

CONVERSATIONS UNLIMITED - Tuesday, Sept. 9, 1986

INTRO UP AND UNDER

Hi, everybody. We've been hearing a lot lately about the problems caused by illegal drugs. Today we'll be talking with an economist who has taken on the task of fighting what might be called a legal drug -- an addictive called smoking tobacco. That expert, Marvin Kristein, claims that "this epidemic" -- his words -- "costs our society \$60 billion a year in premature deaths, avoidable medical care spending, lost gross national product due to mortality and morbidity, avoidable fires, property damage, accidents, disability, cleaning costs, absenteeism and other productivity losses."

Dr. Kristein has a Ph.D. degree in economics and holds appointments at the State University of New York at Stony Brook in both the Department of Economics and the Department of Community and Preventive Medicine. He has testified before regional, state and Congressional committees and written in business and medical/health journals, all on his special field -- the economics of smoking.

Dr. Kristein, you most recently testified late this spring in New York City on the city's proposed Smoking Pollution Control Act of 1986. Has that become law?

INTERVIEW DR. KRISTEIN:

- He talks tough: "asserting right to smoke (anytime) is equivalent to right to be a drunken driver"
- Cite some figures on losses:
  - \* to smokers and non-smokers
  - \* to employers
- Cite some smoking control areas (Suffolk County)
- Why are such control laws being considered?
- Results in areas with bans (Campbell's Soups, Johns Manville, Gannett newspapers)
- What does it cost employer for ban vs no action?
- Advice to smokers, non-smokers and employers

--- MORE ---

Early on  
Long-term

14:00

We'll take a short break now -- not for a smoke, listeners, please. When we return, we'll talk some more with Marvin Kristein about his efforts to clean up the workplace.

BRIDGE MUSIC UP AND UNDER

Hi, everybody. I'm Al Oickle, and I'm at the State University of New York at Stony Brook with Dr. Marvin Kristein. He's an economist, and he has become one of the nation's experts in the cost of smoking tobacco to human health and to business profits. Dr. Kristein, you've said, as an economist, that the rationale behind a smoking ban is really quite simple: the business of business is profit and anything that cuts into profit should be brought under control. Because smoking causes health problems, and greater absenteeism, employers therefore must consider smoking a threat to their business profits. Is that a correct summary?

INTERVIEW DR. KRISTEIN:

- How did he get into this study?
- Note photos of him with a pipe
- Talk about his research (where, what help)
- Did he make any efforts at SUSB before Suffolk ban?
- How did he help in the Suffolk effort?
- Cite opponents' arguments:
  - \* Individual's right to make own decisions
  - \* No proven link between tobacco and health
  - \* Minority (non-smokers) controlling majority
- What battlegrounds remain?
  - \* Advertising role models
  - \* Smoking executives/owners
  - \* Tobacco industry (note ad modifications)
- Expand on advice to smokers, nonsmokers, businesses

29:00

OUTRO

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--- MORE ---

PROMO

Hi, everybody. This is Al Oickle, inviting you to listen to ~~my program, called~~ Conversations Unlimited, on Tuesday, Sept. 9, at 6 p.m. here on WUSB-FM 90.1 I'll be talking with Dr. Marvin Kristein about smoking -- yes, cigarets, cigars, pipe tobacco -- and how smoking costs Americans more than \$60 billion every year in lost time and production. Dr. Kristein calls this an epidemic, and he'll tell you why, on Conversations Unlimited, Tuesday, Sept. 9, at 6 p.m., here on WUSB - FM 90.1.

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