



ALLIANCE BULLETIN

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Today's Weather: Snow
High 4 C Low -1 C

Exchange Rate: 20 Swiss FR =
Angola Kwanzas 331 Belarus Rubles 18 376
Fiji Dollars 27.56 Perú Nuevos Soles 42.03

INB-3 SATURDAY

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TODAY'S
DELEGATE BRIEFINGS

TOBACCO
ADVERTISING
&
PROMOTION
24 November 2001
12.45 - 14:00

**DEATH
CLOCK**

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

8,383,176

people have died from tobacco-related diseases.
(At 9 am 24 November 2001)

Fatal deception: The failure of voluntary agreements

The WHO, World Bank and the NGO community have called on lawmakers around the world to take action against advertising of tobacco in order to protect the health of young and old, smokers and non-smokers alike.

"Tobacco addiction is a communicable disease – communicated through advertising, promotion and sponsorship," says Dr Gro Harlem Brundtland, Director-General of the WHO.

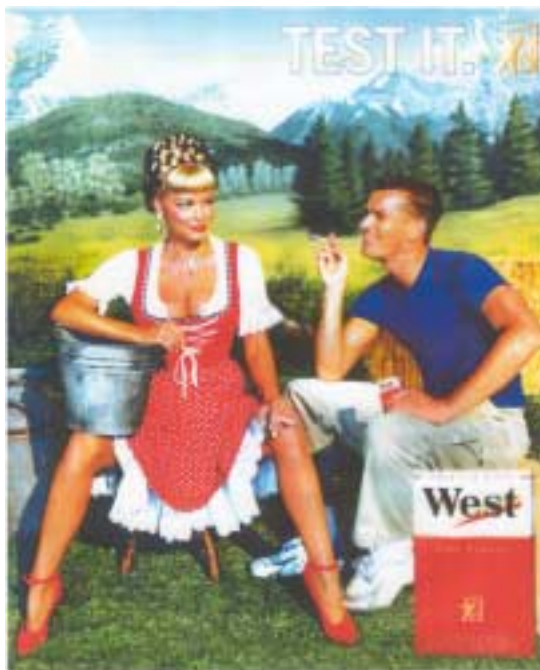
The call comes as tobacco companies embark on a massive global public relations bid to woo governments away from negotiating strong agreements against the promotion and advertising of tobacco.

The major manufacturers have announced a "new initiative" to establish voluntary *International Tobacco Marketing Standards*. The Standards will supposedly prevent tobacco marketing activities from being directed at non-smokers, particularly the young.

"We know what works and what doesn't. Voluntary codes have proved to be a failure. A World Bank-WHO study, on the other hand, found that interventions like comprehensive advertisement bans and price increases have a measurable and sustained impact on decreased tobacco use," said Joy de Bayer, Tobacco Control Co-ordinator at the World Bank.

Voluntary codes of advertising were first adopted – and found to be ineffective – by the United States, Canada, and the United Kingdom in the 1960s. Canada, Australia, New Zealand, South Africa have all replaced voluntary agreements with legal bans on tobacco advertising and/or promotion. No country has succeeded in designing regulations that eliminate children's exposure to tobacco advertising while allowing advertising aimed at adult smokers.

Tobacco companies know this. So do people who invest in stocks. A Credit Suisse First Boston Equity research document that analysed the recent proposal had



Teenage boys wouldn't be interested, of course, in a cigarette brand like West!

**TODAY'S
NOON HOUR
DELEGATES
BRIEFING**

24 November 2001

**TOBACCO
ADVERTISING
&
PROMOTION**

Members of the Framework Convention Alliance invite all delegates to a luncheon briefing today, 24 November, from 12.45-14.00 on the topic of **tobacco advertising & promotion**.

You will hear from an international panel of tobacco control experts who will discuss and answer your questions.

The speakers are:

- **Judy Wilkenfeld JD.**
Campaign for Tobacco-Free Kids on the topic "How do you sell death?"
- **Hatai Chitanondh**
(Co-Chair, Working Group 2) who will tell all about "The Thai Experience"
- **Ross Hammond**
Public Health Consultant on the topic "Fatal Deception — Voluntary Advertising Agreements".

The meeting is slated for Salle 3. A light lunch will be provided before the meeting, in the lobby.

*"By proactively setting new international tobacco marketing standards, the multinationals could be trying to counter a number of proposals that the WHO has been working on to curb the amount of cigarettes that are consumed on an international level."
— Bonnie Herzog, analyst for the Credit Suisse Group*

this to say: "...by proactively setting new international standards, the multinationals could be trying to counter a number of proposals that the WHO has been working on to curb the amount of cigarettes that are consumed on an international level." The analysis added that in many countries existing laws are stricter than the provisions of the international marketing standards.

A new document, "Fatal Deception", analyses the tobacco companies Standards and finds them fatally flawed. It will leave current tobacco marketing practices essentially unchanged and the Standards are designed to fail.

The Standards are a step backwards. For instance, it allows advertising and promotions on radio and television, even though over 100 countries have banned such advertising.

It re-opens debates about the effects of advertising that have long been closed. The Standards are based on the false idea that advertising only gets smokers to switch brands and does not increase sales — an idea rejected by many in the advertising industry itself.

Fatal Deception: The tobacco industry's global standards for tobacco marketing is produced by the International Non-Governmental Coalition Against Tobacco (INGCAT), The International Union Against Cancer (UICC), and the World Heart Federation and published by the World Health Organization (WHO).

It also promotes the false concept that it is possible to eliminate advertising that is just "targeted at" or "appeals" to young people. All advertising reaches children and teenagers — whether intended or not. Tobacco advertising nominally aimed at 18-24 year olds is especially attractive to younger teenagers aspiring to enter this age group. The proposals have been formulated without regard to established research on youth smoking and without any intention to evaluate the results.

Further, enforcement authority is non-existent and there are no penalties for infringements of the Standards; they do not disallow some of the industry's worst practices; and the prohibitions are loosely phrased so as to allow different interpretations.

"We have seen no evidence that tobacco companies are capable of self-regulation," says Dr Brundtland, "and we need to be

alert to any new attempts to persuade us that this new effort will succeed."

Ross Hammond and
Yussuf Saloojee

Turkey celebrates the fifth anniversary of tobacco advertising ban

Turkey has a comprehensive tobacco control public health law, approved on 26 November 1996. The law bans direct and indirect advertising of tobacco products or any other product using the same trade name and logo.

The public health community worked hard for years for passage of the law. It was later discovered that Philip Morris was working hard behind the scenes in an attempt to scuttle the legislation.

The effectiveness of the ban was confirmed by several attacks by the multinational tobacco industry. Immediately after the law was approved, US lobby groups appeared in Turkish parliament in an effort to persuade members that advertising bans do not work.

A few years after that, a multinational cigarette company applied to the Ministry of Sports and requested the ad ban to be changed so that Turkey

could host Formula One races. Rejected for a second time, they applied to the constitutional court to question the validity of the ad ban. The next step was to approach the Ministry of Tourism with the promise that tourism would flourish with Formula One.

Turkish governments have been very determined to safeguard the tobacco advertising ban through the years and showed serious commitment to the tobacco control law.

FAIT A NOTER:

De l'an 1990 jusqu'en 2000 la production de cigarettes a presque doublé en Russie.
(World Tobacco File, 4th edition)

A case study of voluntary codes:

The tobacco industry runs amok in Pakistan

The voluntary code adopted by the tobacco industry in Pakistan claims that cigarette advertising shall not suggest that smoking is essential to social prominence or sexual attraction or that it would not suggest that as a result of smoking a person appears attractive or healthy.

An analysis done by the Tobacco Free Initiative - Pakistan shows that models appearing in tobacco advertisements were portrayed as sophisticated, sexually attractive, athletic and brave friends in need. In short, the characters portrayed in these ads are emblems of adulthood that are idolised by children trying to find a place in the adult world.

To compound the effect the tobacco industry has started a simultaneous campaign in which it declares that it does not sell cigarettes to under 18s.

In Pakistan the tobacco industry does not sell cigarettes to smokers directly but has agencies acting as middlemen for them and does not share the responsibility for the actions of these people.

Advertising is rampant and the 'code' is violated as billboards carrying images and slogans promoting



This tobacco billboard in Islamabad overlooks a school.

cigarettes are placed near educational institutions, playgrounds and parks where children are present. Shops frequented by families are

sponsored and tobacco products are placed in prominent places with a clear attempt to familiarize the younger generation with the act of smoking.

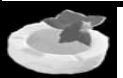
In the tobacco industry's own words: "Since the [tobacco] industry in Pakistan is facing an unprecedented opposition, not only on advertising front but on most other issues too, including ETS [Environmental Tobacco Smoke], the time had come for the companies to be considerably more proactive...an industry code will be written... so that it can be used as both a lobbying lever and an argument against not introducing formal legislation..."

If the stance is taken now that voluntary codes can be a substitute for formal legislation, then we will be providing the tobacco industry loopholes to manoeuvre within the system and continue its unethical marketing practices without any accountability. This will likely be most evident in many of the developing countries of the world,

especially those with minimal anti-tobacco legislations, like Pakistan. To achieve a reduction in overall reduction in tobacco consumption, a ban on all types of tobacco promotion is required.

Dr. Ehsan Latif
Tobacco Free Initiative - Pakistan
The Network for Consumer Protection

Orchid Award



To The Kenya Medical Association, The Kenya Dental Practitioners Association, The Kenya Times newspaper and the local and international NGOs whose sustained pressure forced BAT Kenya out of the annual Journalist of the Year Awards.

Dirty Ashtray Award

To tobacco companies for the dirty ashtrays festooned with the logos of Camel, Lucky Strike and other cigarette brands which litter bars, restaurants and other public places.
Pollution & Promotion!



Did you know??

In Pakistan, Red & White, manufactured by Lakson Tobacco Company was the best-selling manufactured cigarette brand in 1999. Other leading brands include Royals, Embassy and Gold Leaf.
(World Tobacco File, 4th edition)

Finding ways around the ban:

The tobacco industry in Thailand

Since the Tobacco Products Control Act of 1992 banned all forms of tobacco advertising in Thailand, international tobacco companies and the Thai Tobacco Monopoly (TTM) have been looking for ways to circumvent the regulations.

The legislation itself is relatively strong but loopholes exist and awareness and enforcement of the Act remains uneven. This has led to a variety of promotional schemes including brand stretching, sponsorship of arts awards, donations to social campaigns, 'anti-youth smoking' campaigns and aggressive point-of-sale marketing.

Point-of-sale advertising is particularly problematic and has become increasingly prevalent in recent years. Distributors have been very effective in supplying retailers with display cases emblazoned with distinctive brand colours and graphics.

A February 2000 study revealed that over 90 percent of

establishments selling tobacco products had specially designed cigarette units that emphasized the particular brand name. If placed strategically, the cabinets effectively become outdoor advertising.

Lack of knowledge about restrictions on point-of-sale advertising, abetted by slack enforcement by pub-

lic health offices and a rapid expansion in the number of distributors of foreign tobacco brands, has led to a dramatic increase in the practice.

Indirect marketing, especially brand stretching, also circumvents anti-tobacco legislation; the most prominent example in Thailand is Camel Trophy products. Good quality and competitively priced, Camel brand clothing is sold legitimately in up-market department stores, and Camel Trophy shops and illegal knockoff copies are readily available at street stalls.

The TTM also keeps a high public profile but on a larger scale. The Thailand Tobacco Monopoly Soccer Club, nicknamed the 'Tobacco Tornado', in the Thai National League and the Thailand Tobacco Monopoly Hospital in Bangkok are two examples.



A health warning message graces a Thai outdoor smoking area. Picture courtesy of ASH Thailand)

THAILAND: Philanthropy or Promotion?

In recent months, British American Tobacco has been prominent in Thai news with its "Keep Saen Saeb Clean Project". The Saen Saeb Canal is a major waterway and important transportation link that runs through the centre of Bangkok and its banks are home to thousands of people.

In conjunction with the Nation Group, publishers of English and Thai language dailies (*The Nation* and *Bangkok Business* respectively), BAT, Tesco Lotus and the Vinythai Public Company have taken out half-page advertisements in *The Nation* (Bangkok) newspaper promoting their newly discovered environmental awareness.

The BAT logo, which is also on Benson and Hedges packets, is very prominent and impossible to miss. The text of the BAT initiative describes the canal's importance and appeals to city residents to "please stop throwing rubbish and waste material into the canal so it can once again be an attractive waterway, not just a shadow of its former legendary self.."

Coincidentally, the state of the canal received front page "news" coverage shortly after the ads were run. The Sunday October 14 issue of *The Nation* carried a front-page photo of a canal boat and a short caption about how dangerous travelling on the Saen Saeb can be.

No doubt improving its image and, possibly, buying political favour were part of BAT's thinking, but getting round the ad ban would appear to be of greater significance. The company is very interested in the local market: its Thai subsidiary was officially launched in April of this year, and it is keeping a close eye on the eventual privatisation of the Thai Tobacco Monopoly and the ASEAN free trade talks.

By promoting its newly discovered environmental concerns, BAT, with the Nation Group's acquiescence, has successfully circumvented the country's tobacco advertising ban.

Diagnostico de la Situación del Tabaquismo en Argentina

La industria tabacalera ha intensificado en estos dos últimos meses su actividad publicitaria. La Philip Morris argentina ha lanzado a nivel gráfico y televisivo un sorteo con premios constituidos por 10 coches de deporte descapotable de color rojo vivo con un valor promedio entre 60 y 70 mil dólares.

En el aviso de sorteo al mismo tiempo que los automóviles, se han graficado cinco presentaciones del cigarrillo Marlboro, para indicar que en uno de esos envases vacíos el interesado inscriba su nombre dirección y lo envíe por correo.

Solo dos provincias argentinas, Córdoba y Mendoza no pueden participar debido a leyes provinciales que no permiten dicho tipo de actividad.

Eso es un ejemplo típico de la publicidad agresiva que además ocupa espacios murales a través del país. Eso no sólo es una forma de publicidad directa pero además indirecta muy llamativa que atrae incluso al no fumador. La industria hace diversos tipos

de publicidades más y más agresivas que influyen a la juventud, a pesar de la negación por parte de la industria.

Ley del 86 prohíbe la publicidad en radio y televisión de las 8 ap a las 10 pm. Desafortunadamente este último año a pesar de las denuncias la violación de la misma es frecuente.

En este momento la Unión Antitabáquica Argentina ha intensificado la presión sobre los legisladores nacionales para que los proyectos presen-



tados para la limitación de la publicidad sean aprobados a la brevedad. El Convenio Marco podría ser un fuerte respaldo para influir sobre las decisiones de nuestros legisladores. Tales legislaciones podrían prevenir a miles de jóvenes de empezar el consumo del tabaco, y salvar miles de vidas.

En estos momentos, una encuesta nacional releva que el 39.8% de la población entre los 18 y 65 años es fumadora, con una prevalencia masculina.

Pero desafortunadamente, según encuestas parciales realizada en grupos etarios entre los 14 y 15 años de edad, la prevalencia de fumadores es del 40%, que es idéntica a la de la población total, pero con la diferencia que predomina el sexo femenino sobre el masculino. Estos datos son índice de un aumento futuro de la prevalencia dentro de la población total en Argentina y especialmente entre las mujeres.

— Dr. Diego L. Perazzo (presidente de UATA) y Laurent Huber (ASH USA).

À noter : septembre 2002 à Montréal

Première conférence internationale francophone sur le contrôle du tabac

Les professionnels de la santé et les autres personnes d'expression française concernés par la question du tabac auront bientôt l'occasion de se rassembler au Québec pour mettre en commun leurs visions et leurs réalisations.

Le thème de la conférence sera : « Mobiliser les solidarités francophones contre l'épidémie de tabac ».

Le programme comprendra des présentations sur :

- les pratiques manipulatoires de l'industrie, telles que la contrebande, le marketing, le développement du produit et les manipulations des milieux scientifiques, les stratégies visant les femmes et les jeunes;

- les mesures efficaces ou prometteuses, dont les nouveaux courants de *dénormalisation*, la taxation, les poursuites contre l'industrie, la Convention cadre, le développement des solidarités Nord/Sud, les politiques de protection des non-fumeurs;

- les actions publiques (*advocacy*) menant à l'adoption de mesures efficaces, telles la mobilisation et les coalitions d'organismes de santé, les relations avec les gouvernements et les médias.

La Conférence regroupera des représentants élus et administratifs des États et gouvernements membres de la Francophonie, des professionnels

associés aux programmes de contrôle du tabac, des représentants d'associations locales, nationales et internationales qui ont pour mission l'éducation du public ainsi que des représentants d'instituts et organismes de recherches.

Pour obtenir de l'information supplémentaire, veuillez contacter le Secrétariat de la conférence : 3535, avenue Papineau, suite 2702, Montréal (Québec), Canada H2K 4J9 ou par courrier électronique : info@cificot.com.

Project Hawkeye

A counter-smuggling strategy

It emerged yesterday that a full technical proposal for tracking and tracing tobacco products in transit and for identifying contraband already exists.

The proposal known as 'Project Hawkeye' includes covert markings, scanners, printers, software, computer equipment and personnel was proposed to tobacco companies in 1999, when they were concerned about the possible impact of some proposals in the US litigation settlement. The whole bid had been priced at just US\$0.012 per pack – the company making the proposal would take this sum as a royalty and deliver the entire integrated system.

At yesterday's FCA lunchtime briefing, Mr. John Thorpe, former

managing director of SICPA, the Swiss-based product security company, described the system and said that tobacco companies had only been interested when it looked as though they would be fined if youth smoking did not fall. Despite the value of such a system in tackling smuggling and underage sales, Mr. Thorpe said the companies "turned cold" once the threat of penalties under the US settlement subsided.

With the Project Hawkeye system, a Customs official could scan seized contraband to read its unique covert marker (a two-dimensional bar code). Then they could interrogate the database to find the last place at which the pack (or case) had been scanned, thus identifying where the diversion to the black market had occurred.

The Project Hawkeye technology is not just a paper proposal. Without naming manufacturers, Mr. Thorpe disclosed the technology was in use in the pharmaceutical market in Brazil and the luxury goods market in Europe. He also told delegates that a test system had been built at full cigarette packing line speeds.

John Thorpe would be happy to share details of the system with interested delegates. He may be reached by e-mail at jtspb@globalnet.co.uk.

Women take action in China

With China's entry into the World Trade Organisation, and the possible flooding of Chinese markets with foreign-brand cigarettes, it is more critical than ever to strengthen tobacco control measures.

He Min, an NGO representative from the Child Work Department of the All-China Women's Federation, reports that her organization is taking action. The ACWF is the largest non-government organisation in China with a nation-wide grassroots base that reaches millions of women in all communes, villages, towns and cities. Its stated mission is to safeguard women's rights and interests, including in health.

The ACWF runs 18 newspapers and magazines such as *The Chinese Women*. In accordance with the work and activities of the national tobacco control programme, these publications often carry articles about tobacco and health.

Min says, "On International Women's Day and World No-Tobacco Day, we established mobile consultation desks in the streets and distributed pamphlets. We provided health information for women and children and publicised laws and regulations aiming at protecting the rights and interests of women and children."



He Min,
Child Work Department, All-
China Women's Federation

She pointed out that in the *Law of the People's Republic of China for Protecting Minors* and *Law of the People's Republic of China on the Prevention of Juvenile Delinquency* citizens must "take precautions against minors smoking or prevent minors from smoking."

The *Law of the People's Republic of China on Safeguarding Women's Rights and Interests* and *Law of the People's Republic of China Concerning Mother and Infant Care* relate to the regulation of offering women consultation, guide and service about health care.

Using a family-based approach, the ACWF is carrying out campaigns to promote the "No-Tobacco Family" and "No-Tobacco Community." After participating in the activities at the INB3, the organization plans to make greater efforts to build no-tobacco communities and to campaign for tobacco-free air for women and children.

FRAMEWORK CONVENTION ALLIANCE

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.

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