

Sample Paper from 2008-2009

The following Senior Project paper is an actual student paper from 2008-2009. It is not necessarily perfect or error-free; however, the research and content demonstrate an advanced level of thinking and writing.

Please note that for the 2009-2010 school year, the prompt and paper rubric have changed slightly. Students should use the 2009-2010 prompt, rubrics, and paper template to complete their senior project.

Running head: MASTER TOBACCO SETTLEMENT

Master Tobacco Settlement Agreement

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Abstract

The Master Tobacco Settlement Agreement has caused quite a bit of change since 1998. Tobacco companies are paying the states to take care of healthcare needed due to their products. These companies are also providing this money to fund tobacco education. However, the states are the current problem. The states are using money for other purposes, not what the money is issued for. The tobacco companies have also changed the ways that they advertise so that their products aren't as appealing to children. Due to all of the research, the Master Tobacco Settlement Agreement has caused change. It shouldn't be changed, but it should be edited on the states' part. The agreement should require that the states fund more tobacco education programs, and focus the money on what it was meant to be used for.

Master Tobacco Settlement Agreement

For many years, people have argued about the production and use of tobacco products. Where did anyone get the idea to market smoking rolled tobacco leave, and why? Well, people will always have different ideas about how they're a good tool for relaxation, or they damage that they cause.

Policy Identification

The Master Tobacco Settlement Agreement was created after a four year court case between the states and the tobacco industry. The Tobacco Master Settlement Agreement is a bill that gave 46 states a total over \$246 billion over twenty-five years for healthcare from tobacco related illnesses and tobacco education (Isralowitz, 2009). The money that has been going to the states has been used for other government projects, and not what it was given to individual states for (Kranz, 1999).

The Master Settlement Agreement also requires tobacco companies to change the method and locations of their advertisements. The tobacco companies aren't able to advertise on the radio, television, billboards, or cartoons (*Tobacco*, 2009).

History/Background

Cigarettes and tobacco products have a long, interesting, and controversial history. "The Mayans were the first people to smoke and chew tobacco for medicinal and ceremonial purposes around 1,000 B.C." (*Smoking Timeline*, 2009) "Tobacco was also heavily grown in Europe and Africa. Around 1575, Europe and Africa began to send tobacco to the American colonies." (Kranz, 1999) "However, cigarettes weren't actually brought to the United States until 1869." (*Smoking & Tobacco*, 2009) "In the early 1900's, James B. Duke was the largest tobacco producer and owner of Duke and Sons,

later the American Tobacco Company, and had an extremely successful company that many people held stock in.” (Kranz, 1999) From 1914 to 1945 cigarettes and tobacco products soared in popularity, and made a huge impact on World War I and World War II.” (*Smoking Timeline*, 2009).

Not only were they in the soldiers’ C-rations, but tobacco companies gave the soldiers free cigarettes. Shortly after World War I, smoking began to be shown in movies and was portrayed as romantic and glamorous, but in 1938 the journal “Science” published Dr. Raymond Pearl’s article about how smoking shortens life expectancy. (*Smoking Timeline*, 2009)

Over the next twenty years, more magazines and health organizations began to come forward to warn the general public of the dangers of cigarettes and tobacco products. “In 1953, the public learned about the latest tobacco test results. In the experiment, laboratory mice developed cancer when they were painted with a condensed solution of tobacco smoke. Within one week, tobacco executives met to discredit and oppose the link of cigarettes and cancer.” (Hyde, 2006) “Even with all of these new findings, by 1954 about half of the U.S. population smoked. In 1964 the U.S. surgeon general issued the famous report stating that smoking could be hazardous to a person’s health, and smoking suddenly was considered much more dangerous.” (Kranz, 1999)

“By the 1970’s the smoking rate began to decrease because of all the new health warnings, the new generation was also able to see the effects of tobacco products on the aging cigarette promoters of the past.” (Kranz, 1999) “The percentage of teenagers smoking continued to drop throughout the 1980’s, but by the mid 1990’s it was increasing again.

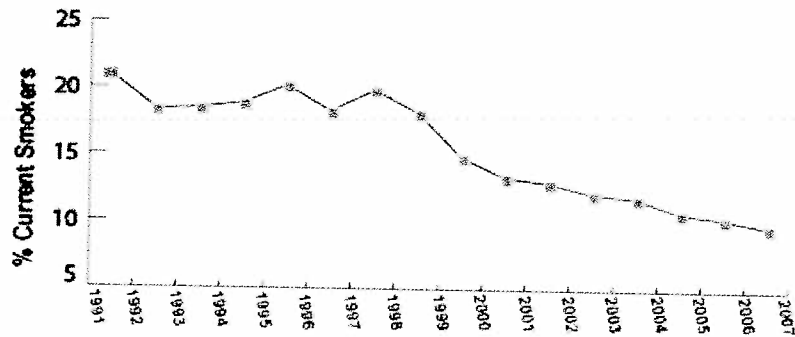
“On August 23, 1995, President Bill Clinton announced his commitment to legislation aimed at preventing teens from smoking. President Clinton also said that tobacco ads target children with cartoon characters that make children think smoking makes them look cooler.” (Kranz, 1999) One of the most noted tobacco characters is Joe Camel. “Joe Camel made his debut in 1988, and featured pictures that made smoking appealing to younger kids.” (Smoking and Tobacco, 2009) “President Clinton nationwide public education and counter-advertising on tobacco products.” (Kranz, 1999)

By 1998, forty states had cases pending against tobacco companies. The result of these cases was the Master Tobacco Settlement Agreement. Tobacco companies had to pay \$246 billion over twenty-five years going toward the healthcare of people that smoke. In exchange the tobacco companies received immunity from charges against the states (Isralowitz, 2009).

Some public places now ban smoking, and people now argue how safe filtered cigarettes are. No matter how people feel about the use of tobacco products, they’re used constantly and will probably still be used for many years to come.

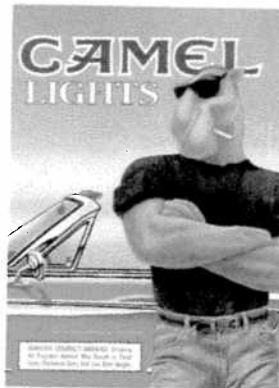
Current Situation

Since 1998, the tobacco companies have kept up their part of the Master Tobacco Settlement Agreement. The tobacco companies have changed the style of their advertisements, and where they’re located to try and make tobacco products less appealing to kids. Since 1998, the Master Settlement Agreement actually has had quite an affect on the amount of youths that smoke, just as the chart below shows (Tobacco, 2009). The following chart shows that since 1998, when the agreement was put into effect, the percentage of people that smoke has dropped quite a bit.



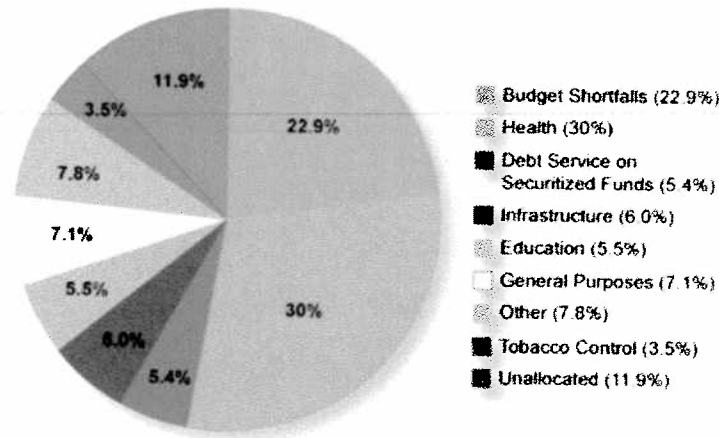
(*Tobacco*, 2009)

Since the Master Settlement Agreement, tobacco advertising has been banned in a number of places. Some of the places that have banned tobacco advertising include: billboards, cartoons, and paid ads in movies or on television (*Tobacco*, 2009). The older, widely-used ads featuring the cartoon character Joe Camel have also been banned.



(*Joe camel*, 2007)

There's still one problem, the states aren't exactly using the Master Settlement money for healthcare and tobacco education like they're supposed to. "Actually, only about 35.5% of that money is used for those specific purposes." (*Tobacco*, 2009) The following chart shows how the states are using the Master Settlement Agreement money for purposes other than what the money was issued for.



(*Tobacco*, 2009)

As the chart shows, the largest portion of money is used for healthcare, but the next portion of that money is used for the states' budget shortfalls, not the tobacco education that it was meant to go towards (*Tobacco*, 2009).

Differing Viewpoints

On one side of the fence, there are the anti-smoking activists. The American Heart Association is beginning to think that state officials are becoming lenient on the tobacco companies, and need to reinforce the education programs that are being funded. They also believe that children need to be a priority (*Health*, 2009). "Each day, about 3,500 children smoke their first cigarette." (*Health*, 2009) The American Heart Association doesn't want that trend to continue. They believe that no matter how hard tobacco companies try to stop advertising to children, kids will always stumble across an ad until all of the tobacco advertising has ended.

On the other side of the fence there are the pro-smoking activists. There are a few pro-smoking groups such as: the American Smokers Alliance, the National Smokers Alliance, and the Friends of Tobacco. However, most of the pro-smokers are the individuals that actually use tobacco products. All of the individuals made many of the

same statements. They all agreed that smoking is okay because they're only hurting themselves. They also said that non-smokers don't like it because they think it's dangerous and a gross habit. Smokers agree that they're free to use their tobacco products whenever and wherever they want to because they have rights too. These are the two extremes of the viewpoints, and many people fall into a neutral category. They simply don't care whether people smoke around them or not.

Both sides agree that smoking isn't good for anyone's health; however people that don't use tobacco products do not want people around them to use tobacco at all. People that do smoke agree that they don't want to or purposefully try to use it around everyone, but they don't like being secluded from others or sent far away from a certain area just to smoke.

Policy Recommendation

The Master Tobacco Settlement Agreement has actually made quite a bit of change. The percentage of people that smoke has decreased by about ten percent since the agreement was created in 1998 (*Tobacco*, 2009).

The tobacco companies are keeping up their part of the Master Settlement Agreement by limiting the location and size of their advertisements (*Tobacco*, 2009).

The main problem with the Master Settlement Agreement is that the states aren't keeping up with their part of the deal. The Tobacco companies and government are issuing the money to states, but they aren't using it all for healthcare and tobacco education. The amount that the states receive depends on the amount of people who are in need of healthcare due to tobacco products.

other half of that money is supposed to be going towards tobacco education programs, all states should be required to start at least two education programs for people that need help. They could put the education programs in opposite parts of the states so everybody that wants to attend one of these programs could do so easily.

In conclusion, the Master Tobacco Settlement Agreement should stay in effect, but some minor details should be added to it. A significant change in the amount of people smoking has occurred since the agreement has been in use. However, the agreement needs to have details added that require the states to use the money for the exact reasons it was issued to them in the first place. The focus needs to be on healthcare and tobacco education.

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