



# ALLIANCE BULLETIN

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Today's Weather: Partly Cloudy Exchange Rate: 20 Swiss FR =  
 High 18 C Low 10 C Ugandan Shilling 21,549.0 Czech Koruna 449.806  
 66 F 51 F Honduran Lempira 117.623 Thai Baht 529.456

INB-2 MONDAY

## Inside this issue:

<b>Today's Schedule</b>	2
<b>Tobacco &amp; Developing Countries</b>	3
<b>Tobacco Industry Quotes</b>	3
<b>Orchid &amp; Dirty Ashtray Awards</b>	3

### TODAY'S DELEGATE BRIEFINGS

**ADVERTISING**  
 30 April 2001  
 13.00-14.00  
 Salle III

**DEVELOPING COUNTRIES**  
 30 April 2001  
 17.00-18.30  
 Salle XVI

## DEATH CLOCK

Since the opening of the first working group for the Framework Convention on Tobacco Control on October 25, 1999,

**6,091,389**

people have died from tobacco-related diseases.

(As of 8am 30 April 2001)

## An Open Letter to Delegates Time to Turn Promising Words Into Effective Action

The Framework Convention on Tobacco Control represents an historic opportunity for global action to reduce the death and disease caused by tobacco.

The Framework Convention Alliance, which consists of non-governmental organizations from around the world, commends Chairman Amorim and the Member States of the Intergovernmental Negotiating Body (INB) for all of the hard work that has been put into the process so far. We were greatly encouraged by the many commitments that delegates expressed at the first meeting of the INB to specific goals including a total ban on tobacco advertising, promotion and sponsorship, strong measures to combat smuggling and action on other critical issues.

The challenge of the second INB is to translate these promising words into effective action. This can be accomplished by drafting a strong and specific Con-

vention that has the protection and promotion of public health as its guiding principle.

We believe that the Chair's text includes many positive elements including: bans on duty-free sales, light and mild branding, and misleading claims; warning labels in national languages; some capacity building and expertise exchange; and cooperation in research and education. However, we are greatly concerned that the Chair's text falls short in several critical areas, especially advertising and promotion.

We are also alarmed that the current text proposes, as objectives, to harmonize national tobacco-control policies, tobacco product prices, and standards for testing, measuring, designing and manufacturing tobacco products. We are deeply concerned that this provision will result in a Convention that establishes

*(Continued on page 2)*

## Views from the Alliance: Will the FCTC protect youth from ads like this?

*International Non-Governmental Coalition Against Tobacco (INGCAT)*

The most powerful advertising image of the 20<sup>th</sup> century – according to the trade magazine *Advertising Age* – was the Marlboro Man. The notorious Cowboy established Marlboro as the best-selling cigarette in the world, attracting new smokers from both genders.

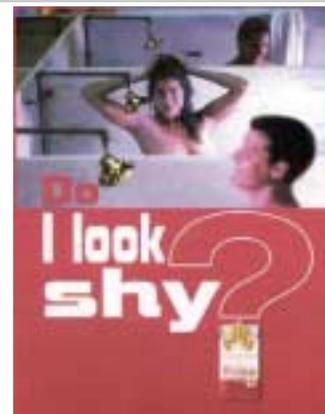
Advertising is the lifeblood of the tobacco industry. It creates a mythology around cigarettes. Take a look at the advert on this page. It shows the new woman – boldly invading a man's world. Challenging convention. Its message to shy young girls is: "Be impudent. Be daring. Take a risk. Smoke Winston."

The current draft of the FCTC could allow such advertising to continue. If it does it will sacrifice further generations of children to the tobacco industry. Don't let that happen.

### Partial Bans Produce Partial Results.

The Chair's text of a framework convention on tobacco control (FCTC) is a noble but misguided attempt to reconcile the differing concerns of member states about how to regulate tobacco advertising. Instead of a global ban on tobacco advertising, it proposes a ban on promotions targeted at those under 18 years while only calling for restrictions on advertising aimed at adults. Regrettably, the proposed measures will not protect children from the tobacco industry. International experience shows that only total bans work – partial bans produce less than partial results.

No country has succeeded in designing laws that eliminate children's exposure to tobacco adver-



*Winston Ad in South Africa*

tising while allowing advertising aimed at adults. It simply is not possible to portray smoking as a 'cool', adult-only behaviour without at the same time making it attractive

*(Continued on page 4)*

**FACT:** Lung cancer is the leading cause of cancer death in the world. Ninety percent of cases are caused by active or passive smoking and therefore could be prevented.

## TODAY'S SCHEDULE

30 April 2001

Time of Negotiating Sessions  
Morning: 9.30-12.30  
Afternoon: 15.00-18.00

### 9.00-9.30

Death Clock Unveiling  
CICG Lobby

### 9.00-9.30

FCA Women's Caucus Meeting  
Salle XVI/Room 16

### 13.00-14.00

FCA Delegate Briefing:  
Advertising  
Salle III/Room 3

### 17.00-18.30

FCA Delegate Briefing:  
Developing Countries  
Salle XVI/Room 16

### 18.30-21.30

WHO Reception

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

NATT Delegate Briefing  
Tuesday, 1 May 2001  
Salle IV  
1300 hours

The Network for Accountability of Tobacco Transnationals (NATT) is organizing a briefing on "Transparency and Monitoring of the Political Activities of the Tobacco Transnationals".

Speakers include government delegates Professor Thomas Zeltner of Switzerland and Dr. Eva Fuller-Lewis of Jamaica, and NATT member Ricardo Navarro, President of Friends of the Earth International.

Findings from a new report by INFAC, "Power Politics: Why a Global Treaty Should Protect Public Health Policy from Philip Morris," will be presented at the briefing.

## A Strong and Specific FCTC

(Continued from page 1)

the lowest common denominator among nations as the standard for action on these critical issues rather than encouraging the adoption of the most successful and innovative policies around the world. The Convention should set a high bar, not the lowest common denominator, as the goal to which Member States should aspire.

Our specific concerns about the Chair's text include:

**Excessive Youth Focus:** Several provisions of the draft, notably on passive smoking, packaging and labeling, education, advertising and promotion, and licensing, make mention of specific or differential protection for youth. An effective tobacco control program should include effective measures to prevent young people from smoking. However, focusing on youth prevention alone can mean ignoring the legitimate health needs of adults, especially smokers seeking to quit; encourage rather than discourage youth smoking by positioning smoking as an "adult" habit to which youth should aspire (reinforcing industry marketing); and discourage implementation of the tobacco-control measures that have proved most effective, such as tax measures, smoke-free spaces and comprehensive advertising bans.

**Advertising and Promotion:** The draft provisions on advertising and promotion are unworkable and fall far short of the Framework Convention Alliance's call, supported by many nations at the first INB, for a "total ban on all forms of direct and indirect tobacco advertising, sponsorship, promotion and 'brand stretching'".

As noted above, the draft makes an artificial and unworkable distinction between youth-targeted marketing and other types of marketing. This distinction plays into the hands of the tobacco industry, which has claimed that it targets only adult customers and even included "restrictions" on marketing to children in voluntary codes of conduct. Experience in numerous countries has shown that these types of restrictions are ineffective in reducing tobacco use among youth. Studies in the United States have shown that young people smoke the most heavily advertised brands, demonstrating that a total ban is the best way to pro-

tect children from the influence of tobacco advertising.

To address concerns that some national constitutions may not allow a total ban, those countries should be required to enact the most stringent restrictions possible.

**Tobacco Control and Trade Agreements:** Cigarettes kill half their long-time users. Given the exceptionally hazardous and addictive nature of tobacco products, the FCTC should include language specifying that public health measures to deal with the tobacco epidemic must take precedence over trade agreements and other commercial considerations. The current draft risks placing health measures in a subordinate position.

**Smuggling:** The scale of tobacco smuggling is so vast and financial losses so great that much more substantial measures are justified than those included in the draft. These include measures to secure and supervise the distribution system, strict liability applied to tobacco companies for excise losses and a comprehensive tracking and tracing regime.

**Labeling:** The draft text should be strengthened by specifying that at least 50 percent of the principal display panels of tobacco packages should be devoted to information mandated by health authorities. In addition, prominent, picture-based warnings are needed to ensure consumers understand the extraordinary health risks these products pose.

The success of the second INB and of the FCTC depends on making substantial changes to the current draft so that it indeed sets a high bar for the world's nations. The Framework Convention Alliance pledges to work constructively with the members of the INB, and we invite delegates to attend luncheon briefing on these critical issues that we will hold every day this week.

The clock is ticking. More than six million people have died worldwide from tobacco-related disease since the opening of the first working group of the FCTC on October 25, 1999. Scientists say that if nothing changes, one billion people will die from tobacco use in the 21<sup>st</sup> Century. The time for bold leadership and action is now.

### FCA Women's Caucus to meet daily from 9.00-10.00 in Salle XVI (NGO Meeting Room)

On Monday April 29, Thais Corral, journalist and feminist activist from Brazil, will chair the first session of the NGO Women's Caucus. This forum, which is open to all government delegates, NGOs, the media and UN agencies, was formed during the first INB during which distinguished speakers such as Margaretha Haglund of the International Network of Women Against Tobacco (INWAT), Dr. Judith

Mackay, and the minister of health of Swaziland spoke. This session, the group will meet every morning from 9 to 10 in Salle XVI, the NGO meeting room. Its objectives are to "network among women's groups concerning the FCTC and issues of women and tobacco, provide technical input into the FCTC process concerning women and tobacco, particularly related to other international treaties and UN

conferences, and expand the national and regional outreach and contacts with governments and NGOs for lobbying." Included in its programme will be briefings on the newly released US Surgeon General's report on women and tobacco, the forthcoming WHO monograph on "Women and the Tobacco Epidemic—challenges for the 21<sup>st</sup> century" and women tobacco farming. All are welcome to attend.

**FACT:** In four countries where advertising bans have been introduced as part of a comprehensive tobacco policy (Finland, France, New Zealand, Norway) per capita consumption of cigarettes dropped between 14% and 37%.

# Tobacco and Developing Countries

Tobacco consumption represents a serious and immediate threat to the well-being of people in developing countries. Currently there are about 933 million smokers in low- and middle- income countries, representing 82 per cent of smokers worldwide. These countries are experiencing the most rapid rises in smoking prevalence and consumption levels and are also the least able to respond to the health effects of tobacco. Already 50% of the 4 million tobacco-related deaths worldwide each year occur in developing countries and this is expected to rise to 7 million by 2030.

In the past decade, tobacco giants, most of which are based in wealthy countries, have been responding to growing concern about smoking in the developed countries by shifting their focus to developing nations where awareness about the dangers of smoking is low and anti-tobacco legislation non-existent or at best inadequately enforced. Transnational Tobacco Companies (TTC's) have moved into low- and middle- income countries with sophisticated advertising techniques and massive resources to lobby government officials and circumvent legislation. The result has been increasing smoking rates, particularly among the poor and less educated. In some countries, such as the Philippines and Japan and regions such as the Pacific, women's smoking rates have been rising markedly and this has been attributed to the actions of TTC's that have introduced advertising campaigns which target women.

The developing world is struggling to overcome

myriad socioeconomic problems and tobacco use compounds these by wasting scarce resources. Most developing countries are net importers of tobacco products, thereby sacrificing limited foreign exchange.

Tobacco use also diverts much needed household income away from important areas such as education and food. Smokers are usually from the lower socio-economic groups who are least able to spare the money wasted on tobacco. A 1995 study found that the average Vietnamese cigarette smoker spent

*The developing world is struggling to overcome myriad socioeconomic problems and tobacco use compounds these by wasting scarce resources.*

over US\$61 per year on cigarettes, about twice as much as they spend on education and six times as much as they spend on healthcare. It has been calculated that the money spent by smokers on cigarettes in Vietnam in one year could purchase enough rice to feed 10.6 million people for a year. In a study conducted in Bangladesh it was found that over ten million Bangladeshis could be raised above the poverty line, as measured by daily calorie consumption, if the poor stopped consuming tobacco and spent 70% of those savings on food.

It is outrageous that the industry has continued to advance reasons like creating employment and

contributing to national economies for its invasion of the third world. Even in developing nations whose economies depend on tobacco cultivation, studies have shown that global tobacco trade has been carefully structured to enslave farmers and keep profit high for tobacco manufacturers. Besides, tobacco cultivation impacts negatively on the environment due to the toxic fumigants and other chemicals used.

Developing countries can benefit from tobacco control by freeing up resources for food and other needs that better allow people to contribute to their country's development. Jobs would be created to produce, distribute, and sell products and food that would be purchased in lieu of tobacco. Additional savings would accrue in hard capital, given that most developing countries currently import far more tobacco than they export. Developing countries with their limited health facilities cannot cope with the enormous health hazards associated with tobacco use.

The FCTC is especially important for developing countries if they are to be able to resist a politically well-connected and financially powerful industry. Tobacco companies are larger economic entities than many countries in the world and they use their wealth to manipulate public health policies in favour of corporate profit. A strong and enforceable convention is needed to check the menace of tobacco addiction and its attendant consequences of poverty, diseases and death not only in developing countries but the entire globe.

## Orchid Award



**AFRICA**  
For a unified position in support of a total ban on advertising and promotion.

## Dirty Ashtray

**Philip Morris, British American Tobacco and Japan Tobacco**  
For their disingenuous and ineffective youth tobacco prevention programs.



## Trust Us? Quotes from the Tobacco Industry

"Certainly no tobacco advertising is concerned with encouraging non-smokers to start or existing smokers to smoke more and it seems blindingly obvious that, unless you are a smoker, tobacco advertising or sponsorship has absolutely no influence whatsoever in persuading or motivating a purchase."

Clive Turner, Tobacco Advisory Council. (1986)

"The cigarette industry has been artfully maintaining that cigarette advertising has nothing to do with total sales. This is complete and utter nonsense. The industry knows it is nonsense. I am always amused by the suggestion that advertising, a function that has been

shown to increase consumption of virtually every other product, somehow miraculously fails to work for tobacco products."

Emerson Foote, advertising executive and former CEO of McCann-Erickson, which has handled millions in tobacco industry accounts (1988)

"The problem is, how do you sell death? How do you sell a poison that kills 350,000 people per year, 1,000 people a day? You do it with great open spaces...the mountains, the open places, the lakes coming up to the shore. They do it with healthy young people. They do it with athletes. How could a whiff of a cigarette be of any harm in a situation like that? It couldn't be—there's too much fresh air, too much

health—too much absolute exuding of youth and vitality—that's the way they do it."

Fritz Gahagan, former marketing consultant for the tobacco industry, offering insight into how the industry has dealt with one of its most intractable dilemmas (1990)

The Marlboro soccer cup in Hong Kong and China, World Cup tie-ins and inaugural Marlboro dynasty cup are excellent examples of how we associate Marlboro with Asia's favorite sport and position Marlboro as the principal contributor to football development in Asia."

Philip Morris (1990)

## Will the FCTC protect youth from ads like this?

International Non-Governmental Coalition Against Tobacco (INGCAT)

to teenagers. Advertising laws have also been undermined by the tobacco industry. The industry is skilled at evading regulation. It can find loopholes in most laws and so ensure that its messages continue to reach its target audiences. Several countries have documented their frustration with tobacco industry circumvention of advertising bans:

In Sudan, after advertising was banned, retail stores were painted in the red and white colours of Marlboro.

In Malaysia, Peter Stuyvesant bowling alleys, Benson & Hedges coffee shops and Salem record stores were created to keep tobacco brand names in the public eye.

Australia, Belgium, France and Sweden all replaced strong partial bans on tobacco advertising with total bans. For example, in 1990 Belgium limited advertising to the "tombstone" format – allowing only the brand name, price and symbol of the brand to be displayed. Belgium found the partial ban inadequate and in 1998 introduced a total ban on tobacco advertising and sponsorships.

In South Africa and the UK, codes of advertising practice have since the late 1970s forbidden advertising aimed at minors under 18 and placed limits on advertising aimed at adults. Under the Code, advertising has to be honest and truthful and may not link smoking with romance, promi-

nence, success or personal advancement. Such rules were inadequate - South Africa banned advertising and sponsorships in 1998 and the UK will do so shortly.

### The Best Option is A Total Ban on Advertising and Sponsorships.

The benefits of eliminating all tobacco promotions include:

1. It is the only way to ensure that youngsters are not targeted by the tobacco industry.

The sheer volume of tobacco advertising assures that youngsters will be exposed to these messages on a massive scale, even if the advertising is directed solely at adult smokers;

Children are more influenced by advertising than adults. Researchers have found that children pay more attention to advertising and have better recall of tobacco adverts than adult smokers. Any advertising will therefore influence children. Designing advertising that appeals to adult smokers and not to youthful nonsmokers is virtually impossible. Research shows that advertising designed to appeal to women in their 20s and 30s appealed also to 14- and 16- year old girls.

2. It is the best way to make sure that smokers, both adults and teenagers, do not get mixed messages about the harms of smoking. Cigarette advertising drowns out health educational messages.

Advertising also encourages smokers to forget the risks and instead focus on the supposed benefits of smoking, by portraying smoking as one of life's few pleasures, a way to reduce stress or to stay slim. It allows smokers to rationalize their behaviour.

3. It reduces the influence of the industry on the news media.

Studies in several countries have found that magazines that accept tobacco advertising are less likely to report on the dangers of smoking. Advertising revenues can silence editors. Inadequate press coverage distorts peoples understanding of the risks of smoking.

In Argentina, according to a Philip Morris document the company used its influence over the media to mount a campaign to defeat tobacco legislation in 1992.

In South Africa, a tobacco company withdrew all its advertising from a newspaper which in an editorial supported stronger tobacco control laws. A clear attempt to muzzle unfavourable comment in the press.

4. Total bans are easier to enforce than partial bans. Proving in court that advertising is targeted at children is virtually impossible. There is less ambiguity about what is and is not allowed when tobacco promotions are completely banned.

## FCA MEMBER ORGANISATIONS

### Member Organisations as of April 2001

Action Council Against Tobacco - India  
Action on Smoking and Health Australia  
Action on Smoking and Health Foundation Thailand  
Action on Smoking and Health Ireland  
Action on Smoking and Health London  
Action on Smoking and Health New Zealand  
Action on Smoking and Health Scotland  
Action on Smoking and Health USA  
Adventist Development and Relief Agency (Cambodia)  
Advocacy Institute  
African Centre for Empowerment and Gender Advocacy  
Alcohol and Drug Information Centre (Sri Lanka)  
Alcohol and Drug Information Centre (Ukraine)  
American Cancer Society  
American Heart Association  
American Lung Association  
American Public Health Association  
Argentine Union Against Tobacco  
Asociación Española Contra el Cáncer (Spanish Cancer Association)  
Asociación Mexicana de Estudios Para la Defensa del Consumidor (Mexico)  
Association for Consumer Action on Safety and Health (ACASH)  
Association of the European Cancer Leagues  
ATOM-AFIS Tobacco Control Commission for Africa  
Bangladesh Anti-Tobacco Alliance  
British Medical Association  
Campaign Against Foreign Control of Aotearoa (NZ)  
Campaign for Tobacco-Free Kids (USA)  
Canadian Cancer Society  
Cancer Foundation of Western Australia  
Cancer Institute (India)  
Cancer Society of Finland

Chinese Progressive Association  
CNCT (French Committee for Smoking Prevention)  
Comité Nacional Sobre Control del Tabaquismo - CONACTA (Honduras)  
Commonwealth Medical Association  
Community Health Cell (India)  
Conselho de Prevenção do Tabagismo (Portugal)  
Consumer Education and Research Centre (India)  
Consumers Association of Malawi  
Consumers Association of Penang (Malaysia)  
Consumers International Regional Office for Asia and the Pacific (CI-ROAP)  
Czech Committee of European Medical Association Smoking OR Health  
Environmental Rights Action (Nigeria)  
Essential Action  
European Medical Association on Smoking and Health  
European Network for Smoking Prevention  
European Respiratory Society  
FDI World Dental Federation  
Forum for Development Association (FFDA)  
Georgian National Counter Tobacco Center  
German Cancer Research Centre  
German Coalition Against Smoking  
German Medical Action Group Smoking and Health  
German Medical Association  
Grupo Universitario Anti-Tabaquico  
Health 21 Hungarian Foundation  
Heart and Stroke Foundation (Canada)  
Hong Kong Council on Smoking and Health  
Hungarian National Tobacco Control Forum  
Indonesian Association of Pulmonologists  
Indonesian Smoking Control Foundation ('LM 3')  
INFACT (USA)  
InterAmerican Heart Foundation

International Council of Women  
International Agency on Tobacco or Health  
International Network of Women Against Tobacco  
International Non Government Coalition Against Tobacco  
International Union Against Tuberculosis and Lung Disease  
IOGT Regional Council for South and South East Asia  
Japan Association Against Tobacco  
Japan Coalition on a Smokefree Environment  
Japan Medical-Dental Association on Tobacco Control  
Korean Association on Smoking and Health (KASH)  
Maori Smokefree Coalition - Aparangi Tautoko Auahi Kore  
Medical Women's International Association  
National Committee for the Control of Tobacco Consumption (Sudan)  
National Council Against Smoking (South Africa)  
National Heart Foundation (Australia)  
Network for Consumer Protection (Pakistan)  
New South Wales Cancer Council (Australia)  
Non-Smokers' Rights Association (Canada)  
Pakistan Society for Cancer Prevention  
PATH (Canada)  
Physicians for a Smoke-free Canada  
Public Services International  
REDEH-CEMINA - The Network in Defense of Humankind (Brazil)  
Robert Wood Johnson Foundation  
San Francisco Tobacco Free Coalition (USA)  
Saudi Charitable Anti-Smoking Society  
Senegal Anti-Tobacco Movement  
Smokefree Coalition  
Society for Research on Nicotine and Tobacco

SOS Tabagisme (Mali)  
Soul City  
Southeast Asian Tobacco Control Alliance  
The Environmental Action Network (Uganda)  
Tobacco Free Coalition (USA)  
Tobacco Law Project  
Tobacco-Free Las Cruces Coalition (USA)  
Transnational Resources and Action Centre (USA)  
Turkish Committee on Tobacco or Health  
UICC and ECL  
UICC Globalink  
UICC International Union Against Cancer  
Uruguay Anti-tobacco Commission  
Vietnam Standard and Consumer Association  
Women's Environment and Development Organisation  
World Federation of Public Health Associations  
World Vision International  
Zuna Women's Operation Green (Zimbabwe)

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