistance shown by young smokers until they reach the point where they are addicted to nicotine.</p>