

Michael Pertschuk

SMOKE **in Their EYES**



**Lessons in Movement
Leadership from the
Tobacco Wars**

Smoke In Their Eyes Lessons In Movement Leadership From The Tobacco Wars

**Scott Kahan, Andrea Carlson
Gielen, Peter J. Fagan, Lawrence W.
Green**

Smoke In Their Eyes Lessons In Movement Leadership From The Tobacco Wars:

Smoke in Their Eyes Michael Pertschuk, 2001 The classic American struggle between the public interest and corporate interests is perhaps nowhere better illustrated than in the decades long struggle between the tobacco industry and advocates for public health The failure of the global settlement legislation is now viewed by many public health experts as an historic missed opportunity and in this extraordinary book *Smoke in Their Eyes* Michael Pertschuk brilliantly describes the forces brought to bear A lifelong public health leader and tobacco control advocate Pertschuk provides uncommon insight into the movement and its opposition Questions that reveal themselves here can be applied to public advocacy as a whole how can movement leaders gauge and best employ popular support Who has legitimacy to speak on behalf of a particular public cause And perhaps most crucially how is it possible for those whose cause is a moral one to strike political compromise With a narrative as compelling as the issues it raises *Smoke in Their Eyes* will be of great interest to everyone from students of public advocacy and political science to general readers Tobacco Industry and Smoking Fred C Pampel, Fred C.

Pampel, 2009 Praise for the previous edition **The Moralization of the Markets** Christoph Henning, 2017-07-12 Nothing affects the modern economy and society more than decisions made in the market place especially but not only decisions made by consumers Although it is not startling to suggest that decisions made in production are affected by choices consumers make consumers have long been viewed not only by academic economists as individual isolated rational actors that make or refrain from purchases purely on the basis of narrow financial considerations Markets are not and never were morally neutral Market relations have always had an often taken for granted moral underpinning The moralization of the markets refers to the dissolution and replacement of the conventional moral underpinnings of market conduct for example in the music market financial markets and corporate governance It further implies not only the heightened importance of new ethical precepts but the significant change in the role of moral ideals in market behavior These profound transformations of economic conduct are accompanied and co determined by societal conflicts The moralization of markets represents thus a new stage in the social evolution of markets The book is divided into four parts in which the twelve chapters written by contributors from different social science disciplines deal with the context of the moralization of the markets the major social institutions and present case studies that examine European and American attitudes and behavior towards tobacco and GMO expansion of the private and ethics in business and how workers respond to the new corporate norms This volume will be of interest to sociologists economists social scientists and the general consumer alike Law's Allure Gordon

Silverstein, 2009-02-09 *Law's Allure* explains how when and why America's reliance on legal rules and judicial decisions shapes constrains saves and sometimes even kills politics *The Expert Consumer* Alain Chatriot, Marie-Emmanuelle

Chessel, 2017-09-29 Recent work has focused on the politics of consumption and its manifestation in a number of situations This volume extends these debates providing a tighter focus and contributing to a noticeable gap in the field that numerous

scholars are beginning to turn towards that is organizations of consumers themselves who have chosen to speak for all consumers and similar such bodies of experts which act on behalf of consumers The volume is fortunate in drawing upon a number of scholars who are about to publish major works on the subject but who are happy to provide summary versions of their work for the volume The book pays particular attention to specific moments in consumer mobilization and expertise capturing the range of types of expert consumers across the twentieth century from ethical consumer groups at the beginning to intellectuals housewives economists and public officials It addresses questions on the nature of consumer organizing which bodies can speak for consumers whether one consumer voice can ever be identified and the relationship between consumption and citizenship Overview pieces demonstrate the larger narratives involved in the study of the expert consumer whilst more comparative essays set out the nature of transatlantic exchanges Other contributions point to the similarities across seemingly different consumption regimes while case studies of specific organisations and key historical moments draw out the particularities of consumer expertise

ASSIST, 2005 Just as the American Stop Smoking Intervention Study for Cancer Prevention ASSIST was a major shift in the National Cancer Institute's NCI's tobacco prevention and control research and dissemination efforts this monograph is a significant departure from NCI's previous tobacco control monographs For many the ASSIST project represented a logical progression of NCI's phased research approach to reducing tobacco use For others it represented a controversial and overly ambitious leap in a new direction Similarly this monograph departs from the traditional quantitative evidence review format to emphasize instead the practical hands on experience of program implementation Traditional research investigators who defend the sanctity of the randomized clinical trial many of whom were uncomfortable with ASSIST at its outset will also be uncomfortable with the personal and anecdotal flavor of this monograph Public health practitioners on the other hand as well as those investigators who have immersed themselves in the untidy world of implementation research will appreciate the detailed historical accounts of the complexities politics and outright opposition encountered by the ASSIST team The collective experiences described in this monograph provide a rich understanding of the gritty struggle against the powerful forces of the tobacco industry and its allies For students in public health training programs this work also provides a unique view of the world outside of academia where commercial political and public health interests collide in a struggle to define the policies norms and practices that will affect the health of generations page viii

Ending the Tobacco Problem Institute of Medicine, Board on Population Health and Public Health Practice, Committee on Reducing Tobacco Use: Strategies, Barriers, and Consequences, 2007-10-27 The nation has made tremendous progress in reducing tobacco use during the past 40 years Despite extensive knowledge about successful interventions however approximately one quarter of American adults still smoke Tobacco related illnesses and death place a huge burden on our society Ending the Tobacco Problem generates a blueprint for the nation in the struggle to reduce tobacco use The report reviews effective prevention and treatment

interventions and considers a set of new tobacco control policies for adoption by federal and state governments Carefully constructed with two distinct parts the book first provides background information on the history and nature of tobacco use developing the context for the policy blueprint proposed in the second half of the report The report documents the extraordinary growth of tobacco use during the first half of the 20th century as well as its subsequent reversal in the mid 1960s in the wake of findings from the Surgeon General It also reviews the addictive properties of nicotine delving into the factors that make it so difficult for people to quit and examines recent trends in tobacco use In addition an overview of the development of governmental and nongovernmental tobacco control efforts is provided After reviewing the ethical grounding of tobacco control the second half of the book sets forth to present a blueprint for ending the tobacco problem The book offers broad reaching recommendations targeting federal state local nonprofit and for profit entities This book also identifies the benefits to society when fully implementing effective tobacco control interventions and policies **The DeMarco**

Factor Michael Pertschuk, 2025-05-20 Vinny DeMarco might be a latter day Don Quixote except that he tilts his lance at real obstacles to social justice lobby locked state legislatures and Congress stonewalling the public will And he makes impossible dreams come true In twenty years of organizing campaigns in Maryland he has led successful efforts to pass gun control laws against National Rifle Association opposition to hike cigarette taxes to prevent youth smoking and to extend health care to hundreds of thousands of low income workers He has also built a unique alliance of mainstream and conservative faith groups which helped secure rare bipartisan votes in Congress for the enactment in July 2009 of landmark FDA regulation of tobacco manufacture and marketing DeMarco s unique strategic template developed over two decades of serial campaigning includes momentum building stages over a multiyear campaign unrelenting skillful access to the media for engaging public support coalitions of hundreds even thousands of faith community labor public health and business groups and a hard press on candidates to support legislation before elections rather than after they are comfortably in office As an organizer leader Demarco also succeeds in his campaigns through force of personality his unquenchable exuberance and idiosyncrasies delight and madden his opponents sometimes his allies too Michael Pertschuk himself a veteran advocate here chronicles three of DeMarco s campaigns each facing a different obstacle course His deep analysis draws out strategic and leadership lessons that engaged citizens and advocates for popular causes stonewalled by powerful lobbies can put to immediate and practical use **Up in Smoke** Martha A. Derthick, 2011-07-26 In recent years tobacco politics has been a multi layered

issue fraught with significant legal commercial and public policy implications From the outset Martha A Derthick s Up in Smoke took a nuanced look at tobacco politics in a new era of adversarial legalism and the consequences both intended and unintended of the MSA Master Settlement Agreement Now with a brand new 3rd edition the book returns to ordinary politics and the passage of the Family Smoking Prevention and Tobacco Control Act which gave the FDA broad authority to regulate both the manufacture and marketing of tobacco products Derthick shows our political institutions working as they should

even if slowly with partisanship and interest group activity playing their part in putting restraints on cigarette smoking

Tobacco Control Policy Kenneth E. Warner, 2006-10-13 Required reading for anyone wishing to be conversant with tobacco control policy the book is edited by Kenneth E Warner dean of the School of Public Health at the University of Michigan and a leading tobacco policy researcher who leads with an overview of the field Warner's overview is supported by reprints of some of the field's most significant articles written by leading scholars and practitioners The topics discussed are Taxation and Price Clean Indoor Air Laws Advertising Ad Bans and Counteradvertising Possession Use and Purchase PUP Laws and Sales to Minors Cessation Policy Comprehensive State Laws **The Cigarette** Sarah Milov, 2019-10-02 The story of tobacco's fortunes seems simple science triumphed over addiction and profit Yet the reality is more complicated and more political Historically it was not just bad habits but also the state that lifted the tobacco industry What brought about change was not medical advice but organized pressure a movement for nonsmoker's rights *Nicotine Psychopharmacology* Jack E. Henningfield, Edythe London, Sakire Pogun, 2009-02-01 The fact that tobacco ingestion can affect how people feel and think has been known for millennia placing the plant among those used spiritually honorably and habitually Corti 1931 Wilbert 1987 However the conclusion that nicotine counted for many of these psychopharmacological effects did not emerge until the nineteenth century Langley 1905 This was elegantly described by Lewin in 1931 as follows The decisive factor in the effects of tobacco desired or undesired is nicotine Lewin 1998 The use of nicotine as a pharmacological probe to understand physiological functioning at the dawn of the twentieth century was a landmark in the birth of modern neuropharmacology Limbird 2004 Halliwell 2007 and led the pioneering researcher John Langley to conclude that there must exist some ceptive substance to explain the diverse actions of various substances including nicotine when applied to muscle tissue Langley 1905 Research on tobacco and nicotine progressed throughout the twentieth century but much of this was from a general pharmacological and toxicological rather than a psychopharmacological perspective Larson et al 1961 There was some attention to the effects related to addiction such as euphoria Johnston 1941 tolerance Lewin 1931 and withdrawal Finnegan et al 1945 but outside of research supported by the tobacco industry addiction and psychopharmacology were not major foci for research Slade et al 1995 Hurt and Robertson 1998 Henningeld et al 2006 Henningeld and Hartel 1999 Larson et al 1961 Beyond Prime Time Activism Charlotte Ryan, Karen Jeffreys, 2019-03-13 In this accessible introduction to communication activism organizer Karen Jeffreys and sociologist Charlotte Ryan draw on more than two decades of ongoing collaboration using the Rhode Island Coalition for the Homeless RICH as a case study The book examines a community with shared values decision making and conflict resolution procedures tracking its organizing strategy and matched communication plan The authors first describe a communication campaign during the welfare reform battles 1990 1995 in which they began to practice communication activism In ongoing work with two organizations over the next two decades they distil a model of communication activism that draws directly from vibrant traditions of empowerment communication in U S

social movements and movements from the Global South Beyond Prime Time Activism provides students and researchers with an invaluable look at contemporary activism practices and with practical tools tried and tested in two decades of social movement engagement This book is ideal for anyone participating in social change movements or studying how they navigate communication and media inequalities National Journal ,2002 **How Change Happens** Leslie R.

Crutchfield,2018-05-01 Discover how those who change the world do so with this thoughtful and timely book Why do some changes occur and others don t What are the factors that drive successful social and environmental movements while others falter How Change Happens examines the leadership approaches campaign strategies and ground level tactics employed in a range of modern social change campaigns The book explores successful movements that have achieved phenomenal impact since the 1980s tobacco control gun rights expansion LGBT marriage equality and acid rain elimination It also examines recent campaigns that seem to have fizzled like Occupy Wall Street and those that continue to struggle like gun violence prevention and carbon emissions reduction And it explores implications for movements that are newly emerging like Black Lives Matter By comparing successful social change campaigns to the rest How Change Happens reveals powerful lessons for changemakers who seek to impact society and the planet for the better in the 21st century Author Leslie Crutchfield is a writer lecturer social impact advisor and leading authority on scaling social innovation She is Executive Director of the Global Social Enterprise Initiative GSEI at Georgetown University s McDonough School of Business and co author of two previous books Forces for Good and Do More than Give She serves as a senior advisor with FSG the global social impact consulting firm She is frequently invited to speak at nonprofit philanthropic and corporate events and has appeared on shows such as ABC News Now and NPR among others She is an active media contributor with pieces appearing in The Washington Post Fortune com CNN Money and Harvard Business Review com Examines why some societal shifts occur and others don t Illustrates the factors that drive successful social and environmental movements Looks at the approaches strategies and tactics that changemakers employ in order to effect widescale change Whatever cause inspires you advance it by applying the must read advice in How Change Happens whether you lead a social change effort or if you re tired of just watching from the outside and want to join the fray or if you simply want to better understand how change happens this book is the place to start **Social Movements, Stakeholders and Non-Market Strategy** Forrest Briscoe,Brayden King,Jocelyn

Leitzinger,2018-08-06 This edited collection brings together research that bridges the domains of stakeholder theory non market strategy and social movement theory **The Foundation** Joel L. Fleishman,2007-01-09 Foundations are a peculiarly American institution They have been the dynamo of social change since their invention at the beginning of the last century Yet they are cloaked in secrecy their decision making and operations are inscrutable to the point of obscurity leaving them substantially unaccountable to anyone Joel Fleishman has been in and around foundations for almost half a century running them sitting on their boards and seeking grants from them And in this groundbreaking book he explains the history of

foundations tells the stories of the most successful foundation initiatives and of those that have failed and explains why it matters The baby boomer generation is going to participate in the largest transfer of wealth in history when it passes on its assets to its successor generation The third sector is about to become more powerful than ever This book shows how foundations can provide a vital spur to the engine of the American and the world s economy if they are properly established and run Health Behavior Change in Populations Scott Kahan,Andrea Carlson Gielen,Peter J. Fagan,Lawrence W.

Green,2014-11-26 Presents current and future public health professionals with a range of methods geared towards helping people make healthy choices from informing the individual to modifying the surroundings and circumstances that drive decision making From publisher description **Public Opinion, Public Policy, and Smoking** Thomas R.

Marshall,2016-07-25 Public Opinion Public Policy and Smoking tracks Americans changing attitudes about cigarette smoking over the last century With data from more than five thousand public and privately conducted polls this book carefully examines how Americans came to understand the health risks of smoking how the tobacco industry sought to reframe smoking and how public opinion support for tobacco control affected lawsuits elections and public policies This book tests several well known linkage models that connect public opinion with public policy It shows that conventional wisdom about public opinion and tobacco control policy is often mistaken This book offers the first in depth look at American public opinion and cigarette smoking during the last century **E-Cigarettes and the Comparative Politics of Harm Reduction**

Virginia Berridge,Ronald Bayer,Amy L. Fairchild,Wayne Hall,2023-05-30 This open access book offers the first in depth study of the history and current debates surrounding electronic cigarettes comparing the UK US and Australia Since their introduction e cigarettes have been the subject of much public media and regulatory attention with discussion centring on whether these devices encourage or discourage smoking This study delves into the history of policymaking and institutions in three countries which have taken different approaches to the regulation of e cigarettes In the UK the tradition of harm reduction through nicotine has helped form a response which has endorsed e cigarettes though not without considerable controversy In contrast the US has a cessation only anti tobacco agenda and Australia has effectively banned e cigarettes This book argues that each country frames the long term use of nicotine differently and prioritises the health of different groups within the population of smokers or non smokers set against a broad backdrop of national responses to addiction By taking this comparative approach the authors explore the relationship between history evidence and policy in public health more widely

The Top Books of the Year Smoke In Their Eyes Lessons In Movement Leadership From The Tobacco Wars The year 2023 has witnessed a remarkable surge in literary brilliance, with numerous compelling novels captivating the hearts of readers worldwide. Lets delve into the realm of bestselling books, exploring the engaging narratives that have charmed audiences this year. The Must-Read : Colleen Hoover's "It Ends with Us" This touching tale of love, loss, and resilience has captivated readers with its raw and emotional exploration of domestic abuse. Hoover expertly weaves a story of hope and healing, reminding us that even in the darkest of times, the human spirit can triumph. Smoke In Their Eyes Lessons In Movement Leadership From The Tobacco Wars : Taylor Jenkins Reids "The Seven Husbands of Evelyn Hugo" This captivating historical fiction novel unravels the life of Evelyn Hugo, a Hollywood icon who defies expectations and societal norms to pursue her dreams. Reids captivating storytelling and compelling characters transport readers to a bygone era, immersing them in a world of glamour, ambition, and self-discovery. Discover the Magic : Delia Owens "Where the Crawdads Sing" This evocative coming-of-age story follows Kya Clark, a young woman who grows up alone in the marshes of North Carolina. Owens weaves a tale of resilience, survival, and the transformative power of nature, captivating readers with its evocative prose and mesmerizing setting. These bestselling novels represent just a fraction of the literary treasures that have emerged in 2023. Whether you seek tales of romance, adventure, or personal growth, the world of literature offers an abundance of captivating stories waiting to be discovered. The novel begins with Richard Papen, a bright but troubled young man, arriving at Hampden College. Richard is immediately drawn to the group of students who call themselves the Classics Club. The club is led by Henry Winter, a brilliant and charismatic young man. Henry is obsessed with Greek mythology and philosophy, and he quickly draws Richard into his world. The other members of the Classics Club are equally as fascinating. Bunny Corcoran is a wealthy and spoiled young man who is always looking for a good time. Charles Tavis is a quiet and reserved young man who is deeply in love with Henry. Camilla Macaulay is a beautiful and intelligent young woman who is drawn to the power and danger of the Classics Club. The students are all deeply in love with Morrow, and they are willing to do anything to please him. Morrow is a complex and mysterious figure, and he seems to be manipulating the students for his own purposes. As the students become more involved with Morrow, they begin to commit increasingly dangerous acts. The Secret History is a exceptional and suspenseful novel that will keep you wondering until the very end. The novel is a cautionary tale about the dangers of obsession and the power of evil.

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