

Safe Environment and Enhanced for All



S. E. A asbl

Joining efforts for Tobacco and Pollution Control



Goma, November 10th, 2015

Open Letter

To the attention of His Excellency the Minister of Public Health

In Kinshasa-Gombe

Ref Number: SEA/S.E/013/2015

Forwarded copies for information to:

- His Excellency the Prime Minister of the DR Congo in Kinshasa
 - His Excellency the Governor of the North Kivu Province in Goma
 - Excellency Provincial Health Minister of North Kivu province in Goma
 - The World Health Organization (WHO) Representative in the DR Congo in Kinshasa
 - Mr. Director of the National Programme for the fight against Drugs Addiction and Toxics Products (PNLCT) in Kinshasa
 - Mr. Head of the Provincial Division of Public Health in Goma
 - Mr. President of the Congolese Federation of Enterprises (FEC) in Kinshasa
 - Mr. Director of the British-American Tobacco Congo in the DR Congo/ Kinshasa
 - Mr. Coordinator of the Congolese Alliance for Tobacco Control in the DR Congo in Kinshasa
- To Partners (ALL).**



Subject: **Advertising and Promotion of tobacco by the British-American Tobacco-Congo in the North Kivu Province**

Excellency Minister,

It is with bitterness that we take this opportunity to notify you and your office that we are deeply indignant with the barbaric behavior displayed by BAT-Congo in North Kivu Province in its aggressive publicity campaign in favor of tobacco. Indeed, it was with surprise that we have found on the main streets of the city of Goma (Great barrier on the border between the DR Congo and the Rwanda, displayed on shops; kiosks and on the main road leading to Goma airport, in Ndoshu, Virunga and Katindo quarter) advertising posters calling on people to smoke as much as they can be read in local languages to facilitate recruitment of new smokers among our ambitious youth.

S.E.A is member of the ACCT network



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These posters carry message such as: "Consume tobacco and win a trip to Brussels, Rumba Rhythm" as you will find it in the attached pictures. Excellency, this behavior of BAT-Congo is reckless and very worrying not because it violates the spirit of the *WHO Framework Convention on Tobacco Control* (FCTC) an international law but because it also undermines the Congolese legislation regarding tobacco management.

Excellency Minister of Health, the FCTC is an international treaty that aims to saving lives against the tobacco epidemic

The DR Congo Constitution, section 215 provides that: "Treaties and international agreements duly concluded are superior to domestic laws...". The DR Congo is signatory party and has already ratified this strong law. It is obviously known that weapons kill during the war but Tobacco kills more both in war and as in peace period. The WHO has already proven the link between death and Tobacco.

Excellency, it is time to call a spade a spade. BAT-Congo is not credible partner but a company that derives its power and roots from the sale and distribution of toxic and harmful product legally sold so therefore should be treated as such despite his blood wealth. We do believe that BAT-Congo deserves punishment because this way of behaving tarnishes the image of our country that is in an irreversible process vis-à-vis of the WHO Framework Convention on Tobacco Control. Due to all this, Excellency Minister, we recommend the following:

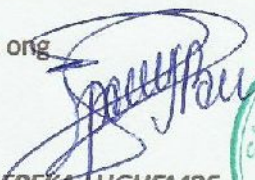
- ✓ Call upon BAT-Congo to immediately stop its advertising campaigns, media and television outlets but also make the withdrawal of all previously distributed and posters displayed in public places
- ✓ Remove BAT-Congo license that allow him the production, the distribution and sale of tobacco in DR Congo
- ✓ Demonstrate goodwill by sanctioning the BAT-Congo industry that wants to behave with impunity and like a king above law in the DR Congo
- ✓ Require BAT-Congo to end its publications on the web and stop boasting its caritative activities with links to organizations and individual that receive its grants and sponsorship in DR Congo this is in violation of the Law
- ✓ Materialize uncompromising commitments made by the DR Congo during the high-level meeting on the implementation of the WHO FCTC in the region; meeting that took place in Kinshasa in October 30th, 2015.

We believe that your Ministry will save lives of Congolese citizen against the rise of the tobacco industry in observing these recommendations

The people expect from you an action of salvation.

Excellency Minister, accept the assurances of our highest consideration

For S.E.A org


Paul KASEREKA LUGHEMBE
Chief Executive Officer



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GAGNEZ

un billet d'avion pour

Bruxelles avec STELLA

BRITISH AMERICAN
TOBACCO



1. Uza miti ya cigareti ya Stella Filtre 10 fasi yabatchuruzi ya cigareti tunachakuwa
2. Utapata karatasi, na kuruta nju ya kuona zawadi zako pale pale
3. Andika pa kartasi na umupatiye mwenye anausika nayo dju ya kongeza bahati yako ya kuwina wakati tuna pana Zawadi ya kabambi yenye ina andaliwa



Offre soumise à conditions



FUMER EST PREJUDICIALE A LA SANTE

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