



FRAMEWORK CONVENTION
ALLIANCE
BUILDING SUPPORT FOR TOBACCO CONTROL

BULLETIN

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TODAY

09.00

Press briefing: South African Department of Health, FCTC Secretariat, WHO South Africa ICC, 1st floor, behind media centre

13.30–14.30

Lunchtime briefing: check the conference screens for further details

DEATH CLOCK

SINCE THE OPENING OF THE FIRST WORKING GROUP FOR THE FRAMEWORK CONVENTION ON TOBACCO CONTROL, ON 25 OCTOBER 1999

40,235,067

PEOPLE HAVE DIED FROM TOBACCO-RELATED DISEASES. (AS OF 9AM ON 20 NOVEMBER 2008).

MAKING FUTURE REFORMS EASIER: WHY WE NEED STRONG GUIDELINES ON ARTICLE 5.3

This Conference of the Parties looks to be on track to bring major gains for public health, with almost certain adoption of strong guidelines on packaging and labelling (Art. 11) as well as advertising, promotion and sponsorship (Art. 13). Well done!

But lest we be tempted to spend too much time congratulating ourselves, it is worth stopping to reflect on the “lost decades” of tobacco control: the long period from the early 1960s to the 1990s when policymakers knew (or should have known) that tobacco was a large and growing threat to human health and life yet they failed to take effective measures. To cite just one example, the case for advertising bans was already strong in 1970 yet until recently only a handful of pioneering countries had taken meaningful action to control tobacco marketing.

As tobacco control veterans here well know, the main cause of this lack of action was the tobacco industry’s skilled use of money and influence to sabotage effective tobacco control policies. Health ministry officials in many countries have had the sickening experience of drafting robust tobacco control bills only to have them gutted at the last minute when some well-connected tobacco firm called in political favours.

It is to stop this political sabotage that the Parties to this Convention agreed on Article 5.3 on tobacco industry interference. Now Parties face the tough challenge of implementing this article and have therefore chosen to work on guidelines.

Sometimes tobacco industry interference is obvious: payments or gifts to government officials to stop tobacco control measures. But often the interference is more subtle, taking advantage of the rules many governments adopt to ensure that legitimate interests are heard before policy decisions are taken.

In many areas of public policy, it makes sense to consult multiple stakeholders and look for the muddy middle ground of compromise, where almost everybody gets at least some of what they asked for. But “compromise” makes no sense when governments weigh the health of millions of their citizens against the commercial interests of an industry that makes money by selling an addictive product that kills half of its long-term users.

The first principle of the 5.3 guidelines needs to highlight this contradiction, which is why the FCA has proposed the following text: “There is a fundamental and irreconcilable conflict between the tobacco industry’s interests and public health policy.”

For similar reasons, we urge Parties to eliminate references to “good governance” from the draft guidelines. This is a term which means different things in different places, but often involves consulting all “stakeholders” to minimise the negative impacts of proposed new policies. This gives the industry the opportunity to delay urgently needed measures and a soapbox to trumpet its groundless economic arguments. (“Smoking bans will cost restaurants 30 per cent of their

JAPAN: THE CONTINUING SCOURGE OF CIGARETTE VENDING MACHINES

Cigarette vending machines are a distinctive and important feature of cigarette marketing in Japan. The better access that the vending machine approach offers to potential smokers, and the display window space, have been identified as the two main factors contributing to the success of foreign cigarette brands in Japan. Philip Morris described Japan as a “vending machine society” and noted that its success in Japan depended on the need to exploit vending machines.

A recent study conducted by the Japan Vending Machine Industry Association reported that there were around 650,000 vending machines operating in the country at the end of 2004, a figure which has now decreased to 440,000. Tobacco products have the second highest share of sales from vending machines after packaged drinks. The study found that vending machine cigarette sales generated income of around 2 trillion yen (around US\$20 billion) and represented 43 per cent of total annual cigarette sales in Japan.

August 2008 saw the introduction of an adult identification card (TASPO), without which cigarettes cannot be purchased from a vending machine. Following its introduction, the number of minors arrested for smoking decreased.

Nonetheless, this is a temporary and ultimately ineffective measure. The results of an experiment conducted on Tanegashima island indicate the possibility of a future rise in arrests as minors use their parents' cards or borrow them from other adults. According to the Japan Tobacco Association, only 18 per cent of the estimated population of smokers has so far been issued with TASPO cards.

Although after April 1996 the Association of National Tobacco Retailers Co-operatives voluntarily required its members to cease operating outdoor cigarette vending machines between 11 pm and 5 am, no formal regulations in Japan govern the number of machines, their place of installation or operating hours. (Fukura, in Aomori Prefecture, is the exception being since April 2001 the only town in the country with an ordinance prohibiting outdoor cigarette vending machines).

A further problem concerned illegal installation of street-side vending machines. A survey dating from 1994, by the Protruded Vending Machine Monitoring council, said that around 56 per cent of machines on the street were illegal. Complaints by anti-smoking groups led to a dramatic fall in the number of illegal vending machines. But in the period prior to this, according to a 1990 survey by the Epidemiology Department of the National Institute of Public Health, 61.1 per cent of junior high school boys and 77 per cent of senior high school boys who smoked said that they had purchased cigarettes through vending machines, and that vending machines were considered to promote smoking to minors.

The clear conclusion is that vending machines should be prohibited in order to prevent sales of cigarettes to minors.

FCTC Article 16 recommends that Parties must prohibit the sales of tobacco products to minors, which includes measures ‘ensuring that tobacco vending machines under its jurisdiction are not accessible to minors and do not promote the sale of tobacco products to minors’. Protecting minors, as the most vulnerable group, also demands implementation of comprehensive bans on tobacco advertising and promotion, as recommended by Article 13, and ensuring vending machines do not promote tobacco purchases.

In Asia, cigarette vending machines are already prohibited in Malaysia, Singapore and Thailand.

Dr. Manabu Sakuta, Chairman Japan Society for Tobacco Control

Mr. Kyoichi Miyazaki, Secretary General, JAAT
Smoke-free Japan, Japan Association Against Tobacco

BAT'S AFRICAN FOOTPRINT

This year marks the 100th anniversary of BAT in Africa, an anniversary to mourn rather than celebrate.

BAT, the world's second largest tobacco multinational, has a tiny market share in Britain but, due to the company's colonial past, it has a virtual monopoly in parts of Africa, and a heavy footprint to match.

Tobacco control activists in Britain are ashamed of this legacy. This year Action on Smoking and Health (ASH) organised a mass demonstration of young people at BAT's Annual General Meeting in London. One thousand young anti-smoking campaigners each left their own footprint on the pavement outside BAT headquarters - a thousand shoes, each representing a hundred potential deaths.

The activities they were protesting about in Africa included tobacco marketing campaigns that target children and young people, unpaid child labour and deforestation. BAT's shareholders were forced to face the fact that they have profited from death and destruction in some of the poorest countries in the world.

Tonight there will be a screening in the Hilton Hotel of a shocking BBC documentary about British American Tobacco's recruitment of child smokers in Africa. This documentary is based on ASH's research into BAT's activities across Africa, and from testimony and evidence given by Framework Convention Alliance members across the continent.

In a hard-hitting investigation, businessman Duncan Bannatyne (of the BBC TV series *Dragon's Den*) travels to Malawi, Mauritius and Nigeria and discovers tactics BAT is using which circumvent bans on advertising and raise the profile of cigarettes in countries where doctors are already predicting a

potential epidemic of smoking-related diseases. This comes after an ASH investigation raised concerns about the marketing techniques used by the company which led BAT to say that it is not targeting young people.



Entrepreneur Duncan Bannatyne outside BAT headquarters in London

BAT's own marketing code acknowledges that single cigarettes are particularly attractive to young people (who may not be able to afford a whole packet of cigarettes) and BAT claims it does not encourage the sale of single sticks because it encourages youth access. Yet in Mauritius, Bannatyne discovers special pots which BAT distributed to shops making it easier for them to sell single cigarettes. In Malawi and Nigeria he discovers posters that BAT produced depicting single cigarettes and showing the price of a single cigarette.

He also meets children as young as 11 who are buying single cigarettes and already developing a nicotine habit. In secretly-shot footage, the programme shows the *pungwe*, or music events, organised by BAT in Malawi which show cigarettes as sexy, exciting and fun. The concert features some of Malawi's most popular bands wearing branded T-shirts.

Bannatyne says, "I would rather swim in shark-infested waters with my left arm hanging off than invest or work in this abysmal and uncaring industry."

It is estimated that even at current levels of consumption BAT products will in the long run kill over 100,000 Africans each year. But sales are rising year-on-year, particularly among women and young people, so the number of deaths will rise too.

It is hardly surprising that BAT remains upbeat about its prospects in Africa. An internal BAT document noted: "*We should not be depressed simply because the total free world market appears to be declining. Within the total market, there are areas of strong growth, particularly in Asia and Africa...It is an exciting prospect.*"

But Africa is fighting back. As Akinbode Oluwafemi, a tobacco activist and Framework Convention Alliance member from Nigeria wrote in ASH's latest report, with the help of the FCTC, "Africans are now standing up to the industry and are full of hope that the tobacco scourge will be wiped from this continent over the course of this century."

Deborah Arnott

Director, Action on Smoking and Health UK

Links to ASH reports about BAT:

BAT's African Footprint http://www.ash.org.uk/ash_zuufw093.htm

You've got to be kidding - How BAT promotes its brands to young people around the world www.ash.org.uk/html/conduct/pdfs/batreport2007.pdf

BAT in its own words - shows, using industry documents revealed in litigation, how BAT hides the damage it causes to health, development and the environment behind a mask of so-called 'corporate social responsibility'. www.ash.org.uk/html/conduct/pdfs/bat2005bw.pdf

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business." "An advertising ban will drive magazines out of business." etc.)

Governments may need to interact with the tobacco industry from time to time: it is difficult to regulate an industry without first monitoring it and demanding information from it. But given the industry's desperate need to frustrate meaningful regulation, and hence to corrupt, capture or disrupt the

regulator, such interactions need to be transparent.

Tackling tobacco industry interference in policymaking is essential to speed up our collective response to the tobacco epidemic and stop wasting critical time and scarce resources. That is why history may judge strong guidelines on Article 5.3 to be as important as the rest of the excellent work being done here this week.

WELCOME TO THE SURREAL WORLD OF BAT

Heard the one about the tobacco industry executive who smokes a cigarette after a couple of bottles of decent red wine, then wakes up the next day and asks himself, "What was I thinking?"

According to award-winning journalist Jane Cadzow of the *Sydney Morning Herald*, the man is no joke. He really exists. His name is David Crow and he is chief executive of British American Tobacco Australia. Since he only takes the occasional puff on a cigarette, he is pretty much like the 80 per cent of the company's 1,100 staff who don't smoke.

Cadzow was given rare access to the national headquarters and members of the management corps of BAT Australia. Her article, published in the paper's *Good Weekend Magazine* in September, threw some light on a traditionally secretive industry. An industry that is responsible for more deaths in Australia than car crashes, AIDS, illegal drug use, murder, suicide, alcohol use, infectious diseases, drowning, falls and other accidents combined.

The picture that Cadzow paints is weirder and more cynical than even the average activist could imagine.

Most managers at BAT Australia don't smoke

"I have been interested (in cigarettes). It's the product we sell. But I've never had an attraction to the product to the extent that I would make it a habit." – Andreas Vecchiet, regional director corporate and regulatory affairs for Australasia.

"Terrible habit." – Sean Fenton, manager of secondary manufacturing.

"My son smelled it on me . . . and said, 'They teach us at school how bad it is for you. I really think you shouldn't do that.' - Jon Horbury, national sales centre manager, on his latest attempt to quit.

They don't want their children to smoke . . . or be seduced into smoking

"(If my children decided to smoke) I would encourage them to review the decision." – Andreas Vecchiet.

"I don't want them to go anywhere near it. It's bad for you. We *know* it's bad for you. It says it on the pack." – David Crow.

"I don't want my kids going down the road and seeing

billboards of, you know, Marlboro Man." – David Crow.

They see themselves as dynamic, their business as funky

"People (who make and market cigarettes) . . . love a challenge. They want to work in a funky, edgy kind of business." – David Crow

The competition between brands is "sort of a three-way shoot-out. It's mortal combat. I mean it's hilarious." – David Crow

"Generally we recruit people who are very competitive and want to be the best." – Paul Eagle, head of organisational development.

"...if you can defend tobacco, you can defend anything." – Bede Fennell, public affairs director.

They are in two minds about tobacco control

"The challenge is tougher, so the environment is more vibrant. You've got to use your brain more. It's more creative." – David Crow

"Aesthetically, it (a pictorial health warning) just doesn't look very nice. It looks pretty bloody ugly." – David Crow

They bask in the glow of their company's goodly works

The company gives staff time off to plant trees and makes donations to charities. It funds anti-littering campaigns aimed at picking up its own butts.

"We say we are the responsible tobacco manufacturer." – Bede Fennell.

And – not surprisingly – even the walls at BAT talk doublespeak

In the reception area there are photographs of broadly smiling employees with testimonials to the joy of working for BAT: "All my heart and mind needs are met". "It makes me happy and alive." "The goals of the company are close to my heart."

But it is in BAT Australia's 'Dunhill Essence Room' where a sign finally tells the unvarnished truth...

"SMOKING KILLS"

FCTC LOGO ADOPTED

Plenary yesterday decided in favour of the proposed logo, in the six UN languages, as a vehicle for strengthening the FCTC's visual identity.



FCTC

اتفاقية منظمة الصحة العالمية الإطارية
بشأن مكافحة التبغ



FCTC

WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL



FCTC

РАМОЧНАЯ КОНВЕНЦИЯ ВОЗ
ПО БОРЬБЕ ПРОТИВ ТАБАКА



FCTC

世界卫生组织
烟草控制框架公约



FCTC

CONVENTION-CADRE DE L'OMS
POUR LA LUTTE ANTITABAC



FCTC

CONVENIO MARCO DE LA OMS
PARA EL CONTROL DEL TABACO

LA MISE EN ŒUVRE DE LA CCLAT EN AFRIQUE: LE CAS DU NIGER

Le 9 novembre 1999, SOS Tabagisme-Niger publiait sa 1ère déclaration publique en tant que structure de lutte contre le tabac au Niger. Pour beaucoup de Nigériens, ce fut une surprise. Le sujet était tellement méconnu et le produit bénéficiait d'une telle acceptation sociale qu'il apparaissait utopique de lutter contre.

En dépit de l'incompréhension générale, des pressions voire des menaces, mais aussi et surtout du manque de moyens, les acteurs de la lutte contre le tabac ont continué ce combat avec détermination. L'objectif principal était d'inscrire la question du tabagisme sur l'agenda social et de faire en sorte que l'Etat, les médias et les organisations de la Société Civile comprennent la nécessité de cette lutte et s'engagent à leur niveau.

Quel bilan aujourd'hui ?

De 1999 à 2008, 8 ans se sont écoulés, 8 ans de lutte acharnée, caractérisée par des procès, l'organisation de séminaires et d'ateliers, de conférence de presse, de diffusion d'informations avec cette même finalité de démontrer la nécessité d'une lutte active contre le tabagisme. Mais 8 ans après, le Niger s'impose comme un pays leader en Afrique en matière de lutte contre le tabac.



Les kiosques avant l'application de la Loi. l'apposition

Malgré les hésitations, le Niger a très vite ratifié la CCLAT, première convention internationale en matière de santé publique. En application de cette convention, le Niger a été l'un des premiers pays en Afrique à avoir adopté

une loi antitabac qui prend en compte les grandes orientations de ce traité.

En dépit des actions de lobbying de l'industrie du tabac afin de remettre en cause cette loi ou du moins d'en affaiblir les dispositions, le gouvernement du Niger a adopté en conseil des ministres du 17 juillet 2008, son décret d'application, entré en vigueur le 11 septembre 2008. Depuis lors, la publicité directe et indirecte est totalement interdite dans le pays. Toute opération de parrainage est interdite lorsqu'elle a pour effet, la promotion ou la publicité directe ou indirecte en faveur d'un produit du tabac. De même, il est interdit de fabriquer, distribuer gratuitement ou de vendre des jouets ou tout autre objet ayant la forme du tabac ou susceptible de rappeler un produit du tabac. Il est également interdit de fournir un produit du tabac à titre gratuit ou en contrepartie de l'achat d'un produit ou d'une prestation de service. Enfin, il est interdit de fumer dans les lieux de travail et d'accueil du public. Cette interdiction de fumer s'applique dans les lieux fermés et couverts notamment des administrations publiques et privées, des entreprises, gares ... Elle s'applique également aux espaces non couverts des établissements scolaires ainsi qu'aux

établissements destinés à l'accueil, à la formation ou à l'hébergement des mineurs. Les moyens de transport sont aussi concernés : avions, trains, taxis (de ville ou de brousse), bus de transport, véhicules particuliers en présence de passagers non fumeurs, ascenseurs. Toutes ses dispositions sont entrées en vigueur aujourd'hui.

La loi prévoit également

d'avertissements sanitaires avec des images sur au moins 30% de la surface d'un paquet de cigarettes en recto verso. Cette disposition constitue l'un de nos prochains défis.

La loi stipule par ailleurs que les fabricants et les distributeurs des produits de tabac sont civilement



Démantèlement de kiosque après l'entrée en vigueur de la loi.

responsables des dommages causés du fait de la consommation de ces produits. Les textes permettent désormais aux victimes d'intenter une action directe contre les fabricants et les distributeurs en cause. Elles ont la possibilité de se faire assister par les organisations de lutte contre le tabac, ou par un conseil de leur choix. La loi a prévu des agents de l'Etat en charge de faire respecter cette loi : agents de la police sanitaire, forces de défense et de sécurité, inspecteurs de surveillance et de contrôle des normes. Parallèlement, la loi confère le droit aux organisations de lutte contre le tabac de se constituer partie civile pour toute infraction à la loi.

Il apparaît donc clairement que la société civile joue un rôle prépondérant dans le cadre de la mise en œuvre de la CCLAT.

Alors nous pouvons !

Par SAOUNA Inoussa
Président SOS Tabagisme-Niger

SAVE LIVES AND MONEY: WHY AN ILLICIT TRADE PROTOCOL MUST BE A PRIORITY

Late yesterday a draft decision for the illicit trade protocol was presented to Committee A. It is wholly inadequate. Parties expressed firm commitment at COP 2, reinforced by the decisions taken at the first and second INBs, to a programme of work that would deliver a strong and effective protocol. Yet the draft decision requires that any additional work will not happen without further extrabudgetary contributions. This is on top of the Euro 1.15 million (around US\$1.5 million) in extrabudgetary contributions already committed by the European Commission to pay for INB3.

FCA urges Parties to remember why we need a protocol and make a commitment to fund its development in the core budget. This is not an optional extra but a vital part of effective tobacco control, which saves lives and money.

International co-operation between customs in Europe, Asia and the Middle East recently led to the seizure of around 40 million cigarettes in Singapore and another 20 million in Greece. The six container loads were all bound for the European market and would have resulted in tax losses of Euro 18 million (US\$23 million), sufficient to pay for over three years

funding for the Secretariat. This is just the tip of the iceberg of illicit tobacco.

The global market share of the illicit trade in cigarettes is estimated at over 10 per cent, leading to losses in government revenue worldwide each year of between US\$40 and US\$50 billion. This lost revenue also reduces the amount of money governments have available for state-funded health care.

Raising the price of tobacco is the most effective lever to reduce tobacco consumption in both high- and low-income countries. Price increases through taxation are undermined by the illicit trade in tobacco, which makes cheap cigarettes widely available.

A protocol will expand co-operation and enhance law enforcement measures on a global scale, so helping Parties tackle smuggling more effectively. But in order to tackle the illicit trade effectively demands choking off supply. The cigarettes recently seized on their way to Europe cannot be traced back to their source because of the lack of a tracking and tracing system. Tracking and tracing is, therefore, an

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START THINKING SERIOUSLY ABOUT CESSATION

The third session of the Conference of the Parties began with a sense of optimism, as Parties at the opening plenary reaffirmed their commitment to tobacco control and expressed the need for strong treaty instruments.

Many Parties highlighted their key tobacco control achievements. Collectively, these comprise an impressive list of accomplishments that span the range of effective tobacco control interventions. Other Parties expressed their positions on COP-3 agenda items, specifically the draft guidelines on Articles 5.3, 11 and 13 of the FCTC.

Still other Parties called attention to less prominent agenda items that are particularly relevant to them and are critical components of effective tobacco control. One of these issues is Article 14, which addresses tobacco dependence and cessation.

If current trends continue, the number of tobacco users worldwide is expected to reach 1.6 billion by 2025, according to the World Bank 1999 report, *Curbing the epidemic: government and the economics of tobacco control*.

As the FCTC continues to be implemented around the world, an ever greater number of these users will be motivated to quit, and Parties will need to respond to their needs.

We commend Parties that have already raised this issue and called for the establishment of a working group to develop guidelines for the implementation of Article 14. This move would be a crucial first step in treating tobacco dependence worldwide.

This week Parties have an enormous opportunity. Their decisions will determine the course of the treaty – how it will be implemented and how effective

it will be in curbing the epidemic that threatens to claim one billion lives in this century alone.

Parties also face a tremendous challenge. The COP-3 agenda is an ambitious one, and Parties will need to discuss and achieve consensus on a wide range of important issues. As the deliberations continue, we urge delegates to remember that tobacco dependence is a disease which must be addressed. The FCTC can be made more effective in ending the epidemic of death, disease, and disability due to tobacco when treatment of tobacco dependence is effectively included in a comprehensive tobacco control programme.

Al Munzer
Framework Convention Alliance
Catherine L Jo
American Cancer Society

REGIONAL WARS AGGRAVATE IRAN'S BATTLE AGAINST TOBACCO

Implementation of tobacco control in each country is shaped by unique social, cultural and political considerations. Iran offers a particularly testing blend of these.

Iran is a country of 70 million people, mostly under the age of 30 years. A significant number of the nation's young people tend strongly towards smoking and they are influenced by the traditional form of tobacco consumption: water pipes.

Iran shares borders with nations such as Iraq and Afghanistan that are experiencing immense political and economic turbulence – problems which are spilling into Iran in the shape of illegal immigrants and illicit trafficking of goods and humans.

Tobacco importation has been a government monopoly in Iran since the creation of the Iranian National Tobacco Company about a century ago. But the illicit cross-border trade in tobacco from failed or weak states is huge and negates Iranian central government control. Large quantities of illicit tobacco products are smuggled into the country daily on small boats that cross from Arab states in the south of the Persian Gulf or on the backs of camels and donkeys travelling via obscure routes over mountain passes.

Illicit traffic has flooded the Iranian market with various brands of cigarettes and other forms of tobacco, no matter how hard government agencies have sought to combat the problem.

Iran's fight against tobacco consumption began in the early 1990s when the national parliament passed legislation restricting tobacco consumption in the workplace, tobacco advertising and the illicit trafficking of tobacco products. But these measures proved insufficient. According to World Health Organization (WHO) statistics, consumption of tobacco products in Iran has been on the rise in recent years.

Later, Iran joined intensifying efforts by the global community to fight tobacco consumption worldwide. The country was an active member of the group of WHO member states that initiated negotiations for the Framework Convention on Tobacco Control (FCTC).

Throughout the negotiating phase, Iranian representatives were

among the most active participants from the developing world. Iran was a founding member of the FCTC, officially ratifying it in November 2005, and after the treaty came into effect Iran represented the EMRO region and served two years as one of its vice-presidents.

National ratification of the FCTC was a turning point for the internal battle against tobacco consumption. The Iranian Ministry of Health initiated a process to implement the Convention in Iran and this resulted in the adoption of the Comprehensive National Tobacco Control Law, in September 2006.

Working groups dealt with different aspects of tobacco control; their efforts leading to the issuing of government decrees. For example, a decree was issued to the National Tobacco Company on displaying health warnings on tobacco product packaging.

The Iranian Anti Tobacco Association has played a critical role in the struggle to reduce tobacco consumption. It made the issue an urgent one in the eyes of the public and officials and is possibly the most vibrant NGO in all of Iran. The association continues to be highly vigilant of tobacco industry strategies to win influence within Iranian society.

Tobacco control in Iran remains a complex matter. It is dependent on the political will of officials to implement the laws, the country's ability to contain the influx of illicit tobacco products, international support and technical assistance and strengthening civil society's resolve to continue to fight against the deadly habit of tobacco use.

Ali Abdolahinia
Research Manager
Iranian Anti Tobacco Association

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essential element of an effective protocol, backed up by measures to control the supply chain through customer verification and identification and licensing.

But what was identified by the Parties at the last INB was that more work was needed in a number of areas to ensure the development of a protocol that would be effective for high- as well as low-income Parties.

The draft decision here in Durban makes no reference to the work items identified

by the Parties as essential. The INB report called for a number of expert reviews, including a feasibility study for an international tracking and tracing system appropriate for both high- and low-income countries; of treatment of internet sales and duty free; the relationship of the protocol with other international instruments; customer identification and verification; security and preventive measures and the scope of the protocol.

Now is the time to stand up and be

counted. If you want an effective protocol on illicit trade, you are going to have to pay for it. And remember, as you agonise over whether it is worth it or not, the protocol will pay for itself many times over in the long run.

Deborah Arnott
Action on Smoking and Health

DIRTY ASHTRAY AWARD



Japan for supporting “CSR” and failing to recognise that this is marketing by another name.

ORCHID AWARD



All Parties that threw their weight behind civil society participation in the Article 5.3 Working Group.



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 Alliance Bulletin are those of the writers and do not necessarily represent those of the sponsors.

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JOVENES LIBRES DEL CONSUMO DE TABACO: UNA ASPIRACION DE TODOS

Por segunda ocasión, Panamá efectúa la encuesta mundial de tabaco en jóvenes (GYTS), estudio multicéntrico, descriptivo que se aplicó a una muestra representativa de 2,017 y 3000 jóvenes entre 13 – 15 años en el 2002 y 2008, respectivamente. En este estudio participaron chicos y chicas de escuelas públicas y privadas que cursaban el VIII, IX y X grado.

Sus resultados destacan un descenso porcentual de la prevalencia de vida del 46.9%; en tanto que se ha logrado un descenso porcentual del 67.4% en la prevalencia actual de consumo de cigarrillos en esta población la cual pasó de 12.5% en el 2002 (chicos: 13.2%, chicas: 10.7%) a un 4.3% en el 2008 (5.9% en chicos y 2.9% en chicas). La probabilidad de que los que nunca han fumado inicien el consumo el próximo año, reflejo un descenso importante con diferencias significativas entre ambos años y entre chicos y chicas, para el 2008. La Exposición al Humo de Tabaco de Segunda Mano (EHTSM) mostró descensos importantes tanto en el hogar como en espacios públicos, con diferencias estadísticamente significativas entre un año y otro.

Según esta encuesta, Panamá cuenta con cerca del 90% de sus jóvenes de 13 a 15 años que han indicado, que fumar en lugares públicos debe ser prohibido y que aseguran que definitivamente que el humo de otros es peligroso para su salud.

Vale decir, que el 82.5% de los jóvenes encuestados indicaron haber visto mensajes antitabaco en los medios de comunicación con un incremento de 5.2 puntos porcentuales con respecto al 2002 y con diferencias estadísticamente significativas para este indicador. Al indagar si el mes pasado vieron publicidad o promociones de productos de tabaco en revistas y periódicos, se obtuvieron diferencias estadísticamente significativas con respecto al 2002, tanto en el indicador general como en las opiniones de chicos y chicas, reportándose un descenso porcentual general de 15.9% y de 11.9% y 19.2%

para chicos y chicas, respectivamente, a pesar de la reciente aprobación de la prohibición total de la publicidad, promoción y patrocinio de los productos de tabaco. En la GYTS Panamá, 2008 el 56% de los entrevistados ha leído las advertencias sanitarias y el 66.3% ha visto las imágenes o pictogramas en los paquetes de cigarrillo, en los últimos 30 días.

Por otro lado, el 54.3% y el 65.9% de los fumadores para los años 2002 y 2008, respectivamente indicaron que quieren dejar de fumar en tanto que el 7% y el 5.3% de los fumadores indicaron que generalmente fuman o se han sentido con ganas de fumar inmediatamente se levantan de dormir.

En general puede decirse, que es necesario garantizar la existencia permanente de mecanismos efectivos de vigilancia de las medidas de control de la demanda y de la oferta de productos de tabaco que rigen el territorio nacional, en función de que el país cuenta con un marco legislativo integral, para lo cual la GYTS ha demostrado ser una herramienta eficaz, por permitir además, la comparación entre países.

Reina Roa. MD. MSP

HALFWAY THERE?

OK, karaoke fans, let's see some flags in the air. Time for a chorus from Bon Jovi's megahit "Livin' on a prayer":

"Whooah, we're half way there

Whooah, livin' on a prayer

Take my hand and we'll make it - I swear

Whooah, livin' on a prayer"

.....half a COP left and we're still praying for strong guidelines and a decent budget.