



TV & Newspaper Ads on Tobacco Industry Wrong Doing Launched this Weekend

In 1999, the Department of Justice sued the nation's largest cigarette manufacturers and tobacco trade organizations in the U.S. District Court for the District of Columbia, claiming civil fraud and racketeering violations under the Racketeer Influenced and Corrupt Organizations (RICO) act. Judge Kessler held that the civil RICO provisions could not be used to force the tobacco industry to pay for smoking cessation and tobacco education programs. However, under the law, the certain actions were required by the tobacco industry to prevent future violations, including: prohibition on certain industry practices and the mandatory disclosure of documents previously withheld from the public.

The Lung Association was one of the six public health interveners in the lawsuit. Under the Master Settlement Agreement (MSA), the government tried to prevent further fraud and monetary damages and as well as provide funding for programs dedicated to smoking cessation and public education. On August 17, 2006, the tobacco companies were found guilty and ordered to pay the costs associated with the death and disease resulting from the use of their products, a portion of which needed to fund programs dedicated to helping individuals quit smoking and public education. They were also ordered to produce public corrective statements, which would correct previous statements made by the industry that were blatantly false.

After years of waiting, the original order will now be implemented. On November 26th, 2017, the tobacco industry started running corrective statements. These will run through March 4, 2018. These corrective statements will appear as full page ads and run in 50 different newspapers across the country as well as air on major television networks. Each newspaper and television ad will fall under one of these categories:

- Adverse Health Effects of Smoking
- Addictiveness of Smoking and Nicotine
- Lack of Significant Health Benefits from Smoking "Low Tar", "Light", "Ultra-Light", "Mild" and "Natural" Cigarettes
- Manipulation of Cigarette Design and Composition to Ensure Optimum Nicotine Delivery
- Adverse Health Effects of Exposure to Secondhand Smoke

For more information on the case discussed above, click [here](#).

To see the full text of the corrective statements, click [here](#).

To read the American Lung Association's full press release regarding the corrective statements, please click [HERE](#).

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If you have questions about this analysis, please contact Emma Maron (emma.maron@lung.org).