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EXHIBIT P-680

ASBESTOS INFORMATION ASSOCIATION

1745 Jefferson Davis Highway, Crystal Square 4, Suite 509
Arlington, Virginia 22202 • (703) 979-1150

6 July 1978

MEMORANDUM FOR: MEMBERS

SUBJECT: HEW Public Awareness on Asbestos Exposure Campaign

REFERENCES: A. Memorandum to Members, April 27, 1978
B. "News & Notes" April 29, 1978

In his April 26 statement on risk of lung cancer and other serious diseases for workers who have been heavily exposed to asbestos dust, Secretary of HEW Califano announced several steps that would be taken "to inform doctors, workers and others about the increased risks of asbestos exposure."

Secretary Califano's action stemmed from communications beginning in October 1977 from the Health Research Group (a Nader affiliated organization) with the Secretary of Defense recommending that the Navy "stop proposing more research and act immediately to notify and compensate past and present shipyard employees who were likely to have been exposed to asbestos." An asbestos subgroup of the Armed Forces Epidemiological Board recommended that the Navy should notify the "four million former shipyard employees."

Upon being advised by the Navy that the Veterans Administration, the Civil Service Commission "or some other agency should accept the duty of notification," the Health Research Group wrote the Secretary of the Navy stating that "the Navy has not acted to protect the health and welfare of thousands of present and former shipyard workers who have already or soon will develop cancer or lung disease due to their (asbestos) exposure' and urged mass media such as TV, radio and newspapers should be used in addition to efforts toward personal contact by letter to each potential asbestos victim's home.

On April 12, the Health Research Group in a news release called the Navy's delay in an active information program "grossly irresponsible and inexcusable". The broadening issue was influenced by the government's settlement in the amount of $5.7 million in the highly publicized Tyler, Texas case.

Information gathered from various federal regulatory agencies resulted in an estimate of between 8 and 11 million workers exposed to asbestos since the beginning of World War II of which 1.5 to 2.5 million are presently employed while the remainder - between 6.5 - 8.5 million were formerly employed in environments with significant asbestos exposure including the more [illegible] WW II shipyard workers.

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Explaining in his announcement that there has been no systematic government effort to notify the public of the hazards of excessive exposure to asbestos, Mr. Califano advised that as part of his responsibility to promote and protect public health he would assume responsibility for a comprehensive public information program. He designated the directors of the National Cancer Institute and the National Institute of Environmental Health Sciences to co-chair the HEW team for the information program. Here is what has happened or is scheduled to happen in connection with this effort:

a. Advisory letter to 400,000 physicians prepared by Surgeon General mailed on April 26. Questions and answers about exposure to asbestos along with addresses and telephone numbers for agencies which could provide additional information issued same date.

b. A discussion of asbestos and its health effects appeared i the March/April issue of Ca, the Cancer Journal for Clinicians, and a commentary on subject was included in the Jur 9 Journal of American Medical Association.

c. A special insert on subject is to be included in current month Social Security mailings.

d. Commencing the latter part of July or first part of Augus special public service radio and television spot announcements will be made available to outlets thoughtout the nation.

e. Three mass distribution publications will be available to the public at end of July. These include "Asbestos Expos A Desk Reference for Communicators," "Asbestos Exposure What It Means, What To Do" and "Clearing the Air - A Gui to Quit Smoking".

f. Articles to be made available for placement in various publications with emphasis on union, government and other periodicals.

g. Distribution of public service advertisements to high pri ity areas such as those having shipyards, the Detroit aut mobile manufacturing area, etc.

h. Professional education program for radiologists, chest ph sicians, pathologists, and primary physicians. Program would include special seminars, brochures, and films. American Medical Association and American Academy of Family Physicians, American Osteopathic Association, American Lung Association, are among groups expected to ticipate in Public Health Service sponsored program.

This memorandum is written to provide members with advance notice of what may be expected in the way of the federal government's communication effort on the asbestos-health issue in the comin month. You may wish to inform your employees and others of this program.

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Enclosed is a copy of the "communication strategy" developed for HEW's National Cancer Institute by a consulting public relations firm, and a sample of one of the radio spot announcements. In each of the 30-second radio and TV spot announcements the following statement will be emphasized: "Millions of workers in parts of the construction, mining, shipbuilding and auto industries have been exposed to asbestos dust. Sometimes it takes 30 years or more for asbestos-related diseases like lung cancer to show. Even if you feel good, check with your doctor, stop smoking and get prompt medica treatment for respiratory illness."

Also included with this mailing are statements issued by Johns-Manvil and the Association following the release of the Califano statement. We will forward copies of the pamphlets mentioned above to you when received from HEW.

Of further interest is an ABC television documentary film "Asbestos: The Time Bomb Explodes" to be aired Friday, July 14. Consult local station or newspaper listings for time.

R. H. Mereness
Executive Director

Enclosures

RHM

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on the East, West and Gulf Coasts and the Great Lakes, but also located in all other regions of the United States.

B. Present Workers

About 25% of those exposed are currently employed.

In addition to shipyard work, other exposures may have occurred in such industries as: asbestos mining and processing; construction and building trades, including renovation; automotive brake and clutch installation and repair; and the manufacture of a wide variety of asbestos products.

IV. Communication Strategies

Communicate to the high risk target audiences and the general public:

A. The nature, extent and seriousness of asbestos exposure

B. What an individual can do:

1. Stop smoking cigarettes
2. Consult a physician if there has been possible exposure
3. Seek prompt medical treatment for any respiratory ailment
4. Obtain further information

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C. Asbestos exposure can be greatly reduced as

R. H. Mereness to Asbestos Information Association Members on HEW's Asbestos Awareness Campaign (1978) Published by AsbestosClaims.Law
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Office of Cancer Communications/National Cancer Institute

Public Awareness on Asbestos Exposure

Communication Strategy

I. The Problem

Between 8 and 11 million workers have been exposed to asbestos in the past 35-40 years. This exposure places individuals at high risk to lung cancer and other serious diseases.

II. Communication Objectives

Substantially increase public awareness and understanding of the:

A. Health risks of asbestos exposure

B. Importance of getting regular medical check ups, stop smoking, get prompt medical treatment for respiratory illness, and seek additional information.

III. Audience Definition

Within the general audience, communicate specifically to:

A. Former Workers

Approximately 75% of those exposed are former workers, and over half of these individuals were exposed by working in shipyards during World War II.

These former workers are estimated to be: over 60 years old; primarily white males (about 80%) and also white females (20%); blue collar; living primarily

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V. Message Tone

The tone of the messages will be serious and straightforward, without being unnecessarily fearful or alarmist.

VI. Execution

Television, radio and print will be used. Public service messages will be combined with the stimulation and/or placement of news and features in general and select media. Direct mailings and the distribution of information through supermarkets will also be included.

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PUBLIC AWARENESS OF [illegible]

ELEMENTS	MAY	JUNE	JULY	AUGUST	SEPTEMBER	[illegible]
Develop Message Concepts	xxxxxxxxxxxx					
Concept Pretesting		xxxx				
Message Execution		xxxxx				
Analysis of Media Markets	xxxxxxx					
Identify Local Partners	xxxx	xxxxxxxx				
Message/Materials Production						
Television PSA's		xxxxxxx				
Radio PSA's		xxx				
Magazine and Newspaper "Ads"		xxx	xxxx			
Media Information Pieces		xxx	xxxx			
Replication (National and Local Tags)			xxxxxxxxx			
Production of Booklets						
"Asbestos Exposure"	xxxxxxxxxxx	xxxxxxxxxxx	xxxxxxxxxxx			
"Clearing the Air"	xxxxxxxxxxx	xxxxxxxxxxx	xxxxxxxxxxx			
Desk Reference	xxxxxxxxxxx	xxxxxxx				
Placement of Articles, Stories	xxxxxxxxxxx	xxxxxxxxxxx	xxxxxxxxxxx	xxxxxxxxxxx	xxxxxxxxxxx	xxxxxxx
Distribution of PSA's and "Ads"						
High Priority Markets Networks, Magazines, Broadcast and Print Messages in Remainder of U.S.			xxxx	xxx		
			xxxx	xxx		
Assessment						
Stage I		xxxxxx				
Stage II						xxxx
[illegible]				xxxxxx	xxxxxxxxxxx	xxxxxxx

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Radio Copy
:60

FRIENDS

SFX:
Outdoor noises, children playing in distance

WORKER 1: ME AND MY FRIENDS, WE GAVE OUR ALL FOR THE COUNTRY DURING WORLD WAR II.

TEDDY: 33 YEARS LATER, IT TURNS OUT WE HAVEN'T STOPPED GIVING.

WORKER 3: YESTERDAY THE DOCTOR TOLD TEDDY HE'S SICK FROM ASBESTOS DUST.

TEDDY: WE WERE ALL BREATHING IT DOWN AT THE SHIPYARDS. NOW IT TURNS OUT ASBESTOS DUST CAN CAUSE LUNG DISEASE . . . ESPECIALLY IF YOU SMOKE.

ANNOUNCER: MILLIONS OF WORKERS IN PARTS OF THE CONSTRUCTION, MINING, SHIPBUILDING AND AUTO INDUSTRIES HAVE BEEN EXPOSED TO ASBESTOS DUST. SOMETIMES IT TAKES 30 YEARS OR MORE FOR ASBESTOS RELATED DISEASES LIKE LUNG CANCER TO SHOW.

WORKER 1: WHAT'S THE DOCTOR SAY, TEDDY?

TEDDY: THE DOCTOR TOLD ME ASBESTOS DUST CAN BE VERY DANGEROUS. SO ALL YOU GUYS BETTER GO SEE YOUR DOCTORS TOO.

ANNOUNCER: EVEN IF YOU FEEL GOOD, CHECK WITH YOUR DOCTOR, STOP SMOKING AND GET PROMPT MEDICAL TREATMENT FOR RESPIRATORY ILLNESS

WORKER 1: I DUNNO TED, WHY SHOULD I GO LOOKING FOR TROUBLE?

WORKER 3: I FEEL GREAT TEDDY.

TEDDY: SO DID I.

LIVE
ANNOUNCER: (ASBESTOS ADDRESS, PHONE NUMBER.)

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News

809107

Johns-Manville Corporation
Ken-Caryl Ranch
Denver, Colorado 80217

Contact:
Neal T. Amarine
303 979-1000 (Day)
303 452-3155 (Night)

APRIL 28, 1978

STATEMENT OF
JOHN A. McKINNEY
PRESIDENT AND CHIEF EXECUTIVE OFFICER
JOHNS-MANVILLE CORPORATION

This statement is made in response to media reports on a press conference held Wednesday (April 26) by Secretary Joseph A. Califano of the Department of Health, Education, and Welfare and refers to his printed statement which was distributed at the time of the conference.

Past conditions in which workers were exposed to asbestos bear no relationship whatsoever to regulated conditions under which we work today.

We believe Secretary Califano's statement represented an objective analysis of asbestos-related health problems. It is regrettable that media reports we have seen failed to reflect the real substance of his approach.

At no time did he refer to asbestos-related health problems except in the content of persons "heavily exposed to asbestos before the government began to regulate," or those "exposed in the past, especially those from the war years," or "past workers." These three important qualifiers are repeated throughout the text of his presentation, yet they are almost studiously absent in the media reports.

The numerical projections contained in the Secretary's statement are extremes that are clearly based on past conditions virtually

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nonexistent at present. As a matter of fact, he said that "as a result of recent government regulation, current workers, without previous exposure, can be expected to face smaller risks than those exposed in the past." Unfortunately, the media did not clearly point out that contrast between the hazards of past exposure and the present regulated occupational environment.

In addition, we do not believe the role of cigarette smoking was emphasized sufficiently in the reports we've seen.

Secretary Califano said that "a person who smokes and has been exposed to asbestos faces a greater risk of developing asbestosis and of dying from a respiratory ailment than an asbestos-exposed individual who does not smoke."

As far as lung cancer is concerned, Dr. Paul Kotin, our Senior Vice President of Health, Safety and Environment, advises me that clinical evidence shows that lung cancer in asbestos workers is virtually limited to those who smoke cigarettes, and that, for all practical purposes, lung cancer as an asbestos-related disease would not be a problem were it not for cigarette smoking.

The overwhelming evidence shows that asbestos workers who smoke face a greatly increased risk of developing lung cancer as well as an increased risk of asbestosis. This is the reason we have moved to eliminate smoking in all of our asbestos-using operations.

Even though the work environments in our plants fully comply with safe levels mandated by government regulations, nonetheless we are eliminating smoking because we believe we can further reduce our employees' risk of contracting lung cancer to that which can be expected in the general non-smoking population.

Dr. Kotin, who is a leading authority on cancer, has emphasized

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repeatedly that non-smoking asbestos workers are at minimal risk to the development of lung cancer when compared with the non-smoking general public.

Secretary Califano unfortunately combines smokers and non-smokers in his projection of a "20-25 percent" attack rate for lung cancer in workers exposed to asbestos. Actually, only a very small percentage of non-smoking asbestos workers have developed lung cancer.

Again referring to the past and present, reference in the Secretary's statement to asbestos as a "dangerous and insidious" material clearly relates to past exposures. Indeed, as Drs. Selikoff and Hammond point out in their medical paper, which was distributed with the Secretary's statement, "In terms of public health, the overwhelming problem is the undoing, ameliorating or modifying of both current and anticipated results of <u>past</u> mistakes." (Emphasis added.)

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ASBESTOS INFORMATION ASSOCIATION
1745 Jefferson Davis Highway, Crystal Square 4, Suite 509
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Statement in Response to Inquiries Concerning
HEW Announcement of April 26, 1978, on Asbestos Warning Program

The Asbestos Information Association/North America, a non-profit, incorporated organization of more than 50 manufacturers or processers of asbestos containing products and miners and millers in the United States and Canada, has made the following statement in response to inquiries with regard to the statement issued by Secretary of Health, Education and Welfare, Joseph Califano:

The Secretary has spoken to uninhibited exposure levels of asbestos fiber during the World War II years and before medical information generally was available concerning asbestos-related disease, particularly lung cancer and the extremely rare disease mesothelioma which has been associated with exposure to asbestos dust. Worker exposure levels of the past and particularly those during wartime conditions are simply not relatable to present working conditions. The efforts of the industry to eliminate asbestos dust in the workplace may be seen throughout the industry. Millions of dollars have been spent in dust control equipment by asbestos miners, millers and the manufacturing or processing companies using asbestos fiber for its unique properties in the fabrication of some three thousand products essential to our economic society. Government regulations, to which the industry gave its fullest cooperation in developing, today provide safeguard to the worker who in times past might have been subject to [illegible] asbestos dust level exposure.

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[redacted] Textile Group

North Charleston, S.C.

D. W. Broker

August 11, 1978

MQS-78-313

Subject: Chicago Dryer Company
Chicago, Illinois

Please excuse our delay in responding to your 78-114 of June 20th concerning Al Lehman's comments concerning an OSHA inspector's apparent harassment of a laundry using Chicago Dryer's resinated asbestos cloth as feed ribbons.

The only way we can give genuine support to Chicago Dryer is to help them develop data showing that the use of their product does not emit asbestos fibers in normal use or application. As reported previously, we are eager to help our customers preserve and expand their use of asbestos textile products by showing their customers that the ultimate application is not hazardous. Therefore we are willing to take actual dust counts at a typical Chicago Dryer laundry installation. That is the only way that the good hard data can be accumulated which can convince the OSHA inspector and others that use of our resinated Revolite cover cloth material is well within OSHA regulations.

If Al Lehman wishes us to do this, please contact John Day through this office to see what schedule can be set up that will be convenient for everyone. It would be helpful, of course, if Chicago Dryer had an installation in South Carolina to cut down travel expenses and time away from their principal responsibilities.

Milton Q. Scowcroft

Milton Q. Scowcroft

pm

cc: J. E. Day
J. H. Marsh - Trumbull
F. J. Martschink
M. W. Oliver
C. Singletary
R. H. Sturm
I. H. Weaver - Manheim

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