

Big tobacco to begin airing advertisements publicizing the health dangers associated with smoking

The ads come as a result of a 2006 federal ruling

In 1999, the Justice Department filed a lawsuit against major cigarette manufacturers and tobacco companies

- The suit claimed civil fraud and racketeering violations over several decades
- In 2006, a federal judge ruled that the tobacco companies had violated civil racketeering laws



As a result of the 2006 ruling, tobacco companies were required to put stronger language and warning labels in their marketing campaigns

- They were also required to publish ads detailing the health effects of smoking



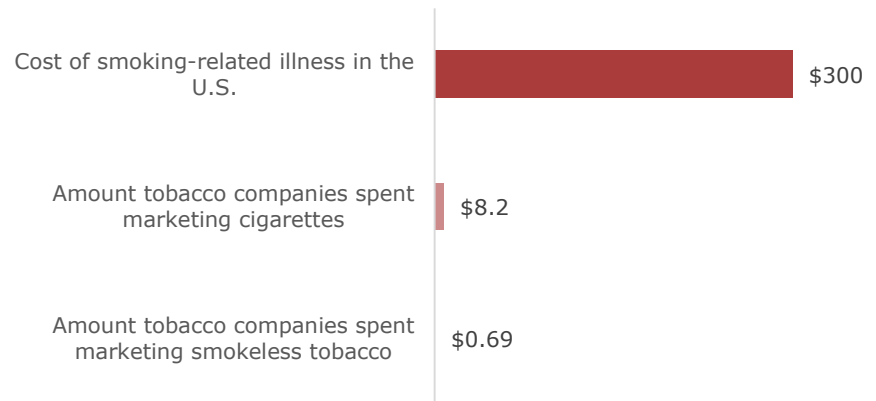
The television advertisements were delayed due to litigation over what the ads would say, when they would run and how exactly they would look

- The campaign will run five different ads from Altria, R.J. Reynolds Tobacco, Lorillard and Philip Morris USA, and will include statements on the manipulation of cigarettes to make them more addictive, the risks of secondhand smoke and other health issues associated with smoking



Costs to the U.S. and tobacco companies

In billions of USD, 2015



“It’s both an important victory and a frustrating one. [The tobacco companies] have spent millions of dollars and a decade of time resisting a court order that simply requires them to publish truthful facts about their products and their behavior.”

— **Matthew Myers**, president of the Campaign for Tobacco-Free Kids

Sources: Jacqueline Howard, “Big Tobacco’s court-ordered ads make their debut,” CNN, November 27, 2017; Sapna Maheshwari, “Why Tobacco Companies Are Paying to Tell You Smoking Kills,” The New York Times, November 24, 2017; “Smoking & Tobacco Use,” CDC, 2017.