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EVENTS

13.30 - 14.45:

Plain packaging: fully implementing Articles 11 and 13

Jointly organised by Australia, the Maldives and Thailand

Room: Montecarlo C

18.30:

Tobacco and low-income families in Latin America

Organised by HealthBridge Canada and FCA

Best Western Hotel

DEATH CLOCK

SINCE THE OPENING OF THE FIRST WORKING GROUP FOR THE FRAMEWORK CONVENTION ON TOBACCO CONTROL ON 29 OCTOBER 1999

51,007,944

PEOPLE HAVE DIED FROM TOBACCO-RELATED DISEASES (AS OF 09:00 ON 18 NOVEMBER 2010)

STOP THE BROKEN RECORD

Time for intersessional work on treaty financing and implementation

Budget discussions in Committee B got off to a quick start yesterday, with some Parties declaring that they wanted zero nominal increase in the budget. They said that they could contribute no more.

Concerns about current financial realities in all countries – including donor countries – need to be taken seriously. And the desire for efficiencies and synergies in treaty activities expressed in Committee B yesterday is, we should assume, common among all Parties.

But there are other realities that were not given sufficient emphasis in yesterday's discussion. The voluntary assessed contributions of most countries will actually decrease in the next biennium, thanks to a larger number of Parties sharing the financial load.

Less-wealthy countries desperately need more assistance to implement the treaty, as several expressed yesterday. This assistance is even more crucial with many having to defend their policies from expensive legal challenges from tobacco companies.

None of these themes are new. The negotiations to develop the treaty and the meetings of the COP since then have been a continual tug of war between the competing desires of full and rapid implementation and the reluctance of richer Parties to provide technical and financial support.

Good, creative, and feasible ideas for financing treaty implementation and ensuring better co-ordination and synergies are not lacking. What is lacking is the time for fruitful deliberation during sessions of the COP on how to put these ideas into action.

The most important step that Parties can take to end the broken record of, "We have no money, we need more money" is to devote time and, yes, resources, to creating an effective intersessional mechanism, such as a working group, to address these issues. This relatively small investment will pay enormous dividends in terms of Convention implementation and fundraising.

Today, the commitment to move forward regarding mechanisms for FCTC implementation will be put to the test: Committee B will discuss the closely related issues of financial resources and mechanisms of assistance, co-operation with international organisations, and South-south co-operation.

We urge all Parties to work together today to craft an intersessional mechanism that can properly address these issues. This new record will offer a much more harmonious tune.

TABACO Y POBREZA EN LATINOAMÉRICA

Entre 3% y 8% de los ingresos de las familias pobres latinoamericanas se hacen humo...

Millones de hogares pobres en Latinoamérica consumen tabaco. Según estudios realizados en Argentina, Brasil, Honduras, México y Perú, con apoyo de la Fundación HealthBridge, las familias gastan entre 3% y 8% de sus ingresos en tabaco. Los resultados serán presentados el jueves 18 de noviembre a las 18:30 hrs, en el Best Western Hotel de Punta del Este, como una de las actividades paralelas a la COP-IV.

ALTERNATIVES TO TOBACCO: HOPE FOR RESOURCE-POOR FARMERS IN TANZANIA

On 24 September 2006, the staff of Tanzania Tobacco Control Forum (TTCF) arrived in Namtumbo District, Ruvuma Region, in southern Tanzania. The objective of the trip was to get first-hand information from resource-poor tobacco farmers. What the TTCF staff witnessed was inconceivable: malnourished children, faces of hungry, desperate women and fathers who had given up hope of catering for family requirements, such as taking children to school, the sick to the hospital and above all, providing sufficient food for the family. These were farmers who had been labouring in tobacco farms all their lives, some from as young as five years old. They had "sold" their crop to the tobacco company in May but by September they still had not been paid. They were very bitter and angry with the government and the tobacco industry for undermining them, and wished they could engage in alternative crops to make a difference in their lives.

OPENED MPs' EYES

We took their video testimonies and I recall how each one of them wanted to be on camera, to "blow out" their grievances. Those testimonies were a great tool during the FCTC ratification process in parliament; testimonies that opened MPs eyes and enabled them to understand that tobacco was not as important economically to Tanzania as was being portrayed. That tobacco farmers were not the beneficiaries of the crop; instead it was the tobacco industry that gobbled up all the profit. Those testimonies enabled the majority of MPs in parliament to endorse ratification of the FCTC.

Although TTCF had no financial resources to offer, farmers were advised to be courageous and adopt alternative crops, for even if they did not sell, they would have food to eat. TTCF worked closely with the farmers and by showing care and support for them, we built trust and they accepted our proposals.

Interestingly, Namtumbo farmers turned their anger into courage and made a bold decision: within six months, they had more than 100 acres each of sesame and

sunflower ready for harvest. Although efforts to assist them to secure an oil extraction machine failed and they had to sell their crops raw, they testified that for the first time they made a profit. The result of their first harvest was a driving force for them to increase acreage and also to encourage more farmers to adopt alternative crops.

In the meantime, with very limited resources, TTCF – through the Small Industries Development Organisation (SIDO) – organised an entrepreneurship workshop for representatives of farmers who had adopted alternative crops. This workshop was an inspiration that encouraged more farmers to support the idea of alternative crops.

“AFTER ADOPTION OF ALTERNATIVE CROPS ... FARMERS NOW TESTIFY THAT THEIR SOCIO-ECONOMIC STATUS HAS IMPROVED GREATLY”

In 2006, all farmers in Namtumbo depended on tobacco, a crop that left families miserable, poor and unable to cater for basic requirements; a crop that also degraded their land. After adoption of alternative crops – mainly sesame, sunflower, groundnuts and rice – farmers now testify that their socio-economic status has improved greatly. They now have buyers coming to purchase their produce on-farm and paying cash on purchase. They now have enough money to pay school fees for their children, care for the family's health and above all, enough time to produce sufficient food crops.

By September 2010, exactly three years after TTCF's first encounter, 72 per cent of Namtumbo farmers were growing alternative crops, with the remaining farmers reducing further their tobacco acreage in favour of alternatives. This development has gained so much

popularity that it was a major election campaign issue, with one presidential candidate promising to ban tobacco farming if elected.

As more and more farmers adopt alternative crops, the issue of markets is becoming a serious one, with some growers having more than 100 kg of crops left after the harvest, particularly sunflower. This has made some farmers unsure about continuing to farm. Fortunately, sesame has a market, although buyers cheat farmers by using fake scales.

Namtumbo farmers took courage and liberated themselves from tobacco slavery; now they need to be encouraged and supported. Since their main problem today is a market for their produce, efforts need to be made to ensure genuine and profitable markets for it. TTCF, in collaboration with the Ministry of Agriculture, Food security and Co-operatives, is working closely with the Tanzania Warehouse Licensing Board (TWLB) under the Warehouse Receipt Project to enable farmers to sell their crops profitably.

Through the TWLB system, when farmers deposit their produce in a warehouse they receive 70 per cent of the value of their crop while TWLB secures appropriate markets for the crops. After final sale, farmers get paid the remaining 30 per cent. This will enable farmers to gain maximum profit from their produce and hence improve further their socio-economic status and sustain their environment.

At COP-2, TTCF reported about the pain and agony of resource-poor tobacco farmers of Namtumbo District; today at COP-4, TTCF is reporting a success story of ex-tobacco farmers of Namtumbo District.

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'BIG TOBACCO' MANIPULATES FARMERS

The tobacco industry is continuing to use the International Tobacco Growers Association (ITGA) as a 'front' organisation in its latest campaign of lies and distortion to try and prevent the COP from adopting guidelines on Articles 9 & 10 of the FCTC.

Monday's edition of the *Bulletin* (Issue 104), described ITGA as a "public relations vehicle created by the tobacco industry in the 1980s to front its lobbying efforts against international tobacco control initiatives". FCA would not have made such a claim without firm evidence for it.

The evidence can be found in internal tobacco industry documents made public as a result of the Master Settlement Agreement in the United States.

1988

Go to <http://legacy.library.ucsf.edu/tid/sik47a99> to download a copy of a two-page fax from the International Tobacco Information Centre (INFOTAB), dated 11 October 1988. INFOTAB's chair at the time was Frank E. Resnik, the chairman of Philip Morris U.S.A..

The fax is the crucial document in which the tobacco industry proposes creating ITGA by effectively capitalising on the good standing of farmers and manipulating them for political ends. (See extracts from the fax in Figures 1 & 2).

Documents made public show that BAT financed the public relations programme of ITGA during the 1990s.

1999

At <http://legacy.library.ucsf.edu/tid/nwr03a99> is a memo dated 8 March 1999 from Shabanji Opukah, then International Development Affairs Manager at BAT. He confirms 21 May 1999 as the date for a meeting with the following draft agenda items:

FIGURE 1

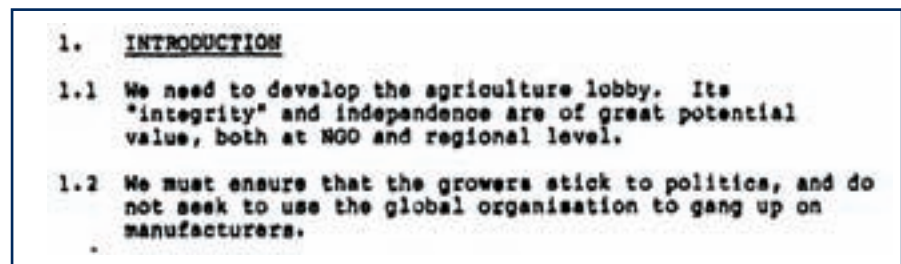
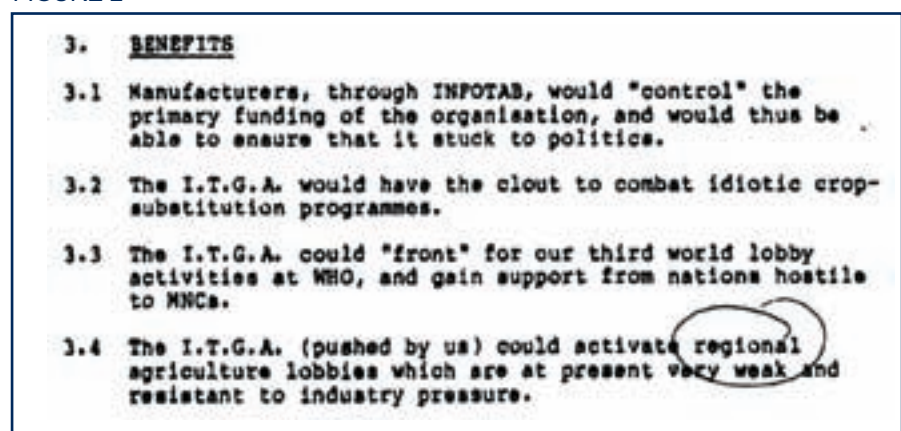


FIGURE 2



"Report by ITGA on progress and Antonio's vision ()
ITGA initiatives with the WHO
The ITGA / China initiative
The ITGA Programme for 1999 and beyond
Funding of ITGA Programme post 1999 (to be discussed by manufacturers first before inviting in ITGA)"*

[(*) "Antonio" is identified as the "CE of ITGA". Ed.]

Opukah ended his memo with the P.S. reproduced here at the bottom of the page.

2001

A later internal BAT memorandum entitled "2001 Budget" described the

involvement of the industry in ITGA as a "business critical on-going annual programme", adding: "We co-fund along with other tobacco companies a PR programme for the ITGA each year. ... ITGA has undertaken a range of activities to raise awareness of the WHO FCTC process".

2010

On 4 November 2010 Reuters news agency quoted Antonio Abrunhosa of ITGA as saying the organisation had received "some support" from the tobacco industry in its latest campaign.¹

The ITGA PR vehicle that was put in place in the 1980s by tobacco majors is still delivering services to its sponsors in 2010. And tobacco farmers are still being hoodwinked.

PS/ CHRIS; You will notice that I am trying to ensure that we maximise the use of the ITGA in the management of various issues and leverage their global outreach and influence in the tobacco farming sector. This is how we get value for our cash and time contribution. I would in particular very much like them to delve more into the child labour and WHO issues and I am happy that thus far we are leading the debate here and they are co-operating. Otherwise what is the point of having the membership and paying the money.

1. <http://af.reuters.com/article/topNews/idAFJOE6A30CT20101104>

NEW RESEARCH DEMONSTRATES THE NEED FOR ARTICLE 14 GUIDELINES

Newly published research by the International Tobacco Control Policy Evaluation (ITC) Project conducted amongst tobacco users in 15 countries found that the majority surveyed want to quit, whether they live in China or Canada, Malaysia or Mexico.

The ITC surveys provide good evidence of the differences in tobacco users and quitting behaviour across a range of countries and continents. For example, the proportion ever having tried to quit ranged significantly from around 60 per cent to over 80 per cent. This illustrates that there is significant potential to increase the proportion trying to quit in many countries.

The surveys also show that in many countries the capacity of doctors to play a role in promoting cessation is potentially limited. Physician visits were common among smokers in developed countries, where between 50 per cent and 70 per cent of smokers visited a physician or health professional in the last year. In contrast, less than 30 per cent of smokers in Mexico and Malaysia visited a health professional in the last year.

Although so far the ITC Survey has only been conducted in one low-income country (there are plans for a number of African countries to be included in the near future), it is certain that the proportion of tobacco users visiting physicians in low-income countries will be much lower still. That is why the Article 14 guidelines recommend providing brief advice and support to smokers to quit in a wide variety of settings.

But even in countries where most tobacco users visit physicians at least annually, the proportion getting advice to quit smoking varied greatly, and in many countries there is significant room for improvement. In countries such as Malaysia, Thailand, and the US more than two-thirds of smokers who visited a health professional reported getting advice to quit. In contrast, in the Netherlands, less than 20 per cent of smokers who visited a health professional reported getting advice to quit. Considering all smokers, there was only one country where more than half of

the smokers in the population received advice to quit from a health professional (the US at 52 per cent). Canada and Australia were other countries that were relatively high (41 per cent and 37 per cent). In contrast, only 7 per cent of smokers in the Netherlands received advice from a health professional to quit, with Mexico and Malaysia only slightly higher at 11 per cent.

The Key Facilitators leading the development of the draft guidelines were Ghana, Iran, South Korea, the UK and Uruguay. The strong participation of low- and middle- as well as high-income Parties ensured that the guidelines recognise that healthcare systems vary enormously and treatment systems appropriate for one Party may not be feasible either in terms of structure or cost for many others.

The guidelines are sensitive to the needs of Parties at different stages of development. They recommend a stepwise approach to implementation taking account of national circumstances and recognising that cessation and treatment must be implemented as part of a comprehensive tobacco control programme. They also recommend that Parties use existing resources where possible and develop a basic infrastructure and environment which prompts attempts to quit before developing specialised treatment services.

Many of the measures in the WHO FCTC will help motivate smokers to try to quit – for example health warnings on packs, education and making tobacco less affordable by putting up the price through taxation. However, although many tobacco users want to quit, success rates unaided are low and can be significantly improved by evidence-based cessation support and treatment. This is why guidelines are essential.

Tobacco use is the leading cause of preventable premature death in the world, and is estimated to kill more than five million people each year worldwide. It is expected that by 2030, this number will increase to eight million - most of these

premature deaths involving current tobacco users - with 80 per cent of the victims being in low- and middle-income countries.

In order to make a significant reduction in the growing toll of death and disease it is vital to help current users to quit. The World Bank has estimated that more than 180 million lives could be saved in the first half of this century if the prevalence of current tobacco users were cut in half by 2020.

*Deborah Arnott
Chief Executive*

*Action on Smoking and Health in the UK,
Professor Geoffrey T. Fong and
Lorraine Craig, University of Waterloo*

*All ITC reports are available for
downloading at www.itcproject.org.
Hard copies of this report are available
from the FCA booth*

TOBACCO & POVERTY IN LATIN AMERICA

Between 3% and 8% of the income of poor families goes for tobacco
Millions of low-income households in Latin American countries consume tobacco. According to research studies conducted in Argentina, Brazil, Honduras, Mexico and Peru, sponsored by HealthBridge Canada, between 3% and 8% of family incomes are spent on tobacco.

The results will be presented Thursday, 18 November, 6:30 pm at the Best Western Hotel in Punta del Este, as part of the COP-4 parallel activities.

EFFECTIVE TOBACCO CONTROL: PUBLIC EDUCATION CAMPAIGNS ON A LIMITED BUDGET

In global tobacco control efforts, public education campaigns - typically conducted via the mass media - have been proven effective in building awareness, knowledge and support for tobacco control policies, as well as changing attitudes, behaviours, and social norms.¹

Thus, Article 12 was written into the FCTC to ensure adequate focus on communications and education efforts. Article 12 also broadens the scope beyond the general public to include training and awareness-building among key facilitators and stakeholders, such as health workers, educators and decision-makers - audiences whose support is also critical in tobacco control.

The Article 12 guidelines have been drafted to provide direction to Parties regarding the requirements of Article 12 and how to make their campaign efforts effective. Below is a summary of the key components of the Article 12 guidelines document to be presented for approval during COP-4:

Article 12 goal

To increase the effectiveness of education, communication and training efforts that raise public awareness of matters related to tobacco control. More specifically:

- to identify key legislative, executive, administrative, fiscal and other measures necessary to successfully educate, communicate with and train people on the health, social, economic and environmental consequences of tobacco production, consumption and exposure to tobacco smoke
- to guide Parties in establishing an infrastructure that includes the sustainable resources required to support such measures, based on scientific evidence and/or good practice.

Key Messages

Parties should:

- establish an infrastructure and build capacity to support education, communication and training, thereby raising public awareness and promoting social change;
- use all available means to raise awareness, provide enabling environments and facilitate behavioural and social change;
- actively involve civil society in public awareness programmes;
- ensure that education, communication, and training programmes include a wide range of information on the tobacco industry, its strategies and its products;
- collaborate at the international level to raise global public awareness;
- monitor, evaluate and revise education, communication and training measures nationally and internationally to enable comparisons and observe any trends;
- provide information on education, communication, and training via the existing reporting instrument of the Convention to monitor its implementation;
- make use of the WHO Framework Convention on Tobacco Control and its monitoring instruments to raise awareness on its implementation and consider carrying out activities to raise the profile of the Convention as an effective international tobacco control strategy.

For Parties with very limited budgets, FCA recommends stretching resources through:

- 1) Advocating policies that establish large, graphic warning labels on packages of tobacco products. Large, graphic pack warning labels are the most cost-effective communications vehicle available to Parties, as many studies have proven their effectiveness and the vast majority of costs are incurred by the tobacco companies.
- 2) Working with the news media to secure coverage of tobacco control topics ("earned media"). Establishing strong relationships as credible sources of tobacco control information with the news media takes effort but few funds, and if done well, can lead to more news coverage of tobacco control topics and better placement, slant and accuracy.
- 3) Adapting existing advertisements and other communications materials from elsewhere, rather than taking the time, funds and risk necessary to develop original materials that may not be effective. Recent evidence in low- and middle-income countries indicates that materials developed in one country can be equally effective in other countries. Adapting ads can be very cost-effective, freeing up funds for placement/distribution of the materials versus their development.
- 4) Implementing mass media campaigns for short bursts of time, linked to key policy initiatives. While ideally Parties would conduct public education efforts on an ongoing basis, short-term tactical use of campaigns can very effectively attract the public's attention, promoting discourse and gaining support for tobacco control policy initiatives.

These four suggestions are not currently emphasised in the Article 12 guidelines which is why FCA is recommending the following actions be taken by Parties at COP-4 - including ensuring that Parties have access to helpful resources for training, education and communications campaigns:

- adopt the draft guidelines for implementation of Article 12 (Education, communication, training and public awareness);
- request the FCTC Secretariat to make accessible, via a website or other means, national, regional and international resources for tobacco control training and education, communications and public awareness campaigns;
- encourage each Party to provide information and materials to be shared via the website.
- decide to consider at the sixth session of the COP whether to initiate a review of the guidelines for implementation of Article 12.

*Karen Gutierrez
Director*

Global Dialogue for Effective Stop-Smoking Campaigns

1. *US National Cancer Institute, The Role of the Media in Promoting and Reducing Tobacco Use. Tobacco Control Monograph No. 19.*

MORE INDUSTRY ATTACKS EXPECTED AS AUSTRALIAN PLAIN PACKAGING NEARS

On 29 April 2010, Australia became the first country in the world to announce it was committed to introducing plain packaging for tobacco. The introduction date is set for July 2012.

Following years of lobbying by health promotion groups, momentum had gathered after the release in 2009 of a government-commissioned report on preventative health strategies. Among the raft of recommended tobacco control reforms, including increasing tax on cigarettes, the report recommended the government implement plain packaging. The results from research supporting the policy were clear: removing design elements on tobacco packaging would reduce tobacco's appeal and have a negative impact on public perceptions about the likely enjoyment and desirability of smoking. It would also increase the impact of health warnings and remove any remaining ability for companies to market their cigarettes through packaging.

Tobacco companies reacted as soon as the government announced the policy. Imperial Tobacco put up a spokeswoman to refute the legitimacy of the policy - the only time tobacco companies have had a spokesperson give media comment in years. A spokesperson for the Institute of Public Affairs (IPA), a free-market think tank that has, at least in the past, received tobacco industry funding, claimed Australian taxpayers would be liable for millions of dollars worth of compensation if plain packaging went ahead, as a result of trademark infringement.

Constitutional law experts and the Australian government have been quick to refute claims made by the IPA and the tobacco industry on three key grounds:

- the tobacco industry argues that plain packaging would involve the Australian government acquiring their property, and under the Australian constitution that can only be done on "just terms". Although it is true that trademarks are property, the government would not be acquiring those trademarks. It wants to *restrict* them but it does not want to *acquire* them for its own use;
- tobacco companies say they have a right under international law to use their trademarks, but that is not stated in the World Trade Organization agreement dealing with intellectual property. Companies can only prevent others from using their trademarks;
- finally, the Framework Convention on Tobacco Control (FCTC) requires its 171 Parties to implement a comprehensive ban on the promotion of tobacco. In 2008, the Parties to the Convention unanimously adopted guidelines recommending that Parties consider plain packaging in order to achieve that objective.

The issue of plain packaging lay virtually dormant until July 2010 when a group of retail associations launched an

advertising blitz against it during the Australian election campaign. The reported Aus\$5 million (US\$4.94 million) television, radio and print campaign, funded by tobacco companies, argued that plain packaging would make it harder for retailers to do their jobs, while there was no evidence it would work. Anti-smoking advocacy groups and the government vigorously disputed these claims, saying plain packaging was an important step in helping reduce Australia's smoking prevalence from 18 per cent to 9 per cent by 2020. By and large, the media were also critical of the campaign, with a number of commentators ridiculing and questioning the motivations of the retailers' Alliance. It seems the public also saw the campaign for what it was: scaremongering to protect tobacco profits.

Although the tobacco companies never hid their funding of the campaign, the extent to which they had been involved was only revealed a few weeks after it began. A news organisation obtained leaked documents that showed Philip Morris to be closely orchestrating the whole thing, from who would be the retailers' spokespeople to what they would say in media interviews.

Soon after this media report, the Alliance campaign went off air and, to date, no further campaigns against plain packaging have been run. However, Big Tobacco has still been busy, recently bombarding government health agencies with 19 Freedom of Information (FOI) requests over documents relating to plain packaging and various other tobacco control measures dating back almost 20 years. It seems the intent of this is to increase workloads of government health staff to delay or even stop implementation of plain packaging. Health agencies are still working to respond to these FOI requests.

The Labor government that committed to plain packaging was narrowly returned to power in September and remains determined to see this life-saving policy implemented. Legislation currently being drafted will be introduced to parliament in 2011, and is on track to squash the last major avenue tobacco companies have to peddle their deadly wares. It is likely we have only seen the beginning of the industry's anti-plain packaging propaganda, but they will have a near-impossible fight on their hands to sway Australia from its path. And this has them nervous. The tobacco industry knows it only takes one domino to fall before the whole row topples.

*Jessica Longbottom,
Media Coordinator,
Quit Victoria*

TOBACCO AND POVERTY: BANGLADESH

According to the Bangladesh Bureau of Statistics, 40 per cent of the country's population is malnourished, yet rates of tobacco use are the highest among the poorest sections of society.

Tobacco control policies, rather than any employment generated by tobacco, is what could help alleviate poverty. And there would be a national economic benefit as the net cost of tobacco usage in Bangladesh is over 26.1 billion taka per year (US\$370.6 million).

WBB Trust researched the situation in Bangladesh, in 2009, by travelling to areas where tobacco is grown and bidis are produced.

HOPING FOR PROFITS

Farmers are drawn to tobacco cultivation in the hope of making high profits. But tobacco cultivation is costly, time-consuming and labour-intensive, often for all family members.

Tobacco companies deduct the cost of fertiliser, seeds, and pesticides that they provide and, tobacco being a highly chemical-intensive crop, these costs are significant. Second, farmers must pay back high-interest loans and often need to borrow money for the following year's crop.

Lower-grade tobacco goes to make bidi. Bidis are far cheaper than cigarettes, are most popular in rural areas and are predominantly smoked by the poor - and they result in three times more carbon monoxide and nicotine and five times more tar than regular cigarettes. Bidi smokers have a three-fold higher risk of oral cancer.

Many women and children work in bidi factories, putting in long hours in dark rooms thick with tobacco dust, all for extremely low wages. Bangladesh's bidi factories are in rural areas where labour is cheap and government regulations are not strongly enforced. The production cost for one bidi packet (25 sticks) is less than 1 taka (US¢1.4), the pack being sold for 6 taka.

WBB surveyed 2,590 bidi smokers in six districts of Bangladesh, between August and December 2009. Findings were that:

- respondents spent about 4.5 per cent of their daily income on tobacco;

- on average, the cost of smoking is 7.9 taka (US¢10) per day.
- the lowest income group spends a large portion of their income on tobacco.

Applying the survey findings to the national situation leads to some startling conclusions.

“**EVERY YEAR 25 BILLION STICKS OF CIGARETTES AND 108 BILLION STICKS OF BIDIS ARE PRODUCED.**”

Male bidi smokers in Bangladesh number 10.1 million. Nationwide, 79.79 million taka (US\$1.1 million) is spent on bidis per day, or 29.12 billion taka (US\$413.5 million) yearly. UNICEF estimates that in Bangladesh 7.2 million children under age five are malnourished. If the amount spent by the poor on bidis were spent instead on food, then:

- each of the 7.2 million malnourished children under age five could have one glass of milk daily; OR
- 5.3 million severely malnourished children could each have one egg and one glass of milk daily; OR
- 14.5 million underfed people could consume more than 400 additional calories and thus reach the minimum level of calorie intake; OR
- 13.3 million people could eat an egg every day.

ASTOUNDING COSTS

Estimates are that in Bangladesh nearly 21.9 million people smoke. Every year 25 billion sticks of cigarettes and 108 billion sticks of bidis are produced. The annual cost of tobacco-related illness in Bangladesh attributable to tobacco usage is 50.9 billion taka (US\$722.8 million). The total annual benefit from the tobacco sector in terms of taxes and wages is 24.8 billion taka (US\$352.2 million). Therefore, the cost to Bangladesh of tobacco usage exceeds

its benefits by 26.1 billion taka per annum (US\$370.6 million).

The research shows that measures to reduce tobacco use could have a significant and positive impact on the lives of the poor. Farmers would benefit from policies that discourage tobacco cultivation and encourage growing of food crops. Bidi workers would benefit from alternative employment. Bidi smokers would benefit from a higher tax on all tobacco products that helped them reduce or stop smoking diseases and redirect their expenditures to food and other vital areas.

To enable the shift from tobacco growing to food crops:

- land tax could be increased on land used to cultivate tobacco, and be reduced on land where vegetables or rice are grown;
 - the law could discourage tobacco companies from providing assistance or encouragement to tobacco cultivation.
- The government of Bangladesh could provide economic incentives to tobacco growers to establish alternative production by:
- ensuring bidi workers earn a living wage; raising the price of bidis would also help discourage people from using them;
 - by law, require owners of bidi factories to bear the costs of workers' treatment;
 - ending child labour in bidi factories;
 - imposing a tax on all tobacco products so that prices increase in real terms, above rates of inflation and income growth;
 - prohibit all tax-free and duty-free sales of tobacco products;
 - strengthening the anti-tobacco campaign.

Source: *Tobacco and Poverty: Can new research guide us as we move forward?*

Saifuddin Ahmed, Anupom Roy, Islam Arafat, Rashmi Sarker

WBB Trust

DIRTY ASHTRAY AWARD



To the Philippines, for promoting industry interests through use of international trade law.

ORCHID AWARD



To SEARO, EMRO, EU and the many Parties which endorsed adoption of Articles 9 & 10 guidelines.

PROTOCOL STILL FACING PROBLEMS

The working group on the future of the Illicit Trade Protocol (ITP) has clarified some questions but left others shrouded in confusion.

The report back to the plenary session today (Thursday morning) will say that an INB should be held in Geneva, that it should take place in March or April 2012, and should last for two weeks, which would cost over US\$3 million.

Parties have accepted the argument, which FCA supports, that before the next INB there should at least be intersessional work on the remaining supply chain control articles that were not agreed at INB-4. Theoretically, this would mean two meetings during 2011.

But there is no money in the Secretariat's budget for 2010-11 to pay for such work, which would cost around US\$200,000. The EU anti-fraud office, OLAF, made a welcome offer of a significant contribution to these costs, which may help to resolve this problem. Although the Chair accepted the proposal that the UN Office on Drugs and Crime (UNODC) and the World

Customs Organization should be involved in the working group, there was no decision to include the law enforcement and mutual assistance articles which are the areas where UNODC and WCO have relevant expertise.

There is no money in the Secretariat's budget to pay for any INB in 2011. The Head of the Secretariat said that the draft 2012-13 budget could be amended to finance an INB in either March or April 2012, but that would be at the expense of other areas of work, unless Parties are prepared to make additional extra-budgetary contributions. There is no sign yet that any are.

It remains unclear whether a further INB would be an INB-5 or a reconvened INB-4, which might mean the retention of the existing Chair and officers. Even if this turns out to be procedurally possible, Parties may decide that another region should get the opportunity to show its political commitment to a successful ITP by chairing the final negotiating round.



The Framework Convention Alliance (FCA) is a global alliance of NGOs working to achieve the strongest possible Framework Convention on Tobacco Control. Views expressed in the Bulletin are those of the writers and do not necessarily represent those of the sponsors.

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EL TABACO Y EL DERECHO A LA SALUD DE LAS MUJERES

El elevado consumo de tabaco entre las mujeres alcanza niveles especialmente preocupantes en Argentina. Por eso, el Comité de las Naciones Unidas para la Eliminación de Todas las Formas de Discriminación Contra la Mujer (CEDAW) instó a las autoridades nacionales argentinas a que ratifiquen el CMCT y pongan en marcha políticas públicas contra el tabaquismo, como la prohibición de fumar en espacios públicos y la restricción de la publicidad del tabaco. Sobre este último tema, el Comité expresó su preocupación ante la evidencia que muestra que las mujeres son el principal blanco de las campañas de publicidad de la industria tabacalera.

En julio pasado, el CEDAW había recibido un informe paralelo elaborado por diferentes organizaciones de la sociedad civil, que le reclamaban la intervención para que el estado argentino adoptara las medidas necesarias para garantizar el

derecho a la salud de las argentinas, y comenzara a detener la epidemia de tabaquismo, que mata a más de 11.300 mujeres por año.

La Alianza Libre de Humo de Tabaco Argentina (ALIAR), la Fundación Interamericana del Corazón Argentina (FIC – ARGENTINA), el O'Neill Institute de la Universidad de Georgetown y la Campaña para Niños Libres de Tabaco (CTFK), organizaciones promotoras de aquel informe, celebraron las recomendaciones del Comité y reconocieron que este apoyo es de gran importancia en la discusión nacional sobre las políticas de control de tabaco en Argentina.

Para estas organizaciones "es trascendente que se haya incorporado el tema del tabaquismo como un eje de discriminación y violación al derecho a la salud de las mujeres".

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