

Cambridge University Press

978-1-107-09120-7 - Moral Jeopardy: Risks of Accepting Money from the Alcohol,  
Tobacco and Gambling Industries

Peter J. Adams

Index

[More information](#)

# Index

- Adam Smith Institute, 91
- Addaction, 46, 104, 142, 154  
alcohol industry funding, 118
- addicted consumers  
and the notion of rational  
choice, 14–15  
characteristics and  
vulnerabilities, 14–15  
influence on industry  
profitability, 27–28  
notion of consumer surplus, 14
- addiction industry studies  
deployment of the addiction  
surplus, 270  
industry tactics to gain  
influence, 270  
lack of awareness of  
harms, 268–69  
lack of knowledge about  
pro-consumption  
influences, 268–69  
likely industry response, 271  
new field of enquiry, 269–70  
support for this field of  
enquiry, 271  
ways to moderate industry  
influence, 270–71
- Addiction* journal, 241–42
- addiction surplus  
and the British opium trade, 10  
association with harm and  
misery, 19–20  
capacity to influence, 27–28  
concept of the rational  
consumer, 13–14  
definition, 10  
development of larger  
corporations, 12–13  
enabling influence on policy and  
regulation, 26–27  
from legalized addictive  
consumptions, 11–12  
funding base for political  
lobbying, 16–19  
funding for industry  
partnerships, 28–30  
industry efforts to  
protect, 27–28  
justifications for  
accepting, 19–20
- motivation to promote  
consumption, 10–13, 14–15  
power and influence associated  
with, 10–13  
power of illicit drug  
cartels, 10–11  
vulnerabilities of addicted  
consumers, 14–15
- addiction treatment services  
funding dilemmas, 120–21
- addictive consumption, 8  
and the addiction surplus, 10  
continuum of potential for  
harm, 10  
contribution to profits, 10  
damage and misery caused  
by, 1–3  
driven by profit  
consumption, 30–36  
factors influencing consumer  
choice, 9  
government reluctance to  
respond to, 3  
illicit drugs, 8  
legal addictive consumptions, 8  
positive aspects, 3  
predictability of harms  
caused by, 3
- addictive-consumption  
industries  
chains of engagement, 30–36  
communication and  
dissemination of  
information, 104–05  
drive to encourage  
consumption, 27–28  
gifting practices, 151–54  
harms from accepting industry  
money, 8  
health service partnerships, 115  
legitimate business  
justification, 78–80  
pathways followed by  
profits, 87–89  
pro-consumption  
influences, 268–69  
profit from addicted  
consumers, 27–28  
prospects for reducing industry  
influence, 271–72
- relationship with public  
health, 112–15  
structural decoupling of  
funding, 169–70  
use of partnerships to influence  
policy, 28–30
- AIDS charities funding, 117–18
- Ajzen, Icek  
theory of reasoned action, 65
- Alcohol Advisory Council of New  
Zealand (ALAC), 111  
management of hypothecated  
funding, 122–24
- Alcohol Beverage Medical Research  
Foundation (ABMRF), 165
- Alcohol Education and Research  
Council (AERC), 174
- Alcohol in Moderation (AIM),  
33, 168
- alcohol industry  
activities of alcohol  
SAPROs, 251–52  
advocacy organizations, 24–25  
annual profits, 90  
corporate social responsibility  
(CSR), 96–97  
cultural acceptability  
issue, 252–53  
focus on consumer  
responsibility, 24–25  
future moral jeopardy  
issues, 251–54  
global reach of alcohol  
corporations, 253–54  
grant-making  
organizations, 164–65  
harms caused by, 1, 2  
influence in the political  
chain, 89–90  
pathways followed by  
profits, 87–89  
positional statements, 236–37  
public-good chain of  
engagement, 32–34  
public relations activities, 11  
SAPROs, 33, 98–99  
transnational  
corporations, 12–13  
alcohol minimum unit pricing  
U-turn (UK), 141

Cambridge University Press

978-1-107-09120-7 - Moral Jeopardy: Risks of Accepting Money from the Alcohol,  
Tobacco and Gambling Industries

Peter J. Adams

Index

[More information](#)

- Alcoholic Beverages Medical Research Foundation (ABMRF), 172
- Alexis de Tocqueville Institution, 91–92
- AmBev  
association with Guerra de Andrade, 166–67
- American Beverage Institute., 94
- American Gambling Association (AGA), 167–68
- American Legacy Foundation, 18–19, 126
- American Red Cross  
funding controversy, 116
- American Society of Heating and Refrigeration and Air Conditioning Engineers, 102
- American Tobacco Company, 163
- Amnesty International, 220
- Anderson, Peter, 156
- Anheuser-Busch AnBev  
annual profits, 90
- Anheuser-Busch InBev  
contract with FIFA, 92
- Aristocrats Technology, 104
- Aristotle, 62
- Associates for Research into the Science of Enjoyment (ARISE), 98
- Auer, Michael, 77–78
- Australian Gaming Machine Manufacturers Association, 104
- Babor, Thomas, 112–13, 115
- Bandura, Albert  
moral disengagement theory, 67–68
- Bay, Ross, Bishop of Auckland, 150
- behavioral ethics in business, 62
- Beijing Liver Foundation  
support from BAT, 152
- being a spoilsport  
permissibility discourse, 73–76
- being realistic  
justification discourse, 76–78
- Bellis, Mark, 90, 141
- Belt, Olivia, 156
- Bendat, Paul, 192–93
- Bentham, Jeremy, 219
- Berman & Co, 94
- bias in science, 173–76
- Bible, Geoffrey, 96
- binary view of moral jeopardy, 202
- Birdwell, Jonathan, 104
- Blaszczynski, Alex, 75, 104, 220
- Bok, Sissela, 66
- brief intervention  
initiatives, 119–20
- British American Tobacco (BAT), 46, 52, 250  
annual profits, 90  
association with Earthwatch Europe, 249  
dynamics of tobacco philanthropy, 152
- British Beer and Pub Association, 89–90
- British Institute of Innkeeping, 154
- Brown and Williamson, 16–19, 57
- Browne, Jeremy, 89
- Bruun, Kettil, 112
- Burger, Ken, 116
- business as usual discourse, 78–80
- Caesars Entertainment  
annual profits, 90
- Cameron, David  
policy reversal on alcohol pricing, 89
- Campbell, Colin, 46
- cancer charities funding, 116–17
- Cancer Research UK, 249
- Carey, Merrick, 91–92
- Carlos Slim Health Institute, 250
- Cato Institute, 75, 76
- Center for Consumer Freedom, 75, 94
- Center for Indoor Air Research (CIAR), 18, 164
- Center for Information on Health and Alcohol (CISA), 166–67
- Centre for Independent Studies, 91
- chains of engagement  
chain transparency, 191–92  
secrecy and deception, 218  
tactics of addictive-consumption industries, 30–36  
*See also* knowledge chain; political chain; public-good chain.
- Chambord, 116
- Chan, Margaret, 145
- Chappell, Greg, 73–74
- Cheer, Martin, 150
- China National Tobacco Corporation (CNTC), 135, 250
- annual profits, 90
- CIBA-Geigy  
relationship with Philip Morris, 250–51
- climate of permissibility, 73  
alternative continuum of risk perspective, 82–83  
being a spoilsport, 73–76  
being realistic, 76–78  
business as usual, 78–80  
either/or binary discourses, 80–82  
role of discourses, 73
- ClubsNSW, 93, 104, 158, 255
- Coca-Cola, 263
- Cochrane Collaboration, 240–41, 261
- codes of conduct, 232
- coerced silence, 57–59
- cognitive dissonance theory, 45, 66–67
- Collinge, John, 111
- Committee on Publication Ethics (COPE), 189, 240
- Community Alcohol Partnerships (CAP), 119
- community dilemmas  
compromised governance, 157–60  
consequences of accepting addictive industry money, 150–51  
dependence on gambling industry funding, 258  
false philanthropy, 154–56  
industry gifting practices, 151–54  
reciprocity obligation from industry philanthropy, 154–56  
risks of dependence on industry funding, 157–60
- community empowerment, 192
- Compulsive Gambling Society, 132
- conflicts of interest, 233, 235  
within government, 136–39
- Conibear, Helena, 168–69
- consequentialism, 62
- consumer choice  
factors in addictive consumption, 9, 14–15  
heavy non-addicted consumers, 10  
problem consumers, 10  
rational consumer view, 8–9, 13–14
- consumer responsibility  
industry focus on, 24–25

Cambridge University Press

978-1-107-09120-7 - Moral Jeopardy: Risks of Accepting Money from the Alcohol,  
Tobacco and Gambling Industries

Peter J. Adams

Index

[More information](#)

276

Index

- consumer surplus, 14  
consumption  
  addictive consumptions, 8  
  dangerous consumptions, 8  
  different forms of, 8  
  factors in addictive consumption, 9  
  rational consumer view, 8–9  
continuum of moral jeopardy, 202–04  
continuum of potential for harm, 10  
continuum of risk  
  perspective on moral jeopardy, 82–83  
contributory risk  
  accepting addiction-industry funding, 41–42  
corporate consumption  
  complexes, 87  
corporate social responsibility (CSR), 32–33, 80, 96–97, 239, 262  
  alcohol industry, 96–97  
  gambling industry, 97  
  tobacco industry, 96  
cosmetic plastic surgery, 259  
Costello, Reverend Tim, 158  
Council for Tobacco Research, 98, 163  
Coussins, Jean, 174  
cultural acceptability of alcohol, 252–53  
  
dangerous-consumption industries  
  use of moral disengagement strategies, 67–68  
dangerous consumptions, 8, 183  
  pharmaceuticals, 259–61  
  range of, 259  
  tactics of non-addictive consumptions, 263  
  unhealthy eating, 261–63  
democratic risk  
  accepting addiction-industry funding, 47–48  
Demos think tank  
  engagement by SABMiller, 104–05  
deontology, 62  
Diageo, 154  
  annual profits, 90  
  corporate strategy, 91  
disciplinary power concept, 219–20  
discourses  
  being a spoilsport, 73–76  
  being realistic, 76–78  
  business as usual, 78–80  
  continuum of risk  
    perspective, 82–83  
  contribution to premissibility, 73  
  either/or binary discourses, 80–82  
  legitimate business justification, 78–80  
  pragmatic view of industry funding, 77–78  
  to undermine legitimacy of public health research, 73–76  
Dollars for Docs website, 222–23  
Dorfman, Lori, 262  
Dostoevsky, Fyodor, 64–65  
drunk-driving campaigns, 119  
drunk-driving task force (Wisconsin, US), 142  
Drinkaware, 33, 99, 154, 252  
DrinkWise, 33, 57–58, 120, 210  
  
e-cigarettes, 247, 251  
Earthwatch Europe  
  association with BAT, 249  
economic think tanks  
  cooperation with addiction industries, 91–92  
Edwards, Griffith, 190  
either/or binary discourses, 80–82  
either/or binary view of moral jeopardy, 202  
Ellison, R. Curtis, 168–69  
emergency services  
  industry funding, 116  
emerging economies  
  targeting by the tobacco industry, 250  
ethical behavior  
  nature of, 62  
ethical beliefs and behavior, 63–64  
ethical concerns  
  tendency to compartmentalize, 19–20  
ethical decision-making  
  codes of conduct, 232  
  continuum of risk  
    perspective, 82–83  
  defining unethical decision-making, 66  
  influence of ethical culture, 69–70  
  influence of social context, 64–65  
  theories of, 64–65  
ethical decision-making model, 70  
ethical dilemmas, 62–63  
ethical discussion  
  countering drivers for silence, 59–60  
ethical fading, 68  
ethical judgment  
  and knowledge of financial links, 218  
ethical position statements, *see* positional statements  
ethical risk  
  accepting addiction-industry funding, 40–41  
  purpose of donor activities, 41  
  relevant harm associated with donor product, 41  
ethical sanitizing practices, 169–72  
  blending of sources of funding, 171  
  independent panel of experts, 170  
  selection of peer reviewers, 170–71  
  structural decoupling of funding, 170  
  tripartite partnership committee, 171–72  
ethics education, 193  
Etter, Jean-François, 173–74  
European Association for the Study of Gambling, 255  
European Charter on Alcohol, 29  
European Foundation for Alcohol Research, 165  
  
false philanthropy, 154–56  
Farmington Consensus, 80–81, 241  
Festinger, Leon  
  theory of cognitive dissonance, 66–67  
FIFA  
  contract with Anheuser-Busch InBev, 92  
  leverage with governments, 92  
financial information  
  importance of disclosure, 220–23  
financial links  
  improving knowledge of, 218  
financial transactions  
  effects of visibility, 219–20  
  open intelligence, 219–20  
Fishbein, Martin  
  theory of reasoned action, 65  
Fisher, Celia, 270  
Food and Drug Administration (United States), 243

Cambridge University Press

978-1-107-09120-7 - Moral Jeopardy: Risks of Accepting Money from the Alcohol, Tobacco and Gambling Industries

Peter J. Adams

Index

[More information](#)

- food industry  
   CSR activities, 262  
   involvement in the political chain, 262  
   manipulation of the knowledge chain, 262–63  
   public-good chain activities, 262  
   unhealthy eating, 261–63  
 Food Safety in Europe (FOSIE) project, 103  
 foreign aid funding, 117–18  
 Foucault, Michel  
   disciplinary power concept, 219–20  
 Foundation for Advancing Alcohol Responsibility (FAAR), 99  
 Foundation for Alcohol Related Research (SAR), 252  
 Foundation for Alcohol Research, 172  
 Freedom Organisation for the Right to Enjoy Smoking Tobacco (FOREST), 76, 234  
 Freudenberg, Nicholas, 87, 191  
 Friedman, Lissy, 96  
 front organizations, 101–02  
 funding and commissioning processes, 103  
 funding sources  
   ethical sanitizing, 171  
  
 Gainsbury, Sally, 75  
 Galbraith, Pamela, 150  
 gambling industry  
   annual profits, 90  
   community dependence, 258  
   corporate social responsibility (CSR), 97  
   future moral jeopardy issues, 254–58  
   government complicity and accountability, 256–58  
   harms caused by, 1–3  
   influence on gambling research directions, 48  
   International Charter for Gambling (ICG), 237–38  
   knowledge chain of engagement, 34–35  
   legitimate business claim, 78  
   pathways followed by profits, 87–89  
   positional statements, 237–38  
   restoring integrity to gambling research, 255–56  
   SAPROs, 99–100  
   state gambling monopolies, 125  
   transnational corporations, 12–13  
 gambling machines  
   lobbying power of trade associations, 93  
   spread in Australia, 12  
   state dependence on revenue from, 12  
 gambling research  
   funding in Finland, 176  
   funding in the UK, 175–76  
   influence of the gambling industry, 48  
   restoring integrity to, 255–56  
 Gambling Research Panel, 171  
 Gambling Technologies Association, 104  
 Gaming Industry Operators Group, 104  
 Geneva Partnership on Alcohol, 29  
 Get Government Off Our Back (GGOOB), 98  
 gifting practices, 151–54  
 Gillard, Julia, 12, 93  
 Glantz, Stanton, 17–18  
 Global Alcohol Policy Alliance (GAPA), 237  
 Global Settlement Agreement, 18  
 Goldacre, Ben, 174  
 Goos, Cees, 29–30  
 Gornall, Jonathan  
   alcohol industry investigation, 89–90  
 Goulden, Neil, 175  
 governance risk  
   accepting addiction-industry funding, 43–45  
 government  
   alcohol minimum unit pricing U-turn (UK), 141  
   complicity with the gambling industry, 256–58  
   drunk-driving task force (Wisconsin, US), 142  
   participation in tripartite partnerships, 139–40  
   policy reversal on alcohol pricing, 89–90  
   political influence of the alcohol industry, 89–90  
   Public Health Responsibility Deal (UK), 141–42, 263  
   reluctance to respond to addictive consumptions, 3  
   government agencies  
     pro-consumption activities, 58  
     control of public health professionals, 132–33  
     relationship with addictive-consumption industries, 132–33  
   government research funding agencies  
     positional statements, 243  
   government roles, 133–36  
   conflicts of interest, 136–39  
   consumption promoter, 135  
   consumption provider, 135  
   harm alleviator, 134  
   harm monitor, 134  
   harm preventer, 134  
   health promoter, 134  
   honest broker, 136  
   industry promoter, 135  
   law enforcer, 136  
   law maker, 136  
   policy maker, 136  
   pro-consumption roles, 135  
   public wellbeing roles, 133–34  
   regulatory roles, 136  
   revenue collector, 135  
 Graham, Carrick, 75–76  
 Grant, Marcus, 24–25  
 Grassley, Charles, 222  
 Greenpeace, 220  
 Greenslade, Deborah, 159–60  
 Griffiths, Mark, 77–78  
 Grüning, Thilo, 173  
 Guerra de Andrade, Arthur  
   association with AmBev, 166–67  
 Guinness Nigeria, 119  
  
 Hager, Nicky, 75–76  
 harm-reduction approach, 183–85  
   expansion of applications, 184  
   heroin addiction, 183–84  
   HIV/AIDS risk, 183–84  
 Hastings, Gerard, 196  
 Hayashi, Keiji, 261  
 health and community philanthropy, 100  
 Health Promotion Agency, 111  
 health provider dilemmas  
   Alcohol Advisory Council of New Zealand (ALAC), 111  
   industry–health service partnerships, 115  
   relationship with addictive industries, 112–15  
 Healy, David, 260

Cambridge University Press

978-1-107-09120-7 - Moral Jeopardy: Risks of Accepting Money from the Alcohol,  
Tobacco and Gambling Industries

Peter J. Adams

Index

[More information](#)

278

Index

- heavy non-addicted consumption  
contribution to profits, 10  
Henare, Tau, 121  
Heritage Foundation, 91  
heroin  
harm-reduction  
measures, 183–84  
HIV/AIDS  
harm-reduction  
measures, 183–84  
Hospitality Coalition on Indoor Air  
Quality (HCIAQ), 101–02  
hypothecated taxes, 88, 99, 111  
ALAC management of  
funding, 122–24  
controversy over distribution of  
funding, 122–26  
Ministry of Health  
(NZ) management of  
funding, 124–25  
moral jeopardy associated  
with, 122–26
- illicit drug trade  
power of the addiction  
surplus, 10–11  
illicit drug use  
addictive consumptions, 8  
extent of the problem, 3  
Industry Association for  
Responsible Alcohol Use  
(ARA), 98–99  
industry relationships  
control of, 232–33  
curtailing industry ties, 233  
managing conflicts of  
interest, 233  
monitoring, 233  
Institut de Recherches Scientifiques  
sur les Boissons, 165  
Institute for Regulatory Policy  
(US), 33  
Institute for Research on  
Gambling, 170  
Institute for Research on Gambling  
Disorders, 168, 172  
Institute for Research on  
Pathological Gambling and  
Related Disorders, 167  
Institute of Economic Affairs, 91  
Institute of Public Affairs, 91  
International Alliance for  
Responsible Drinking, 113  
International Center for Alcohol  
Policies (ICAP), 98, 105, 167,  
234, 252  
evolution and influence, 24–25  
focus on individual consumer  
responsibility, 24–25  
initiatives to reduce  
alcohol-related harm, 115  
opposition to total consumption  
theory, 113  
partnerships as means to  
influence policy, 28–30  
strategy to influence  
policy, 26, 27  
support for partnerships, 139–40  
International Charter for Gambling  
(ICG), 237–38  
International Council on Alcohol  
and Addictions, 167  
*International Gambling  
Studies*, 104  
International Gaming Awards, 117  
International Life Sciences Institute  
(ILSI), 103  
International Network on Brief  
Interventions for Alcohol and  
Other Drugs (INEBRIA), 120  
International Red Cross, 116  
International Scientific Forum  
for Alcohol Research  
(ISFAR), 168–69  
International Society of Addiction  
Journal Editors (ISAJE),  
80–81, 241  
internet-accessible  
databases, 221–23  
future developments, 228–29  
Observatory, 223–28  
Jackson, Derrick, 152  
Jahiel, Rene, 229, 270  
James, Jack, 103  
Japan Tobacco Inc (JTI), 250  
Jebb, Susan, 263  
Jernigan, David, 24–25, 105  
Jones, Thomas  
moral intensity concept, 65  
Kessler, Judge Gladys, 96  
Kierkegaard, Søren, 65–66  
Klatsky, Arthur, 169, 172  
Knopick, Paul, 18  
knowledge chain of engagement,  
34–35, 102  
chain visibility, 191–92  
communication and  
dissemination, 104–05  
ethical positional  
statements, 239–43  
funding and commissioning  
processes, 103  
people in roles likely to accept  
industry money, 105  
process of industry  
engagement, 165–68  
researchers and research  
organizations, 103–04  
Kohl, Herb, 222  
Kohlberg, Lawrence  
theory of moral development, 63  
Korean Alcohol Research  
Foundation, 252  
Kypri, Kypros, 242  
Law, Jacky, 174  
Legacy Tobacco Documents  
Library, 18–19, 94,  
152, 221–22  
legal addictive consumptions, 8  
power of the addiction  
surplus, 11–12  
Levy, Robert, 76  
Liggett Groups, 116  
Lion Foundation  
false philanthropy, 155–56  
Livingstone, Charles, 255  
lobbying organizations, 93–94  
tobacco industry, 32  
Lorillard, 18–19, 251  
Mallard, Trevor, 121  
managed association  
model, 144–45  
Mangan, Professor Gordon, 52–53  
Manhattan Institute for Policy  
Research, 91  
Marimont, Rosalind, 76  
Martin, Peter, 118  
Master Settlement Agreement,  
18–19, 32, 96, 98, 125, 190,  
221, 251  
Matthews, Victoria, Archbishop of  
Christchurch, 151  
Mature Enjoyment of Alcohol in  
Society (Meas), 175  
Matza, David  
neutralization strategies, 68–69  
Mayer, Anthony, 156  
McCambridge, Jim, 94–95  
McDonald's, 261, 262  
McKeithan, Patti, 105  
media communications  
promoting a positive view of  
industries, 100–01  
Mentor UK, 142, 154

- Messick, David  
 ethical fading, 68  
 methodone research, 183  
 Mexico  
 power of illicit drug cartels, 10–11  
 MGM Resorts  
 annual profits, 90  
 Miller, Peter, 191  
 Miller Brewing, 24–25  
 work with ICAP, 105  
 Ministry of Health (NZ)  
 management of hypothecated funding, 124–25  
 Moore, Michael, 17  
 moral disengagement  
 strategies, 67–68  
 moral intensity concept, 65  
 moral jeopardy  
 binary view, 202  
 continuum of risk  
 perspective, 82–83  
 continuum view, 202–04  
 contributory risk, 41–42  
 definition, 40  
 democratic risk, 47–48  
 ethical risk, 40–41  
 examples, 39–40  
 governance risk, 43–45  
 neutrality risk, 45–46  
 perception bias, 45–46  
 PERIL analysis, 48–49  
 positioning on a continuum, 202–04  
 purpose of donor activities, 41  
 relationship risk, 46–47  
 relevant harm associated with donor product, 41  
 reputational risk, 42–43  
 risk indicators, 48–49  
 moral jeopardy prevention, 184–98  
 awareness raising and education, 193  
 bystander interventions, 189–90  
 chain transparency, 191–92  
 community empowerment, 192  
 complaints processes, 189–90  
 complete bans, 194–95  
 conditional engagement, 191  
 confidential advice, 189  
 constraints on access, 194–95  
 consumer interventions, 188  
 demand reduction, 190–93  
 disclosure requirements, 195–96  
 environmental interventions, 186–87  
 financial source  
 warnings, 185–86  
 governance and management workshops, 193  
 governance  
 accountability, 197–98  
 graduated restrictions, 195  
 harm-reduction approach, 183–85  
 health promotion, 192–93  
 inclusion in ethics education, 193  
 international charters and conventions, 197  
 international policy monitoring, 197  
 knowledge chain  
 visibility, 191–92  
 managed disbursement, 186–87  
 mandatory codes of practice, 196  
 mandatory industry reporting, 196  
 moral jeopardy assessment, 188  
 moral jeopardy information pages, 186  
 non-engagement, 190–91  
 PERIL analysis, 188  
 political chain visibility, 191  
 problem limitation, 185–90  
 product interventions, 185–86  
 public-good chain  
 visibility, 191–92  
 public health solidarity, 190–91  
 social marketing, 192–93  
 source warnings, 185–86  
 supply control, 193–98  
 support for those at risk, 188  
 voluntary industry standards, 187  
 moral jeopardy self-assessment, *see* PERIL analysis  
 nanny culture, 75  
 nanny state, 75  
 National Association of Gambling Studies (NAGS), 255  
 National Center for Responsible Gaming (NCRG), 167–68, 170, 255  
 National Health and Medical Research Council (NHMRC), Australia, 56–57  
 National Institute of Health, 242, 243  
 National Responsibility Gambling Foundation, 170  
 National Rifle Association (NRA), 259  
 Nestle, Marion, 262  
 neutrality risk  
 accepting addiction-industry funding, 45–46  
 neutralization strategies, 68–69  
 Newell, Peter, 93  
 Nike, 96  
 Nikkinen, Janne, 159  
 non-association partnership model, 140–42  
 Norske Tipping, 257–58  
 Observatory internet database, 223–28  
 future developments, 228–29  
 O'Connell, John, 151  
 O'Connor, Damien, 140  
 Odierna, Donna, 193  
 OECD Convention, 234–35  
 Ontario Problem Gambling Research Centre, 100, 125, 172  
 Opium War between Britain and China, 10  
 Orford, Jim, 169–268  
 Osborne, George  
 Beer Drinker of the Year award, 90  
 Oxford Health Alliance, 114  
 partnerships, 139  
 as means to influence policy, 28–30  
 chains of engagement, 30–36  
 drunk-driving task force (Wisconsin, US), 142  
 effects of industry engagement, 139–42  
 engagement models, 139–42  
 managed association model, 144–45  
 non-association model, 140–42  
 parties involved, 139  
 Public Health Responsibility Deal (UK), 141–42  
 reasons for avoiding industry associations, 142–44  
 tobacco industry with the pharmaceutical industry, 250–51  
 tripartite model, 139–40  
 tripartite partnership committees, 171–72  
 peer reviewers  
 selection of, 170–71

Cambridge University Press

978-1-107-09120-7 - Moral Jeopardy: Risks of Accepting Money from the Alcohol,  
Tobacco and Gambling Industries

Peter J. Adams

Index

[More information](#)

280

Index

- perception bias, 45–46  
 performing silence, 59–60  
 PERIL analysis, 188, 204–07  
   case analyses, 211–13  
   indicators of moral jeopardy, 48–49  
   outcomes, 217  
   synthesis and judgment, 209–11  
   workshops, 193  
 PERIL indicators, 207  
   extent of recipient reliance on this source, 208  
   identifiers of the source, 209  
   link between funder and recipient, 209  
   purpose of funder and recipient, 207–08  
   relevant harm associated with the source, 208  
 pharmaceuticals industry, 259–61  
   conflicts of interest, 259–60  
   influence with prescribers, 260–61  
   manipulation of the knowledge chain, 261  
   Prozac safety concerns, 260  
   relationships with the medical establishment, 260  
 philanthropy, 100  
   as brand building and promotion, 154–56  
 Philip Morris, 18–19, 94  
   association with Ragnar Rylander, 221  
   CSR activities, 96  
   dynamics of tobacco philanthropy, 152–54  
   input into public consultation, 101–02  
   Miller Brewing, 24–25  
   Project Sunrise, 248–49  
   Project Whitecoat, 163–64  
   recruitment of scientists, 163–64  
   relationship with CIBA-Geigy, 250–51  
   research funding, 52  
   SAPROs, 98  
   support for Ernst L. Wynder, 11, 165–66  
 Philip Morris/Altria  
   annual profits, 90  
 Philip Morris International, 250  
 physical abuse  
   justifications by perpetrators, 19–20  
 Physicians Payments Sunshine Act, 222–23, 260  
 Pinsky, Ilana, 92  
 Pitcher, Arthur, 78  
 Plato, 62  
 policy  
   influence funded by the addiction surplus, 26–27  
   influence through partnerships, 28–30  
 political chain of engagement, 31–32, 89–90  
   chain visibility, 191  
   lobbying and PR companies, 93–94  
   lobbying power of trade associations, 92–93  
   people in roles likely to accept industry money, 95  
   positional statements, 234–38  
   public communication strategies, 90–92  
   relationship-building activities, 94–95  
 Portman Group, 33, 77, 99, 120, 174–75, 252  
 positional statements, 232  
   alcohol industry, 236–37  
   control of industry relationships, 232–33  
   gambling industry, 237–38  
   government research funding agencies, 243  
   knowledge chains, 239–43  
   political chains, 234–38  
   public-good chains, 238–39  
   research organizations, 242–43  
   scientific publishing, 240–42  
   tobacco industry, 235–36  
   universities, 242–43  
 power  
   and financial information, 220–23  
 PR companies  
   lobbying for industry interests, 93–94  
 pressuring contexts, 55–57  
 prevention framework,  
   *see* moral jeopardy prevention  
 problem behavior  
   programs, 118–19  
 problem consumption  
   contribution to profits, 10  
 Problem Gambling Foundation of New Zealand, 121, 132  
 pro-consumption knowledge networks, 168–69  
 profit consumption  
   as driver of addictive consumption, 30–36  
   chains of engagement, 30–36  
   strategy to influence policy and regulation, 26–27  
 profits  
   alcohol industry, 90  
   contribution of addicted consumers, 10  
   contribution of heavy non-addicted consumers, 10  
   gambling industry, 90  
   pathways followed by, 87–89  
   tobacco industry, 10, 90  
   *See also* addiction surplus  
 prohibition, 74–75  
 ProPublica, 222–23  
 Prozac safety concerns, 260  
 psychic numbing concept, 66  
 psychology of moral jeopardy  
   ethical beliefs and behavior, 63–64  
   ethical decision-making theories, 64–65  
   ethical dilemmas, 62–63  
   influence of ethical culture, 69–70  
   nature of ethical behavior, 62  
   self-deception, 65–69  
   social context of decision making, 64–65  
 Pub Charity  
   choice of who to fund, 150–51  
 public awareness and education campaigns, 118  
 public communication strategies, 90–92  
 public-concern health programs, 115–18  
   cancer charities funding, 116–17  
   emergency services funding, 116  
   foreign aid funding, 117–18  
 public consultation  
   use of front organizations, 101–02  
 public-good chain of engagement, 32–34, 95  
   chain visibility, 191–92  
   corporate social responsibility (CSR), 96–97  
   health and community philanthropy, 100  
   media communications, 100–01

- people in roles likely to accept industry money, 102
- positional statements, 238–39
- public consultation, 101–02
- SAPROS (social aspects and public relations organizations), 97–100
- use of front organizations, 101–02
- public health
- industry–health service partnerships, 115
  - relationship with addictive industries, 112–15
  - total consumption theory, 112–14
- Public Health Responsibility Deal (UK), 141–42, 263
- public–private partnerships, 103
- R.J. Reynolds, 18–19
- Project Breakthrough, 74
  - SAPRO funding, 98
- rational choice theory, 13–14
- rational consumer view, 13–14
- and addicted consumers, 14–15
- Read, Mel, 46
- regulation
- influence funded by the addiction surplus, 26–27
- relationship-building activities, 94–95
- relationship risk
- accepting addiction–industry funding, 46–47
- Renaud Society, 168
- reputational risk
- accepting addiction–industry funding, 42–43
- research
- bias in science, 173–76
  - blending sources of funding, 171
  - ethical sanitizing practices, 169–72
  - independent panel of experts, 170
  - industry manipulation of the knowledge base, 173–76
  - selection of peer reviewers, 170–71
  - structural decoupling of funding, 169–70
  - tripartite partnership committees, 171–72
  - research funding
    - silencing of discussion, 52–53
  - research organizations
    - industry engagement on the knowledge chain, 103–04
    - positional statements, 242–43
  - researchers
    - industry engagement on the knowledge chain, 103–04
    - process of industry engagement with, 165–68
    - pro-consumption knowledge networks, 168–69
    - recruitment by the tobacco and alcohol industries, 163–65
  - Responsible Gambling Strategy Board, 170
  - Responsible Gambling Trust, 100, 170
  - Rest, James
    - ethical decision-making framework, 63–64
  - Reynolds American, 251
  - Robertson Trust, 154
  - Roche
    - Tamiflu controversy, 261
  - Roche, Denise, 151
  - Room, Robin, 174–75
  - Ross, Joseph, 222
  - Rylander, Ragnar
    - association with Philip Morris, 221
  - SABMiller
    - engagement of Demos think tank, 104–05
    - engagement with Addaction, 118
  - Salvation Army, 123
  - Santa Casa charity, 159
  - SAPROS (social aspects and public relations organizations), 33, 97–100, 239
  - alcohol industry, 98–99
  - future role for the alcohol industry, 251–52
  - gambling industry, 99–100
  - risks of community association with, 156
  - strategy to influence policy, 27
  - tobacco industry, 97–98
  - Schüll, Natasha Dow, 167
  - scientific publishing
    - ethical positional statements, 240–42
  - Scotch Whisky Association, 57
  - Scottish Government alcohol pricing policy, 94–95, 99
  - self-deception strategies, 65–69
  - Sellman, Professor Doug, 75–76
  - Selye, Hans
    - engagement with the tobacco industry, 163
  - Shaffer, Howard, 170
    - association with the NCRG, 167–68
  - Sheehan, Fionnuala, 175
  - Sheron, Nick, 141
  - Shortall, Róisín, 175
  - silencing effects
    - and lack of ethical discussion, 59–60
    - challenge of countering, 59–60
    - circumstances which enable silence, 53–55
    - coerced silence, 57–59
    - perception of negative consequences, 55–56
    - performing silence, 59–60
    - position compromised through inconsistency, 56–57
    - pressure from government agencies, 58
    - pressuring contexts, 55–57
    - reasons for keeping silent, 53–55
    - relating to unethical funding, 52–53
    - threat of de-funding, 58–59
    - threat of litigation, 57–59
  - Singh, Jang, 232
  - Sismondo, Sergio, 223
  - SJM Holdings
    - annual profits, 90
  - Slater, Cameron, 75–76
  - slavery
    - justifications by those who profited, 19
  - Slavitt, Joshua, 248
  - Smith, Richard, 46
  - social aspects and public relations organizations, *see* SAPROS
  - Society for Alcohol and Social Policy Initiative (India), 33
  - South African Responsible Gambling Foundation, 125
  - spiritsEurope, 93
  - sports sponsorship, 156
  - state gambling monopolies, 125
  - Stimson, Gerry, 113
  - Sunshine Act Database, 222–23
  - Sykes, Gresham
    - neutralization strategies, 68–69



Cambridge University Press

978-1-107-09120-7 - Moral Jeopardy: Risks of Accepting Money from the Alcohol,  
Tobacco and Gambling Industries

Peter J. Adams

Index

[More information](#)

282

Index

- Tame, Chris, 76  
 Tavern League of Wisconsin, 142  
 temperance movements, 74–75  
 Tenbrunsel, Ann  
   ethical fading, 68  
 Thai Health Promotion  
   Foundation, 125  
 theory of planned behavior, 65  
 theory of reasoned action, 65  
 tobacco industry  
   annual profits, 90  
   complacency about its capacity  
     to influence policy, 248–50  
   e-cigarettes, 247, 251  
   early evidence for harm from  
     smoking, 16–17  
   funding of scientific research, 11  
   future moral jeopardy  
     issues, 247–51  
   harms caused by, 1, 2  
   lobbying organizations, 32  
   partnerships with the  
     pharmaceutical  
     industry, 250–51  
   pathways followed by  
     profits, 87–89  
   political chain of  
     engagement, 31–32  
   revelations of inner  
     workings, 16–19  
   SAPROs, 97–98  
   silencing of research funding  
     arrangements, 52–53  
   skepticism about CSR  
     activities, 96  
   targeting of emerging  
     economies, 250  
   tobacco philanthropy, 250  
   trans-national  
     corporations, 12–13  
   WHO Framework Convention  
     on Tobacco Control (FCTC),  
     19, 235–36  
   *See also* Legacy Tobacco  
     Documents Library; Master  
     Settlement Agreement  
 Tobacco Institute, 18, 91–92, 164  
 Tobacco Manufacturers'  
   Association, 31  
 tobacco philanthropy  
   dynamics of, 151–54  
   public relations goals, 151–54  
 Tobacco Retailers' Alliance, 31  
 total consumption  
   theory, 112–14  
 Toy, John, 190  
 trade associations  
   lobbying power, 92–93  
 Treviño, Linda  
   ethical decision-making  
     model, 70  
 tripartite partnership  
   committees, 171–72  
 tripartite partnerships, 139–40  
 Turner, Thomas B., 172  
  
 unethical decision-making, 66  
 unhealthy eating, 261–63  
 United Nations charters, 234  
 universities  
   positional statements, 242–43  
  
 Vector Group, 116  
 Ventilation Task Force, 98  
  
 Victorian Responsible Gambling  
   Foundation, 100  
  
 Warburton, David, 98  
 Wazana, Ashley, 260  
 White, Reverend Jolyon, 151  
 Wigand, Jeffrey S., 17, 57  
 Wilkie, Andrew, 12  
 Williams Jr., Merrell, 16–19, 221  
 Wilson, David, 89–90  
 Wolburg, Joyce, 119  
 World Health Organization  
   Civil Society Initiative, 238–39  
   European Charter on  
     Alcohol, 236–37  
   Framework Convention  
     on Tobacco Control  
     (FCTC), 235–36  
   global impacts of conflicts of  
     interest, 235  
   Global Strategy to Reduce  
     Alcohol-related Harm, 115  
   Global Strategy to Reduce the  
     Harmful Use of Alcohol, 237  
   on industry advocacy in alcohol  
     policy-making, 145  
   view on tobacco industry CSR  
     activities, 96  
 World Medical Association  
   Declaration of Helsinki, 240  
 World Trade Organization, 57  
 World Vision, 158  
 Wynder, Ernst L.  
   support from Philip Morris,  
     11, 165–66  
  
 Yeaman, Addison, 17