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ABSTRACT

Act against the Evin law: the ways of employers' organization cooperation

At the end of 1980s, medical actors called by the press "les cinq sages" mobilize to highlight the risks of smoking. They appeals to the government to develop an effective policy of prevention: medical information and a law limiting tobacco smoking in public places. In this context of construction of a tobacco control policy, actors of this sector –manufacturers, farmers and tobacconists- adopt a strategy of alliance to defend their common interests. If their professional organizations act autonomously and independently, they also create, in this specific period, ad hoc bodies to make common efforts against the Evin law. This paper suggests studying this cooperation and joint action, between 1987 and 1993, before and after the Evin law. It analyses two collective organizations operation: a learning ressources center on the tobacco (le Centre de Documentation et d'Information sur le Tabac, CDIT) and a brotherhood of smokers (la confrérie Jean Nicot). Analysis reveals the complementarity and interdependence between actors to counter their fight against smoking: manufacturers have financial and salarial resources, farmers and tobacconists have numerical and relational resources.