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### Title

The Tobacco Industry Documents: An Introductory Handbook and Resource Guide for Researchers

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# **The tobacco industry documents: an introductory handbook and resource guide for researchers**

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# **The tobacco industry documents: an introductory handbook and resource guide for researchers**

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## Introduction

*By exposing, in tobacco executives' own words, the dishonest and starkly cynical nature of their statements and actions, the documents deprive the industry credibility, undercut its current arguments and focus the debate on its own behaviour.<sup>1</sup>*

The publication of a series of seminal articles in a July 1995 issue of the *Journal of the American Medical Association*<sup>2</sup> highlighted for the first time the potential value of internal tobacco industry documents to public health advocates and practitioners, researchers and academics and, significantly, policy makers. These initial papers were based on a small set of documents leaked by an internal industry source and since then, the range of publicly available records has increased dramatically, largely as the result of litigation in the United States. Analyses of the increasing number of documents have repeatedly confirmed the value of this resource.

Unsurprisingly, initial attention focused on the implications of the documents for the United States and Canada but the need for more international research has become increasingly apparent. As the focus of the transnational tobacco companies (TTCs) shifted from gradually declining traditional markets in North America and western Europe, the primary challenges for global tobacco control increasingly lie in Africa, Asia, Latin America and Central and Eastern Europe.

The analysis of industry documents offers a powerful resource for tobacco control groups in these regions as they map the tactics and strategies adopted to promote the industry's rapid global expansion. The majority of the documents cover the decade from the mid-1980s to the mid-1990s, a critical period in the globalisation of the tobacco industry and consequent developments in the pandemic of tobacco related deaths and diseases.

Although the documents present a unique opportunity to advance the tobacco control agenda in low- and middle-income countries, there are a number of hurdles to making the most effective use of them, not least financial considerations. By far, the most generous funder of document research has been the US National Cancer Institute (NCI) of the National Institutes of Health (NIH) whose initial support primarily went to projects centred on domestic concerns. This focus has been broadened of late as NCI has recently funded projects addressing the tobacco industry in Asia at the School of Public Health, University of Sydney and on the globalisation and policy influence of the tobacco industry at the Centre on Global Change and Health, London School of Hygiene & Tropical Medicine (LSHTM).

Study of tobacco-related issues in Southeast Asia has also benefited from the Rockefeller Foundation's *Trading Tobacco for Health* Initiative which has concentrated resources on regional programmes, particularly in Thailand, Malaysia, Vietnam and Cambodia. Among the

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<sup>1</sup> Blanke D. Towards Health with Justice: Litigation and public inquiries as tools for tobacco control. Tobacco Free Initiative WHO, Geneva, 2002.

<sup>2</sup> Glantz SA, Barnes DE, Bero L, Hanauer P and Slade J. Looking through a keyhole at the tobacco industry: The Brown and Williamson documents, JAMA 1995;274: 219-24  
[http://www.ama-assn.org/sci-pubs/Journals/archive/jama/vol\\_274/no\\_3/sc5042.htm](http://www.ama-assn.org/sci-pubs/Journals/archive/jama/vol_274/no_3/sc5042.htm)

projects it has supported is an analysis of the political economy of the tobacco industry in the region led by LSHTM that includes production of this handbook.

The key objective of the LSHTM project is to support local researchers and advocates in using the documents to promote their own tobacco control priorities. Achieving this objective is subject to significant obstacles in many countries including time constraints, language problems, limited funding and the technological problems of restricted computer and internet access. It may also be hindered by misplaced perceptions that the documents are not relevant to developing countries, are outdated, too difficult to work with or are liable to land researchers in legal difficulties.

Despite these concerns, the value of electronic research resources in general, and document work in particular, is increasingly apparent.<sup>3</sup> The industry documents contain accessible information for many countries where the shortage of such data represents a significant obstacle to relevant research. They can also provide a politically powerful resource that health advocates can utilise to improve local interest in and support for, tobacco control.

A primary objective of this handbook is to make the process of document research clearer which in turn will encourage people involved or interested in the issues to explore the many industry documents that are now available online. It is very much designed to assist those with little or no experience of this kind of document work who will be glad to know that some determination mixed with a little creative thinking are the major prerequisites for conducting successful searches.

It is particularly intended as an introductory resource for researchers who will be able to supplement existing tobacco control activities through the use of relevant document collections and to suggest basic strategies that might be adopted to work with them more effectively. The handbook is also intended to introduce the incredibly varied work that is being done within the emergent tobacco document research community and to highlight additional key resources.

Finally, it is true that document work *can* be time consuming and frustrating but it should not be seen as excessively complicated. In fact, it can be a very efficient and productive way of working.

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<sup>3</sup> Shatenstein, S and Pertschuk, M. Internet Stymies Big Tobacco Juggernaut. *Global Health & Environment Monitor* 2001;9: 1-2 <http://www.ceche.org/publications/monitor/vol-9/monfal-win01.pdf>;  
Yach D and Bettcher D. Globalisation of tobacco industry influence and new global responses. *Tobacco Control* 2000;9:206-216 (Summer) <http://tc.bmjournals.com/cgi/reprint/9/2/206.pdf>  
Balbach E, Gasior R and Barbeau E. Tobacco industry documents: comparing the Minnesota Depository and internet access, *Tobacco Control* 2002;11: 68-72  
<http://tc.bmjournals.com/cgi/reprint/11/1/68.pdf>;

## 1. The document collections

### What are they?

The documents are previously confidential internal records released to the public by six leading tobacco companies:

**American Tobacco Company**  
**British American Tobacco Company**  
**Brown & Williamson Tobacco Corporation**  
**Lorillard Tobacco Company**  
**Philip Morris Incorporated**  
**RJ Reynolds Tobacco Company**

and two industry organisations:

**The Council for Tobacco Research**  
**The Tobacco Institute**

There are an estimated 40 million pages in the collections and the most striking feature is their diversity. This is not surprising given the economic, social, political, scientific and regulatory issues involved in the tobacco business and the enormous geographic scope of transnational tobacco companies (TTCs).

The collections include letters, faxes, memoranda, company plans, scientific studies and reports, strategy documents, video and audio tapes, budgets, newspaper articles and market surveys.

Among the topics covered are:

- advertising, marketing and promotion
- assessments of subsidiaries and affiliates
- assessments of competitors
- circumventing government legislation
- conference proceedings
- consumption trends and patterns
- country, regional and international business plans
- destruction of documents
- distribution and smuggling
- economic proposals
- industry sponsored science
- internal organisation
- involvement in national politics
- market expansion
- market surveys
- NGO surveillance and NGO documents
- nicotine and addiction
- meeting agendas
- personnel
- position papers
- price fixing
- project outlines
- public relations schemes
- sponsorship schemes
- target groups including women and youth

### Why were they made public?

In 1994, the state of Minnesota and Blue Cross and Blue Shield (a private health insurance company) launched a legal action against the tobacco industry to recover smoking-related health care costs; Minnesota's action was followed by more than 40 other US states. The cases brought by the states at this time were the latest in a long series of court actions against tobacco companies which until then had never been found liable for damages in any decision.

### A brief summary of tobacco litigation in the United States to the settlements of 1998 <sup>4</sup>

#### 1950s - 1970s

- personal injury claims against tobacco companies (first lawsuit filed in June 1954)
- inability to prove existence of link between smoking and cancer
- most cases dismissed or withdrawn before reaching trial stage; remaining cases were unsuccessful
- concealment of internal documents by industry
- US Surgeon General's 1964 Report links smoking to health risks
- documents released later showed most US companies believed smoking caused lung cancer as early as 1958

#### 1980s

- more personal injury claims against tobacco companies
- health risks of smoking widely known by this time (but denied by industry)
- tobacco companies reversed previous defence argument and argued smokers were now aware of the risks of smoking and therefore responsible for their own actions
- documents later released showed companies had been aware of addictive nature of nicotine
- *Cipollone v Liggett* 1988 is first significant release of industry documents ordered by courts <sup>5</sup>

#### 1990s

- US states, not just individuals, sued tobacco industry companies and organisations: American Tobacco, Brown & Williamson, Council for Tobacco Research, The Liggett Group, Lorillard, Philip Morris, RJ Reynolds Tobacco Company, The Tobacco Institute
- state legal strategies based on industry document disclosure

### The 1998 Legal Settlements

The 1998 **Minnesota Consent Judgement** ordered the tobacco companies involved in the Minnesota trial to make public millions of pages of their internal documents at depository sites where researchers could examine hard copies - one in Minnesota where documents of US-based companies are held - and the other in Guildford, England which houses the British American Tobacco (BAT) collection (see section 3 for information on the BAT documents see section 3). The two depositories will remain open to the public until 2008.

The **Master Settlement Agreement (MSA)**, ratified by the other US states and the industry, included a stipulation that participating manufacturers would post their documents on public

<sup>4</sup> Ciresi M, Walburn R and Sutton T. Decades of Deceit: Document Discovery in the Minnesota Tobacco Litigation. William Mitchell Law Review 2000;25(2): 477-566;  
Blanke D. Towards Health with Justice: Litigation and public inquiries as tools for tobacco control. WHO 2002 <http://repositories.cdlib.org/tc/reports/WHO1/> .

<sup>5</sup> For more information see *Cipollone v Liggett Group, Inc.* 505 U.S. 504 (US 1992) LSU Medical and Public Health Law Site [http://biotech.law.lsu.edu/cases/tobacco/cipollone\\_v\\_liggett\\_group\\_inc.htm](http://biotech.law.lsu.edu/cases/tobacco/cipollone_v_liggett_group_inc.htm)

websites and maintain these sites until 30 June, 2010. Further, any documents filed in discovery in any new US law suits must be added to company websites until this date.

Significantly, the website provision of the MSA does not apply to the UK-based British American Tobacco (BAT) or to the Liggett Group Inc. which broke with other companies and settled with the states suing the industry. Liggett agreed to pay monetary damages, release internal documents to the court and admit that tobacco products are addictive and caused disease. They were not required to maintain a website of company documents.<sup>6</sup>

### Why are they important?

*Tobacco use is unlike other threats to global health. Infectious diseases do not employ multinational public relations firms. There are no front groups to promote the spread of cholera. Mosquitoes have no lobbyists.*  
(WHO Committee of Experts 2000)<sup>7</sup>

The starting point for the development of effective tobacco control policies and programmes is recognition of the unique nature of this threat to global health. The primary vectors of the pandemic of tobacco related death and disease are extremely wealthy and powerful organisations with a vested interest in preventing and undermining measures designed to reduce tobacco consumption.

The limited and disparate nature of existing tobacco control measures across the vast majority of countries and regions of the world highlights the success with which tobacco companies have been able to employ the political and economic resources at their disposal. The key then, to the development of comprehensive programmes is the development of a clear understanding of the thinking, strategies and tactics of the TTCs.

The disclosure of millions of pages of industry documents therefore, represents a unique opportunity, one that has been likened to the human genome project in that it gives us "our first clear understanding of how the tobacco contagion works."<sup>8</sup> The documents provide an opportunity to accelerate the policy response to the tobacco epidemic via an enhanced awareness of industry conduct and by enabling increased support for tobacco control.

Initial interest in the documents focused on disclosures of what the companies knew about issues such as nicotine addiction and the health impacts of passive smoking and particularly when they knew it. In addition to highlighting the scale of the industry's misconduct and deception, the documents provide an opportunity to accelerate understanding among the research and advocacy communities.

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<sup>6</sup> Office of the Attorney General State of California Master Settlement Site <http://caag.state.ca.us/tobacco/msa.htm> The Site contains the terms of the MSA; Daynard RA, Bates C and Francey N. Tobacco litigation worldwide. BMJ 2000;111-113 [www.bmj.com/cgi/content/full/320/7227/111](http://www.bmj.com/cgi/content/full/320/7227/111)

<sup>7</sup> WHO, Tobacco Industry Strategies to undermine Tobacco Control Activities in the World Health Organization, Tobacco Free Initiative, 2000 <http://www5.who.int/tobacco/page.cfm?sid=58>

<sup>8</sup> Glantz, S. The truth about big tobacco in its own words. BMJ 2000;316: 1553 <http://www.bmj.com/cgi/reprint/321/7257/313.pdf>

It has been well-documented that the tobacco industry has identified low- and middle-income developing countries as critical markets for future expansion<sup>9</sup> and the health care implications for these nations are obvious. While there has been progressive, often groundbreaking, advocacy work and regulatory legislation in a number of middle-income nations in response to the industry offensive, analysis of industry documents has, thus far, been relatively limited.

Such analysis however, can be a key element of effective programmes, especially in policy-directed fields including:

#### **Economics (taxation, smuggling and health costs)**

- existence and scale of smuggling
- pricing strategies and price fixing agreements
- positions on trade liberalisation
- taxation issues such as preferred options and policy role
- anticipated impacts of tobacco control legislation
- industry mobilisation of tobacco farmers and other labour groups

#### **Epidemiology (prevalence, health impacts)**

- substantial country surveys - e.g. predictions of consumption trends
- industry sponsored science e.g. objectives of studies and recruitment programmes
- extensive industry research into target groups
- performance of specific brands, lights, menthol
- attacks on epidemiology and epidemiologists

#### **Policy influence**

- industry efforts to influence government tobacco control policy
- identification of industry 'front groups' that spread industry positions
- identification of 'pro-industry' officials in national and local governments
- industry attempts to undermine tobacco control initiatives and individuals
- donations to and sponsorship of government initiatives
- industry sponsorship of arts, sport and other public organisations

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<sup>9</sup> ASH UK. Tobacco in the Developing World Sheet. Fact Sheet no. 21, September 2001

<http://www.ash.org.uk/html/factsheets/html/fact21.html>,

Campaign for Tobacco-Free Kids. Big Tobacco's Assault on Global Health

<http://tobaccofreekids.org/campaign/global/globalhealth/fullbrief.pdf>

Dreyfuss, R. Big Tobacco Rides East. Mother Jones online MOJO Wire 1999

[http://www.motherjones.com/mother\\_jones/JF99/dreyfuss.html](http://www.motherjones.com/mother_jones/JF99/dreyfuss.html)

Mackay J. Lessons from private statements of the tobacco industry. Bulletin of the World Health Organization 2000;78. <http://www.who.int/bulletin/tableofcontents/2000/vol.78no.7.html>

Weissman, R. Big Tobacco goes global" in Multinational Monitor (Special Issue: The Tobacco Papers) July/August 1998 <http://multinationalmonitor.org/mm1998/98july-aug/smoke4.html>

### **How have the documents been used so far?**

The potential application of the documents is suggested by the extensive bibliography and appendices included at the end of this handbook. It is particularly important to note the variety of subjects covered by researchers and advocates from a wide range of backgrounds. It is also worth noting the shortage of research on low- and middle-income countries.

Document analysis undertaken to date includes work on:

#### **academic research on**

- the extent of industry deception, e.g. denials of addiction
- industry attempts to manipulate scientific research
- industry attempts to create a 'debate' on health impacts of smoking
- industry efforts to influence national legislation

#### **investigative journalism on**

- the scale of industry involvement in smuggling
- the political influence of industry
- collusion, anti-competitive practices and price fixing

#### **advocacy campaigns designed to**

- discredit industry positions e.g. second hand smoke, advertising and sponsorship
- expose BAT's involvement in smuggling
- reveal and challenge industry targeting of women (particularly in Asia) and teenagers

#### **international organisations' investigations**

- Report on Industry Efforts to Undermine Tobacco Control Activities in the World Health Organization by WHO Committee of Experts
- EMRO reports on industry campaigns in Middle East
- the Framework Convention on Tobacco Control (FCTC) process

#### **litigation and public inquiries**

- as ongoing supportive evidence for legal challenges to the industry on issues including advertising and marketing, liability and smuggling
- evidence base for parliamentary and governmental investigations into industry conduct

### **What are the limitations of the documents?**

It is important not to create unrealistic expectations of what can be achieved through document research. The collections are a very powerful resource but they are not by themselves, a solution to the challenges posed by transnational tobacco companies to global health.

There are general concerns when working with company documents in any industry: they may be fragmentary in content and time covered and provide only a partial picture of an organisation's activities; they may be political and subjective; and document owners may have personal reasons for retaining certain documents while destroying others.<sup>10</sup>

In addition to these general issues are considerations specific to the tobacco industry documents, not least the fundamental question of public accessibility. It is critical to understand

<sup>10</sup> Forster, N. 'The Analysis of Company Documentation' in Cassell C and Symon G (eds), *Qualitative Methods in Organizational Research*. London: Sage. 1994.

that what has been made publicly available is *not* the entire backlog of all documents of those companies covered by the Master Settlement Agreement; what *is* available are those company documents released through the process of *discovery* – that is, specific documents related to litigation that were requested by the parties involved in the legal action.

One potential limitation frequently raised is that the documents are becoming outdated and therefore irrelevant. Certainly, the industry is keen to dismiss the documents as ancient history and unrepresentative of current practices in an age of newfound corporate social responsibility. The documents however, cannot be so easily dismissed. First, many are prospective and outline company plans for specific countries and regions over periods extending to the present day and beyond.

In addition, the release of documents did not end with the Minnesota case which covered the years roughly from the 1980s to the mid-1990s. Under the terms of the Master Settlement Agreement there will be ongoing additions and updates, and documents filed in discovery in new American law suits must be added to company websites until 2010.

Recently, several hundred pages of British American Tobacco documents were lodged at the Minnesota Tobacco Document Depository, a collection of company records established as a result of the state of Minnesota's lawsuit against tobacco companies in early 2003 and are dated between 1999 and 2001.<sup>11</sup>

An additional response to the charge of obsolescence is that industry claims to have reformed itself have not been matched by substantive change in their conduct or practice. To some considerable extent, it is the responsibility of researchers to draw on other sources of information to establish the documents' continuing relevance.

Another obstacle to carrying out document research is the industry's destruction of potentially incriminating evidence. As might be expected, industry officials have become more vigilant about record keeping practices, not only since the Minnesota judgement but as early as the mid-1980s.<sup>12</sup> Proof of this practice can be found in company records, and document shredding was the focus of the widely-cited McCabe-BAT case in Australia in 2002.<sup>13</sup> Despite this strategy of document destruction, recent additions to document collections are yielding interesting material including, for example, the industry's ongoing efforts to undermine the Framework Convention on Tobacco Control negotiations.<sup>14</sup>

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<sup>11</sup> Coates, B. Cigarette Company Documents Outline Strategy to Derail Global Tobacco Treaty. Center for Public Integrity 21 May, 2003  
<http://www.publicintegrity.org/dtaweb/report.asp?ReportID=523&L1=10&L2=10&L3=0&L4=0&L5=0>

<sup>12</sup> LeGresley, E. Understanding the Tobacco Industry: A "Vector Analysis" of the Tobacco Epidemic. *Bulletin Medicus Mundi* 1999;72:17 <http://www.medicusmundi.ch/bulletin/bulletin723.htm>;  
Multinational Monitor Editorial. Meet the Tobacco Papers. 1998;19  
<http://multinationalmonitor.org/mm1998/98july-aug/smoke4.html>

<sup>13</sup> For information on the McCabe case see: Liberman J. The shredding of BAT's defence: McCabe vs British American Tobacco Australia, *Tobacco Control* 2002; 11: 271-274  
<http://tc.bmjournals.com/cgi/content/full/11/3/271>  
Tobacco Control Resource Center Inc & Tobacco Products Liability Project  
<http://tobacco.neu.edu/PR/Backgrounders/mccabe.htm> and the  
ASH UK site at <http://ash.org.uk/html/press/020411.html>

<sup>14</sup> Carter, SM. Mongoven, Biscoe & Duchin: Destroying Tobacco Control activism from the inside. *Tobacco Control* 2002; 11:112-118 <http://tc.bmjournals.com/cgi/content/full/11/2/112>

Above all, the industry documents need to be placed in an appropriate context of supportive evidence if their value is to be fully realised.<sup>15</sup> A document on its own, no matter how significant it may seem, can often be dismissed as unrepresentative, the product of a rogue company employee or as simply being presented out of context. The emphasis of researchers therefore, should be on building a compelling body of evidence rather than on a misplaced search for a single highly incriminating or embarrassing letter, budget or plan.

So for instance, the detailed information in the documents about industry advertising practices in Malaysia is given a contemporary edge by news reports of BAT Malaysia's infringement of FIFA's smoke-free 2002 World Cup just before the tournament kicked-off.<sup>16</sup>

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<sup>15</sup> Bero L. Implications of the Tobacco Industry Documents for Public Health and Policy. Annual Review of Public Health 2003, 24:267-88.

<sup>16</sup> See Assunta, M. BAT flouts tobacco-free World Cup policy. Tobacco Control 2002;11:277-278  
<http://tc.bmjournals.com/cgi/content/full/11/3/277>

## **2. The online document collections**

Of the growing number of online document collections, this handbook focuses on the two leading tobacco control sites - the University of California, San Francisco (UCSF) Legacy Tobacco Documents Library and Tobacco Documents Online (TDO) as well as the Philip Morris Company collection.

An understanding of how to navigate these three sites will provide researchers with a sufficient general understanding of how to work through other online collections, some of which are listed here (URLs are listed in the *Online Resources* section of the handbook).

### **The main tobacco document websites**

#### **Industry**

Brown & Williamson

Council for Tobacco Research

Gallaher Group plc<sup>17</sup> \*

Lorillard Tobacco Company

Philip Morris Inc

R. J. Reynolds Tobacco Company

Tobacco Archive

(Industry Document Clearinghouse)

Tobacco Institute

#### **Tobacco control document sites**

Legacy Tobacco Documents Library

Tobacco Documents Online (TDO)

#### **Tobacco control sites that include document sets**

ASH UK

Campaign for Tobacco-Free Kids

CDC Tobacco Industry Documents

GLOBALink (UICC)

Roswell Park Cancer Institute

Smoke Free Movies

Tobacco Control Archives (UCSF)

Tobacco Document System (TDS)

(University of Sydney)

U.S. House Committee on Commerce

(The Bliley Collection)

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<sup>17</sup> The Gallaher Group documents were not disclosed through court order. The site contains only those documents the company chooses to post and are all pre-1990s.

### Industry versus Tobacco Control sites

There are some significant differences between document websites maintained by the industry and those operated by the tobacco control community. In general, company website holdings are reasonably reliable but they vary considerably in terms of how easy they are to work with.<sup>18</sup> Tobacco control sites are much more user-friendly and have a number of other advantages, especially during the early stages of your research.

Industry sites	Tobacco Control (Legacy, TDO)
<ul style="list-style-type: none"> <li>• searching on some sites can be difficult</li> <li>• inconsistencies in operation of sites (case sensitive, downloading difficulties)</li> </ul>	<ul style="list-style-type: none"> <li>• useful instructions</li> <li>• advice and links to other resources/researchers</li> </ul>
<ul style="list-style-type: none"> <li>• documents can be printed (pdf e.g.)</li> <li>• document records can be bookmarked on some industry sites</li> </ul>	<ul style="list-style-type: none"> <li>• documents can be printed (PDF e.g.)</li> <li>• document records can be bookmarked or bookbagged - list of records can be copied or emailed to your account</li> </ul>
<ul style="list-style-type: none"> <li>• only one site can be searched at a time</li> </ul>	<ul style="list-style-type: none"> <li>• integrated searches across companies</li> </ul>
<ul style="list-style-type: none"> <li>• substantial downtime</li> <li>• reports of 'disappearing' documents</li> </ul>	<ul style="list-style-type: none"> <li>• sites are more reliably maintained</li> </ul>
<ul style="list-style-type: none"> <li>• limited indexing</li> <li>• spelling mistakes, entry errors</li> </ul>	<ul style="list-style-type: none"> <li>• standardised indexing language</li> <li>• Optical Character Recognition (OCR) on TDO</li> </ul>
<ul style="list-style-type: none"> <li>• no BAT document site</li> </ul>	<ul style="list-style-type: none"> <li>• gradual posting of BAT documents by tobacco control researchers</li> </ul>
<ul style="list-style-type: none"> <li>• restricted duration (until June 30, 2010)</li> </ul>	<ul style="list-style-type: none"> <li>• offer ability to save searches for future reference (eg Bookbag function on Legacy)</li> </ul>
	<ul style="list-style-type: none"> <li>• permanent internet sites</li> </ul>

The main advantage offered by the industry sites is that they provide quicker access to the most recent documents that are added in accordance with the Master Settlement Agreement, although the Legacy and TDO sites do update their collections regularly. It is certainly worth supplementing work done on Legacy or TDO with a search of relevant company sites.

<sup>18</sup> Balbach ED, Gasior RJ and Barbeau EM. Tobacco industry documents: comparing the Minnesota Depository and internet access. Tobacco Control 2002;11: 68-72  
<http://tc.bmjournals.com/cgi/reprint/11/1/68.pdf>

### Tracking website visitors

One concern for some researchers is that they may be tracked by the website they use - that is, a record will be kept of their visit. Sites that require visitors to login before starting a search usually keep a record. Most industry sites state that they do not track visitors but this remains a subject of debate.

Even if you do not have to login to a specific site, it may still register visits by creating a 'cookie', a small file of information (less than 1K) that a website will create when accessed. The cookie is put onto your hard drive and the website that created the cookie can recall information when you visit it again. Cookies will generally identify internet servers and not individuals and are most commonly used to circulate advertising.

If tracking is a concern, it is advised that you confine your document searches to the UCSF Legacy and TDO sites.

When using **Legacy**:

- you will **not** be required to login;
- the site **does not** use cookies or any other method of tracking individual users and
- any reference questions you may send to the site operators are kept confidential.

The **TDO** site houses a number of specialist collections and visitors are required to login to access them. Logging in also allows access to the full array of site tools. However, you will still have access to much of the document collection if you choose not to register. All registrations are confidential and remain exclusively with the site administrator, Michael Tacelovsky.

#### Hardware and Software

Most websites will tell you what computer hardware and software is necessary to conduct searches but generally you'll need the following:

- 32 MB of RAM
- phone line and modem with one of these free, downloadable programmes  
**Internet Explorer** <http://www.microsoft.com/downloads/search.asp>  
**Netscape Navigator** <http://home.netscape.com/computing/download/>
- the free **Adobe Acrobat** programme available at  
<http://www.adobe.com/products/acrobat/readstep.html>
- a printer

More general information on technical requirements is available at *Trust Us - We're The Tobacco Industry* at <http://www.ash.org.uk/html/conduct/html/trustus.html>.

#### Developing search strategies

Later sections of the handbook contain examples of how to work through the online collections but before you begin, it's worth considering the following points:

- document research can be time consuming
- it is often difficult to understand the specific context of a particular document
- technical and scientific terms are commonly used
- jargon, code words and abbreviations are frequently used
- language barriers – most (but not all) of the documents are in English.

It is perhaps most important to keep the first point in mind - **document work takes time**. The aim of researching any tobacco-related issue build a body of evidence based on documents relevant to your particular inquiry. This is likely to involve a substantial amount of time. It is usually possible to find something interesting on a particular topic or country quite quickly, but building a compelling case can be slow work. Researchers do however, become more efficient as they familiarise themselves with particular sites and the structures and personnel of companies, and the application of a little creative thinking in narrowing search terms can yield great benefits.

### Some useful terminology

There are some useful words and expressions that you will become familiar with when you start working with the collections.

#### • **Bates number**

The Master Settlement Agreement requires that each page of every industry document must have an identity number. This is known as the Bates number and it should be included in document references in all reports and publications.

It is worth noting that a single document may exist in more than one industry file. A letter for example, could appear in the file of the author, the recipient(s) and anyone who received a copy (cc). All copies would have been indexed as part of the file they were found in their files and each copy would be given its own Bates number. It is often worth looking through more than one copy as they may contain handwritten notes made by the various recipients.

#### • **Bookbagging or bookmarking**

These terms are used varyingly on different websites but perform the same function in keeping records during your search session. Search findings can be sent to an email account or downloaded but records can *only* be stored for the duration of your session

#### • **Optical Character Recognition (OCR)**

OCR is the process of converting a scanned document into computer-editable text. The letters (characters) are made of tiny dots (pixels) that form a picture of text. In the OCR process, the software analyzes the image of the text and converts it to editable text.

On the websites, documents are indexed by **search fields** (*entire record, author, title, date, named persons*) and **search terms** (the name of the person or thing you are looking for). OCR, available on the TDO site, inspects document index records (but not the text of the document) for hits of your search terms and increases the effectiveness of your search. There are some problems with accuracy however, and OCR cannot cope well with unclear or fuzzy documents or with handwriting or marginalia. At the time of writing, OCR searches could be done on the smaller collections and on approximately half of the Philip Morris and RJ Reynolds collections.

#### • **PDF (Portable Document Format)**

PDF is a popular file format system that can convert and preserve fonts, images, graphics and layout of any source document. Document websites generally include a pdf option which is useful for printing but can be slow to download.

- **Search fields**

These allow to narrow your search to specific sections of the documents such as **title**, **mentioned names**, **Bates number** and **author**.

- **Search terms**

Search terms are the specific words you are looking for. Typical examples are a person's name, a country, an organisation or a project.

- **TIFF** (Tagged Image File Format)

Another file format system that is found on some document sites. Not as flexible as PDF and used less frequently.

- **Wildcard entries**

Wildcard searches allow you to search for variations of words or phrases by adding an asterisk \* (a 'wildcard' character) at the end of a word instead of the last letter.

An example from the Legacy website:

**smok\***, - this will search for **smok** plus all possible word endings:  
**smoke, smoker, smokers, smoking** etc.

Wildcard entries are especially useful when searching non-English names and can also be used at the end of Bates numbers and dates.

- **4B Index**

This refers to the index that was provided by the tobacco company defendants following a court order that required them to provide a systematic means of accessing the documents disclosed during the Minnesota litigation.<sup>19</sup> The limited fields identified within it still constitute the basic search fields that researchers use when working with the document sites.

### Industry terms

#### Jargon

One problem that is inevitably faced in beginning to analyse the tobacco industry documents is making sense of the some of the terms such as abbreviations, acronyms and code words used by the industry. In part, this inaccessibility is an unavoidable feature of company records given the complexity of transnational corporations.

For example:

<b>ACTC</b>	Asian Consultancy for Tobacco Control
<b>AFCO</b>	Australian Federation of Consumer Organizations
<b>BIGIF</b>	Buy One Get One Free promotion ( <b>b1g1f</b> is also used)
<b>CIAR</b>	Center for Indoor Air Research
<b>FUBYAS</b>	First Usual Brand, Young Adult Smokers
<b>PMMC</b>	Philip Morris Management Corporation
<b>TMD</b>	Trade Mark Diversification
<b>YAF</b>	Young Adult Female

---

<sup>19</sup> Centers for Disease Control and Prevention (2002) Tobacco Industry Documents: About the 4B Index <http://www.cdc.gov/tobacco/industrydocs/4babout.htm>

A more difficult task is making sense of terms that have been deliberately used to disguise the contents of a document; the various code words used as to describe **smuggling** are a prime example of this and include:

**combined exports**

**DNP**(duty not paid)

**GT** (general trade)

**parallel imports**

**transit**

A list of industry terminology is provided on page 50 of the handbook. It is not exhaustive but does cover some of the most frequently used terms and expressions.

It is more important to think of ways to interpret unfamiliar terms as you study the documents and simple techniques are often effective. You might consider:

- checking with existing lists and resources (such as those suggested on the next page)
- entering an abbreviation as a search term in a document website or internet search engine
- trying to make sense of an unknown term by seeing the context in which it is used in other documents - perhaps by an OCR search on TDO.

### **Industry technical terms**

The Physicians for a Smoke-Free Canada website has a very helpful list of definitions of industry technical terms at

<http://www.smoke-free.ca/SL/glossary.htm>

[http://www.smoke-free.ca/pdf\\_1/Dictionary.PDF](http://www.smoke-free.ca/pdf_1/Dictionary.PDF)

### **Organisations, People, Operations**

Many of these and similar subjects are profiled on the TDO site (see Section 3 of the handbook for information on this).

### **Creating a list of search terms**

Working through the websites by trial and error is one way to get acquainted with them and all document research involves some of this, but searching is much more efficient and effective if carefully planned.

Acquiring the basic information about company structure and personnel allows for more detailed searches. Few people will have this sort of detailed knowledge before starting document searches but it can be gradually developed quite easily by careful note-taking during searches (eg of authors, recipients, job titles and organisational charts). Begin by keeping records of terms - names, places, policies etc - you want to look up; these can be as broad as the name of a country or region or as specific as a letter written by a company employee on a specific topic.

If you're not sure of what kind of terms to use, it's generally a good idea to start big and then narrow your search based on your initial findings. Regions like *Asia* and *Asia-Pacific* and names of countries, organisations and individuals might be used as very broad initial search terms and will yield many documents. Entering brand names like *Dunhill*, or topics such as *ETS* (environmental tobacco smoke), *advertising*, *marketing* or *science* will also be productive.

These initial inquiries can then be followed up by entering new, more specific terms you will come across as you work through the documents you first located.

### **Be creative**

It's important to be flexible and creative when thinking of search terms and to consider other possible spellings (and misspellings), abbreviations and alternative names for your subject. Examples include changes in names of countries - Burma/Myanmar; cities - Bombay/Mumbai and people – for instance, women identified in documents may have changed names through marriage or divorce.

It is particularly important to keep historical perspective in mind; old place names and differences in colonial and local spellings - Indochina, Saigon/Ho Chi Minh City and Peking/Beijing are just a few examples.

Ho Chi Minh City is a particularly useful illustration of the different terms you might use, taking abbreviations and historical changes into account. A search on the TDO site brought up the following:

<b>Search term</b>	<b>Number of hits</b>	<b>in</b>	<b>number of documents</b>
"Ho Chi Minh City"	96		23
"Ho Chi Minh"	165		41
"HCM City"	12		5
HCMC	291		202
Saigon	488		268

### **Online resources for search ideas**

Articles, news stories, reports, photograph collections and other information contained in tobacco control websites are a good place to get search ideas. A few examples are listed here and there are more in the Online Resources section at the end of the handbook:

ASH UK <a href="http://www.ash.org.uk">http://www.ash.org.uk</a>	Campaign for Tobacco Free Kids <a href="http://tobaccofreekids.org">http://tobaccofreekids.org</a>
Clearinghouse for Tobacco Control (Universiti Sains Malaysia) <a href="http://www.ctob.org">http://www.ctob.org</a>	Tobacco Control Supersite University of Sydney <a href="http://tobacco.health.usyd.edu.au/">http://tobacco.health.usyd.edu.au/</a>
Tobacco.org News service <a href="http://www.tobacco.org/">http://www.tobacco.org/</a>	GLOBALink (UICC) <a href="http://globalink.uicc.org/">http://globalink.uicc.org/</a>
World Bank Economics of tobacco control <a href="http://www1.worldbank.org/tobacco/">http://www1.worldbank.org/tobacco/</a>	WHO Tobacco Free Initiative <a href="http://tobacco.who.int/">http://tobacco.who.int/</a>

### **Search engines**

Another resource is the variety of online search engines which run from simple to speciality models. Simple search engines are sufficient for most purposes but other options are available.

#### **Simple search engines**

Google [www.google.com](http://www.google.com) is probably the best known basic search engine and goes through some 3 billion pages when conducting a search.

For example, looking up **ASEAN tobacco** (and is used by default) on Google brings up 6,690 records; more specific terms like **Rahmat tobacco** - (Dr Rahmat Awang of the National Poison Centre USM) - produces 178 records.

Google searches can also be done from images of your topic and a recently-added news search facility scans browses 4,500 continuously updated news sources.

Other useful simple search engines include:

AltaVista advanced <http://www.lib.berkeley.edu/TeachingLib/Guides/Internet/AltaVista.html>

Yahoo <http://www.yahoo.com/>.

### **Multisearch engines**

Dogpile [www.dogpile.com](http://www.dogpile.com) will look through approximately 15 sites and give you a list of records from each. There will be an overlap of files retrieved from basic search engines scanned by Dogpile but there may be some which you would not find using only Google or another simple engine.

### **Metasearch engines**

In theory, these engines are meant to perform a search of sites simultaneously and produce a comprehensive list of hits. In fact, there are too many problems with these engines as they currently exist to be consistently helpful.

Most do not carry Google, entering complex search terms is difficult and some carry a lot of distracting advertising. If still interested try Ixquick [www.ixquick.com](http://www.ixquick.com), one of the better ones.

### **Speciality engines**

A good example of a speciality search engine is Scirus <http://www.scirus.com/?PAM> which searches over 100 million pages of scientific, technical and medical topics.

**Journal search sites** such as Pubmed <http://www.ncbi.nlm.nih.gov/PubMed/> can also be very useful.

### 3. Using the online document collections

#### a) Tobacco control websites

As well as being easier to use than online industry collections, websites administered by the Legacy Tobacco Documents Library (UCSF), Tobacco Documents Online (TDO) and other tobacco control groups have a number of other advantages over company sites.

For thorough searches, the two sites complement one another and each has its particular strengths. Both contain almost all the documents on the tobacco company sites as well as smaller sets used in court proceedings, government hearings or those collected by academic and advocacy organisations.

#### - Note -

Document websites are continually updated and the Legacy and TDO sites are also frequently upgraded. Most of the example searches in this handbook were carried out in July and August 2002 and February and May 2003.

Following the examples in the handbook may not therefore, retrieve exactly the same documents shown in the examples.

#### Legacy Tobacco Documents Library (LTDL) <http://legacy.library.ucsf.edu/>

The Legacy site is maintained by the University of California, San Francisco Library and funded by the American Legacy Foundation, a Washington DC based public health foundation established from proceeds of litigation settlements involving the tobacco industry in the 1990s.

One of the simplest sites to use, particularly for those with little or no previous experience, the Legacy site has a number of significant features:

- nearly 37 million pages of tobacco company documents;
- updates and additions - examples include the Mangini collection of over 4,000 documents related to the Joe Camel Campaign and the Brown and Williamson collection; 561,316 new documents in January 2003;
- the metasearch function allows for analysis of all or some of the document collections simultaneously;
- a *Popular Documents* feature - selected collections of some of Legacy's most useful and popular documents;
- links to extensive information on the history of tobacco, the tobacco industry and tobacco control activities that provide a helpful background to document research;
- interactive tutorials that demonstrate and explain site searches
- logging in or registering is not required.

### Starting a search on the Legacy site

In common with most document sites, Legacy search terms can be very general - regions such as **Asia** or **Indochina** or country and city names - or as specific as the name of a tobacco company official, a scientific organisation or a single cigarette brand.

If you think you need help before you start searching the Legacy site, click on the [Find out more about the Search Tool](#) prompt on the homepage.

Otherwise, click on [Search the Collections](#) to begin.

In all Legacy searches the first step is to choose one, some or all of the company document sets.

#### Step 1. Search one or more collections

- American Tobacco Documents
- Brown and Williamson Documents
- Council for Tobacco Research Documents
- Lorillard Documents
- Philip Morris Documents
- RJ Reynolds Documents
- Tobacco Institute Documents
- Mangini ("Joe Camel") Documents [1950-1996] **Collection added: July 2002**
- UCSF Brown and Williamson Documents [1950-1992] **Collection added: July 2002**

#### Step 2. Chose a search method:

Simple Search ▼

[Help with selecting a search method](#)

**Check all**

**Clear all**

**Next**

**Check all** - allows you to choose records of all the companies listed.

**Clear all** - deletes your previous choice of companies.

A simple search of all company documents on the site requires two items of information:

- **search term** - the person, country, organisation, idea etc that you want to look for
- **search field** - there are 12 search fields, the most basic is **entire record** which looks through all parts of the documents. The other 11 fields scan specific sections of the documents such as **title**, **date**, **mentioned names**, **Bates number** and **author**.

Clicking on **Help with selecting a [search method](#)** brings up information on how to use the site, hardware and software requirements and other helpful assistance.

### Simple search - Example 1

Doing a simple search is very straightforward; all that is required is a single search term and search field.

Enter **ASIA** as your search term and choose **title** in the **search field** drop down box.

- in the **Search for** box type **Asia**
- from the **drop down** box choose **title** from search fields
- **Click** on the Search box



**Step 3.** Enter a search term.

Asia in title ▼

Browse search terms:

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Search

The alphabetical sets of search terms grouped alphabetically are a good source of new search terms including personnel, company and brand names that have been identified in the documents.

They also provide misspellings, typing mistakes and abbreviations which provide researchers quick access to the various possible forms in which a name may appear. This is especially useful when looking for non-English language names of places and people, especially Arabic and Asian, which are frequently spelt incorrectly by industry personnel.

For example, the catalogue of variations for **Philippines** includes:

philipine	(14)
philipines	(7)
philipino	(3)
philippine	(1899)
philippines	(4253)
philipping	(1)
philippino	(5)
philippins	(1)
philippnes	(1)

## Assessing the document records

At the time this handbook was being prepared, entering **Asia** in **title** brought up 793 matches in 790 documents, 611 in the Philip Morris collection. For most research purposes, this is too large a number of documents to work with efficiently.

### American Tobacco Documents

- 12 records

### Brown and Williamson Documents

- 42 records

### Philip Morris Documents

- 611 records

### RJ Reynolds Documents

- 94 records

One option is to restrict your search to the records of one company and there are two ways of doing this. The column on the left of the window of the Legacy page provides a breakdown by company including personnel, company and brand names that have been identified in the documents. To go directly to the document collection of a single company click on the records link, e.g. the 12 records of the American Tobacco Company.

Another method of limiting a search to one tobacco company is to check **only** the RJ Reynolds box (e.g.) when you are still in **Step 1** and leave the boxes of the other companies empty. This will call up **only** the documents relevant to your search term for that company.

In Example 1 above, entering **RJ Reynolds** and **Asia** gives you 94 documents.

It was noted above that 790 documents is too many to work with effectively, but it is still a good idea to look at some of them - this will give you an idea of how to refine future searches and let you start to make your own list of search terms.

Look at Record number 4 (ASIA PACIFIC - FORMULA 1 EFFECTIVENESS STUDY SPRING 930000) as an example.

Document records are on the **Short Display** default setting, for example:

**4**

**Title:** 93AS50 ASIA PACIFIC - FORMULA 1 EFFECTIVENESS STUDY SPRING 930000

**Document Date:** 19930600/EQ

**Document Type:** BIND, BINDER COVER

**Bates Number:** 2500145062

**Page Count:** 1

**Collection:** Philip Morris

**View as:** [TIF](#) | [PDF](#) | [page-by-page](#)

**Bookmark as:** <http://legacy.library.ucsf.edu/tid/qrc42e00>

[add to bookbag](#)

Clicking on the **Long Display** button provides more information on each document:

**Title:** 93AS50 ASIA PACIFIC - FORMULA 1 EFFECTIVENESS STUDY SPRING 930000  
**Document Date:** 19930600/EQ  
**Document Type:** BIND, BINDER COVER  
**Bates Number:** **2500145062**  
**Page Count:** 1  
**Collection:** Philip Morris  
**File:** 2500145061/2500145212/ASIA PACIFIC - FORMULA 1 EFFECTIVENESS STUDY SPRING 930000 93AS50;  
**Litigation Usage:** STMN/PRODUCED  
**Request Number:** STMN/R1-093; STMN/R1-114  
**Area:** MARKETING RYEBROOK/CENTRAL FILES  
**Site:** G48  
**Date Added:** 20020201  
**View as:** [TIF](#) | [PDF](#) | [page-by-page](#)  
**Bookmark as:** <http://legacy.library.ucsf.edu/tid/qrc42e00>  
[add to bookbag](#)

Formula 1 motor racing is an extremely important part of industry advertising and promotional strategies; the record provides information which will help you decide if you want to proceed:

**Title:** Formula 1 is an extremely important promotional tool for the tobacco industry  
**Page Count:** one page -  
**Document Type:** binder cover

A one page binder cover is unlikely to be very interesting but the document *in* the binder may well be significant.

#### Search tip

When you come across a document listed as a one page binder cover or file cover etc, try the **next** Bates number.

- this one-page document is Bates number 2500145062
- return to **Step 2** (simple or advanced) and select **Simple Search**
- **Step 3:** enter the **next** sequential Bates number - 250014506**3** in **Search for**
- select **bates number** in drop down **Search field** box.

**Step 3.** Enter a search term.

2500145063 in bates number ▼

Browse search terms:  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Search

Entering Bates number **2500145063** retrieves:

**1 Title:** F1 EFFECTIVENESS STUDY PHILIP MORRIS INTERNATIONAL SPRING 930000 ASIA PACIFIC  
**Organization Authors:** PMI, PHILIP MORRIS INTERNATIONAL; SPORTS MARKETING SURVEYS  
**Document Date:** 19930600/EQ  
**Document Type:** MRRT, MARKET RESEARCH REPORT, CHAR, CHART, GRAPH, TABLE, MAPS  
**Bates Number:** 2500145063/5198  
**Page Count:** 136  
**Collection:** Philip Morris  
**View as:** [TIF](#) | [PDF](#) | [page-by-page](#)  
**Bookmark as:** <http://legacy.library.ucsf.edu/tid/rrc42e00>  
[add to bookbag](#)

A 136 page Philip Morris study of F1 effectiveness is likely to reveal some insights into the company's policy on sponsorship, target audiences and future plans for its association with the sport.

Scrolling through the document to page 16, for example, displays a discussion of PM's target audience, viewing figures and commentary on regional variations.

#### **1. Does Formula 1 reach your target market?**

*The target market defined for this study was 18-45 year old males. Of these, 55% were interested in Formula 1 and motorsport. Of these over 20% watched five or more full races during 1992, 25% regularly read a motorsport publication, and 52% follow motorsport in the national papers.*

*Regionally there was little difference in following Formula 1 by smokers and non-smokers. The exceptions were Japan and Malaysia where smokers were more likely to be interested in motorsports and to actively pursue that interest than non-smokers.*

Bates number 2500145085

#### **Creating a list of search terms**

It is worth repeating that it is extremely important to create your own list of search terms as you go through the documents. Names of individuals, organisations, projects, cigarette brands that appear in letters and reports can be used as search terms in later searches.

In the documents retrieved in the searches above, a number of items could be put on a search terms list:

- names of conference participants
- Sports Marketing Surveys
- F1 (Formula 1)
- sponsorship
- APACT
- advertising
- sponsorship
- marketing

### Simple search - Example 2

Names of company employees, government officials or even tobacco control advocates can be productive search terms, and using different search fields in the drop down box can make your search more precise.

For instance, the well-known Thai tobacco control campaigner Dr Hatai Chitanondh comes up in 46 documents using the following:

- **Hatai** in the **Search for** box
- **entire record** (this searches all categories) from the **drop down** box

**Step 3.** Enter a search term.

Hatai in entire record ▼

Browse search terms:  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

**Search**

The 46 documents - 5 in the Lorillard, 37 in the Philip Morris and 4 in the RJ Reynolds collections - include copies of conference addresses, letters on ingredient disclosure, reports on worldwide regulatory standards and translations of Thai-language newspapers.

In Document 5, Hatai's name appears in **red** indicating it was in the title of the document, in the other documents he is mentioned somewhere in the text.

Document record 1 (copied below), for instance, is a report on the Chiang Mai AFACT Conference in 1995 including a copy of Dr Hatai's opening address. This suggests that industry personnel attended the conference or at least had access to the conference papers.

**Title:** 950000 AFACT CONFERENCE CHIANG MAI, THAILAND  
951122 - 951124  
**Document Date:** 19951124/D  
**Document Type:** REPT, REPORT, OTHER, MINU, MINUTES  
**Bates Number:** 2050763612/3617  
**Page Count:** 6  
**Collection:** Philip Morris  
**View as:** [TIF](#) | [PDF](#) | [page-by-page](#)  
**Bookmark as:** <http://legacy.library.ucsf.edu/tid/xtq09e00>  
[add to bookbag](#)

Another noteworthy document is Record 3, a 1992 letter from Don Albert of the RJ Reynolds Hong Kong office:

**Title:** THAILAND.  
**Authors:** ALBERT D;RJR INTL  
**Document Date:** 19920811  
**Document Type:** LETTER  
**Bates Number:** 509687222/7222  
**Page Count:** 1  
**Collection:** R. J. Reynolds

Among other topics, it notes that Dr Hatai will be attending an August 20 meeting involving industry representatives and Thai Ministry of Health officials on the difficult issue of ingredient disclosure.

*As you know importers have been trying for months to have a dialogue with the MOH to discuss the various aspects and complexities of ingredient disclosure. Now that we have a meeting our collective view is that RJR should have someone at the meeting, or on stand-by in Bangkok, to address technical questions or proposals should they arise either during the meeting or as a follow-up.*

509687222

### **Bookbagging**

The last line of every document record is add to bookbag - this function allows you to keep as many as 500 records during your search session. Records can **only** be stored for the duration of your session, when you leave the site your records are erased from the bookbag.

At any time during your session it is possible to send your bookbag records to an email account or download them by clicking on **Bookbag** on the toolbar at the top of the window and following the instructions.

Alternatively, you may want to print the documents you consider especially useful; use normal printing procedure you would for any document.

### **NOTE !**

**Before** you print a document,  
make sure you've checked its size.  
Some are hundreds of pages long.

## Advanced searches

The main advantage of using the Advanced search option is the ability to enter more than one **search term** and more than one **search field** simultaneously.

It also allows for **date-specific** searching by setting definite parameters; e.g. a search can be confined to the years 1990 -1992 or to months within a single year depending on the period of time important to the research. The format is 4 digits for full year, 2 for month and 2 for date (yyyymmdd), so 18 January, 1988 would be entered as 19880118.

Advanced searches start the same as simple ones:

**Step 1.** select one or more collections.

**Step 2.** select a search method (in this case Advanced) from the drop down box.  
click the **NEXT** button for next window.

**Step 3.** a window appears that looks approximately like this:

The screenshot shows a search interface with the following elements:

- Step 3. enter a search term.**
- A **Search for** label next to a large empty text input field.
- A vertical list of **in** operators, each followed by a dropdown menu containing the text "entire record".
- A vertical list of **And** operators, each followed by a dropdown menu.
- A search range: **Look for items published between** [00000000] **and** [20010220].
- A link: **Browse search terms:** followed by a row of letters **A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**.
- A **Search** button at the bottom center.

The **And** drop down boxes in the illustration above - the column on the right - allow search refinement. The three options in the boxes - **And Or Not** - are known as Boolean operators but what they do is more important than what they are called.

### Operator Action

**And** Finds only index entries containing all of the specified words or phrases.

**Or** Finds index entries containing at least one of the specified words or phrases.

**Not** Excludes the specified words or phrases.

ETS **And** Indonesia will retrieve documents with both terms.

ETS *in title* **And** Indonesia *in title* will retrieve records that have both terms in the document title.

### Advanced search example 1

Use the industry-inspired term environmental tobacco smoke (ets) and focus on Asia for this example.

- complete Steps 1 and 2 as in Simple searches
- enter **asia** as the first **Search term** and choose **entire record** in **Search field**
- choose **And in** the **Operator column**
- enter **ETS** as the **Search term** and choose **entire record** in the **Search field**
- Click on **Search**

Step 3. enter a search term.

Search for	asia	in	entire record	▼	And	▼
	ets	in	entire record	▼	And	▼
		in	entire record	▼	And	▼
		in	entire record	▼	And	▼
		in	entire record	▼	And	▼
		in	entire record	▼	And	▼

Look for items published between 00000000 and 20010220

Browse search terms:  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Search

The search retrieves 307 documents on ETS topics in Asia.

### Narrowing advanced searches

This can be done by restricting the search field.

asia	in	entire record
ets	in	title

delivers 159 records.

Entering both **asia** and **ets** as **titles**

asia	in	title
ets	in	title

further narrows the results to 34 documents which are more specific to the topic.

Another method is to limit the types of documents called up in **Document Type**. In this case the record shows that most of the 34 documents are budgets, letters, memos, reports, speeches and telexes.

To eliminate budget documents from the display enter:

- **Asia And ETS** as **titles**
- **NOT** in the second operator box
- **budget** as the third Search term and
- **document type** in search field

Asia	in	title	▼	And	▼
ETS	in	title	▼	Not	▼
Budget	in	document type	▼	And	▼
	in	entire record	▼	And	▼
	in	entire record	▼	And	▼
	in	entire record	▼		

This requests files with Asia and ETS in the title that are *not* budget records and brings up 31 documents.

### Advanced search example 2

Entering the names of individuals you know of, or have discovered in previous documents is another common search technique as many records are listed by **author**, **recipient** or **person mentioned**.

Andrew Whist, a long-time Philip Morris employee, appears in a variety of company documents and it's worth checking to see if he wrote anything on ETS in Asia:

**ETS** as Search term and **title** in search field

**And**

**Whist** as **Search term** and **author** in **Search field**

**And**

**Asia** as a **Search term** and **entire record** in **Search field**

Step 3. enter a search term.

Search for	Ets	in	title	▼	And	▼
	Whist	in	author	▼	And	▼
	Asia	in	entire record	▼	And	▼
		in	entire record	▼	And	▼
		in	entire record	▼	And	▼
		in	entire record	▼		

Look for items published between 00000000 and 20010220

Browse search terms:  
 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

**Search**

This particular search recovers only one document but this 1989 Memo from A. Whist to (former Philip Morris CEO) Geoffrey Bible on the company's "international ETS consultant program" initiated in 1987 is potentially very significant.

**Title:** ETS  
**Organization Authors:** PMI, PHILIP MORRIS INTERNATIONAL  
**Person Authors:** WHIST,A  
**Document Date:** 19890711  
**Document Type:** MEMO, MEMORANDUM, CHAR, CHART, GRAPH, TABLE, MAPS; REPT, REPORT,  
**Bates Number:** 2500048772/8781  
**Page Count:** 10  
**Collection:** Philip Morris

In fact, the document contains evidence of PM's campaign to publicise misleading scientific findings designed to confuse the issues surrounding smoking and health. The programme was designed to publicise industry-funded scientific findings that challenged

***the unwarranted health claims that have been made concerning ETS.***

- 2500048772

Consultant activity in the Asia Pacific region included:

***several media tours in the major Asian markets, resulting in numerous articles being published in the Asian press putting ETS into perspective.***

- 2500048775

To discover if Whist wrote anything else on the subject, expand the search by changing the parameters to **ets** in **entire record**. In this case, the search retrieved the same document as above.

However, expanding the search by excluding **asia** from the terms yields a further 21 records.

<b>ets</b>	<b>in</b>	<b>entire record</b>	▼	<b>And</b>	▼
<b>Whist</b>	<b>in</b>	<b>author</b>	▼	And	▼
	<b>in</b>	entire record	▼	And	▼
	<b>in</b>	entire record	▼	And	▼
	<b>in</b>	entire record	▼	And	▼
	<b>in</b>	entire record	▼	And	▼

A feature added to the Advanced Search page in 2003 allows you to look through documents added to the industry websites or to the LTDL site since the original launches. Enter search term(s) and field(s), choose which collection you want to search;

**Search documents added to**

Industry sites  
This site (LTDL)

add the date you want to search from - **since** (e.g.) 2001 10 25 (October 25 2001) and those documents added since then will be displayed.

Right clicking on **documents added** provides detailed information on using this feature.

**Tobacco Documents Online (TDO)** <http://tobaccodocuments.org/>

The earlier word of caution about updates and upgrades to online document collections is particularly relevant to the TDO site. Use the set of examples below as a guideline but don't be surprised if the TDO pages look a bit different from the illustrations used here.

### **Registration**

You can browse much of the TDO site and print documents without registering but to take full advantage of all available functions you will have to register your email address and enter a password. To register, go the **Register** link at the bottom of the left hand column on the homepage.

The main advantages to registering are access to collections otherwise restricted, optimized operations and advanced tools for indexing and abstracting documents, saving searches and bookmarking and emailing documents.

### **Note**

Your registration is confidential and remains with the site administrator  
Michael Tacelovsky.

### **TDO features include:**

#### **• collections**

some 33 million accessible pages on the TDO site in over 40 collections including:

- **companies and organisations** covered by the Master Settlement Agreement;
- the **Bliley Collection**, a set of more than 30,000 documents submitted to the United States House Committee on Commerce;
- **British American Tobacco** documents from the Guildford depository uncovered by Physicians for a Smoke-Free Canada, Health Canada and other organisations.

#### **• date**

specific date parameters can be set for searches by year e.g. confined to 1987-1990.

#### **• fuzzy search**

selecting fuzzy search activates the **OCR** function (see next)

#### **• OCR (Optical Character Recognition)**

tobacco companies have generally done a poor job of indexing their documents and text is not standardised. As a result, a search for **Macau** on an industry site will look only for that exact spelling. Possible abbreviations, acronyms and misspellings have to be searched for separately. OCR looks for word and phrases similar to your search terms. **Macau**, using OCR produces 416 hits with that exact spelling and another 735 hits of words similar or close to the search term such as **Macao** (316 hits).

At the time of preparing the handbook, OCR searches could be done on the smaller collections and approximately half the Philip Morris and RJ Reynolds collections.

• **Profiles page**

this is an extremely helpful feature that allows you to get information on people, organisations, litigation, additives and demographics and design components mentioned in the documents.

Click the **Profiles** button on the TDO homepage toolbar - profile categories you can choose from are:

<b>Overview</b>	<b>People</b>	<b>Organizations</b>	<b>Operations</b>
<b>Case</b>	<b>Additives</b>	<b>Demographics</b>	<b>Design Components</b>

The profiles option does not work with all documents but those that do automatically display links to additional information about the person, organization or other heading.

For example, if a document you were examining included a highlighted link to [CIAR](#), clicking on it would take you to a short paragraph identifying the industry organisation:

[Center for Indoor Air Research \(CIAR\)](#)  
(Industry formed/funded air research organization)  
: *Nonprofit organization funded by the tobacco industry. **CIAR** was formed in March 1988 by tobacco companies "to sponsor "high-quality research on indoor air issues and to facilitate communication of research findings to the broad scientific community." (more info available)*

Clicking on the linked title of the paragraph takes you to another page which contains more information and direct links to indexed documents that make some reference to CIAR:

**Center for Indoor Air Research (CIAR)**  
The abbreviation for the Center for Indoor Air Research is CIAR. CIAR is a non-profit organization funded by the tobacco industry. CIAR was formed in March 1988 by tobacco companies "to sponsor high-quality research on indoor air issues and to facilitate communication of research findings to the broad scientific community." Seven of the nine members of the CIAR advisory board responded to Rep. Henry Waxman's survey. Only two agreed with the estimate that passive smoke is responsible for 3,000 lung cancer deaths a year. However, five agreed with the statement that ETS/passive smoke is a "human lung carcinogen" and six agreed the statement that ETS presents a "serious and substantial" health threat to children. (WP 7/25/94).

**Document Counts**  
**Anne Landman's Collection**  
As Named Organization: [4 documents](#)  
**Bliley PM**  
As Named Organization: [11 documents](#)

Remember, not all documents are indexed. In this case, there are far more than the 15 linked documents that deal with CIAR material. A *Named Organization* search for CIAR in all collections (enter **organisation:CIAR** in search term box) for instance retrieves 1,432 hits.

- **stemming** is similar to the wildcard function described previously in the handbook. When selected, it looks for your search term with different endings such as 's' and 'ing'.

Using **stemming** and entering **distribution** as a search term retrieves:

*distribution distributed distribute distributions distributing distributes  
distribu distributable distributee distributor distributors distributees*

### Starting a document search

The TDO Home page lists the collections held on the site and allows you to choose whether to search through all of the collections or specific sets of documents including:

[All Collections](#), the [Industry Collections](#), the [Research Collections](#)

Once you choose the set you want to work with, the next page lets you start your search.

### Searching

Enter a search term - **Penang** in this example - and decide which search tools you want to use:

The most basic search is a single term - **Penang** - in **All Collections**:

**Search All:** [\[Help\]](#)

**Search:**

Search without full text (faster)

Stemming (-s, -es, -ing, -ed, etc.)  Find "close" hits

Max. docs to retrieve per collection:  (larger values take longer)

After Date:  Before Date:  (year only)

Sort by:  Show  per page

Show Details  Hide OCR  Show First Page

The results should look something like this:

Documents	Collection Name	Hit Report (Matching Words)	
50 of 187	<b>Philip Morris</b>	<u>By Word</u>	<u>By Field</u>
50 of 52	<b>Tobacco Inst.</b>	penang 441	Full text 336
43			Named Person 33
31			Abstract 29
18			Named Organization 25
11			Title 8
11			URL 5
8			Author (Organization) 2
7			Named Person: Affiliation 2
7			Document File 1
3			
1			
1			

Found 580 hits in 380 documents. 241 documents retrieved.

The right hand column lists the search field (*Full Text, Abstract, Named Person* etc) breakdown of the 441 times **Penang** appears in documents.

### Viewing the records

The 241 document records have **Penang** highlighted in yellow and a list of page numbers where the search term appears is listed:

<b>Global Aggression. The Case for World Standards and Bold US Action Challenging Phillip Morris and RJR Nabisco. INFACT's 1998 People's Annual Report.</b>	1998 126 pages
---	----------------------

#### Full text (12 fragments)

- [page 6](#) Report: Mary Assunta, Consumers Association of **Penang**, Malaysia; and Konstantin Krasovsky, Alcohol and...
- [page 13](#) Control in the Third World: A Resource Atlas (**Penang**: International Organization of Consumers Unions...  
Control in the Third World: A Resource Atlas. (**Penang**: International Organization of Consumers Unions...
- [page 38](#) and Mary Assunta (Consumers Association of **Penang**), "Circumvention of Bans on Direct Advertising...and Mary Assunta (Consumers Association of **Penang**), "Circumvention of Bans on Direct Advertising...

Click on [page 13](#) to go directly to that part of the document or click on one of the five buttons at the bottom of the document record:



**View** displays the entire document and background information; **Cite** provides recommended citations of the document; clicking on **PDF** or **TIFF** retrieves the document in those formats; and **Advanced** gives you a split screen showing document information and the document itself.

### Searches using more than one term

Searches using more than one term can be done by using one of:

**and**

**or**

“ ” (quotation marks)

#### Example:

**and** is used by default in all searches so the search term

*Penang Consumers Association* retrieves the same results as *Penang and Consumers and Association* - 1,043 hits in 69 documents

Broken down by term, hits for the 3 key words retrieved were:

association	608
consumer	313
Penang	122

Obviously, only some of these are relevant to the search. To restrict your search to the *exact* term or phrase you want to check, use **quotation marks** around the entire search term –

“Consumers Association Penang” retrieves 6 hits in 2 documents.

Again, it pays to be creative; changing the word order and entering

“Penang Consumers Association”

retrieves 15 hits in 4 documents; all four are reports on the 5<sup>th</sup> World Conference on Smoking & Health in July 1983 sent by conference observers to industry recipients.

#### Using the document

- 1) clicking on  **View** takes you to an instant set of search terms of people and organisations named in the document.
- 2) there is a list of handwritten names on the top right corner of page 1 - presumably the recipients of the documents; the first one is KORNEGAY. To find out who this is, click on **Profiles** on the tool bar and entering the name brings up:

<b>Search Results</b>	1 - 1 of 1
<b>Kornegay, Horace R.</b>	
» Data count: 286 (1985)	VP Leaf Ops (RJR), TI Chairman

Horace Kornegay was vice-president of Leaf Operations for RJ Reynolds in 1994. For more information on him, clicking on his name will call up a list of TDO documents that include either some mention of him, documents he wrote, those he received or those he was copied in on.

## Refining searches

To search for specific information - a person, organisation, project name etc - enter the name of the search field, followed by a colon (:) and the name of the person or thing you are looking for.

### Example

As BAT's Area Manager in Singapore in the 1990s **Fred Combe** was responsible for Cambodia, Laos, Myanmar, Thailand and Vietnam as well as regional Duty Free operations. Although the majority of Combe's records are in the BAT depository, it is worth looking under his name as author and recipient.

**Search All:** [Help]

**Search:**

Search without full text (faster)

Stemming (-s, -es, -ing, -ed, etc.)  Find "close" hits

Max. docs to retrieve per collection:  (larger values take longer)

After Date:  Before Date:  (year only)

Sort by:  Show  per page

Show Details  Hide OCR  Show First Page

Five documents were retrieved using this search term and field.

<a href="#">Bat Co./B&amp;W Meeting on Indochina, Myanmar and Thailand.</a>	10 Jan 1994 7 pages
---	---------------------------

The fourth and fifth documents listed are - a 1994 BAT/Brown & Williamson meeting - a potentially worthwhile document that includes names of 21 B&W and BAT representatives and commentary on:

- names of distributors - Singapura Unlimited Trading Limited (SUTL) and Butler & Webster
- some of the top officials and their positions in the companies in 1994
- plans for regional consumer research
- discussion of pricing policy
- distribution arrangements
- disposal of aged stock

All of these are terms are useful as future search ideas.

**Note:**

Although documents 4 and 5 are the same, it is worth looking at both - there may be handwritten notes on the pages by different people who received the letter.

If your search term follows the last name/first initial format - the name and initial **must not** be separated by a comma and **must** be inside inverted commas (or quotation marks). If you were interested in what the documents contain on the American tobacco control advocate Dr Norbert Hirschhorn, the search term would be "**hirschhorn n**".

As well as **author**, there are many other search fields - click on **HELP** on the TDO toolbar for the complete list that includes: **author; date; recipient; region** and **title**.

## Specialist Collections

Many of these collections can be accessed through larger sites. TDO in particular, holds many of these sets. Generally, the collections contain documents relevant to legal proceedings, such as the Minnesota Select Set on CDC, or are grouped by theme as is the case with the Roswell Park compilation.

### **ASH UK chronologies**

<http://www.ash.org.uk/html/conduct/html/chronologies.html>

A compilation of over a thousand insights into industry behaviour taken from documents and grouped under seven common themes; Advertising, Cigarette Design, Nicotine and Addiction, Marketing to Children, Emerging Markets, Passive Smoking and Smoking and Health.

### **CDC - National Centers for Chronic Disease Prevention and Health Promotion Tobacco Industry Documents**

<http://www.cdc.gov/tobacco/industrydocs>

Very good on history and background of how the documents were made public. It also has the Minnesota Select Set - approximately 380,000 pages taken from the 27 million documents used by lawyers in the Minnesota trial. The "Select Set" includes a selection of British American Tobacco records.

### **Doc-Alert** <http://smokefree.net/doc-alert/messages>

A growing site run by Anne Landman of the Tobacco Document Research Annex of the American Lung Association of Colorado and one of the many sites supported on TDO. Useful features include a regular update subscription service at <http://smokefree.net/doc-alert>, and Doc-alert archives at <http://smokefree.net/doc-alert/messages>.

### **GLOBALink (UICC) Tobacco Industry Documents**

<http://www.globalink.org/tobacco/docs/secretdocs/>

Accessible by non-members of GLOBALink members, this document collection has a specific set of Philip Morris documents on harm reduction, information on the BAT documents in the Minnesota archive. There is also a series of relevant and helpful articles and briefing papers by Norbert Hirschhorn.

### **Roswell Park Cancer Institute**

<http://roswell.tobaccodocuments.org/>

Has a number of good document collections arranged by topic such as Packaging and Pricing and Youth and Marketing as well as the Pollay 20th Century Tobacco Advertisement Collection.

### **Tobacco Control Archives (TCA) UCSF**

<http://www.library.ucsf.edu/tobacco/>

This was the first document site operated by UCSF and many documents originally held here have since been transferred to the Legacy site (LTDL). The Tobacco Control Archives site remains valuable for its collections relevant to the state of California, important tobacco litigation documents from the Minnesota litigation and a set of British American Tobacco documents. It is also the best single source of Liggett Group records.

**Tobacco Document System (TDS)**

<http://tobacco.health.usyd.edu.au/site/gateway/docs/index.htm>

Part of the Tobacco Control Supersite <http://tobacco.health.usyd.edu.au/> at the University of Sydney, the TDS collection houses over 3000 documents previously searched and analysed from the online sites of those tobacco companies covered by the Master Settlement Agreement. Documents here concentrate primarily on Australia, China, Hong Kong, Indonesia, Malaysia, New Zealand, The Philippines and Thailand. A helpful feature of this site is that there are no duplicate documents or other extraneous material to sift through. There are also links to a growing collection of document-based papers and chronologies written by TDS researchers.

**US House Committee on Commerce (The Bliley Collection)**

<http://www.house.gov/commerce/TobaccoDocs/documents.html>

The Bliley Collection comprises approximately 40,000 documents that were originally withheld as "privileged" by industry lawyers and first made available to the public in 1998 after the US House Committee had subpoenaed them.

The site is useful for the history of the documents but because there is no search engine, going through the collection takes a great deal of time. It is however, an interesting collection and is most easily searched on the TDO site.

## **b) Industry Websites**

Industry-operated online collections can also play a significant role in document research. Importantly, company sites regularly add new documents under the terms of the Master Settlement Agreement; these updates take longer to appear on tobacco control websites.

Tobacco companies and industry organisations that maintain document websites are:

<b>American Tobacco Company</b>	both are on the Brown & Williamson site, and have a
<b>Brown &amp; Williamson Tobacco Corporation</b>	document printing function - generally described as difficult to use
<b>Council for Tobacco Research</b>	only basic searches possible; quite easy to use; pdf files
<b>Lorillard Tobacco Company</b>	both of these sites use the Alta Vista search engine,
<b>Philip Morris Incorporated</b>	allow for a variety of searches, are relatively easy to use and have pdf format
<b>RJ Reynolds Tobacco Company</b>	considered relatively difficult to work with; pdf files
<b>The Tobacco Institute</b>	similar to Philip Morris and Lorillard sites; pdf files

### **Liggett Group Incorporated**

The Liggett Group broke from industry ranks and settled individually with the US states involved in the litigation of the 1990s. Among other stipulations of their separate settlement was that the company agreed to pay damages, release internal company documents to the court and admit that tobacco products are addictive and caused disease. They were not, however, ordered to create their own document website. The best single source of the company's documents is at the UCSF Tobacco Control Archives (TCA) site (see above) at <http://www.library.ucsf.edu/tobacco/litigation/>

### **Gallaher Group plc**

Gallaher documents are not disclosed through a legal process of discovery. The collection comprises only those documents the company chooses to post and are pre-1990s.

## **Philip Morris <http://www.pmdocs.com>**

Philip Morris (PM) offers the largest, simplest to use and, given its status as world market leader, probably the most important of the industry maintained websites. Researchers are able to select from over 30 search fields using the Alta Vista search engine and documents can be viewed either page by page or in pdf format.

A common criticism of the PM site is that it can be unreliable. A summer 2000 post on Google, for instance, announced that the site would be down from 3 to 8 July for maintenance and it is also down on the third Wednesday night (Eastern Standard Time) of each month for the same reason. Apart from these scheduled interruptions, researchers have reported that the wildcard and other functions do not always work and that specific documents have "gone missing" between one visit and the next. These difficulties notwithstanding, it provides an invaluable resource for document research, particularly in providing quick access to the most recently released documents.

### Searching the site

The Philip Morris Home page prompts you for a search term but before going through its records brings up an information page on the site and its use. Click on **PROCEED WITH SEARCH** at the bottom.

The record of each document comes up in two column tables, one per document. The left column contains the Philip Morris search fields, also known as the **4B Indices** - the categories used to identify the subject matter of each document. Only those documents containing your search term as listed in one the 4B Indices will be retrieved.

Many of the index terms are obvious - **person author, person recipient**- but others may not be as clear.

<b>DOCUMENT ID:</b>	the document Bates number - double click on the document id in the document record to retrieve the document.
<b>MASTER ID:</b>	the range of Bates numbers of a document and its attachments e.g. 2029051998/2004. Not every record includes a MASTER ID but when you come across one, it is worth entering the first Bates number (2029051998 in this case), this will often call up other documents on the same or a similar topic that may not be included in any of the indices.
<b>DOCUMENT DATE:</b>	the year - month - day sequence of the date the document was written, e.g. 14 August, 1994 would be written as 19940814.
<b>PRIMARY TYPE:</b>	what kind of document it is - letter, memorandum, report etc.
<b>CHARACTERISTICS:</b>	more information on the nature of the document, e.g. draft, marginalia (handwritten notes on page) etc
<b>PERSON COPIED:</b>	names of people (not main recipients) who received copies of document
<b>PERSON NOTED:</b>	names of people recorded in document in handwritten notes. etc.
<b>PERSON ATTENDING:</b>	people who attended a meeting in a document, last name first.

For full information on these fields, click **Index** on the Philip Morris toolbar.

### Before you start searching!

- search terms **must** be typed in **all lower case** (e.g. marketing) or in **all upper case** (e.g. MARKETING). A mix of lower and upper case (Marketing) will produce no documents. This is true of all terms including names - singapore, smith, dunhill.
- **wildcard** searches involve using **two** asterisks (\*\*) after three or more letters - this searches using all words that begin with the characters selected.

### Simple searches

A search done in July 2002 using the search term **asia** produced 4788 documents where **asia** appeared in one of the 4B fields.

The first document called up shows **asia** in 12 categories:

<b>1.</b>	
DOCUMENT ID:	<b><u>2501045258/5268</u></b>
MASTER ID:	
OTHER NUMBER:	
DOCUMENT DATE:	19890100
PRIMARY TYPE:	LIST, LIST
OTHER TYPE:	
PERSON AUTHOR:	
PERSON RECIPIENT:	
PERSON COPIED:	
PERSON MENTIONED:	
PERSON ATTENDED:	
PERSON NOTED:	
ORG AUTHOR:	
ORG RECIPIENT:	
ORG COPIED:	
ORG MENTIONED:	AFRICA GROUP; ASIA NMA; AWG; EEC, EUROPEAN ECONOMIC COMMUNITY; FAO, FOOD AND AGRICULTURE ORG; GLOBAL ISSUES GROUP; HERITAGE FOUNDATION; INFOTAB, INFOTAB; INST OF POLICY STUDIES; IOCU; ITGA; META; NGO; UNITAB; WHO, WORLD HEALTH ORG
ORG ATTENDED:	
ORG NOTED:	
PHYSICAL ATTACHMENT 1:	2501045113/2501045274
PHYSICAL ATTACHMENT 2:	
CHARACTERISTICS:	DRFT, DRAFT
FILENAME:	2501045113/2501045274/MISSING;
SITE:	E34
AREA:	CORPORATE AFFAIRS/EEMA ARCHIVE
TITLE:	
OLD BRAND:	
PRIMARY BRAND:	
MENTIONED BRAND:	
PAGE COUNT:	11
REQUEST NO:	STMN/RL-001; STMN/R1-004
DATE LOADED:	19980605
LITIGATION USAGE:	STMN/PRODUCED

To see the **first** of the nearly 5,000 documents click on ID number **2501045258/5268** which calls up a potentially useful draft document on mobilisation of the agriculture lobby by the industry. Although an interesting document, this is obviously not the best way to look for items relating to a specific Asian topic and you'll need to refine your search.

Before going on to how to make your search more specific it is worth noting that three of the lines in the box above - FILENAME, PHYSICAL ATTACHMENT 1 and PHYSICAL ATTACHMENT 2 list Bates numbers. This does not occur in every search but when document numbers are included it is a good idea to enter these numbers - as simple as cutting and pasting - as search terms. You will often bring up very interesting documents by doing this.

Entering 2501045113, the Bates number listed in PHYSICAL ATTACHMENT ONE, brings up 41 records including the transcript of a 1989 radio interview with Tobacco Institute Assistant President Gary Miller in which he states his opinion that smoking is very much a question of individual choice - regardless of known health risks (2501045254/5256).

### Narrowing the search

On the PM site use the following tools to limit your search:

+  
-  
“ ”

For **ETS** in Asia for instance, entering **asia+marketing** brought up 17 documents.

Using ( - ) e.g. **asia-marketing** is meant to retrieve all asia documents **except** those with marketing in the search fields, but this function often doesn't work.

Using quotation marks ( “ ” ) designates a complete search term of more than one word or a phrase, so using **ash thailand** results in 9446 documents because the engine looked for both terms as separate words. Adding quotation marks - “**ash thailand**” limits the search to documents on the Bangkok-based tobacco control organisation and retrieves 1 report, 1 memorandum and 1 pamphlet produced by the TCPRN in Bangkok.

### Searching specific fields

Restrict your search to a specific **field** by specifying a search field using:

- the uppercase first letter of the first word of the field **o** (organisation)
- the full second word in lower case followed by a colon **author:**
- the specific organisation **oauthor:bat**

Document Id	did: (Bates number)
Document Date	ddate:
Person Author	pauthor:
Person Mentioned	pmentioned:
Primary Brand	pbrand:
Mentioned Brand	mbrand:

A full list is available by clicking on [Search Fields](#) on the PM toolbar.

For letters and other types of documents originating from BAT, enter **oauthor:bat** (no spaces)  
- this returns 1796 documents produced by BAT on a variety of topics.

A more manageable search could be made by using BAT country offices by using quotation marks as in the previous example - **oauthor:"bat hong kong"** - 14 documents and **orecipient:"bat hong kong"** (organisation recipient) produces 5 documents.

### Searches in specific date ranges

Using the date field `ddate` can be particularly helpful in narrowing your searches.

- for a specific single date, enter **`ddate:yyyymmdd`**. May 25, 1977 for example is

**`ddate:19770525`**

- for all documents in a specific month, enter **`yyymm` and two asterisks**; May 1984 is

**`ddate:198405**`**

- for all documents in a specific year, enter **`yyyy` and two asterisks**;

**`ddate:1984**`**

- for a range of dates, use **`[ddatev:]` and `yyyymmdd-yyyymmdd`**; documents dated between February 25 and May 16 2001, enter:

**`[ddatev: 20010225-20010516]`**

This can be done for any range of years, months or days using the **`yyyymmdd-yyyymmdd`** formula.

### Compound Fields

Using one of the words (or abbreviation) of a search field followed by a colon will look for a search term in more than one field simultaneously.

#### All of:

Person Author

Person Recipient

Person Copied

Person Mentioned can be searched by using **Person:**

Person Attending

Person Noted

Using the search term **org: "bat hong kong"** includes:

Organization Author

Organization Recipient

Organization Copied

Organization Mentioned

Organization Attending

Organization Noted

and returns 49 documents.

PM compound field search terms as they appear on the website:

Fields searched using compound search terms	Search Term
Document Id	
Master Id	Id:
Primary Type	
Other Type	Type:
Person Author	
Person Recipient	
Person Copied	
Person Mentioned	Person:
Person Attending	
Person Noted	
Organization Author	
Organization Recipient	
Organization Copied	Org:
Organization Mentioned	
Organization Attending	
Organization Noted	
Primary Brand	
Mentioned Brand	Brand:
Old Brand	
Person Author	
Organization Author	Author:
Person Recipient	
Organization Recipient	Recipient:
Person Copied	
Organization Copied	Recipient:
Person Mention	
Organization Mention	Mention:
Person Noted	
Organization Noted	Noted:
Person Attend	
Organization Attend	Attend:

### Search tip

When using **names** of individuals as search terms

- use **all** lower case letters
- entering just the last name with no initial will call up documents but adding first initial of the person (if you know it) will narrow your search
- use last name and initial separated by a comma and no spaces e.g. **whist,a**
- do **not** use first names, e.g. **whist,andrew** will not work

### Advanced searches

To include more than one word or phrase in a search use either the following words (Boolean operators) or symbols, this allows for numerous possible combinations.

Keyword	Symbol	Use to...
AND	&	find documents containing all of the specified words or phrases

**Example:** whist,a **AND** asia (whist,a & asia)  
both retrieve 69 documents that include **Andrew Whist** and **Asia** in the search fields.

OR		find documents containing one of the specified words or phrases or both
----	--	---

**Example:** bangkok **OR** "chiang mai" (bangkok | "chiang mai")  
both retrieve 218 documents that include at least one of **Bangkok** and **Chiang Mai**.

AND NOT	& !	find documents containing <b>only</b> the specified words or phrases
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**Example:** bangkok **AND NOT** research (bangkok & ! research)  
retrieve 94 documents on **Bangkok** but not those that also have **research** in the search field. To compare, entering just Bangkok results in 202 documents.

OR NOT	!	leave out documents containing at least one of the specified words or phrases
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This operator is not used often as it calls up all documents except those with the entered terms which can result in thousands of documents - bangkok **OR NOT** "chiang mai" produces 1,982,653 documents.

NEAR	~	find documents containing both specified words or phrases that are physically close to one another (within 10 words) in the document text.
------	---	--

**Example:** whist **AND** asia (whist ~ asia)  
both retrieve 11 documents where **Andrew Whist** is within 10 words of the search term **Asia**.

As the earlier example showed, whist,a **AND** asia (whist,a & asia) retrieves 69 documents.

## **British American Tobacco Company (BAT)**

BAT is the world's most international tobacco group and the company's records have been described as the richest resource among the document collections.<sup>20</sup> With its high profile in the Asia-Pacific region, Africa and Latin America, the company's internal documents are a critical resource for researchers investigating tobacco industry activities in these regions.

Corporate and cultural differences between BAT and US-based firms seem to have resulted in a greater willingness to record evidence of controversial and dubious practices, exemplified by the evidence of industry involvement in smuggling being overwhelmingly drawn from BAT documents.<sup>21</sup>

Unlike US-based tobacco firms covered by the Master Settlement Agreement, British American Tobacco is not required to maintain a website and the great majority of the company's documents are accessible only at the Guildford Depository near London, England. BAT's American subsidiary Brown & Williamson was a party to the Settlement however, and operates a website of relevant documents. There is also a relatively small collection of BAT records at the Minnesota Document Depository.

Until recently, visiting the depository was the only way to search the BAT collection but tobacco control researchers have started to post company documents on the internet. The main sites to consult for are TDO (covered in the previous section), the Tobacco Control Archives site at the University of California San Francisco (TCA) and the US National Centers for Chronic Disease Prevention and Health Promotion (CDC).

BAT documents on the TDO and UCSF sites are primarily the result of searches done in Guildford by researchers from Health Canada, Physicians for a Smoke-Free Canada, the Ministry of the Attorney General of British Columbia (Canada) and the World Health Organization. The document searches done by these organisations were primarily focussed on their own geographic region but topics such as sports sponsorship, brand awareness studies, smokers' rights groups and young adult smokers have a wide-ranging relevance and are worth consulting.

The Guildford Depository is scheduled to remain open until 2008. Access to the collection is limited to six hours a day, Monday to Friday only and requests for copies of documents have taken over six months to arrive.

To arrange a visit to the BAT Depository contact:

British American Tobacco  
Globe House  
4 Temple Place  
London WC2R 2PG  
UK  
Tel: 44 20 7845 1482  
Fax: 44 207395 0241

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<sup>20</sup> Yach, D. Evidence to the UK House of Commons Health Select Committee, 9 December 1999, <http://www.parliament.the-stationery-office.co.uk/pa/cm199900/cmselect/cmhealth/27/9120903.htm>

<sup>21</sup> Campaign for Tobacco Free Kids. Illegal Pathways to Illegal Profits: The Big Cigarette Companies and International Smuggling 2000  
<http://tobaccofreekids.org/campaign/global/framework/docs/Smuggling.pdf>

## **Main websites holding BAT documents**

### **CDC - US National Centers for Chronic Disease Prevention and Health Promotion**

<http://outside.cdc.gov:8080/BASIS/ncctld/web/guildford/sf>

The Minnesota Select Set contains approximately 7,000 BAT documents, obtained during the Minnesota litigation. Of the millions of documents held at Guildford, these are the ones chosen by lawyers representing the state for the trial.

There are eight search fields - company, title, author, beginning Bates Number, ending Bates Number, box number, date published, and text. Document citations lead to a **GIF** image of the document which can be either printed or downloaded (downloading varies according to the browser that is used).

### **GLOBALink (UICC) - BAT documents at the Minnesota Depository**

<http://www.globalink.org/tobacco/docs/secretdocs/minnesota.shtml#batco>

Globalink houses annotations of BAT in the Minnesota depository; primarily financial material which provides insights into the structure of the company. There are also briefing papers on BAT documents on women, Barclay cigarettes and tar content.

### **Tobacco Control Archives (TCA) UCSF**

<http://www.library.ucsf.edu/tobacco/>

The Tobacco Control Archives site is a separate site to Legacy but both are administered by the UCSF library. In April 2003, the collection stood at 15,000 BAT documents.

### **Searching the TCA site**

Click on [Documents from the British-American Tobacco Company](#) on the UCSF homepage for access.

The BAT search page has 2 methods of searching the collection and both are quite straightforward.

#### **Method 1**

1) enter a search term (The Boolean operators **AND OR NOT** can be used).  
e.g. smoking **AND** women

2) select Open search option from:

**Open search** (entire record)

**Name Search** (author/recipient)

**Bates number**

**Include OCR in search**

3) click **Start Search**.

19 documents are retrieved including a 1976 report by BAT's R E Thornton which discusses brands and advertising aimed at women.

**THE SMOKING BEHAVIOUR OF WOMEN**

**(Report No. RD 1410 Restricted)**

**SUMMARY**

In many countries the numbers of female smokers are increasing, often at a faster rate than are the numbers of male smokers. This fact, and the increasing number of brands aimed at female smokers has prompted a review of the smoking behaviour (i.e. the number of cigarettes smoked, the way they are smoked etc.) is different from that of male smokers.

105501517

Presumably associated with these trends there have been, in recent years, an increasing number of cigarette brands which have specifically aimed at female smokers. An example is CAMEO (United Tobacco Co. South, South Africa) and other brands which have been aimed at female smokers include CHARM (Souza Cruz Brazil); KIM (B.A.T. Germany) and DU MAURIER SUPERKINGS (e.g. in France).

105501521

[KIM brand] Advertising was aimed at young women in the 20-28 age group: at the time of KIM's launch in Germany 51% of all female smokers were under 35.

105501525

Although the document mentions specific countries, it is relevant to research in any region as it suggests BAT's policy toward women smokers in general and provides some insight into international campaign strategies.

**Method 2**

Select a term from the list of subjects under the **Browse the Collection** heading to bring up relevant documents organised by subject according to UCSF thesaurus terms. This can be a convenient way of introducing researchers to new issue areas within the documents. Clicking on **Marketing**, for example, brings up 625 document records.

As suggested in previously sections of the handbook, it is worth scrolling through some of the titles even when there are a large number of documents.

**Record no. 65** is the BAT MARKETING NEWS SPECIAL MALAYSIA ISSUE June 1983, a 36 page industry booklet; other records include company-wide documents on business structure, Five Year Plans, Marketing Development Department reports etc - all of which have sections on Asia.

## **Tobacco Documents Online (TDO)**

<http://tobaccodocuments.org/>

There are five main sets of BAT documents and looking through them follows exactly the same procedure outlined in the earlier TDO section.

If you want to investigate **only** BAT's documents remember to restrict your search to one or all of the relevant sets before entering your search terms.

Relevant collections and documents figures in April 2003 were:

**Guildford (Selected)** (5 collections, over 23,000 documents)

Select this set to access all BAT Guildford documents on the site;

### **BAT CDC Documents**

6,852 documents

### **British Columbia Ministry of Health**

8,996 documents;

### **Guildford Misc** 2,861 documents

Interesting but unindexed set of Guildford documents, some originals in poor condition;

### **Health Canada** 4,047 documents

No index, only OCR searches;

### **Physicians for a Smoke-Free Canada and the World Health Organization**

464 documents.

#### 4. Additional notes on working with the documents

##### An introduction to abbreviations, acronyms and industry code

The words and phrases below are intended as a helpful shortcut in making sense of some common terms and labels used by the industry, but it is only a partial list.

ATAC	Asian Tobacco Advisory Council (industry)
ATL	Above the Line marketing (traditional media advertising)
ACTC	Asian Consultancy for Tobacco Control
ATC	Asian Tobacco Council (industry organisation)
BAT	British American Tobacco
BIGIF	Buy One Get One Free (promotion - b1g1f is also used)
BTL	Below The Line (merchandising, promotions)
CIAR	Center for Indoor Air Research (industry organisation)
CIF	Cost, insurance and freight (seller pays shipping and insurance to destination)
CMTM	Confederation of Malaysian Tobacco Manufacturers
CPMH	Cigarettes Per Man Hour
CPT	Cost Per Thousand
CRT	Cut Rag Tobacco
CTR	Council for Tobacco Research (originally the TIRC; renamed in 1964)
DF	Duty Free
DFS	Duty Free Sales
DIET	Dry Ice Expanded Tobacco
DNP	Duty Not Paid (industry term for smuggled product)
DP	Duty Paid
EPA	Environmental Protection Agency (US)
ETS	Environmental Tobacco Smoke
FUBYAS	First Usual Young Adult Smokers
GT	General Trade (industry term for smuggled products)
HBI	Healthy Buildings International
IARC	International Agency for Cancer Research
ICOSI	International Commission on Smoking Issues
INFOTAB	International Tobacco Information Incorporated
ITGA	International Tobacco Growers Association
JTI	Japan Tobacco Incorporated
JV	Joint Venture
MIV	Made in Vietnam
NMA	National Manufacturers Association
PBIT	Profit Before Interest and Tax
PDP	Partial Duty Paid (according to compliance of customs personnel)
R&D	Research and Development
RJR	RJ Reynolds
RONA	Return On Net Assets: (measurement to optimise material, resources and facilities)

SHS	Second hand smoke
SUTL	Singapura United Trading Limited
TASSC	The Advancement of Sound Science Coalition
TI	Tobacco Institute (industry trade association)
TIRC	Tobacco Industry Research Committee (forerunner of CTR)
Transit	Smuggled products
TMA	Tobacco Manufacturers Association
TOT	Terms of Trade
TMD	Trade Mark Diversification
TTCs	Transnational Tobacco Companies
UKIB	UK International Brands
USIB	United States International Brands
WCTOH	World Conference on Tobacco or Health
WHA	World Health Assembly
WHO	World Health Organization
WRA	Worldwide Regulatory Affairs (Department of Philip Morris)
YAF	Young Adult Female
YAM	Young Adult Male
YAS	Young Adult Smoker
YUAS	Young Adult Urban Smoker

### **Citing the industry documents in your work**

When writing articles, reports or other publications it is important to accurately record the details of the documents you have used. The Galen Digital Library of UCSF provides clear instructions on citing industry documents including order of author, year of document, access date and other essential aspects of a correct citation.

Go to <http://www.library.ucsf.edu/tobacco/citation/>.

## 5. Online resources

### A) Publications based on document research

#### i) International Organisations

Hammond R and White C. Voice of Truth vol. 1 Multinational Tobacco industry Activity in the Middle East: A Review of Internal Documents. Report for the WHO Regional Office for the Eastern Mediterranean, 2000.

<http://www.emro.who.int/TFI/TFIonthemove-VoiceOfTruth.htm>

Voice of Truth, vol. 2 2001 <http://www.emro.who.int/TFI/VoiceOftruthVol2.pdf>

WHO. Tobacco Industry Strategies to undermine Tobacco Control Activities in the World Health Organization. Tobacco Free Initiative, 2000

<http://www5.who.int/tobacco/page.cfm?tld=174>

WHO. The Tobacco Industry and Scientific Groups ILSI: A Case Study. 2001.

<http://www.who.int/genevahearings/inquiry/ilsi.doc>

#### ii) Media

Brookes J. Tobacco and Rupe: Secret documents show that Philip Morris loves Rupert Murdoch's tobacco-friendly media. That might explain why he's on their board.

Mother Jones August 25, 1998; online MOJO Wire 1998

<http://www.motherjones.com/sideshow/murdoch.html>

Campbell D, Beelman S and Schelzig Eric J. Paper trail to markets of the East. Guardian Unlimited February 2, 2000 <http://www.guardian.co.uk/Print/0,3858,3957775,00.html>

International Consortium of Investigative Journalists. Tobacco Companies Linked to Criminal Organizations in Lucrative Cigarette Smuggling. May 20, 2002

[http://www.public-i.org/story\\_01\\_030301.htm](http://www.public-i.org/story_01_030301.htm)

The price is not quite right. Economist.com [online] 2001

<http://www.ash.org.uk/html/conduct/html/pricfixing.html>

Vietnam's losing battle against the tobacco smugglers. Guardian Unlimited February 2, 2000

<http://www.guardian.co.uk/Print/0,3858,3957776,00.html>

Yeoman, B. Secondhand Diplomacy: After closed-door meetings with cigarette makers, the Bush administration is seeking to derail a global tobacco treaty. Mother Jones March/April 2003.

[http://www.motherjones.com/news/outfront/2003/10/ma\\_284\\_01.html](http://www.motherjones.com/news/outfront/2003/10/ma_284_01.html)

#### iii) NGOs

##### ASH UK

Danger! PR in the playground

<http://www.ash.org.uk/html/advspo/html/prmenu.html>

Project Whitecoat – how Philip Morris bought up scientists and waged war on the truth.

<http://www.ash.org.uk/html/conduct/html/pmorris1.html>

## **ASH UK and Campaign for Tobacco Free Kids**

Trust Us: We're the Tobacco Industry

<http://www.ash.org.uk/index.php?navState=industry&getPage=/html/conduct/html/trustus.html>  
<http://www.tobaccofreekids.org/campaign/global/framework/docs/TrustUs.pdf>

## **Campaign for Tobacco Free Kids**

Big Tobacco's Assault on Global Health. 2002

<http://tobaccofreekids.org/campaign/global/globalhealth/fullbrief.pdf>

Golden Leaf, Barren Harvest. 2001

<http://tobaccofreekids.org/campaign/global/FCTCreport1.pdf>

How Do You Sell Death? November 2001

<http://tobaccofreekids.org/campaign/global/FCTCreport2.pdf>

Illegal Pathways to Illegal Profits: The Big Cigarette Companies and International Smuggling. 2000 <http://tobaccofreekids.org/campaign/global/framework/docs/Smuggling.pdf>

## **iv) Research Articles (by topic)**

### **Document research**

Balbach E, Gasior R and Barbeau E. Tobacco industry documents: comparing the Minnesota Depository and internet access. Tobacco Control 2002;11:68-72

<http://tc.bmjournals.com/cgi/reprint/11/1/68.pdf>

Todd J et al. The Brown and Williamson Documents: Where Do We Go From Here? JAMA 1995;274 [http://www.ama-assn.org/sci-pubs/journals/archive/jama/vol\\_274/no\\_3/ed5046x.htm](http://www.ama-assn.org/sci-pubs/journals/archive/jama/vol_274/no_3/ed5046x.htm)

Glantz S, Barnes D, Bero L, Hanauer P, and Slade J. Looking through a keyhole at the tobacco industry: The Brown and Williamson documents. JAMA 1995;274:219-24

[http://www.ama-assn.org/sci-pubs/journals/archive/jama/vol\\_274/no\\_3/sc5042.htm](http://www.ama-assn.org/sci-pubs/journals/archive/jama/vol_274/no_3/sc5042.htm)

Glantz S. The truth about big tobacco in its own words. BMJ 2000;316;1553

<http://www.bmj.com/cgi/reprint/321/7257/313.pdf>

Malone R and Balbach E. Tobacco industry documents: treasure trove or quagmire?

Tobacco Control 2000;9:334-38 <http://tc.bmjournals.com/cgi/content/full/9/3/334>

### **Environmental tobacco smoke/Secondhand Smoke**

Barnes D, Hanauer P, Slade J, Bero L, Glantz S. Environmental tobacco smoke: The Brown and Williamson documents. JAMA 1995;274:248-53

[http://www.ama-assn.org/sci-pubs/journals/archive/jama/vol\\_274/no\\_3/sc5045.htm](http://www.ama-assn.org/sci-pubs/journals/archive/jama/vol_274/no_3/sc5045.htm)

Connolly G, Wayne G, Lympers D and Doherty M. How cigarette additives are used to mask environmental tobacco smoke. Tobacco Control 2000;9:283-91

<http://tc.bmjournals.com/cgi/content/full/9/3/283>

Muggli M, Forster J and Hurt R, Repace J. The Smoke You Don't See: Uncovering Tobacco Industry Strategies Aimed Against Environmental Tobacco Smoke. Am J Pub Health 2001;91:1419-23

<http://www.ajph.org/cgi/content/full/91/9/1419>

### **Industry and science**

Drope J and Chapman S. Tobacco industry efforts at discrediting scientific knowledge of environmental tobacco smoke: a review of internal industry documents.

Journal of Epidemiology and Community Health 2001; 55: 588-94

<http://www.jech.com/cgi/content/abstract/55/8/588>

Hirschhorn N, Bialous S and Shatenstein S. Philip Morris' new scientific initiative: an analysis. Tobacco Control 2001;10:247-52

<http://tc.bmjournals.com/cgi/content/full/10/3/247>

Hirschhorn N. Shameful Science: four decades of the German tobacco industry's hidden research on smoking and health. Tobacco Control 2000;9:242- 47

<http://tc.bmjournals.com/cgi/content/full/9/2/242>

Hong M and Bero L. How the tobacco industry responded to an influential study of the health effects of secondhand smoke. BMJ 2002;325:1413-1416

<http://bmj.com/cgi/content/full/325/7377/1413>

Ong E and Glantz S. Constructing "Sound Science" and "Good Epidemiology": tobacco, lawyers, and public relations firms. American Journal of Public Health 2001, 91:1749-1757

<http://www.smokefreeforhealth.org/studies/OngGlantz.htm>

Ong E and Glantz S. Tobacco industry efforts subverting the International Agency for Research on Cancer's second-hand smoke study. Lancet 2000;355:1253-9

[http://www.thelancet.com/journal/vol355/iss9211/full/llan.355.9211\\_editorial](http://www.thelancet.com/journal/vol355/iss9211/full/llan.355.9211_editorial)

### **Industry strategies and tactics**

Bialous S and Yach D. Whose standard is it anyway? How the tobacco industry determines the International Organization for Standardization (ISO) standards for tobacco and tobacco products. Tobacco Control 2001;10: 96-104

<http://tc.bmjournals.com/cgi/content/full/10/2/96>

Francey N and Chapman S. "Operation Berkshire": the international tobacco companies' conspiracy. BMJ 2000; 321:371-374

<http://www.bmj.com/cgi/content/full/321/7257/371>

Givel M and Glantz S. Tobacco lobby political influence on US state legislatures in the 1990s.

Tobacco Control 2001;10:124-34 <http://tc.bmjournals.com/cgi/content/full/10/2/124>

Glantz S, Slade J, Bero LA Hanauer P and Barnes D. The Cigarette Papers. Berkeley: University of California Press, 1996

<http://www.library.ucsf.edu/tobacco/cigpapers/book/contents.html>

Landman A. Push or be punished: tobacco industry documents reveal aggression against businesses that discourage tobacco use. Tobacco Control 2000;9:339-46

<http://tc.bmjournals.com/cgi/content/full/9/3/339>

Mangurian C, Bero L. Lessons learned from the tobacco industry's efforts to prevent the passage of a workplace smoking regulation. Am J pub Health 2000;90:1926-30

<http://www.ajph.org/cgi/content/abstract/90/12/1926>

Morley C, Cummings K, Hyland A, Giovino G and Horan J. Tobacco Institute lobbying at the state and local levels of government in the 1990s. Tobacco Control 2002;11 (Suppl 1):i102-i109 [http://tc.bmjournals.com/cgi/content/full/11/suppl\\_1/i102](http://tc.bmjournals.com/cgi/content/full/11/suppl_1/i102)

Ritch W and Begay M. Strange bedfellows: the history of collaboration between the Massachusetts Restaurant Association and the tobacco industry. Am J Pub Health 2001;91:598-603 <http://www.ajph.org/cgi/content/abstract/91/4/598>

Shamasunder B and Bero L. Financial Ties and Conflicts of Interest Between Pharmaceutical and Tobacco Companies. JAMA 2002;288:738-744 <http://jama.ama-assn.org/issues/v288n6/abs/jsc20058.html>

Yach D and Bettcher D. Globalisation of tobacco industry influence and new global responses. Tobacco Control 2000;9:206-216 (Summer) <http://tc.bmjournals.com/cgi/reprint/9/2/206.pdf>

### **Ingredients and design**

Cummings K, Morley C and Hyland A. Failed promises of the cigarette industry and its effect on consumer misperceptions about the health risks of smoking. Tobacco Control 2002;11 (Suppl 1):i110-i117 [http://tc.bmjournals.com/cgi/content/full/11/suppl\\_1/i110](http://tc.bmjournals.com/cgi/content/full/11/suppl_1/i110)

Hurt R and Robertson C. Prying open the door to the tobacco industry's secrets about nicotine. JAMA 1998;280:1173-81 <http://jama.ama-assn.org/issues/v280n13/abs/jlm80013.html>

Kozlowski L and O'Connor R. Cigarette filter ventilation is a defective design because of misleading taste, bigger puffs, and blocked vents. Tobacco Control 2002;11 (Suppl 1):i40-i50 [http://tc.bmjournals.com/cgi/content/full/11/suppl\\_1/i40](http://tc.bmjournals.com/cgi/content/full/11/suppl_1/i40)

Leavell N. The low tar lie. Tobacco Control 1999;8:433-39 <http://tc.bmjournals.com/cgi/content/full/8/4/433>

Pauly J, Mevani A, Lesses J, Cummings K, and Streck R. Cigarettes with defective filters marketed for 40 years: what Philip Morris never told smokers. Tobacco Control 2002;11 (Suppl 1):i51-i61 [http://tc.bmjournals.com/cgi/content/full/11/suppl\\_1/i51](http://tc.bmjournals.com/cgi/content/full/11/suppl_1/i51)

Scharfstein J. Blowing smoke: How cigarette manufacturers argues that nicotine is not addictive. Tobacco Control 1999;8:210-13 <http://tc.bmjournals.com/cgi/content/full/8/2/210>

Slade J, Bero L, Hanauer P, Barnes D and Glantz S. Nicotine and Addiction: The Brown and Williamson documents. JAMA 1995;274:225-33 [http://www.ama-assn.org/sci-pubs/journals/archive/jama/vol\\_274/no\\_3/sc5043.htm](http://www.ama-assn.org/sci-pubs/journals/archive/jama/vol_274/no_3/sc5043.htm)

### **Litigation**

Bero L, Barnes D, Hanauer P, Slade J and Glantz S. Lawyer control of the tobacco industry's external research program: The Brown and Williamson documents. JAMA 1995;274:241-47 [http://www.ama-assn.org/sci-pubs/journals/archive/jama/vol\\_274/no\\_3/sc5044.htm](http://www.ama-assn.org/sci-pubs/journals/archive/jama/vol_274/no_3/sc5044.htm)

Hanauer P, Slade J, Barnes D, Bero L and Glantz S. Lawyer control of internal scientific research to avoid products liability lawsuits: The Brown and Williamson documents. JAMA 1995;274:234-40

[http://www.ama-assn.org/sci-pubs/journals/archive/jama/vol\\_274/no\\_3/sc5046.htm](http://www.ama-assn.org/sci-pubs/journals/archive/jama/vol_274/no_3/sc5046.htm)

### **Marketing**

Davis R and Landman A. Lorillard's "Candy Box" ad for Newport cigarettes: is she pregnant? Tobacco Control 2000;9 (Suppl III):iii3-iii5

[http://tc.bmjournals.com/cgi/content/full/9/suppl\\_3/iii3](http://tc.bmjournals.com/cgi/content/full/9/suppl_3/iii3)

Hastings G and MacFadyen L. A day in the life of an advertising man: review of internal documents from the UK tobacco industry's principal advertising agencies. BMJ 2000;321: 366-71 <http://www.bmj.com/cgi/content/full/321/7257/366>

Katz S and Lavack A. Tobacco related bar promotions: insights from tobacco industry documents. Tobacco Control 2002;11 (Suppl 1):i92-i101.

[http://tc.bmjournals.com/cgi/content/full/11/suppl\\_1/i92](http://tc.bmjournals.com/cgi/content/full/11/suppl_1/i92)

Mekemson C and Glantz S. How the tobacco industry built its relationship with Hollywood. Tobacco Control 2002;11 (Suppl 1):i81-i91

[http://tc.bmjournals.com/cgi/content/full/11/suppl\\_1/i81](http://tc.bmjournals.com/cgi/content/full/11/suppl_1/i81)

Muggli M, Pollay R, Lew R and Joseph A. Targeting of Asian Americans and Pacific Islanders by the tobacco industry: results from the Minnesota Tobacco Document Depository. Tobacco Control 2002;11:201-209

<http://tc.bmjournals.com/cgi/reprint/11/3/201.pdf>

Pollay R and Dewhirst T. The dark side of marketing seemingly "Light" cigarettes: successful images and failed fact. Tobacco Control 2002; 11 (Suppl 1):i18-i31

[http://tc.bmjournals.com/cgi/content/full/11/suppl\\_1/i18](http://tc.bmjournals.com/cgi/content/full/11/suppl_1/i18)

Wakefield M, Morley C, Horan J, and Cummings K. The cigarette pack as image: new evidence from tobacco industry documents. Tobacco Control 2002;11 (Suppl 1): i73-i80.

[http://tc.bmjournals.com/cgi/content/full/11/suppl\\_1/i73](http://tc.bmjournals.com/cgi/content/full/11/suppl_1/i73)

### **Regional**

Assunta M. BAT flouts tobacco-free World Cup policy.

Tobacco Control 2002;11:277-278

<http://tc.bmjournals.com/cgi/content/full/11/3/277>

Kingman S. Hong Kong tobacco deaths presage vast China epidemic.

Bulletin of the World Health Organization 2001;79:10.

<http://www.who.int/bulletin/tableofcontents/2001/vol.79no.10.html>

O'Sullivan B and Chapman S. Eyes on the Prize: Transnational Tobacco Companies in China 1976-1997. Tobacco Control 2000;9:292-302

<http://tc.bmjournals.com/cgi/content/full/9/3/292>

### **Taxation**

Chaloupka F, Cummings K, Morley CP and Horan J. Tax, price and cigarette smoking: evidence from the tobacco documents and implications for tobacco company marketing strategies. Tobacco Control 2002;11 (Suppl 1):i62-i72.

[http://tc.bmjournals.com/cgi/content/full/11/suppl\\_1/i62](http://tc.bmjournals.com/cgi/content/full/11/suppl_1/i62)

### **Youth**

Cummings K, Morley C, Hyland A, Horan J, Steger, C and Leavell N. Marketing to America's youth: evidence from corporate documents. Tobacco Control 2002;11 (Suppl 1):i5-i17

[http://tc.bmjournals.com/cgi/content/full/11/suppl\\_1/i5](http://tc.bmjournals.com/cgi/content/full/11/suppl_1/i5)

Klein J and St Clair S. Do candy cigarettes encourage young people to smoke?

BMJ 2000;321:362-365 <http://www.bmj.com/cgi/content/full/321/7257/362>

Perry C. The tobacco industry and underage youth smoking: Tobacco industry documents from the Minnesota litigation. Archives of Pediatrics and Adolescent Medicine 1999;153:935-41

<http://archpedi.ama-assn.org/issues/v153n9/abs/poa8441.html>

Pollay R. Targeting youth and concerned smokers: evidence from Canadian tobacco industry documents. Tobacco Control 2000;9:136-47 <http://tc.bmjournals.com/cgi/content/full/9/2/136>

Wayne G and Connolly G. How cigarette design can affect youth initiation into smoking: Camel cigarettes 1983-93. Tobacco Control 2002;11 (Suppl 1):i32-i39

[http://tc.bmjournals.com/cgi/content/full/11/suppl\\_1/i32](http://tc.bmjournals.com/cgi/content/full/11/suppl_1/i32)

## **B) Online information sources**

### **i) Document Collections**

#### **Industry maintained websites**

Brown & Williamson Tobacco Corporation	<a href="http://www.bw.aalatq.com/">http://www.bw.aalatq.com/</a>
Council for Tobacco Research	<a href="http://www.ctr-usa.org/ctr/">http://www.ctr-usa.org/ctr/</a>
Gallaher Group plc*	<a href="http://www.gallaher-docs.com/">http://www.gallaher-docs.com/</a>
Lorillard Tobacco Co	<a href="http://www.lorillarddocs.com">http://www.lorillarddocs.com</a>
Philip Morris Inc	<a href="http://www.pmdocs.com">http://www.pmdocs.com</a>
R. J. Reynolds Tobacco Co	<a href="http://www.rjtdocs.com">http://www.rjtdocs.com</a>
The Tobacco Institute	<a href="http://www.tobaccoinstitute.com">http://www.tobaccoinstitute.com</a>

\*Gallaher documents are not disclosed through a legal process of discovery.  
The collection contains only what the company chooses to post and is pre-1990s.

#### **Tobacco Control websites**

ASH UK chronologies  
<http://www.ash.org.uk/html/conduct/html/chronologies.html>

CDC - National Centers for Chronic Disease Prevention and Health Promotion	<a href="http://www.cdc.gov/tobacco/industrydocs">http://www.cdc.gov/tobacco/industrydocs</a>
Legacy Tobacco Documents Library	<a href="http://legacy.library.ucsf.edu/">http://legacy.library.ucsf.edu/</a>
Roswell Park Cancer Institute	<a href="http://roswell.tobaccodocuments.org/">http://roswell.tobaccodocuments.org/</a>
Tobacco archives	<a href="http://www.tobaccoarchives.com">http://www.tobaccoarchives.com</a>
Tobacco Control Archives (TCA)	<a href="http://www.library.ucsf.edu/tobacco/">http://www.library.ucsf.edu/tobacco/</a>
Tobacco Documents Online (TDO)	<a href="http://tobaccodocuments.org/">http://tobaccodocuments.org/</a>

Tobacco Document System (TDS)  
<http://tobacco.health.usyd.edu.au/site/gateway/docs/index.htm>

US House Committee on Commerce  
<http://www.house.gov/commerce/TobaccoDocs/documents.html>

### **ii) Tobacco Industry Websites**

#### **Company Websites**

British American Tobacco	<a href="http://www.bat.com/">http://www.bat.com/</a>
British American Racing	<a href="http://www.britishamericanracing.com/">http://www.britishamericanracing.com/</a>
BAT Australasia	<a href="http://www.bata.com.au/fhome.asp">http://www.bata.com.au/fhome.asp</a>
BAT Hong Kong	<a href="http://www.bathongkong.com">www.bathongkong.com</a>
BAT Malaysia	<a href="http://www.batmalaysia.com/">http://www.batmalaysia.com/</a>
BAT Korea	<a href="http://www.batkorea.com/english.asp">http://www.batkorea.com/english.asp</a>
BAT Taiwan	<a href="http://www.battaiwan.com">www.battaiwan.com</a>
Brown & Williamson	<a href="http://www.bw.com">http://www.bw.com</a>

International Tobacco Growers Association	<a href="http://www.tobaccoleaf.org">www.tobaccoleaf.org</a>
Japan Tobacco International	<a href="http://www.jti.com/">http://www.jti.com/</a>
Liggett Group	<a href="http://www.liggettgroup.com/">http://www.liggettgroup.com/</a>
Lorillard Tobacco Company	<a href="http://www.lorillard.net/">http://www.lorillard.net/</a>
Philip Morris	<a href="http://www.philipmorris.com">http://www.philipmorris.com</a>
Philip Morris International	<a href="http://www.pmintl.com/">http://www.pmintl.com/</a>
Reemtsma	<a href="http://www.reemtsma.com">http://www.reemtsma.com</a>
R.J. Reynolds Tobacco	<a href="http://www.rjrt.com">http://www.rjrt.com</a>

### **Industry Journals**

Tobacco Asia Magazine

Tobacco China online

Tobacco Journal online

Tobacco Reporter

<http://www.tobaccoasia.com/>

<http://www.tobaccochina.com/>

<http://www.tobaccojournal.com>

<http://www.tobaccoreporter.com>

### **iii) Information and news sites**

#### **Southeast Asia Regional**

Advertising Age International

Asia CNN News

Asian Wall Street Journal

Asiaweek

BBC

Far Eastern Economic Review

Online newspaper directory

PR Watch

Public Health in Asia

Yahoo Financial Tobacco News

<http://www.adageglobal.com/>

<http://asia.cnn.com/>

<http://www.ajsj.com/>

<http://www.asiaweek.com>

<http://news.bbc.co.uk/>

<http://www.feer.com/>

<http://www.onlinenewspapers.com/>

<http://www.prwatch.org/index.html>

<http://www.ldb.org/vl/geo/asia/index.htm>

<http://biz.yahoo.com/news/tobacco.html>

#### **iv) Tobacco Control sites**

Action on Smoking and Health ASH UK

ASH Thailand

Bangladesh Anti-Tobacco Alliance

Bangladesh Work for a Better Bangladesh

Campaign for Tobacco Free Kids

CDC - National Centers for Chronic Disease

Prevention and Health Promotion

Consumers Association of Penang

<http://www.consumersinternational.org/members/malaysia1.html>

<http://www.ash.org.uk/>

<http://www.ashthailand.or.th/en/>

<http://bata.globalink.org/>

<http://wbb.globalink.org>

<http://tobaccofreekids.org>

<http://www.cdc.gov/tobacco/>

Framework Convention Alliance

FCAP (FCTC Philippines)

<http://www.fctc.org/>

<http://fcap.globalink.org/>

GLOBALink (UICC)

Global Partnerships for Tobacco Control

Hong Kong Council on Smoking and Health

International Network of Women Against

Tobacco (INWAT)

International Tobacco Evidence network

INFACT

International Non-governmental

Coalition Against Tobacco (INGCAT)

International Tobacco Evidence Network (ITEN)

<http://www.globalink.org/>

<http://www.essentialaction.org>

<http://www.info.gov.hk/hkcosh>

<http://www.inwat.org/>

<http://www.tobaccoevidence.net/>

<http://www.infact.org/>

<http://ingcat.org/>

<http://www.tobaccoevidence.net/>

LSHTM Tobacco Control webpage

National Cancer Institute (NIH)

National Poison Centre (USM)

Clearinghouse for Tobacco Control (USM)

Physicians for a Smoke-free Canada

<http://www.lshtm.ac.uk/cgch/tobacco>

<http://www.nci.nih.gov/>

<http://prn.usm.my/tobacco.html>

<http://www.ctob.org>

<http://www.smoke-free.ca/default.htm>

Research for International Tobacco Control (RITC) <http://www.idrc.ca/tobacco/en/index.htm>  
Smoke Free Movies <http://smokefreemovies.ucsf.edu/>  
Smokescreen Action Network <http://smokescreen.org>  
Tobacco Control Policy Research Network Bulletin TCPRN <http://www.thai.net/tobaccocontrol/>  
Tobacco Control Journal <http://tc.bmjournals.com> –  
-downloadable PowerPoint presentations  
<http://tc.bmjournals.com/cgi/content/full/11/3/DC1>

Tobacco Control Resource Center Inc & Tobacco Products Liability Project <http://tobacco.neu.edu>  
Tobacco FactFile (BMJ) <http://www.tobaccofactfile.org/>  
Tobacco News <http://www.tobacco.org/>  
Tobacco Free Asia <http://www.tobaccofreeasia.net>  
Tobaccopedia <http://www.tobaccopedia.org/>  
TobaccoScam <http://www.tobaccoscam.ucsf.edu/>  
University of Sydney <http://www.health.usyd.edu.au/tobacco/>  
Tobacco Control Supersite

### **World Bank**

Economics of tobacco control <http://www1.worldbank.org/tobacco/>

Extensive site that includes:

- **Curbing the Epidemic: governments and the economics of tobacco control;**
- country profiles on tobacco production, trade, use, policies etc;
- PowerPoint presentations on tobacco and policies;
- help on how to analyze tobacco demand, employment, smuggling and taxation
- full text of **Tobacco Control in Developing Countries** by Jha and Chaloupka.

### **World Health Organisation**

Tobacco Free Initiative (TFI)  
<http://tobacco.who.int/>

AFRO  
<http://www.afro.who.int/tfi/index.html>

EMRO  
<http://www.emro.who.int/tfi/tfi.htm>

PAHO  
<http://www.paho.org/Project.asp?SEL=TP&LNG=ENG&CD=SMOKE>  
<http://www.paho.org/Project.asp?SEL=TP&LNG=ENG&CD=GNTAD>

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Profits Over People: Tobacco Industry Activities to Market Cigarettes and Undermine Public Health in Latin America and the Caribbean. 2002.  
[http://www.paho.org/English/HPP/HPM/TOH/profits\\_over\\_people.htm](http://www.paho.org/English/HPP/HPM/TOH/profits_over_people.htm)

SEARO  
<http://w3.whosea.org/>

WPRO  
<http://www.wpro.who.int/>

## **C) Online research articles and reports**

### **Country Profiles**

CDC NATIONS. National Tobacco Information Online System  
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<http://jech.bmjournals.com/cgi/content/abstract/52/1/53?>

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Warner K. The Economic Consequences of Tobacco: Dispelling the Myths  
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[http://www1.worldbank.org/hnp/hsd/ViewPoint\\_Tobacco.asp#FRef](http://www1.worldbank.org/hnp/hsd/ViewPoint_Tobacco.asp#FRef)

World Bank. Curbing the Epidemic Governments and the Economics of Tobacco Control. 1999  
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