

Revisions

CONSUMER ISSUES PROGRAM

DRAFT 1

2046123714

### Situation

The environment shaping a consumer's ability to smoke continues to be eroded by legislative and regulatory initiatives at the federal, state and local levels. These efforts, which are fueled largely by anti-smoking forces and their positions on exposure to environmental tobacco smoke, take the shape of increased smoking restrictions and outright bans in workplaces, public places and hospitality establishments.

As the movement to restrict or ban smoking continues, there has been a decline in the self-perception of smokers and how others view them. Concurrently, legislators, regulators and venues that traditionally allow smoking are under increasing pressure to weigh the balance between responding to the anti-smoking culture and supporting smoker and business interests.

only tobacco

2046123715

## Summary

The components of Issues Management's consumer plan are designed to directly support the identified objectives, needs and desires of a number of PM departments including, but not limited to WRA, PM U.S.A. Communications and Public Affairs.

While Issues Management will need to sell-in many of these concepts to the appropriate management prior to implementation, they are all designed to help build PM credibility, while at the same time support and reinforce the overriding goals of preserving a smoker's right to smoke and elevating the social acceptability of smoking.

For those items that are approved, Issues Management's role in each of these programs is to help coordinate and develop the appropriate resources and tools that best meet each department's specific objectives when it comes to consumer issues.

2046423716

## Objectives

- Ensure that smokers can continue to use our products socially, in workplaces and in public places
- Build credibility for PM and PM's role in the smoking debate.
- Educate general public, legislators and opinion leaders about ETS science and related policy issues
- Affect cultural shifts to help smokers feel good about their choice to smoke and elevate the social acceptance of smoking among non-smokers
- Support Stakeholders, i.e. smokers/hospitality industry
- Support PM efforts/programs regarding accommodation
- Support/Broaden Third-Parties/influencers

2046123717

## Highlights

### **I. Social Acceptability of Smoking Programs**

- Education Program
  - Work with WRA to
    - Simplify findings of ETS studies/critiques to increase awareness/understanding among general public, scholastic and other key audiences
    - Develop media backgrounders/white papers on
      - current state of ETS science/findings
      - bad science/bad public policy
    - Identify appropriate <sup>community</sup> PM scientists/management to serve as authors/spokespeople
    - Identify appropriate media outlets/editors for distribution, briefings, one-on-ones, speaking platforms to educate
      - General Public
      - Scholastic/scientific communities
      - Social scientists
      - Legislators/Opinion Leaders
    - Explore possibility of releasing on TASSC Internet page (see below)

2046123718

- TASSC Internet Page

- Work with TASSC to explore development of Internet Page to broaden reach of education efforts relating to science; use page to:
  - Broadly distribute published studies/papers favorable to smoking/ETS debate, e.g. CRS
  - <sup>*Directly*</sup> Conduct questionnaires/polls on understanding of scientific issues/findings (e.g. coffee, ETS, breast implants) and release findings via TASSC page *Alr, Rndn*
  - Release PM authored papers (as above) on ETS science and bad science/bad public policy

2046123719

- Consumer Public Opinion Study
  - Work with Accommodation Program management to design/implement new public opinion study on accommodation
  - Review all previous studies to determine best of the best questions/approach
  - Study to include hospitality and workplace perspectives to broaden utility of findings

2046123720

- Business Opinion Survey
  - *Worked Around 1 Comm*
  - Design/implement new business opinion study on accommodation/role of government in smoking policies
  - Study to include business owners/groups in hospitality and small business community
  - Study conducted by business or hospitality group

2046123721



- Legislator/City Council Opinion Surveys

Phase I Identify

- Design/implement series of surveys to poll federal and state legislators and city council members on true priorities/agendas for their terms of office

- Survey method would be <sup>unaided</sup> ~~open-ended~~ so as not to suggest ranking a specific list of potential priorities
- Survey design permits federal, state and local perspectives to be gleaned concurrently, by state or by locality depending on needs/priorities

- Conduct through <sup>public policy</sup> ~~legislative watchdog~~ groups
- Use findings to compare true priorities/agendas against legislative actions/public positions on smoking

Phase II

<sup>aided</sup>  
~~closed-ended~~ surveys listing issues, including  
smoking

2046123722

- Economic Benefit Studies
  - Design studies to demonstrate economic benefit for restaurants that accommodate smoking
    - Work with Fiscal Issues Manager to design model
    - Work with Accommodation Program management to ID restaurants to participate in initial study
    - Conduct initial study (PM sponsors)
    - Assess results
    - Assess utility of findings, e.g.
      - Accommodation Program Materials/Presentations
      - RD information package for legislators
      - Local/National publicity opportunities
      - NSA materials/publicity

2046123723

- ~~PM~~ Spokesforce

- Develop talking point materials on proactive positions regarding accommodation/social acceptability for use by spokesperson
- work up com. to S Company*  
- Identify RDs/other ~~PM~~ executives who can use talking points and take public position in support smoking accommodation
- Coordinate*  
- Media train ~~spokesforce~~ *from PRUSA.*
- Use spokesperson to publicly complement/reinforce third-party group positions/efforts at the state, local and regional levels

*Provide resources for use in warm weather vehicles*

2046123724

## II. Direct Smoker Support Programs

- Smoking Nights

- Explore viability of PM-sponsored Smoking Nights designed to elevate status of cigarette smokers
  - Work with Accommodation Program Management/Marketing to:
    - Analyze cigar/pipe smoking
      - Smoking trends
      - Business growth/declines
      - Segmentation shifts
    - Design/Conduct attitudinal study/focus groups of cigar/pipe smokers
      - How feel about smoking
      - Why/when they smoke
      - Where they smoke
      - Activities associated with smoking
- Use learning to explore/design Smoking Night concept where smokers of all types of tobacco are welcome
- Identify entrepreneurs/establishments for possible field tests
- Conduct/assess field test results
- Explore/help design roll-out program

2046123725

- Smoker Talk Group Support  
*Wrote w/ Accan/ WRA*
  - Analyze Smoker Talk Groups on Internet with regard to:
    - Sponsors
    - Participants
    - Positions
  - Explore means to support selected groups vis a vis funding, information needs, special programs

2046123726

- Environmental Group Support
  - Explore development/support of existing programs to build relationships with mainstream environmental groups, e.g. Sierra Club/World Wildlife Fund
  - Possible program to consider: "Outdoor Etiquette"
    - Backpack booklet focuses on proper behavior for hikers/campers, e.g.
      - Stay on trails
      - Properly contain and extinguish all cooking fires, etc.
    - Also includes clean up litter messages, including proper disposal of cigarette butts/packs
    - Portable ash trays could be used as premium for all members who smoke requesting backpack booklet

2046123727

**Implementation Schedule/Measurement**

<u>Activity</u>	<u>Schedule</u>	<u>Measurement</u>
Education Program		
- Backgrounders/ White Papers	Q1	Internal Approval
- ID Spokespeople	Q2	Training Complete
- Media/Speakers Plan	Q2	Completed
- Implementation	Q3/4	Ongoing
- TASSC Release	Q3/4	Internet Operating
TASSC Internet Page		
- Page Design	Q2	Set up Completed
- Distribute Material	Q2/3/4	Library Compiled
- Questionnaire	Q3/4	Design, Conduct, Release
- PM Papers	Q4	Release Begins
Consumer Poll		
- Design	Q1	Approved
- Implementation	Q2	Completed
- Release	Q2	Completed
Legislative Poll		
- Design	Q3	Approved
- Implementation	Q3/4	Completed
- Released	Q3/4	Completed
Economic Benefits Study		
- Design	Q1	Approved
- Implementation	Q2	Completed
- Released	Q2	Completed
PM Spokesforce		
- Team Identified	Q1	Completed
- Media Training	Q2	Completed
- Activation	Q2	Approved

2046123728

Smoking Nights

- Cigar/Pipe Analysis	Q1	Completed
- Attitudinal Survey	Q2	Completed
- Concept Design	Q3	Completed
- Field Test Sites	Q3	Identified
- Field Test	Q4	Completed
- Roll Out	Q4	Plan Developed

Smoker Talk Groups

- Analysis	Q2	Completed
- Support Efforts	Q2/3/4	Implemented

Environmental Groups

- Group/Program Analysis	Q1	Completed
- Program Support	Q2	Developed
- Implementation	Q3	Completed

2046123729