Death in the Mailbox

How Tobacco Companies Relentlessly Pursue Their Customers
The reach of the tobacco industry

Tobacco companies spend a fortune mailing materials to the homes of smokers or potential smokers.

They get names through sign ups for contests, at events, mailing lists, subscription lists, membership lists, etc.

They send individuals a wide variety of materials aimed at keeping them smoking and keeping them smoking specific brands.
Industry Mailings

• Coupons for reduced price cigarettes
• Consumer surveys
• Catalogs of branded items
• Birthday greetings
• Letters to encourage smokers to protest against tobacco control regulations
• Event promotions featuring cigarette brands
• Magazines that look like regular magazines
Smoker's Rights & You.

The Government is preventing you from smoking in some of your favorite places. You don't like it. We don't either. So, who you gonna call? The Smokers' Rights Action Line. We have answers to problems smokers face in bars, restaurants, the workplace, or just about anywhere.

So start taking action.

Call 1-800-333-8683.

Hey, it's still a free country. It's your choice to light up.

CAMEL
Genuine Taste
SHREDD ALERT!

Backcountry Snowboarding in the Grand Tetons

STING * FAST CARS * TRACY MCGRADY * SNO PRO RALLY * HIGHTAIL IT: DENVER
You Go, Girl!
217 ideas, experts & examples on how to live your dream

fashion forward
print pizzazz
job jazz
spring's best makeup

get kinky with your hair
reaping the rewards of risk

PROOF POSITIVE THAT PASSION PAYS OFF!

MARY-LOUISE PARKER
order up all things fabulous...
CAMEL CASH

The funny money that's no joke.
SHOW ME THE PLEASURE!

WIN $1,000,000
ONE $1,000,000 PRIZE! ONE HUNDRED $1,000 PRIZES!

Call Toll Free 1-877-4-SWEEPS To Enter
1-877-477-3777

NO PURCHASE NECESSARY. Must be a legal U.S. resident and a smoker, age 21 or older. Sweepstakes void in MA, MI, FL, or retail in VA and where prohibited by law. Call 1-877-4-SWEEPS by 11:59 pm Eastern Time on 10/21/03 to enter and to obtain Official Rules. No phone calls accepted. Sweepstakes ends 10/21/03.

© Lorillard 2003

Surgeon General's Warning: Smoking Causes Lung Cancer, Heart Disease, Emphysema, and May Complicate Pregnancy.
Trinkets & Trash

- **Online surveillance system and archive of tobacco products and tobacco industry marketing materials**

- **www.trinketsandtrash.org**
Return to Sender: Consumers Talk Back to Big tobacco

• Letters featured in this slide show were found in the tobacco companies’ formerly secret documents that were made public after the 1998 Master Settlement Agreement.

• The Legacy Tobacco Documents Library (available online) has all the documents that have been released—approximately 7 million documents.
Bearing witness:
Honoring those who wrote

• Letters featured at www.nightingalesnurses.org

• Nightingales is a group of nurse activists who work to focus public attention on the behavior of the tobacco industry and its contribution to the preventable epidemic of tobacco-caused disease and death.
Nightingales’ Goals

- Use the letters from the public to undermine the industry’s claims of ‘social responsibility’ and ‘societal alignment’
- Honor those who wrote them
- Use nursing’s credibility with the public to challenge industry credibility
- Engage nurses in the larger tobacco control battles
Who Writes to the Tobacco Companies?

- Struggling smokers
- Bereaved spouses
- Grieving parents
- Orphaned children
- Embittered friends and family members
Claudine McCarthy passed away on 1/16/97.
She was 58 years old.

With love,
Herbert
P.O. Box 834039
Richardson, TX 75083-4039

Removal of Name
Pt. died thanks to you!

Thanks a bunch Killer!!

CHANGE SERVICE REQUESTED

#Byncxxt *Auto *********** 3-Digit 923
#3254736538031382#

ID=325473653 803138 R6-00

RUTH ROAMES C003
700 E REDLANDS BLVD # 269 P000

REDLANDS CA 92373-6109

To remove your name from R.J. Reynolds Tobacco Company’s mailing list, please send your mailing label to:
Mailing List, P.O. Box 946, Winston-Salem, NC 27102-0946.

MAILING RESTRICTED TO SMOKERS 21 YEARS OF AGE OR OLDER
Louisiana: Since you are so interested in statistics, you have one less smoker in the world. I am sure that is not very important to you; after all, I am just one person. However, it is extremely important to me...I have spent the last two months in absolute agony while trying to quit... I think it is unforgivable what you are doing to your fellow human beings.
Anywhere, USA:
How dare you send me this. I had cancer of the throat. Voice box gone...Life is over. I wished smokes was never invented. You know cigarettes caused this cancer.
I quit. After 17 years
I finally kicked this
filthy habit. Why don't you
do something less harmful.
Like passing crack to
school kids.
Oregon:
I am a retired nurse and I have nothing but loathing for your company. You should all be in prison for murder.
New Jersey:
You are a bunch of murderers!
Take a moment to tell us about your smoking preferences.

Please take a moment to fill out the postage paid survey below and drop it in the mail today.

Your answers will help us to better understand the preferences of today's smokers, and you could be eligible for future offers of special interest to smokers.

If by responding to this survey and signing below, I certify that I am a cigarette smoker 21 years or older and I am also willing to receive free samples of cigarettes and incentive items in the mail subject to applicable state and federal laws.

Signature required

By responding to this survey and signing below, I certify that I am a cigarette smoker 21 years or older and I am also willing to receive free samples of cigarettes and incentive items in the mail subject to applicable state and federal laws.

Signature required

1. What is your regular brand of cigarettes that is the brand you smoke most often?

2. Is your regular brand:
   - Regular Size
   - King Size
   - Other

3. Are your regular brand:
   - Menthol or Regular
   - Non-Menthol

4. Is your regular brand:
   - Filtered or Non-Filter
   - None

5. Is your regular brand:
   - Low Tar or Medium
   - Ultra Low Tar or Full Flavor
   - None

6. Do you usually buy it by the:
   - Pack
   - Carton
   - Both Ways

7. How long have you smoked this brand?
   - Less than 1 year
   - 1 to 2 years
   - 2 to 3 years
   - Over 5 years

8. What if any was your previous brand?

9. The next time you go to the store, if your regular brand were not available, what would you do? (Check one):
   - Go to another store to buy my regular brand
   - Buy another type or brand of cigarettes
   - Not until the store has my regular brand
   - Buy a different brand entirely

10. Which of the following statements best describes the way you use coupons on cigarettes? (Check one):
    - I use only coupons that come with purchase
    - I use coupons only if they are for my regular brand
    - I use coupons that come with purchase
    - I never use coupons on cigarettes

11. How often do you use special in-store cigarette offers such as a free gift with purchase or special price?
    - Frequency: Occasionally
    - Frequency: Occasionally
    - Frequency: Sometimes
    - Frequency: Rarely

12. If your regular brand were not available, what other brands would you consider buying?
    (Check all that apply)
    - Lark
    - Newport
    - Camel
    - Marlboros
    - Kool
    - Kent
    - Other

13. Please list all the brands of cigarettes you smoked at least once a pack in the past two weeks. How many packs did you smoke of each brand? (Use as many lines as you need. Write in exact number of packs for each brand below. Take a current - 16 packs)

14. Which of the following best describes you? (Check one)
    - White
    - African-American
    - Asian
    - Hispanic
    - Other

15. Is there another smoker in your household 21 years of age or older? Please print full name, birthdate and regular brand

16. Would you be interested in receiving information about issues that affect smokers?
    - Yes
    - No

17. Would you recommend that smoking be banned in public places?
    - Yes
    - No

18. Have you ever been called a smoker?
    - Yes
    - No

California: This poor woman died of lung cancer...you should be ashamed of yourselves.
Please remove Bill from your mailing list. Sincerely,

Widow of

Matt Wong, M.D.

Name: AVON, WILLIAM Date: 2/22/00
ID: 1390 Sheet 1 Page 1

LVEF: 0% AV Gradient: 0%
Dominant Cor. R: L Balance:

Left Main 99%
Left Anterior Descending 99%
Circumflex 90%
Right Coronary Artery 90%

Right Anterior Descending

Homocedacity for identifying the left ventricular segments in the right anterior oblique projection as set forth by the American Heart Association & Circulation, 51 6:60, 1975.
1 = Anteroseptal, 2 = Anterolateral, 3 = Apical, 4 = Diaphragmatic, 5 = Posteroapical, AL = Anteroapical, PM = Posteroapical.

INTEGRIS Health
PROGRESS REPORT

BAPTIST MEDICAL CENTER OF OKLAHOMA

200091371
California: My mother died of cancer four years ago and up to the moment she went into a coma she wanted a cigarette... She may have been nothing but a customer to you but she was a huge part of my life. At least have the decency to stop forcing me to remember that she died for a profit for your company.
New Mexico:
Please remove the name of Ronald Castleberry from your mailing list. He passed away October 22 from pulmonary obstruction at the age of 58. He smoked from the time he was 15 years of age.

Signed, his mother and his father
Wisconsin:
I do not want any literature sent to my house. Donald died Sept 24th of emphysema, and as a first class witness I can truthfully say that is the most scary thing one must go through to see a loved one on a machine and still crying for help just to try to keep breathing. You kept the coupons coming which made it even harder for him to stop smoking...Please stop sending the literature for these killers.
Indiana:

I just wanted you to know what your questionnaire did to my family. About a year and a half ago my mother died from cancer of the lungs... She took so many painkillers she actually hallucinated. December 31 she died in my arms. At that time she weighed 86 pounds.
Ohio: We quit smoking. My son died of lung cancer. He smoked Marlboro. He is now in Marlboro Country. He finally quit too.
Wyoming: This will acknowledge the birthday card ...

Unfortunately, Mr. Lamb passed away on Feb 2...from smoking cigarettes. It was so kind of you to remember Mr. Lamb’s birthday; however, he will not be having any more of them, so ...in the future it will not be necessary to send him the annual birthday card and discount coupon for cigarettes.
Arizona:
My wife of 28 years has been diagnosed with terminal lung cancer, caused by use of your product....She is unable to go to the mailbox, much less read your self-serving propaganda.
From Somewhere, USA:
My father died last October at the age of 50 due to lung cancer. He purchased many of your items in your “Marlboro Country Store Catalog” with his cigarette coupons...Now myself and my 16 year old sister are left fatherless...The only thing I have to say to you is that smoking does cause cancer, smoking does kill and destroy families. You don’t need to be a scientist or conduct a study to figure that out, just visit my Dad’s grave if you want proof.
Michigan:
Helen died of lung cancer November 27 after a horrible fight. I hope you get what she had.
Dear June:

You can do it! You can switch down to lower tars and still get satisfying taste. Because you’ve got Merit. And we’d like to reward you for making the switch.

That’s why we created Merit Awards. These are quality items designed with you in mind. Merit Awards are something special we can give to you, to show you how valuable you are to us.

There’s the unique Merit Picnic Backpack: small enough to hang over your shoulder, yet it carries everything you need to set up a picnic for two. Or choose the Merit Umbrella, with its distinctive canopy design. Or the soft, comfortable 100% wool Merit Blanket. You can also order all three.

You can’t buy these items anywhere, yet they can all be yours free with UPCs off your Merit packs. So enjoy your fine cigarettes, and look forward to enjoying your Merit Awards.

Yours,

[Signature]
TENNESSEE:
MY HUSBAND DIED OF LUNG CANCER AT THE AGE OF 56 ON 5/27/94. TAKE ME OFF YOUR #@%%! MAILING LIST.

-MRS. PAUL, WIDOWED AT AGE 39 WITH A 15 YEAR OLD SON
Massachusetts: This correspondence disgusts me. What is your message? Death at a lower price?
Oregon: While Margaret was a smoker, and would have been interested in winning your sweepstakes, she can’t. She died 2/28/93 of lung cancer brought on by cigarette smoking. You’ll have to find someone else to smoke her share.

Will Newman Jr.
Personal Representative
Estate of Margaret Newman
P.O. Box 1106
Canby, Oregon 97013-1106
(503) 266-9682
New York:
This is to let you know that you can never get to know my father any better—he died from emphysema because of smoking most of his life. My mother, who passed away four months prior to my Dad, and incidently never smoked—had the lungs of a smoker because of living with him most of his life.

Don’t ever send literature like this to me again—I don’t think I have to do any cleaning on my stand against smoking—I lost my Mom “and” Dad largely due to it—

Your have my permission to use this in your advertising program.

Mary Mazzare
Nebb’s Tabakrenn, Inc.

6-15-31
Texas:
I will be delighted to tell you about my daughter...She lost her life to lung cancer at the age of 40. Caused from smoking...Hope you think again before you send out such a letter. You don’t know how you hurt some one who has lost a loved one. A grieving mother
Return to Sender
because of your no
Head

5200200537036785
Mr. William C. Grill
801 E. Armour
Kansas City, MO 64109

64104-2344 21
“No-Mail and send we’ll take your comments seriously form letter”
Please accept our condolences on hearing from you the news of your husband’s death.

We firmly believe that cigarettes have been unfairly blamed as a cause of human disease. The proposition that cigarettes are at fault has been so widely accepted as fact by so many otherwise responsible people, and the evidence to the contrary has been so uniformly disregarded, that we cannot blame the public for accepting the proposition as fact.

Despite all the research going on, the simple and unfortunate fact is that scientists do not know the cause or causes of the chronic diseases reported to be associated with smoking. The answers to the many unanswered smoking and
1,200 A Day:

What if all of their families sent letters?