

Essay on addressing conflicts between tobacco and cancer organizations

[Business](#), [Company](#)



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The use of tobacco has consistently contributed to unhealthy concerns among smokers across the world. This is because; tobacco contains a harmful substance that causes cancer diseases among many health risks (Wand, 25). People love smoking and become addicted even though they are aware of the negative effects on health. In the tobacco industry, manufactures have continued to make the product available despite the numerous condemnations from healthcare providers and other stakeholders (Grossman, 46). This paper will critically examine the conflict between the American Cancer Society and The British American tobacco. It will identify the odds and effectiveness of the two companies and give suggestion to resolve the tobacco menace.

The British American tobacco

This company is a multinational tobacco manufacturer that has a big market share in over one hundred and eighty counties. Its headquarters is in

London, United Kingdom. Formed in 1902, the company has a huge history in not only the former British colonies but also enjoys success in Asia among many other markets. Since the company is aware of the health risks of its products, it has successfully managed to form strategies that have helped it survive in the industry. For instance, the company regularly negotiates with other stakeholders in the industry to devise ways of surviving in the tobacco business. Besides that, the company has invested a lot in corporate social responsibility activities and this has helped it maintain a good reputation in its clientele. Therefore, these efforts have helped British American Tobacco enjoy a significant market share and hence reap millions of profits.

The American cancer society

American cancer society is a healthy and anti tobacco organization. It is a wide non partisan and voluntary organization network that is geared to eliminate cancer. It was established in 1913 and since then, the organization has played an essential role in creating awareness to curb the cancer menace through discouraging the usage of tobacco. It is a fact that tobacco usage causes cancer. Among the organization's activities include; providing health researchers with grants, funding more discovering links between cancers and smoking and also helping to improve health awareness through a series of advertising campaigns and projects. Statistics show that, the organization's efforts have rescued many lives though faces a great challenge from tobacco manufacturing and processing companies such as the British American tobacco.

Similarities and differences among the two firms mandates

The British American tobacco and the American cancer society play a big role in raising the standards of living for many people. Both companies have created employment opportunities for many people. This has contributed greatly in enhancing global economic growth and development. Research shows that, the British American tobacco alone has employed over five million people globally. The company has also contributed in many corporate social responsibility services that have empowered people in many marginalized areas of the world. It has provided grants initiatives and sponsorships that offer opportunities for many. For instance, the British American tobacco sponsorship of the cricket world cup in 1996 made the events run smoothly at the same time helping many either directly or indirectly. Other events that enjoy success courtesy of the British American tobacco include; the Formula one. Information technology student's sponsorships have changed lives of many individuals across the world. Furthermore, the British American tobacco is the biggest determiner of the world's economic situation due to its high ranking in the British and American stock exchange markets. American cancer society though a nonprofit making organization has also helped in generating employment for its workers. Its engagement in funding health projects has made it possible to the discoveries of cancer related diseases hence facilitating toward the growth of global health. The organization has also done a lot in teaching health habits to people hence saving lives from cancer and other diseases. All the above efforts by the two organizations are essential for improvement of the lives of people. If it were not for their existence, many people could be

jobless. The disadvantaged could not have secured a chance to develop and make remarkable progress in life. Medical discoveries may not have been made possible and probably the modern world could be experiencing slow economic growth which is critical to the global development.

The two organizations deserve credit for their economic and social role in society. However, the British American tobaccos obligation towards health of people is questionable. As a manufacturer of tobacco products, many people have lost their lives due to the usage of tobacco. This brings big concerns as to whether, the company safeguards the health welfare of the people or stand to make the huge profits as statistics suggests. Tobacco is harmful to human life and continuous usage causes cancer. Scientific research shows that, many adult tobacco users die every year due to cancer (Colditz et al, 35). While the American cancer society is in the fore front in combating and limiting the use of tobacco to lower the death rate due to cancer, the British American tobacco make no effort to contribute this health issue.

Furthermore, the company spends time and money to advertise and form strategies to penetrate to more markets to realize maximum profits.

Therefore, as members of the global village, what between health and economy matters most for us? This question must be addressed in a more critical way to ensure that efforts made in limiting the deaths caused by cancer due to intake of tobacco bear fruits.

Solution

As the two organizations continue fighting each other, the concern is to the many addicted individuals. The people health interest is arguably of more

importance compared to corporate or self centered gains. An immediate action must be taken by both organizations to save the life of the people. Both firms should reach a common ground in looking for ways that cannot comprise each other's goals and at the same time address the cancer menace. For example, the American cancer society can allow the British American tobacco sale their products only if a caution sign is clearly indicated on the cigarette packet. The two must also agree that it is everybody's responsibility to create maximum awareness to all tobacco users that the product is harmful to human life. Tobacco companies should play role in education the masses about the dangers of smoking tobacco (Carr, 24). If these efforts are implemented then, the statistics of cancer related deaths will significantly reduce.

Conclusion

Human life becomes a priority when compared to other aspects of life. It is the objective of every organization to maneuver into great heights of development. However, the responsibility lies with everybody in ensuring that, the war against the cancer is fought as a unit rather than by individual stakeholders.

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