

INSIDE THIS ISSUE

Health triumphs over tobacco industry.....	1
Cambodia's slow progress in combating tobacco.....	2
The smoke-filled room.....	3
Malawi: tobacco versus development.....	4
In support of family farmers in Brazil.....	5
Gracias Uruguay.....	6
Ukrainian media attacks draft tobacco control law.....	6

DEATH CLOCK

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

51,037,533

PEOPLE HAVE DIED FROM TOBACCO-RELATED DISEASES (AS OF 09:00 ON 20 NOVEMBER 2010)

COP-4: HEALTH WINS, TOBACCO INDUSTRY FAILS

Barring a last-minute problem in plenary today, delegates can go home with the satisfaction of having collectively stood up to the biggest tobacco industry assault on the FCTC process that we have seen to date.

Over the last year, the tobacco industry has orchestrated a global public relations campaign to head off adoption of (partial) guidelines on Articles 9 & 10. This involved outlandish claims that "WHO bureaucrats" were trying to ban burley tobacco, or that restrictions on additives used to make cigarettes attractive to children would put burley farmers out of business.

In the end, despite the press conferences, "studies" and extensive lobbying by the industry and its front groups, despite the demonstrations outside the conference venue, Parties were not fooled. After some drama last night in Committee A, they found compromise language to satisfy China and the guidelines were accepted.

Shortly thereafter came a second victory for tobacco control: Committee A accepted the idea of a working group on Article 6, which deals with price and tax measures. The European Union, which had opposed the idea only 24 hours earlier, not only bowed to the collective will of numerous developing countries but announced it would participate in the group, possibly even as a key facilitator. China and Japan, the only other opponents, dropped their objections without comment.

This is potentially a major gain for the FCTC: the working group should help integrate finance ministries into tobacco control. Tobacco tax increases are the single most effective short-term measure to reduce tobacco consumption, but are often blocked by lack of awareness in finance ministries of the added revenue (and public health gains) to be made.

Of course, setting up the working group is only the first step – now delegates will

have to work hard to ensure the right people get sent to the meetings, and we can assume the tobacco industry will lobby very hard, at COP-5 or COP-6, against the adoption of strong and effective Article 6 guidelines.

As Committee A drew to a close, there were further gains, with the important decision to initiate work on Article 19 to support Parties in effective liability strategies, as well as steps forward in the FCTC reporting system.

With these victories, as well as the approval of Articles 12 and 14 guidelines and measures to combat tobacco advertising, promotion and sponsorship on Thursday, Committee A delegates can go home tired but satisfied.

Committee B delegates have a little more work to do. While progress was made yesterday, with the adoption of important decisions on financial resources, mechanisms of assistance and international co-operation, and South-South co-operation, a final decision on the budget must be made this morning. Substantial lack of clarity in last night's session will make this a difficult task.

But there were also encouraging signs, with extrabudgetary contributions announced and a creative solution found to make up the US\$600,000 deficit expected in the proposed zero nominal increase budget. Today, Committee B is urged to adopt a budget that matches Committee A's commitment and supports the vision of the FCTC.

CORRIGENDUM

Dans le *Bulletin* d'hier, sur la traduction de l'article apparu en française sur la page 1, nous avons fait référence du «Bureau régional de l'OMS pour l'Afrique (AFRO) et l'Office régional de l'OMS pour l'Asie du Sud-Est». Il fallait dire à la place, «les pays des régions AFRO et SEARO».

OUT OF BREATH? CAMBODIA'S SLOW PROGRESS IN COMBATING TOBACCO

Phnom Penh - A decade ago a packet of Marlboro cigarettes cost just a dollar a pack in Cambodia, manna from heaven for a smoker who had lived in London where it was six times that price.

Today that same packet costs 1 dollar and 5 cents, which is now one-tenth the London price. Local brands start at just 20 cents. In short, smoking in Cambodia is – as in many developing countries – very cheap.

Price goes a long way to explaining why this impoverished nation has one of the highest smoking rates in the region: Almost one Cambodian male in two above the age of 15 smokes. Among women the rate is lower – just 4 per cent smoke, but nearly one in five chews tobacco.

So it is no surprise that health campaigners have cheered the government's progress towards meeting its obligations under the Framework Convention on Tobacco Control (FCTC), which it ratified in 2005.

But that progress is slow. A draft tobacco control law to regulate the industry in line with the FCTC is being batted about government committees and ministries, but it took seven years just to get there.

Despite the delays, the proposed draft law is welcomed by Dr Yel Daravuth, tobacco control expert at the World Health Organization's office in Phnom Penh.

He explains that banning advertising, a key requirement of the FCTC, is a proven way to cut smoking rates.

"If a (developing) country has a total ban on advertising, tobacco promotion and sponsorship, the result within 10 years (is that) the smoking prevalence goes down 8 per cent," he says.

One that lacks a total ban, however, will see rates drop just 1 per cent.

Cambodia's proposed law bars advertising of any description, as well as any promotions linked to cigarettes or attempts to advertise to youth.

Additionally, the World Bank wants the government to tax cigarettes heavily, which raises the price and cuts demand. Yel Daravuth says Thailand did just that, managing both to lower the smoking rate and increase tobacco-related taxation revenues.

The government wants the smoking prevalence down 5 percentage points over the next five years, and Yel Daravuth says achieving that should also cut poverty rates.

'Smokers spend at least 9 per cent of their daily income to buy cigarettes – a huge amount,' he says. Money that could instead be spent on education and food.

The draft law is part two of Cambodia's staccato efforts to stem smoking. Earlier this year legislation compelled tobacco companies to place warnings about the dangers of smoking over one-third of each pack.

Compliance is still a work in progress – the companies have another six months to get their houses in order – but some packs already sport the warnings.

It amounts to a sea change for tobacco firms operating here, among them the world's biggest, such as British American Tobacco PLC (BAT) and Japan Tobacco Inc.

BAT has the lion's share of the local market and claims to welcome the moves, provided the rules are applied equitably. But Kun Lim, the firm's head of corporate affairs, says BAT wants to retain point of sale (POS) advertising.

Dr Mom Kong, who heads the Cambodian Movement for Health, a non-governmental organisation that campaigns against tobacco and alcohol, says retaining POS would go against the framework.

The draft law would also outlaw billboards and one-on-one marketing where young women hand out free smokes in restaurants.

Most egregious to Mom Kong is the effort by some tobacco firms – not BAT, it should be said – to market to children and teenagers at pop concerts.

"The tobacco industry invites a young celebrity to make propaganda about tobacco," Mom Kong says. "In one concert you can see thousands of youths – imagine if only 1 or 2 per cent of the audience starts to smoke, how many children and teenagers will become smokers?"

That sort of promotion will also be barred.

But the key question is: when? Just last week, media reports suggested the new law might not come into effect until 2015. At least part of that delay is due to wrangling between different ministries over taxation.

But changes are afoot, as almost a dozen ministries now have smoke-free rules, and it is common to see no-smoking signs in shopping malls, coffee-shops and restaurants.

And regardless of the law's final shape or implementation date, campaigners are confident the number of male smokers will start to tick downwards once the government finally wheezes its way past the finishing post.

dpa ● ● ●

*Robert Carmichael
Deutsche Presse-Agentur
Reprinted with kind permission*

*This article dated 18 October 2010 is available via:
http://www.monstersandcritics.com/news/health/features/article_1592123.php/Out-of-puff-Cambodia-s-slow-progress-in-combating-tobacco-Feature*

THE SMOKE-FILLED ROOM

A detailed account of the dirty tactics used by the tobacco industry to derail and influence UK health policy has been published by ASH.

It reveals the lobbying methods used by the tobacco industry over decades to protect its vested interests and profits, including misrepresenting data, challenging causation by questioning the validity of peer-reviewed scientific research and hiding behind third-party advocates.

In the UK, the industry has used a range of third-party front groups to strengthen support for its arguments and to get around FCTC Article 5.3 and the Department of Health's policy of protecting health policy from tobacco interference.

British Brands Group, Trans Atlantic Business Dialogue and the Anti-Counterfeiting Group are among groups with powerful but undisclosed links to the tobacco industry, which have tried to influence the government's tobacco control policies.

The industry has recently used these tactics in fighting regulatory measures due to be implemented in England from 2011 to put tobacco out of sight in shops and prohibit sales of tobacco from vending machines.

TOBACCO OUT OF SIGHT

The Tobacco Retailers Alliance (TRA) orchestrated the "Save our Shop" campaign asking members of parliament (MPs) to oppose the Department of Health's consultation proposals to remove the display of tobacco at the point of sale.

On the surface, it appeared to be a grassroots campaign by small retailers. But it was funded by the Tobacco Manufacturers Association (TMA) – an industry body representing BAT, JTI and Imperial Tobacco Ltd. Postcards sent to MPs made no reference to the connection between "Save our Shop" and the TMA. MPs unaware that the campaign had been orchestrated by the tobacco industry signed up to it.



Following consultation, the government announced further tobacco control measures including ending the display of tobacco in shops. As legislation went through parliament, the industry lobbied against the proposal and used scare tactics to have others campaign on its behalf.

The tobacco industry pushed small and local retailers to oppose and campaign against the legislation by generating fear and misrepresenting the evidence. It focused on the costs of compliance, claiming retailers would have to pay up to £5,000 (US\$7,980) to refit shops, and that it would lead to an increase in tobacco smuggling and sharp declines in tobacco sales.

The evidence for the inflated costs was deeply flawed, and the experience of Ireland in implementing such legislation in 2009 has not supported these claims.

The legislation passed into law and is due to be implemented from Autumn 2011. However, the tobacco industry campaign has been reinvigorated by the change of UK government in May this year and the battle continues. Government confirmation that it will implement the legislation is still awaited.

RIP CIGARETTES

The report also highlights the campaign by tobacco companies in the UK and European Union using front groups to lobby against plans which would require tobacco firms to sell reduced ignition propensity (RIP) 'fire safer' cigarettes.

The industry argued RIP cigarettes would be technically infeasible to develop, although the means to produce fire-safer cigarettes was developed 20 years ago.

In 2006, the TMA mounted a campaign to undermine proposed EU regulations to make it compulsory for British tobacco firms to produce RIP cigarettes. They disputed scientific claims and used out-of-date data to claim RIP cigarettes had not reduced fires in New York. An active campaign by NGOs in Europe beat back industry's false claims and the European standard has just been published for consultation.

The tobacco industry has a long history of lobbying governments. Its aim in disputing evidence is as ever, as they themselves put it, to "throw sand in the gears of regulatory reform". The underlying goal is to protect profits.

The FCTC provides a blueprint to stop tobacco advertising, reduce smuggling and protect health policy from tobacco industry lobbying. The ASH report illustrates the necessity of Article 5.3 guidelines to the FCTC to protect public health policies from the commercial and other vested interests of the tobacco industry.

Debbie Millward
Policy & Campaigns Officer, ASH

A full copy of the report can be found on the web at:
http://ash.org.uk/files/documents/ASH_726.pdf

i <http://www.firesafercigarettes.org.uk/about>

ii Tobacco Manufacturers' Association briefing for DCLG, DoH and DTI. Lower Ignition Propensity (LIP) cigarettes. 2006

iii <http://www.communities.gov.uk/publications/fire/comparisons>

MALAWI: TOBACCO VERSUS DEVELOPMENT

Recently, the International Tobacco Growers Association (ITGA) issued a petition against the implementation of Articles 9 and 10 of the FCTC. Antonio Abrunhosa, ITGA's leader, said in comments directed at health advocates, "These people should get on a plane and travel to Malawi to explain to 700,000 families that they've decided to make them grow potatoes instead of tobacco and see their reactions."

The ITGA and its membership comprised of cigarette and leaf companies portray themselves as friends of tobacco farmers, but they promote a crop that increases poverty, economic inequality and environmental degradation in Malawi and other countries.

Malawi is the top global producer of burley tobacco, used in Marlboro and other cigarette brands. The country derives up to 70 per cent of its foreign earnings from tobacco. Tobacco agriculture creates economic marginalisation, not wealth, for Malawians.

Francois van der Merwe, ITGA's Africa chairman, asserts the tobacco industry position that tobacco helps alleviate poverty. According to Van der Merwe, "Africa cannot achieve its Millennium Development Goal of ending poverty if countries are handicapped by an enforced end to growing certain tobacco types."

In Malawi, tobacco cultivation actually obstructs five Millennium Development Goals: ending poverty and hunger; achieving universal primary education; reducing child mortality; improving maternal health; and ensuring environmental sustainability.

Sixty-five per cent of Malawians survive on two dollars or less a day and the men and women who cultivate tobacco rarely earn the daily minimum wage of US\$0.75.

In Malawi, 78,000 child labourers produce leaf. Many tobacco families send their children to the fields, instead of school, to meet labour demand. An estimated 300,000 tobacco tenant families are denied their basic rights to adequate food, clean water, proper housing and fair payment for their crop.

Workers and farmers are exposed to green tobacco sickness through dermal absorption of nicotine. Tobacco cultivation destroys forests. Wood for tobacco drying sheds is scarce and many small farmers dry leaf in their houses, increasing risks of respiratory infection through tobacco dust.

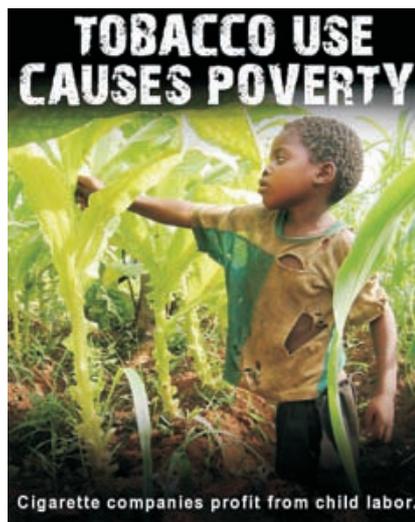
Tobacco contributes to food insecurity. Tenant families eat less than one proper meal a day

and have little or no access to food crops due to the expanding tobacco sector.

Furthermore, overproduction and collusion between global tobacco companies over leaf prices in Malawi led to decreasing prices for tobacco during the past decade.

Cultivators who receive low prices are unable to cover costs of inputs such as seeds, fertilisers and pesticides. In 2007, the Malawi government introduced minimum prices for tobacco. In 2010, global leaf companies with pre-arranged contracts with cigarette manufacturers paid prices 37 per cent below the government-set average minimum price.

Small farmers keep growing tobacco since the sector's marketing, distribution, and transportation infrastructure dominates the country's economy. Infrastructure and auxiliary services for alternative crops are virtually non-existent.



Malawi is not a Party to the FCTC and will likely maintain this position due to tobacco industry pressure on government authorities. Additionally, government officials, farmers' representatives and civic groups lack information about the FCTC, and wrongly believe that the FCTC bans tobacco cultivation.

Global donors also contribute to Malawi's reliance on tobacco agriculture. The World Bank encourages tobacco production through recommendations to the government to strengthen leaf marketing structures. Donors such as the United States Aid for International Development are reluctant to question the tobacco sector. Malawi's need for hard currency poses challenges to

genuine diversification away from tobacco.

Malawi's addiction to tobacco agriculture and its inability to counter the influence of the tobacco industry is an opportunity for health advocates to rethink traditional approaches to tobacco control. Five key tasks are to:

1. Recognise that promoting reduced smoking is only half the public health problem. The other problem is asserting the rights of tobacco farmers and farm workers to produce healthy crops that pay a living wage, and ensuring that existing tobacco workers receive living wages and improved health benefits;
2. Collaborate with Malawi and other governments to demonstrate how the tobacco industry appears to support tobacco-growing developing countries when in actuality it is primarily concerned with low-paid labour and the use of farmers and farm workers to buy reputations;
3. Create an online global repository of best practices of farmers and farm workers who devise their own alternative crop solutions to their dependency on tobacco farming;
4. Encourage the Bloomberg Initiative and all other major global public health donors to fund tobacco agricultural research and projects focused on tobacco farmers and workers who engage in crop diversification and in efforts to counter tobacco industry influence;
5. Commit to scheduling an upcoming World Conference on Tobacco or Health in Africa, where the tobacco industry increasingly entraps people through tobacco growing, support the call for tobacco agriculture as a *World No Tobacco Day* theme, and circulate cigarette packaging warning labels that feature the human and ecological costs of tobacco farming.

Laura Graen, Anthropological Researcher, Berlin Working Group on Environment and Development (Blue 21 e.V.), Germany

Marty Otañez, Assistant Professor of Political Ecology, University of Colorado, Denver, USA.

Watch the movie *UP IN SMOKE*
www.sidewalkradio.net/?p=26

IN SUPPORT OF FAMILY FARMERS IN BRAZIL

OPPORTUNITIES ARE OFFERED IN ARTICLES 17 & 18 OF THE FCTC FOR ALTERNATIVES TO TOBACCO GROWING

FCA is proud to have welcomed in its delegation to COP-4 representatives of Brazilian family farmers' associations who have a record of fighting for recognition of, and just payment for, the burden of work falling on farmers in the tobacco sector. These are organisations such as Fetraf (Federation of family farmers), CONTAG (Confederation of workers in Agriculture) and MPA/Via campesina (the movement of small farmers).

In an arena where the tobacco industry is wilfully spreading misleading information, Albino Gewehr, an agriculture technician and trade unionist with Fetraf-Sul in Brazil, is one of the leading figures informing farmers about the true content and purpose of the FCTC. (His article about how the tobacco industry is using family farmers as a front group was published in the *Bulletin* of Monday 15 November 2010, issue #104). Gewehr is also keen to highlight the opportunities offered by Articles 17 & 18 of the treaty in responding to the demands from the overwhelming majority of Brazil's tobacco farmers desperate for alternatives to tobacco growing.

Information reaching farmers through major news media in Brazil's tobacco-growing areas is that the WHO-FCTC will prohibit tobacco cultivation. Albino Gewehr is a strong advocate for the diversification of tobacco production as well as for the rights and better living conditions of family farmers. He has been a key person in the region countering the lies and distortions being disseminated among growers.

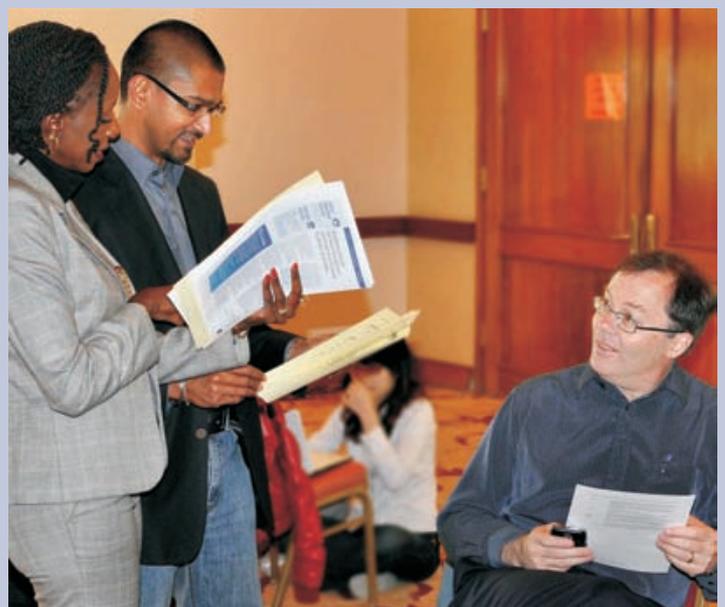
FCA strongly believes in the good faith of Albino Gewehr and applauds the important role he played in the debate around FCTC ratification in Brazil. Had Brazil not ratified the FCTC, the debate on diversification would not have reached the level it has today. Nor would Brazil have had room to bring this issue to the FCTC. Let us emphasise: diversification is a healthy thing for any small farmer anywhere in the world, to avoid dependence on a single industry.

The strong reaction of ITGA/Afubra to Gewehr's *Bulletin* article serves only to further expose the extent to which small farmers in Brazil are being manipulated to defend the interests of the tobacco industry through false arguments being spread about Articles 9 & 10 and 17 & 18.

FCA wishes to reaffirm its commitment to monitoring the repercussions of this debate in Brazil, and elsewhere in the world, where the credibility of its allies is called into question, or threatened, by falsehoods spread by the tobacco industry.



REQUIRED READING



Tobacco industry lobbyists at their morning meeting inside the Conrad Hotel.

DIRTY ASHTRAY AWARD



To those Parties in Committee B which forgot the treaty's vision and considered only cost-cutting

ORCHID AWARD



To Committee A, for breaking a deadlock and finding consensus

GRACIAS URUGUAY

Queremos agradecer y felicitar al gobierno uruguayo por la organización de la COP-4 y por su liderazgo en la implementación de las políticas de control de tabaco en el mundo.

El liderazgo de Uruguay fue reconocido en la Declaración de Punta del Este, en un documento que reafirma el derecho de los Estados soberanos de adoptar medidas de salud pública aunque afecten el uso de las marcas de la industria tabacalera. La Declaración reafirma que el empaquetado y etiquetado de productos de tabaco establecidos en el Convenio Marco y sus directivas no violan acuerdos de inversión o de comercio internacional.

La COP-4 ha sido recibida con calidez por el pueblo uruguayo que ha demostrado de múltiples formas su compromiso con la Salud Pública y también el importante rol

que juega la sociedad civil en las medidas de control relacionados al tabaco y a sus efectos nocivos sobre la salud humana.

Nosotros como alianza de la sociedad civil, integrada por miembros de todo el mundo, incluido Uruguay, siempre vamos a estar agradecidos por la recepción que nos hizo su país y por los renovados compromisos anunciados por su gobierno durante la COP-4. Claramente el control de tabaco en Uruguay es una política de estado validada y apoyada por todos los partidos políticos.

Uruguay puede estar seguro que la FCA seguirá proveeyendo todo el apoyo técnico necesario, de nuestras más de 400 organizaciones miembros en todo el mundo, para defender los logros en control del tabaco.

Muchas gracias Uruguay!



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.

Framework Convention Alliance

Rue Henri-Christiné 5
Case Postale 567
CH-1211
Geneva, Switzerland

Representative Office:
FCA c/o ASH International
701 4th Street NW, 3rd Floor
Washington, DC 20001
USA

Phone: +1 202 289 7155
Fax: +1 202 289 7166
Email: editor@fctc.org

www.fctc.org

UKRAINIAN MEDIA ATTACKS DRAFT TOBACCO CONTROL LAW

Ukrainian NGOs promoted *No Tobacco Day*, on 18 November, using images of 46 fishing rods. Each rod symbolised the number of years since scientists in the USA revealed the negative health effects of smoking. People 'hooked' on tobacco were shown caught on fish hooks.

The event followed 17 days after MPs took the first step towards a total ban on tobacco advertising by approving a draft law at a first hearing. The proposed ban has drawn an angry reaction from much of Ukraine's media.

The draft law, which includes bans on internet and point of sale advertising and promotion, had been languishing in the parliament's Agreement Committee since September 2009. At the start of this month, Advocacy Center "Life", together with other NGOs, organised a demonstration near parliament and successfully urged MPs to adopt the draft law.

After the decision was announced, a flood of reports appeared in the media accusing NGOs and some MPs of being 'bought' by foreign interests. Clearly published at the behest of the tobacco industry, the articles spoke of huge amounts of aid money being laundered and paid to supporters of tobacco control in the Ukraine, who were accused of being disloyal to the country.

The situation remains rather tense after numerous public protests were organised by small businesses. A parliamentary hearing, scheduled for 18 November, has been postponed until next week.

Andriy Skipalskyi
Chairman of the Board
Regional Advocacy Center "LIFE"
Kiev