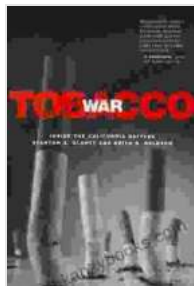


Tobacco War Inside The California Battles: A Gripping Account of the Fight Against Big Tobacco



Tobacco War: Inside the California Battles

by Stanton A. Glantz

★★★★★ 5 out of 5

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Tobacco War Inside the California Battles is a gripping account of the fight against Big Tobacco, revealing the strategies, setbacks, and triumphs of anti-tobacco advocates. The book takes readers inside the high-stakes legal battles, political campaigns, and public health initiatives that shaped the fight for tobacco control in California, one of the most important battlegrounds in the global war against tobacco.

The book's author, Stanton Glantz, is a leading expert on tobacco control and a professor of medicine at the University of California, San Francisco. Glantz has been involved in the fight against tobacco for decades, and his firsthand account provides a unique perspective on the history of tobacco control in California.

Tobacco War begins with the early days of the anti-tobacco movement in California, when a small group of activists began to challenge the tobacco industry's stranglehold on the state. The book then follows the movement through its many ups and downs, including the passage of Proposition 99, the landmark 1988 ballot initiative that imposed a 25-cent-per-pack tax on cigarettes and earmarked the proceeds for tobacco control programs.

Glantz's book is full of fascinating characters and stories. He introduces us to the activists who fought tirelessly against Big Tobacco, the tobacco industry executives who tried to stop them at every turn, and the politicians who played a key role in shaping tobacco control policy.

Tobacco War is also a valuable resource for anyone who wants to learn more about the fight against tobacco. The book provides a detailed overview of the tactics used by both sides in the tobacco wars, as well as the scientific evidence that supports tobacco control measures. Glantz also offers his own insights into the challenges and opportunities facing the tobacco control movement today.

Tobacco War is a must-read for anyone who is interested in the history of tobacco control, public health, or social justice. The book is a gripping account of the fight against Big Tobacco, and it provides valuable insights into the challenges and opportunities facing the tobacco control movement today.

Key Figures in the Tobacco War

Tobacco War features a cast of colorful and influential characters, including:

- **Stanton Glantz:** A leading expert on tobacco control and a professor of medicine at the University of California, San Francisco. Glantz has been involved in the fight against tobacco for decades, and he played a key role in the passage of Proposition 99.
- **John Banzhaf III:** A law professor at George Washington University and a leading advocate for tobacco control. Banzhaf is known for his innovative legal strategies, such as suing tobacco companies for deceptive advertising.
- **Matt Myers:** A former president of the Campaign for Tobacco-Free Kids. Myers is a leading advocate for tobacco control, and he played a key role in the passage of the 1998 Master Settlement Agreement between the tobacco industry and 46 states.
- **Philip Morris:** The largest tobacco company in the world. Philip Morris has been a major target of anti-tobacco activists, and it has spent millions of dollars to fight tobacco control measures.
- **RJ Reynolds:** The second-largest tobacco company in the world. RJ Reynolds is known for its iconic Camel brand of cigarettes, and it has also been a major target of anti-tobacco activists.
- **Lorillard:** The third-largest tobacco company in the world. Lorillard is known for its Newport brand of cigarettes, and it has also been a major target of anti-tobacco activists.

Campaigns and Battles in the Tobacco War

The Tobacco War in California has been fought on multiple fronts, including:

- **Proposition 99:** The 1988 ballot initiative that imposed a 25-cent-per-pack tax on cigarettes and earmarked the proceeds for tobacco control programs. Proposition 99 was a major victory for anti-tobacco activists, and it helped to fund a variety of programs that have helped to reduce smoking rates in California.
- **The Master Settlement Agreement:** The 1998 agreement between the tobacco industry and 46 states. The Master Settlement Agreement required tobacco companies to pay billions of dollars in damages and to implement a number of marketing restrictions. The Master Settlement Agreement was a major victory for anti-tobacco activists, and it has helped to reduce smoking rates in the United States.
- **The Smoke-Free Air Act:** The 1998 California law that banned smoking in most indoor workplaces. The Smoke-Free Air Act was a major victory for anti-tobacco activists, and it has helped to reduce secondhand smoke exposure.
- **The Tobacco Control Act:** The 2009 California law that increased the tobacco tax, funded tobacco control programs, and imposed new restrictions on tobacco marketing. The Tobacco Control Act was a major victory for anti-tobacco activists, and it has helped to reduce smoking rates in California.

Challenges and Opportunities Facing the Tobacco Control Movement

The Tobacco War is not over. Despite the progress that has been made, tobacco use remains the leading cause of preventable death in the United States. Anti-tobacco activists continue to face a number of challenges, including:

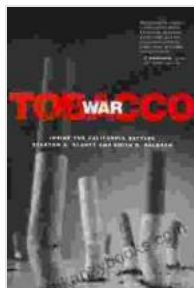
- **The tobacco industry:** The tobacco industry continues to spend billions of dollars each year to promote its products and to fight tobacco control measures. The tobacco industry is a powerful adversary, and it will continue to be a major obstacle to tobacco control progress.
- **Smoking addiction:** Nicotine is a highly addictive substance, and many smokers find it difficult to quit. Anti-tobacco activists need to develop more effective ways to help smokers quit and to prevent young people from starting to smoke.
- **Health disparities:** Smoking rates are higher among certain populations, such as low-income people, people of color, and LGBTQ people. Anti-tobacco activists need to develop targeted strategies to address these disparities.

Despite the challenges, there are also a number of opportunities for the tobacco control movement. These opportunities include:

- **Public support:** A majority of Americans support tobacco control measures. This public support can be used to pressure policymakers to take action on tobacco control.
- **Scientific evidence:** The scientific evidence on the dangers of tobacco smoke is overwhelming. This evidence can be used to educate the public and to advocate for tobacco control policies.
- **New technologies:** New technologies, such as e-cigarettes and heated tobacco products, offer the potential to reduce the harm caused by tobacco smoke. Anti-tobacco activists need to work to ensure that

these new technologies are regulated in a way that protects public health.

The Tobacco War is a long and difficult struggle, but it is a struggle that is worth fighting. By working together, anti-tobacco activists can continue to make progress in the fight against tobacco use and save lives.



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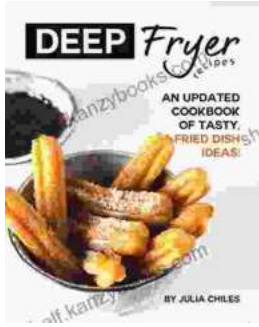
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