



LEWIS & CLARK CITY-COUNTY
Health Department

1930 Ninth Avenue
Helena, MT 59601
PH: 406.4HEALTH or 406.443.2584
Fax: 406.457.8990

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Contact: Karen Lane, Prevention Programs Manager, 406-457-8960

Gayle Shirley, Communications Coordinator, 406-457-8908

Former Tobacco Scientist to Discuss Efforts to Reveal Industry Secrets

Dr. Victor DeNoble, a former research scientist for the Philip Morris tobacco company, will be in Helena April 11 to discuss the addictive nature of nicotine and the tobacco industry's attempt to hide important health information from the public.

DeNoble will present, "Inside the Dark Side: The Science Behind Tobacco, the Truth Behind the Lies," Thursday at 6:30 p.m. in the Helena Middle School Auditorium. The free presentation is sponsored by the Lewis and Clark City-County Health Department, reACT, Youth Connections, Townsend Youth Council, and Meagher County reACT.

On Friday, April 12, DeNoble will conduct a two-hour workshop for teachers, health-care workers, counselors, and youth advisers. He will review discoveries about the brain that have revolutionized the understanding of drug addiction. Continuing education credits will be offered. The workshop will begin at noon in the community room of the Townsend library. Those who want to participate should call Jill Flynn, 406-441-3456.

In the early 1980s, DeNoble headed a secret lab in Virginia for Philip Morris, where he led experiments on rats to explore the effects of nicotine on the brain. His work focused on developing a "safer cigarette" that reduced heart attacks associated with smoking.

Eventually, DeNoble realized that cigarettes were not safe and testified to that effect at congressional hearings. The hearings damaged the tobacco industry's creditability and ultimately led to the multi-billion-dollar "tobacco settlement" that continues to fund public-health efforts to reduce tobacco use.

A dynamic speaker, DeNoble has appeared on several major network television programs.

The mission of the Lewis and Clark City-County Health Department is to improve and protect the health of all Lewis and Clark County residents.