



INB-5 Thursday

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“Globalisation and international trade are powerful world forces. Governments should ensure that they are harnessed to protect lives, so that our common wealth can also work for the common health. The FCTC should include measures to ensure health takes precedence over trade.”

*Datuk Dr P Krishnan
President
Commonwealth Medical
Association
Malaysia*

DEATH CLOCK

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

12,062,520
people have died from tobacco-related diseases.

(At 9 am 24 October 2002)

ALLIANCE BULLETIN

Framework Convention on Tobacco Control

Geneva, Switzerland

Issue 34

24 October 2002

Big Health confronts Big Tobacco – Marlboro Man instructed to butt out of anti-smoking initiatives

The world's leading cancer, heart and lung organisations will today issue a direct challenge to Philip Morris, British American Tobacco and Japan Tobacco International to stop their worldwide programme of youth smoking prevention (YSP) campaigns.

In an open letter to the companies, the organisations* call on Big Tobacco to 'cease and desist'. (See letter inside.) The letter also highlights a comment in Dr Brundtland's opening speech at INB-5 where she warned governments not to get involved with tobacco companies' programmes as these would "ultimately work against the health of the people".

That advice adds yet more humiliation for Germany, one of the richest and most powerful nations on earth, which has accepted over €10 million from Big Tobacco companies as an alternative to having its own credible tobacco policy.

A short briefing on tobacco industry YSP is available from WHO and this and more information on tobacco industry malpractice is available at www.ash.org.uk/?contact.

**International Union Against Cancer (UICC); International Union Against Tuberculosis and Lung Disease (IUATLD) and the World Heart Federation.*

Antecedente de los EE UU en tratados internacionales

Cuando decidan cuanto esfuerzo dedicar en formular un texto del Convenio Marco que los Estados Unidos podría desear ratificar, los delegados deberían considerar el antecedente en los Tratados Internacionales:

Los Estados Unidos:

- No ratificaron el Tratado de Prohibición Completa de los Ensayos Nucleares (aunque el presidente Clinton lo firmó);
- No se convirtieron en Parte del Convenio Internacional de los Derechos Económicos, Sociales y Culturales;
- No se unieron a la Convención

para la Eliminación de todas las formas de Discriminación contra la Mujer;

- No ratificaron la Convención de los Derechos de los Niños;
- Todavía no han firmado o ratificado muchos Convenios claves de la Unión Internacional del Trabajo;
- Se excluyeron, unilateralmente, del Tratado ABM;
- No se incluyeron en la Convención de Ottawa sobre la Prohibición de minas terrestres;
- No firmaron el acuerdo para crear la Corte para el Crimen Internacional;
- No firmaron el Protocolo de Kyoto sobre el Calentamiento Global.

Swiss commission gives green light to advertising directed at teens

In the midst of INB-5, the Swiss Commission on Fair Advertising has ruled that tobacco advertising in trendy youth magazines is legal.

The self-regulatory agency for the advertising industry rejected a complaint by the Swiss Consumer Protection Foundation that Philip Morris, BAT and Japan Tobacco were violating a 1992 agreement with the Commission not to target advertising at minors by advertising in free youth magazines that are distributed in

shops and bars.

The publishers of the magazines insist that the magazines have less than 25% underage readership. Yet one of the magazines, on its website, boasts to advertisers that "younger readers between the ages of 14 and 18 are disproportionately likely to react to events and contests."

Now, does anybody still think a ban on youth-targeted advertising is a practical idea?

Today's Weather: Overcast with showers at times. (Sound familiar?)
High 11 °C Low 7 °C

Reafirmemos el derecho de los gobiernos de proteger a sus ciudadanos

Dado que los productos del tabaco son ampliamente comercializados en todo el mundo, ¿qué justificación habría para excluirlos de los tratados internacionales que gobiernan el comercio del resto de los productos?

La industria del tabaco, y algunos gobiernos vinculados a las multinacionales tabacaleras, consideran el tabaco como “un artículo de gusto de los adultos”; ¿hay algo equivocado en este punto de vista?

La respuesta es simple. Primero, el humo del tabaco contiene sustancias altamente nocivas, que conducen a enfermedades crónicas y muerte prematura. Los productos del tabaco son especiales, dado que son los únicos productos de consumo que matan cuando se utilizan adecuadamente.

Segundo, el tabaco contiene nicotina, una sustancia altamente adictiva. El uso experimental del tabaco entre los jóvenes conduce a una dependencia física crónica, que hace que cuando son adultos fumadores les sea imposible optar libremente sobre dicho consumo.

La mitad o más de todos los fumadores quisiera abandonar el hábito, pero la mayoría de ellos no tiene éxito — debido a su adicción a la nicotina. La mitad de los fumadores habituales morirá prematuramente a causa de la adicción a un producto altamente peligroso.

En los países industrializados, el cáncer de pulmón se ha convertido en la forma más común de cáncer, y las enfermedades cardiovasculares vinculadas al consumo de tabaco el factor más importante de acortamiento de la expectativa de vida. Años de experiencia han mostrado que legislaciones estrictas sobre el control del tabaco son necesarias para revertir estas tendencias.

Para compensar la reducción de sus ventas en los países industrializados, las multinacionales del tabaco están comprometidas en un gran esfuerzo en expandir sus mercados en los países de bajos ingresos de África, Asia y el antiguo mundo socialista. Si las tendencias continúan, los países de bajos ingresos enfrentarán la misma devastadora epidemia que actualmente está afectando a los países industrializados.

Mientras tanto los productos del tabaco sean tratados como “artículos de gusto de los adultos” bajo las reglas de la OMC y otros tratados de libre comercio, aunque los gobiernos desearan impedir el adicción al tabaco y las enfermedades tabaco-dependientes en sus países, se verían impedidos de hacerlo.

Los presupuestos de salud de los países de bajos ingresos son ya insuficientes para enfrentarse a la Tuberculosis, HIV/SIDA, malaria y la malnutrición, y no deberían ser forzados hacia otra epidemia aun más costosa.

Nosotros sabemos que el tabaco es un producto de consumo especialmente peligroso y adictivo, y que solo la legislación y las políticas impositivas pueden reducir las muertes causadas por su consumo.

Nosotros sabemos que otros tratados tienen predominancia sobre las normas del comercio, por ejemplo, los de protección del medioambiente. ¿Cuál es la razón que impida hacer lo mismo con el Convenio Marco, e incluir un texto que dé prioridad a la salud sobre el comercio?

Muchos delegados están preocupados sobre la imposibilidad de alcanzar un consenso que permita un Convenio Marco fuerte, y sienten que un lenguaje comprometido es necesario. La experiencia de convenios sobre el medioambiente ha mostrado que se logra un mayor progreso cuando el texto es fuerte, aun cuando algunos países no deseen apoyarlo.

Solo unos pocos países están en contra de un Convenio fuerte, y aunque ellos están dentro de los económicamente más poderosos, un Convenio Marco fuerte sin ellos sería más efectivo que un texto de compromiso.

No deberíamos sacrificar la causa de la salud pública ante el comercio, debilitando en gran forma el tratado y la autonomía de los países para proteger a sus ciudadanos, simplemente por obtener un consenso. Después de todo, no estamos aquí para asegurar un consenso, sino para elaborar un tratado fuerte que reduzca el consumo de tabaco y los devastadores problemas que resultan de él.

—Theodor Abelin, MD, MPH, emer. Professor.
Presidente, World Federation of Public Health
Associations



¿Tengo pinta de bien entender los riesgos?

Smug about smuggling?

Everyone seems quite happy with the illicit trade language (obviously things are different when it is money rather than life that is at stake). But are the smiling delegates of the European

Union, Canada and the USA just a little bit too pleased with themselves?

The agreed text in Article 15.3 and article 15.5 is potentially very powerful. But it is also potentially very weak. Some means must be found to elaborate on the general and broad obligations to mark packs, to monitor, control

and document the trade, and to cooperate. Options include specifying conditions in a mandatory licensing scheme or specifying the operational detail as required in a protocol. A subsidiary body on implementation could be formed to guide the parties on implementing article 15.



To: Tobacco companies

From: International Union Against Cancer (UICC)
International Union Against Tuberculosis and Lung Disease
World Heart Federation

25th October 2002

Re: Tobacco company youth smoking prevention initiatives – request to cease and desist

We represent hundreds of civil society organisations worldwide engaged in promoting health and reducing the burden of disease - including cancer, heart disease and respiratory illness - and the poverty, economic hardship and blighted lives caused by tobacco use.

Despite its very substantial role in causing and promoting the tobacco epidemic, which is set to claim one billion lives in the 21st Century, tobacco companies are increasingly attempting to position themselves as part of the solution, particularly by promoting ‘youth smoking prevention’ initiatives in over 150 countries. We oppose this move without qualification, and we call on the tobacco industry to stop all its youth smoking prevention initiatives immediately.

We agree with the Director General of the World Health Organisation, Dr Gro Harlem Brundtland, who said at the opening of the 5th round of negotiations on the Framework Convention on Tobacco Control (FCTC) on 15th October 2002:

"In defining smoking exclusively as a youth issue, the tobacco industry is in fact detracting from genuine efforts to prevent youth from starting to smoke and helping smokers to quit. Though many government health departments are short of funds, money from the tobacco industry will inevitably distort public health priorities and ultimately work against the health of the people. So we strongly advise governments to avoid such funding or any form of partnership with tobacco companies. While tobacco companies fund and develop their own information campaigns to inform young people that smoking is an “adult choice”, studies show that, at best, these campaigns have no effect to reduce or prevent youth smoking. In some cases, they may actually encourage young people to smoke. We must oppose this move and are calling on tobacco companies to stop all youth smoking prevention initiatives without delay."

Despite its rhetoric and public relations, the tobacco industry is not part of the solution. It supports only those measures known not to work, while vigorously opposing measures – such as raising taxation, complete advertising bans, powerful media campaigns and smoke-free policies – that do have an impact on both youth and adult smoking. Despite warnings from the public health community the tobacco companies have pressed on regardless with this campaign, and provided no evidence of its effectiveness.

It is time to halt these ineffective initiatives. No government should ever become involved in these campaigns and we believe that the tobacco industry should also heed this advice and stop this deceit without further delay.

Yours faithfully,

Dr. John Seffrin,
President
International Union Against
Cancer (UICC)

Dr. Anne Fanning
President
International Union Against
Tuberculosis & Lung Disease

Dr. Mario Maranhao,
President,
World Heart Federation

Tobacco industry youth smoking prevention programmes

The tobacco industry's youth smoking prevention (YSP) campaigns have three dimensions — reducing access, anti-smoking campaigns, and 'responsible' marketing (i.e. not targeted at kids). All are ineffective in the ways used by tobacco companies.

Youth access. Youth access measures can easily be used to brand tobacco as adult, and therefore attractive to kids. Ling et al (2002)¹ give a good account of the weakness of tobacco industry-supported youth access programmes (for example, ID cards, retailer compliance etc.), and comment on the tobacco industry's preference for them as follows: **"Youth access programmes have also been widely supported by the tobacco industry, perhaps because they reinforce the industry's key marketing message that 'smoking is for adults', which arguably makes smoking even more attractive to teens."**

Responsible marketing. The tobacco industry has advocated so-called "responsible marketing codes" that purportedly aim to restrict marketing that is targeted at or appeals to children. The best evidence shows that advertising restrictions are effective in reducing consumption only when they are comprehensive. A thorough review of the evidence by Saffer and Chaloupka (2000)² concluded that: **"Comprehensive advertising bans can reduce tobacco consumption, but that a limited set of advertising bans will have little or no effect. A limited set of advertising bans will not reduce the total level of advertising expenditure but will simply result in substitution to the remaining non-banned media."**

Youth anti-smoking campaigns. The campaign approaches chosen for tobacco industry youth smoking prevention always draw on the weakest, most ineffectual messages — usually stressing 'personal choice' or that smoking is for adults only. BAT emphasises the role of adult authority figures: **"However, through harnessing the expertise and understanding of all interested parties — including government, retailers, parents, teachers and young people themselves — we hope to ensure that YSP [youth smoking prevention] programmes are accepted and successful."**

But this is exact the opposite of the techniques used to sell cigarettes. BAT and Philip Morris are

heavily involved in Formula One motor racing, and use the world's fastest drivers and high tech sports to promote its product.

When the impact of Philip Morris's YSP advertising campaign was evaluated independently alongside the innovative 'truth' campaign (a US campaign run by teens, not tobacco companies), it was found to be *counterproductive*.³ The research found: **"Exposure to 'truth' counter-marketing advertisements was consistently associated with an increase in anti-tobacco attitudes and beliefs, whereas exposure to Philip Morris advertisements generally was not. In addition, those exposed to Philip Morris advertisements were more likely to be open to the idea of smoking."**

Purpose is public relations. Documents from Philip Morris note how YSP measures have been conceived to head off legislation that would be effective and therefore unwelcome — like the complete bans on tobacco advertising widely supported in the European Union. For example:⁴ **"As we discussed, the ultimate means for determining the success of this program will be: 1) A reduction in legislation introduced and passed restricting or banning our sales and marketing activities; 2) Passage of legislation favorable to the industry; 3) greater support from business, parent, and teacher groups."**



"Youth is beautiful, don't exchange it for cigarettes," says this Moldovan poster from BAT.

Photo: Irina Zatushevski

1) A reduction in legislation introduced and passed restricting or banning our sales and marketing activities; 2) Passage of legislation favorable to the industry; 3) greater support from business, parent, and teacher groups."

The offer of money to health ministries enables tobacco companies to shape their public health initiatives in a way that suits them — i.e. ineffective youth smoking prevention initiatives that detract from meaningful tobacco policies.

- 1 Ling P., Landman A. and Glantz SA. It is time to abandon youth access tobacco programmes. *Tobacco Control* 2002;11:3-6.
- 2 Saffer H. & Chaloupka F., The effect of tobacco advertising bans on tobacco consumption. *Journal of Health Economics*, Vol 19 (2000) (6) pp. 1117-1137.
- 3 Farrelly MC et al. Getting to the truth: evaluating national tobacco countermarketing campaigns. *Am J Public Health*. 2002;92:901-907.
- 4 Joshua J. Slavitt (Philip Morris) memo "TI Youth Initiative," 12 February 1991.

Déclaration de Montréal sur le contrôle du tabac

Du 15 au 18 septembre 2002, se tenait à Montréal (Québec) la toute première **Conférence internationale francophone sur le contrôle du tabac**, réunissant des délégués de toutes les régions de la francophonie. À la fin de ce congrès, le comité scientifique a proposé la déclaration suivante, en demandant aux participants intéressés de la diffuser le plus largement possible, en sollicitant l'appui du plus grand nombre d'individus et d'organismes. Les personnes souhaitant l'endosser sont priées de compléter le formulaire ci-bas et de l'envoyer par fax au secrétariat de la Conférence.

Nous, spécialistes du contrôle du tabagisme du monde francophone, réunis à Montréal, avons conclu que la lutte contre le tabagisme passe obligatoirement par une solution politique. L'industrie du tabac, en propageant la dépendance au tabac à travers le Monde, constitue le vecteur de cette épidémie qui tue 4 millions de personnes par année. Nous réclavons la mise en place d'une politique globale qui inclut un encadrement rigoureux de l'industrie du tabac.

L'Etat a la responsabilité de modifier les éléments de l'environnement social, créés en grande partie par l'industrie du tabac, qui rendent nos concitoyens vulnérables à l'épidémie tabagique. Les gouvernements doivent de toute urgence mettre en place un ensemble efficace de mesures, notamment réglementaires et fiscales, soutenu par un financement public permettant de contrôler l'épidémie et ses effets.

Il faut avant tout :

- Mettre fin à toute forme de promotion directe et indirecte de ce produit mortel, y compris le parrainage;
- Rendre le tabac moins accessible en augmentant les taxes et en maîtrisant la contrebande ;
- Protéger les non-fumeurs de toute exposition à la fumée du tabac ;
- Favoriser l'arrêt du tabagisme et rendre accessibles les aides au sevrage.
- Informer le public du contenu et des effets des produits du tabac.

Le tabagisme étant la source de l'enrichissement mondial des fabricants de cigarettes, leur opposition à ces mesures est avérée et en fait l'adversaire principal à combattre. La solidarité des pays de la francophonie est d'autant plus importante que les pays en voie de développement sont les nouvelles cibles des multinationales du tabac.

—Le Comité scientifique

1^{ère} Conférence internationale francophone sur le contrôle du tabac

<u>RÉSOLUTION OFFICIELLE</u>	Il est résolu que	<u>RÉSOLUTION OFFICIELLE</u>

	(votre organisme / institution) appuie la Déclaration de Montréal	
Proposé par :	_____	Adresse : _____
Appuyé par :	_____	_____
Date :	_____	_____
Signature :	_____	Tél. : _____
(lisible s.v.p.)		
Titre :	_____	Fax : _____
		Email : _____
Retournez par fax à : CIFICOT (Canada) 514-598-5283		

Fired for not smoking

Agency employee J. Elzenga was fired on the spot for refusing to light a cigarette when he went outside during the smoking break at the firm Steeg Packaging in Enschede, Netherlands.

About a year and a half ago the firm introduced cigarette breaks. Every morning and afternoon anyone who feels the urge can go outside for a cigarette. The non-smokers can have a cup of coffee but have to stay indoors. Elzenga wanted to go outside too, but just to get a breath of fresh air.

He was warned by colleagues that he had to light a cigarette otherwise he would not be allowed outside, but

he found that a lot of rubbish. Thereupon he was fired on the spot.

The firm's technical director Harbers said "It is indeed the case that only smokers are allowed outside, otherwise it gets a bit confusing. This gentleman had already had a warning for going outside without smoking, so he knew the rule." Harbers agrees that the whole incident seems rather peculiar. "We have a good anti-smoking policy, but this could be seen as a pro-smoking policy."

Afterwards the employee himself admitted he could see the funny side. "I've been fired for not smoking! Hard to believe, isn't it?"

Source: Twentse Courant Tubantia, 8 October 2002

The FCTC challenge: Stronger tobacco control in Central and Eastern Europe and the former Soviet Union

If the Framework Convention is ratified and adopted, how well will it be implemented in Central and Eastern Europe (CEE) and countries of the former Soviet Union (FSU)?

That's a question that had been troubling Roxana Bonnell of the Open Society Institute in recent months. To make sure that the answer to the question will be positive, Bonnell and her colleagues at the Open Society Institute have embarked on an ambitious program to strengthen tobacco control capacity throughout Central and Eastern Europe and Central Asia.

The Open Society Institute was created and funded by philanthropist George Soros and is committed to public health improvement in many areas of the world, including CEE and FSU countries.

A first step in strengthening tobacco control in CEE and FSU regions was to sponsor a workshop and training session to strengthen tobacco control advocacy skills among public health workers from twenty CEE and FSU countries. They were joined by experienced tobacco control workers from Western Europe and North America.

The workshop was held in one of the most beautiful of Alpine villages — Bled, Slovenia — from 26 to 28 September 2002. Slovenia has a most impressive tobacco control record. Comprehensive tobacco control measures, including a near-total ban on advertising, were imple-

mented in Slovenia in 1996. Now Slovenia is one of only five countries in all of Europe where smoking prevalence has fallen below 25%. (The others are the United Kingdom, Finland, Sweden and Norway).

But other countries of the region have a long way to go. Consider the desperate situation in Georgia as described by the Coordinator of the Georgian Tobacco Control Alliance, Dr. George Bakhturidze.

- 21% of deaths in Georgia are caused by smoking; smoking prevalence *increased* in the 1990s and now stands at 15% for women and 62% for men.
- British-American Tobacco has invested US \$15 million in Georgia; the Ministry of Education is collaborating with the tobacco industry.
- At least 75% of the cigarettes consumed in Georgia are smuggled. There are strong indications of heavy involvement and complicity of multinational tobacco companies in tobacco smuggling. Widespread corruption and administrative incompetence stand in the way of effective solutions to the smuggling problem.
- Officially, the government should receive about US\$90 million in tobacco taxes, but, in reality, only US\$18 million is collected. The Georgian government thus loses US\$72

million every year to tobacco smugglers.

Dr Bakhturidze is a determined public health worker, and determinedly optimistic that the situation will improve. (How could it get much worse?)

But Dr. Bakhturidze is very clear on one thing. Tobacco control in Georgia won't improve without help from the international community, and the very best help that the international community could give to Georgia would be to adopt the Framework Convention on Tobacco Control. "We need the strongest possible FCTC, and we need it sooner rather than later," he told his colleagues in Slovenia.

Regrettably, the complete lack of tobacco control in Georgia is a story that is repeated in most other countries of the Former Soviet Union and many in Central and Eastern Europe.

Dr Bakhturidze's message was delivered in Slovenia, but let us hope that it is heard in Geneva. Delegates to FCTC INB5 need to give George, and tobacco control workers like him all around the world, the help they need by quickly finalizing the strongest possible Framework Convention on Tobacco Control.

—Neil E. Collishaw,
*Physicians for a Smoke-Free
Canada and
Commonwealth
Medical Association*

Latin Americans decide to abandon concept of "mandatory consensus"

Latin American delegates decided in September that the concept of "mandatory consensus" was interfering with progress, and decided to replace it with "vast majority" (one or two countries in disagreement) and "majority" (more than half in favour). This critical decision stopped the "manipulation" that had taken place in previous meetings, when one or two countries successfully slowed the progress the majority was striving to accomplish.

The Inter-Sessional Meeting (ISM), held in Mexico City, brought together 48 delegates from 25 Latin American and Caribbean countries to analyse the new Chairman's text. The group was able to move far forward as compared to previous meetings, given their new decision not to bend to the will of one or two obstructionist nations.

High points of the meeting included agreement by a majority or vast majority on the following points:

- a) Public health should have priority over trade.
- b) Weak language such as "should" must be replaced by more committal language such as "shall".
- c) The text should read as "progressive elimination", rather than a "gradual elimination", with a date fixed for total elimination of tobacco advertising. Countries

also proposed to extend the ban to logos and the industry itself, not only its products (e.g. including indirect advertisement and sponsorship).

- d) Exclusion of the term "vulnerable groups" and the imprecise term "adequate" protection in article 8 on passive smoking.
- e) Use of Public Health criterion rather than ISO methodology, which is dominated by the tobacco industry, to evaluate the content and emissions of tobacco products.
- f) Inclusion of rotating messages with a pictogram that should be no less than 25% of the package, and elimination of the wording "sales to minors prohibited", since this terminology could encourage youth to smoke.
- g) Inclusion of the liability and compensation chapter.

The results of the meeting suggest that by abandoning the concept of uniform consensus, Latin America has ceased to be one of the weakest regions, moving instead to a position of support for a strong Framework Convention on Tobacco Control.

—Eduardo Bianco

Progress set to continue at blistering pace at INB-96

A semi-effective, moderately meaningful FCTC could be signed “within our lifetimes”, Chair José Felipe Feliz y de Paciencia Infinita optimistically told delegates yesterday at the opening of INB-96.

“We have reliable indications that the Government of Ngostan is in secret contact with people seeking to restrict the God-given right to advertise consumer products to adults,” Bush said. “And let me be very clear: if any country thinks they can



The return of FCTC negotiators to Geneva for INB-96 has sparked widespread excitement amongst smokers throughout the world.

oppose our red-line positions in Geneva and still get a cent from USAID, they’re dreaming. Whiting out meaningful text was our policy, is our policy, and will remain our policy.”

Meanwhile, there are reasonably reliable rumours that European Union efforts to reach consensus on arthritis treatment for EU delegates have reached a crisis point. “It’s those greedy Germans again,” seethed an anonymous Nordic delegate. “They keep blathering on about how Germany is the

“The death clock will pass 500 million during this six-week negotiating session,” a trembling Feliz reminded the Parties, with uncharacteristic directness. “That’s a sign we need to put our heads together and finally resolve the Article 37(b)(iii) debate we’ve spent the last two years on. Frankly, we’re also running out of paper to print text proposals and non-papers.”

“Point of order!” protested Pakistan patiently. “The paper problem is the product of pugnacious profligacy by the so-called Framework Convention Alliance. This morning’s Alliance bulletin was 104 pages long!”

“Point of privilege!” interjected the delegate from Ngostan. “The Alliance has 3,479 member organizations from 287 countries. Civil society has a right to be heard!”

“Point of compromise!” wailed Canada. “Why can’t we just all be nice people and try to get along?”

In an impromptu briefing at the White-Out House, President George X.Y.Z. Bush announced that the United States would now be pursuing a policy of “regime change” in Ngostan.

most geriatric country in Europe, so they should get 60% of the painkillers.”

The issue may be moot, in view of today’s release of a long-awaited expert report on air quality at the CIGG.

“It’s a miracle anybody in this building can still feel any pain at all,” said report co-author Franz Föhnli. “With the average age of delegates now approaching 86 years and levels of carbon monoxide 16.7 times above allowable limits, we are projecting 359 hospitalisations and 37 deaths amongst delegates. Boredom-induced catatonia and oxygen deprivation are the two biggest health challenges facing delegations.”

Apparently unaffected by reduced blood flow to the brain, Japanese representatives were spotted trying unsuccessfully to distribute free Mild Seven Meek cigarettes to African delegates. “It’s your adult choice, in moderation,” they crooned.



Deliriously happy to be back in Geneva for yet another INB.

Today’s {(Delegate³) Briefing[?]}

“Building Better Brackets”

***Starring:
Crack legal
minds recruited
by the Bureau***

**Salle 3
For ever**

The role of NGOs as advocates in the FCTC process

Can the FCTC be negotiated successfully without the active involvement of NGOs?

Governments, even though chosen by electoral processes, do not necessarily reflect public wishes in their policies. This is particularly important in relation to tobacco control, where the tobacco industry uses its influence on governments to garner support for their industry.

For example, a recent study on public support for international tobacco control shows that about three-quarters of the Japanese public are in favour of the FCTC process. One has to wonder why the Japanese delegation pushes for weak measures in the current FCTC negotiations and opposes most of the fundamental meas-

ures, including an advertising ban, which would do harm to the public they supposedly represent.

Non-governmental organizations have long been involved in working for strong tobacco control measures, and have come together under one banner in support of the FCTC. The Framework Convention Alliance (FCA) is made up of over 180 NGOs whose aim is to ensure that the FCTC is a strong treaty, able to effectively regulate tobacco globally.

There are two ways in which we could get government positions to coincide with public opinion. One is the FCA's role in lobbying, both as the body itself and through its individual members at a local level.

A second is to use the press to inform the public of the trends being discussed at intergovernmental meetings, so that people can then lobby locally. Are the public in Japan, Germany and the United States aware of what their governments are misrepresenting on their behalves? If they were, would they keep silent?

The ideal would be for government delegations to reflect the wishes of the public, not of the industry. After all, governments are set up to protect the public, and it is the role of NGOs to help governments carry out this role. By working together, in the halls of the CIGG and out, we can achieve a strong FCTC.

— David Bristol

Some traditions aren't worth exporting

Traditionally the Japanese government is lenient with tobacco producers and cigarette manufacturers, and with smokers as well. Cigarette vending machines are practically everywhere, as accessible to teenagers as they are to grown-ups. Young smokers are on the increase, and easily get addicted. Television commercials are no exception in promoting the trade. From one, for example, you'll hear "Smokin' Clean... Ah, delight, JA." JA stands for Japan Tobacco, of which the government has for long been the largest shareholder.

"I smoked my first cigarette and kissed my first woman on the same day," Arturo Toscanini once said, "but I have never had time for tobacco since." In Japan too many people are too busy. Obviously, however, they still have time to light up. The government hasn't been given a hard time yet. But they cannot stay this way too long.

— Hisashi Uno,
Professor of social and human
development in Asia and the Pacific,
Kansai University of International Studies, near Kobe.

"En Venezuela, cada 20 minutos una persona muere por el tabaquismo, una proporción importante de esta cifra está relacionada con el tabaquismo pasivo. Los grupos vulnerables corren riesgos, al igual que los no fumadores sanos. El FCTC debe asegurar que todos los fumadores estén protegidos del tabaquismo pasivo."

*Dr. Manuel Adrianza
Instituto Nacional de Tuberculosis y Enfermedades Respiratorias
Venezuela*

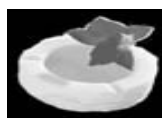
Dirty Ashtray Award

To EURO Region, for spending a billion Euros a year on subsidies to tobacco farmers.



Orchid Award

To the English-speaking Caribbean nations, for being a beacon of light in the Americas.



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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