

# THE HISTORY OF TOBACCO



Cigarettes included in daily military rations.



Cigarettes sales drop temporarily due to publications on dangers of smoking.



Yearly per capita consumption of cigarettes in U.S. reaches its peak.



First warnings appear on cigarette packs.



TV ads for cigarettes are taken off the air.



Surgeon General C. Everett Koop observes that environmental tobacco smoke (ETS) might be a serious public health problem.



All U.S. Army, Navy, Marine Corps, and Air Force recruit training facilities restricted all forms of tobacco use during initial entry training.



The Environmental Protection Agency (EPA) classifies ETS as a "Group A" Carcinogen.



FDA declares nicotine is addictive and that cigarettes are drug-delivery devices. Many challenges but federal court rules in 1997, FDA can regulate tobacco as a drug.



U.S. Justice Department sues the tobacco industry for violating civil racketeering laws and defrauding the American people.



First international public health treaty – the World Health Organization's Framework Convention on Tobacco Control – goes into effect. Aims to reduce tobacco use and exposure to ETS as well as address laws, taxes, marketing, and health warnings.



Military personnel representing Navy Medicine are prohibited from using tobacco in the presence of patients or while in uniform.



The use of tobacco products including smokeless tobacco and electronic devices are banned at all Navy Bureau of Medicine and Surgery facilities.



**NAVY AND MARINE CORPS PUBLIC HEALTH CENTER**  
PREVENTION AND PROTECTION START HERE

**1918**

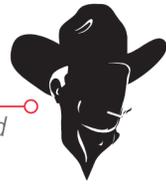
Several studies show evidence linking smoking and lung cancer.



**1950**

**1953**

Philip Morris introduces Marlboro Man.



**1955**

Philip Morris is now known as Philip Morris USA and is a wholly-owned subsidiary of Altria Group, Inc.

**1963**

Surgeon General's Report, *Smoking and Health*, concluded that smoking causes lung cancer, emphysema, and other diseases.



**1964**

**1966**

First Great American Smokeout Day.



**1970**

**1971**

Cigarettes removed from military C and K rations.



**1975**

**1982**

Lung cancer becomes #1 killer of women.



**1985**

**1986**

R.J. Reynolds Tobacco Company introduces Joe Camel campaign based on cartoon introduced in 1913 (ended in 1997).



**1988**

**1992**

Seven tobacco company CEOs testify that nicotine is not addictive.



**1994**

**1996**

Master Settlement Agreement is approved and signed. Imposes restrictions on advertising, marketing, and promotion. Also funds "The Truth Campaign."



**1998**

**1999**

Supreme Court rules FDA cannot regulate tobacco products as a drug.



**2000**

**2005**

U.S. Justice Department holds tobacco companies liable for covering up health risks and marketing to children.



**2006**

**2008**

Largest federal excise cigarette tax implemented. Congress passes Family Smoking Prevention and Tobacco Control Act which gives the FDA authority to regulate tobacco.



**2009**

**2012**

FDA deeming rule passed. Tobacco products such as cigars, electronic nicotine delivery systems (ENDS) such as e-cigarettes, etc., come under federal regulation.



**2016**

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