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Ensuring Reasonable Smoking Policies  
by  
Accommodating the Preferences of Smokers and Nonsmokers

Worldwide Strategy and Plan  
Coordinated With:

PM USA  
PMI  
Worldwide Regulatory Affairs  
Corporate Affairs  
Worldwide Operations and Technology

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Situation Overview

- In many markets exposure to environmental tobacco smoke (ETS) is perceived as a health risk, in spite of the lack of scientific evidence to support this position.
- Even in the absence of perceived health concerns, many people, especially nonsmokers, are annoyed by ETS.
- Lacking alternatives, the public and regulators generally either ban smoking, or designate smoking areas which may be small, not easily accessible and inadequately ventilated.
- There is insufficient knowledge among facility owners and operators about options that are available to accommodate the preferences of smokers and nonsmokers, in particular the technological options that can address ETS in the broader context of addressing overall indoor air quality (IAQ).
- There is inadequate appreciation among the manufacturers of technologies about the business opportunities available in addressing IAQ.
  - Large companies that dominate the ventilation industry do not view the development of technological options for IAQ and indoor smoking as a business opportunity.
  - Smaller companies that could develop these technologies typically lack the capital, geographic reach and other resources to bring their technologies to market.

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Basis for Current Restrictions and Bans

- Numerous watershed reports and evaluations.
- Over 300 new publications on ETS and alleged health end points.
- Public opinion suggests both smokers and nonsmokers are concerned.
- Media reports foster regulation and stigmatize smokers.
- Political exploitation of the issue.
- Use of omnibus legislation inclusive of smoking restrictions.
- Well organized and funded worldwide anti-smoking network.
- Lack of alternatives to anti-smoking proposals.

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