



Smokefree Coalition
te oihu auahi kore

P.O. Box 12 084, Wellington
Ph: 04 472 0157, Fax: 04 472 0167
E-mail: director@sfc.org.nz

24/6/2010

To members of the Health Select Committee
Youth Parliament

Inquiry into creating a Smokefree generation of young New Zealanders by 2020

The Smokefree Coalition is confident that with government cooperation and continued commitment from the Ministry of Health, as well as more cross-engagement from other Ministries such as Social Development, Women's Affairs, Culture and Heritage, Housing, Tourism, and the Environment, New Zealand can be tobacco free by 2020.

By tobacco freedom we mean a reduction of smoking prevalence and uptake rates to near zero. The Smokefree Coalition does not support legislation that would ban the sale of tobacco, nor the growth of tobacco for personal use. While there is still a population of smokers within New Zealand's national community, the Smokefree Coalition is committed to supporting every one of them to quit successfully.

We are certain of our Vision for 2020 because we have undertaken, collectively as a community, the research and evaluation of best practice tobacco control methods. We then produced a strategic document, *Achieving the Vision*, that can be collectively followed over the next ten years, so that the vision can become reality.

That future generations of New Zealanders will be freed from exposure to tobacco products and will enjoy Smokefree lives.

Please accept copies of this document, *Achieving the Vision*, as the main body of this submission. Additional material has been supplied following the recent visit by Dr Jeffrey Wigand to New Zealand, to show his endorsement of the methods within the document and the vision for 2020.

I look forward to the opportunity to speak before the Health Select Committee, and would like to bring a delegate from the Cancer Society of New Zealand – one of our 35 members of the Smokefree Coalition – to exemplify the commitment shown among the members to reducing smoking uptake among youth. The Cancer Society proudly sponsors the Smokefree Ambassador programme, which deploys young leaders to disseminate knowledge at their schools, organising Smokefree events, and lobbying directly to local government the messages embedded in our Vision. The Cancer Society also proudly sponsors the Out of Sight Out of Mind campaign to ban tobacco's retail display in New Zealand. This tobacco control measure is seen to be greatly effective in denormalising tobacco products for youth.

Sincerely,

Dr Prudence Stone
Director, Smokefree Coalition

The Smokefree Coalition includes: Asthma Foundation of NZ, ASH NZ, Barnardos NZ, Cancer Society of NZ, Cardiac Society of Aust and NZ, Consumer NZ, Diabetes NZ, Change for Our Children, Foundation for Alcohol and Drug Education, Health Action (Nelson), Health Promotion Forum, National Heart Foundation of NZ, NZ Dental Association, NZ Drug Foundation, NZ Medical Association, NZ Aotearoa Adolescent Health and Development, NZ Nurses Organisation, Pacific Heartbeat, Pharmacy Guild of New Zealand, Phocus on Health, Public Health Assoc of NZ, Parents Centres New Zealand, Paediatric Society of NZ, Quit Group, Royal NZ Plunket Society, Royal NZ College of General Practitioners, Royal Australasian College of Physicians, Smokefree Coalition, Nurses Aotearoa NZ, Smokefree Pacific Action Network, Stroke Foundation of NZ, Tala Pasifika, Te Hoto Manawa Māori, Te Runanga o Aotearoa, Thoracic Society of Australia & NZ (NZ Branch)

Dr Jeffrey Wigand's oral submission

Given to the Maori Affairs Select Committee Inquiry

On the tobacco industry and the consequences of tobacco use for Maori

June 23rd at Bowen House.

Please be advised Dr Jeffrey Wigand's testimony is available to view from the Smokefree Coalition website until July 9th.

From this point the Smokefree Coalition will hold a copy of the testimony on DVD, and can supply the Youth Health Select Committee with a copy upon request.

Dr Jeffrey Wigand's lecture

Nordmeyer Theatre, Otago University School of Medicine

Notes taken by Dr Prudence Stone, Director, Smokefree Coalition

As chief scientific engineer for an associate company of British American Tobacco (New Zealand's leading supplier of tobacco products), Dr Wigand holds inside knowledge about the contents within tobacco products, as well as the methods and intricate details involved in designing them.

Ultimate imperative of a cigarette design: to enhance nicotine delivery, in order to maximise their addictive capability. Nicotine is a 'natural' component of tobacco leaf, and yet it is strategically manipulated through product design, enhanced in both proportional quantity and in addictive effect, through scientific engineering in the manufacturing process.

Specifically, Wigand was hired for his expertise in order:

- To deliver nicotine as fast and as potently to its user
- To increase the surface area of the lungs, to enable greatest capacity of user to absorb nicotine

- To develop knowledge around inhalation of smoke, the best way to absorb nicotine (which is aerosol: inhalation)

Combustion

Outside knowledge of the contents of a cigarette focus on solid-state or idle burning contents and proportions. Even so, New Zealand's cigarette has a high average of nicotine content: 1.62mg (average around the world estimated to be 1mg in every 100 mg cigarette, or roughly 1%). But idle burning cigarettes have a temp of 300 degrees Celcius. When you take a drag of it, inhale, you bring the temp of the cigarette to between 600 – 900 degrees celcius. At this level of combustion, a whole raft of chemical reactions take place in the contents of the cigarette, which produce toxic carcinogens not apparently there at the idle phase.

The Split Level of Industry Information

Industry information is split between knowledge of this carcinogenic production through high combustion within the organisation amongst its executives and employees, and "cleaned up" information produced for external reports, which are based on a presumed level of "outside" logic and knowledge of the idle burning temperature or solid-state cigarette. This lower level of knowledge is maintained and reproduced through the industry's own forms of testing cigarette toxicity, for example.

Dr Wigand was groomed and advised by lawyers employed by his company about this split level of information. He was made to know what he could say inside the company to his peers, that he was never allowed to say outside the company to friends or even his family.

Additives

The industry has deceived the Maori Affairs Select Committee, based on the same principle of 'split level' knowledge. They say they add "sugar" to their products to make them taste sweeter. However, there is a raft of different kinds of sugars, with different kinds of sugar content at different burning levels of toxicity, that the industry regularly tests for better cigarette design. Wigand listed honey, liquorice, prune juice, orange juice, mulassis, cocoa, as just a taste of the many different sugars that are added.

Why does it add sugar? To make them candy like; make the tobacco sweet tasting. Make its smell sweet smelling. The sweeter and more candy-like, the more likely kids will be able to swallow the harsh taste of the first few tries in order to get hooked by the nicotine content.

At inhalation, the combustion of these sugars creates plenty of unique carcinogens that are known to kill.

The industry has deceived the Maori Affairs Select Committee altogether when it denies any other chemical additives to its products. Wigand spoke of ammonia, citrate, glyceric acid, urea, diamonium phosphate, sodium bicarbonate. These are added to the cigarette to take nicotine from its solid state in the leaf and move it more quickly into its gas state. This is so that nicotine can move as quickly as possible through the body to the brain.

When cigarettes are tested for content at the idle combustion state, or the these chemical additives can not be detected, because they do not become released through high combustion, at the point of inhalation. This is how to avoid confessing to these contents within the cigarette.

But Dr Wigand was employed specifically to design this additional engineer that left them undetectable. Even nicotine content itself is measured falsely through high combustion/inhalation, and added with sugars that are also on level in the cigarette is multiplied 5 times, or even more, depending of the:

This means it becomes more addictive only at the point where it is smoked

Illicit trade

Dr Wigand believes this is why we should not worry at all about illicit trade the industry has the capacity to make tobacco so sweet to taste, and so addictive to us to grow our own, without any of this product design, there would not uptake, and there would be a far greater success rate attached to quitting it.

Dr Wigand also knows through privy inside experience that the industry itself is involved in illicit trade of its own products, in new market places, or among throughout Asia and Africa. This is done in order for the industry companies to corner that market to their specific brands.

Glycerol

Burn glycerol and it turns into something else: acrolyn, and other “ameliorating” chemicals that de-congest the lungs. They are the same chemicals used in asthma medicines. When you de-congest the lungs you greater the lung surface area and a greater absorption of the addictive nicotine.

Contaminants

Then there are the unintentional additives such as fertilisers in the tobacco metal pathogens that exist naturally in the soils tobacco is being farmed in. It is notoriously under-organically grown product, and in many regions of the world contaminated through famine, radioactivity, natural disaster. Radioactive substances which stay inactive and/or undetected in tobacco until it finds adequate moisture.

The level of adequacy to activate their toxicity is in the lungs.

Offal

This is the tobacco the industry does not even buy from the farmer, because the industry gives a high price to the highest leaves on the tobacco plant. A second level leaf, a third grade price to lowest level leaf. then the rest – stems and

table and swept up from the floor. This waste is nevertheless swept up and taken off the farmers' hands for nothing – as a gracious measure or favour to the farmer.

To the industry it is known as “offal”

Offal fills a great deal of the cheaper brand cigarettes. It becomes the greatest profit margin for the industry. They took it for nothing, and they sell it for dollars to the poor. New Zealand is a big budget brand cigarette marketplace.

The “Frank Statement”

This is the renowned public statement all industry corporate Executives stood under oath and swore to uphold back in the eighties: that the greatest concern of the tobacco industry would be the health and safety of its consumers. None of Dr Wigand's experience inside the industry can testify to this statement being regarded with any respect by the industry.
