



ALLIANCE BULLETIN

Framework Convention on Tobacco Control

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INB6: Half-time and Who's Winning?

Delegates are re-assembling after a brief weekend break facing the critical final stretch of the FCTC process. This follows years of hope and hours of discussion in meeting rooms, corridors and offices around the world – ever since the World Health Assembly first gave the go-ahead to the notion of a treaty designed to combat the global reach of a predatory multinational industry.

The death clock has reminded us every day of the urgency we face: we are now approaching 13,500,000 deaths from tobacco since the negotiations began. This

treaty is all about public health: in particular, protecting the health of the world's citizens from the remorseless targeting and deprivations of the tobacco industry.

Delegates have been arguing in favour of tobacco control measures that are well proven. Those of good faith know that we are not talking rocket science: comprehensive advertising bans, graphic health warnings, tax increases and higher selling prices, smokefree environments, regulation and disclosure of tobacco product ingredients, support for smoking cessation – all these are measures that are known to work, helping

to reduce death and disease around the world.

These are the basic elements of the text to be agreed to this week. They will have impact and effect, provided they are included as obligations backed up by real political commitment. It is too late to fudge the good intent behind a variety of 'ifs, 'buts' and 'maybes'. Indeed, the original good intent, clearly shared by most countries worldwide, will be betrayed by a text full of 'as appropriate', and the like. 'As appropriate' is inappropriate this week. We hold our breath for a text full of healthy and life-enhancing obligations.

Warning Labels: A Path to Development?

As WHO member states continue to grapple over the size and content of health warnings, BAT Uganda is resisting attempts to have strong warning labels on its cigarette packets.

"BAT Uganda is only

buying time. They know that in 1988 they denied that smoking was dangerous to health, yet over a decade later they are admitting in their glossy annual reports and desk diaries that



smoking comes with risks of cancer, heart and respiratory diseases. Why can't they place that same information on their cigarette packets? It

is the right of every consumer to know the risks associated with smoking so that they can make an informed choice," says The Environmental Action Network (TEAN) Spokesperson, Philip Karugaba, who has brought a case against BAT Uganda.



Many countries currently have exceedingly weak warnings on their packs.

(Continued on page 6)

DEATH CLOCK

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

13,417,488

people have died from tobacco-related diseases.

(At 9 am 24 February 2003)

Today's Weather: Partly Cloudy
High 6 °C Low -1 °C

Environmental Tobacco Smoke

Secondhand Smoke: The Serpent is in the Details

Negotiations on the text of Article 8 on secondhand smoke have focused on the need to clarify what "providing for protection from exposure" means. Given that there is no safe level of exposure to secondhand smoke, meaningful protection must be defined as the elimination of exposure.

There is a danger that if the word "protection" is retained in the current text, it could be in-

terpreted as nothing more than smoking and non-smoking sections. Unless this text is strengthened, we run the risk that people would have no more "protection" from exposure to secondhand smoke than the delegates experience at the Serpent Café.

The tobacco industry's definition of "protection" means merely separating smokers and non-smokers in the same room. The

Delegates should define "protection" in the text.

We recommend that the text be clarified in both the definitions section and in Article 8. The text should reflect "best practices" and call for the elimination of secondhand smoke. This would ensure that false solutions promoted by the tobacco industry are rejected.

Assaulted by Secondhand Smoke

This is personal. I have lung disease that was caused by secondhand smoke.

There has been much talk about the five million lives lost each year to primary smoking, and rightly so. The devastation it has caused society is unparalleled.

The forced exposure to the toxins in secondhand smoke has not, however, received as much attention, yet it also exacts a horrific toll. In the United States alone it kills an estimated 53,000 people a year—this in a country that has more smoking restrictions than many others.

I used to work in a smoke-filled environment. In the late 1980s I spent three years in an office where approximately 30% of the people smoked. While I found it annoying, I figured that I lived an otherwise healthy lifestyle, and so other people's smoking shouldn't affect me.

The racking cough I developed

that would last for half an hour at a time, numerous times a day, and went on for months, along with an incredible fatigue, became a wake up call. The doctor

smoke are down significantly, and the great majority of smokers say they support the ban. It has helped many people quit smoking, and California now en-

joys one of the lowest adult smoking rates in the US. Everyone deserves protection from this poison. Protection means smoke FREE environments. Smokers should check their deadly behaviour at the door. Those who do not wish to or cannot tolerate exposure to secondhand smoke should not be forced to wear masks,

Industry Quotes on Passive Smoking

- "1. ETS is chemically different than MS [mainstream] smoke.
 2. ETS exposure is chronic.
 3. The shape of the biological dose-response curve is unknown."
- "Dose-response relationships exist between low birthweight children and pregnant women with daily ETS exposure, number of cigarettes smoked by father...Heavy use of ETS exposure is linked to retarded growth and development and chronic ear infections."
- "ETS exposure causes respiratory symptoms in some children,"
- "Decreases in lung function due to ETS: 0 to 0.5% per year. This effect is not clinically important but may:
- reflect pathophysiological effects
 - may be a factor in later development of chronic airflow obstruction."
- "...**segregation of smokers and nonsmokers is not a solution**" because the "rate of migration of smokers from smoking to non-smoking areas is unknown," and "common ventilation/filtration systems negate any benefits of segregation."

Brown & Williamson
Environmental Tobacco Smoke: Why is it a Problem?
undated document post - 1986

informed me that I have a severe allergic reaction that causes my airways to constrict when I am exposed to secondhand smoke.

My employers resisted all my attempts to secure a smoke-free environment. Fortunately, California now has a law banning smoking in workplaces, restaurants and bars. Deaths and illnesses caused by secondhand

use inhalers, or just put up with assault and battery by the effluent of others' drugs.

"Accommodation" programs suggested by the tobacco industry which call for ventilation systems that are proven to be ineffective at clearing the air of poisons are like trying to stop HIV/AIDS with leaky condoms.

- Andrea Portenier

Vol Condor (Lufthansa-Thomas Cook) Fumeur



Certains participants aux négociations pour la Convention Cadre de la Lutte Anti Tabac ont eu la désagréable et dangereuse surprise de se voir pris en otage sur un vol de la compagnie aérienne 'Condor' pendant plus de douze heures consécutives.

Des sièges réservés aux fumeurs à l'arrière de l'avion ne sont aucune garantie de 'protection' des passagers. La fumée de cigarette circule. On peut donc conclure qu'il n'existe pas de vol 'partiellement' fumeur, pas plus qu'il ne peut exister d'interdiction 'partielle' de

fumer dans les endroits publics pour assurer la protection des non fumeurs.

Les vols fumeurs sont complètement anachroniques en l'an 2003, maintenant que toutes les informations relatives aux dangers débilissants et mortels de la fumée secondaire du tabac ont été scientifiquement révélés.

Subir la fumée de cigarette des autres n'est pas seulement un inconfort, une gêne, mais un risque réelle de problèmes respiratoires, cardiaques et carcinogènes.

- Véronique Le Clézio



L'industrie du tabac est-elle profitable?

L'industrie du tabac est profitable à une poignée de personnes. Les industriels du tabac et leurs alliés, dont la présence insolite et malheureuse se remarque parmi le public et dans certaines délégations participant aux négociations de la Convention Cadre de la Lutte Anti Tabac, qui se veut un traité de santé.

Selon la Banque Mondiale, l'industrie du tabac coûte **200 milliards de dollars US par an** à l'économie mondiale.

Le coût des soins à la Santé pour les maladies dues au tabagisme ainsi que celui infligé à la Sécurité Sociale pour venir en aide aux familles des fumeurs tués par leur tabagisme pèse très lourd dans les budgets gouvernementaux, bien plus que les bénéfices des taxes et droits d'accises perçues de cette industrie.

Un traité fort, comprenant une abolition totale de la publicité du tabac, sera donc extrêmement profitable financièrement à tous les gouvernements de tous les pays, bien plus que les concessions faites à l'industrie du tabac.

- Véronique Le Clézio

Une nouvelle bombe de destruction massive pour les Africains

Pendant que le monde se préoccupe de la prolifération des armes de destruction massive, voilà le plus puissant fabricant d'une autre arme plus désastreuse lance une bombe sur les jeunes Africains. En effet Philip Morris, pardon, « Altria », viens de lancer une marque de cigarette en Afrique dénommée VISA.

« VISA » comme par hasard



est une chose de convoitise pour beaucoup de jeunes africains caressés par le rêve de l'oncle Sam.

Alors au lieu d'un VISA pour les USA, « Altria » propose un « VISA » pour la mort.

Comme quoi avant l'Irak, il y a d'autre criminel qui menace le monde en toute impunité.

Le tabac tue 4,5 millions de personnes - plus que toute autre arme de destruction massive.

A quand une résolution contre Philip Morris et consorts pour protéger l'humanité ?

- Inoussa Saouna

For young Africans eager to get a visa to the US, Philip Morris—that is, Altria—offers the easiest chance: through their cigarette brand Visa.

With all this talk of resolutions against Iraq for weapons of mass destruction, when will people begin to talk of resolutions against Philip Morris/Altria?

La Industria Tabacalera y la Fórmula 1 Pretenden Burlar a Brasil

“Marzo de 2004, Interlagos, Brasil (AFP). Los pilotos de F1 que participaron en el Gran Premio de Brasil, por primera vez en la historia de esta competición, corrieron sin casco y con el torso desnudo, luciendo en su frente y en el pecho, grandes tatuajes con el logo de una industria tabacalera.”

Este podría llegar a ser el encabezado de una nota periodística, si en el año 2003, los parlamentarios de Brasil enmendasen la Ley 10.167 de diciembre del 2000, que restringió la publicidad de los cigarrillos en Brasil incluyendo el patrocinio de eventos culturales y deportivos, agregando que “tampoco se permitirá la promoción de marcas y logos de productos de tabaco en las ropas y otras indumentarias de los pilotos”.

De registrarse este hecho, no sólo sería histórico, sino que sería otro intento más de la industria del tabaco y de la F1 para burlar una legislación sobre control del tabaco. Esta información podría ser jocosa, si no fuera porque puede llegar a ocurrir.

La industria tabacalera y la F1 se aprestan a burlar la

legislación brasileña, a los legisladores de Brasil y al mismo pueblo de Brasil, cuando en Marzo del 2003, durante el GP de Brasil luzcan logos de marcas de cigarrillos en sus vestimentas y anexos.

Los abogados asesores de estas industrias aducen que la ley sólo prohíbe el patrocinio del evento, no la promoción en las ropas. Es de destacar que la ley está vigente desde el año 2000, y que a pedido de dichas industrias se prorrogó hasta enero del 2003 la entrada en vigor de la prohibición del patrocinio y promoción de eventos culturales y deportivos.

A pesar de ello, y de los discursos de marketing responsable y de responsabilidad social y ética que vienen promocionando en los últimos tiempos, en pleno conocimiento de lo que están haciendo, quieren “burlar el espíritu de la ley” que aprobaron los legisladores representantes del pueblo de Brasil.

¿Hasta cuando seguirán con esta estrategia de buscar el “hueco” de la ley, para burlarla? La respuesta es: hasta que la sociedad se los permita. Hasta que no se promulgue una ley,



Thumbs up for associating excitement with smoking?

que tenga en cuenta en su redacción, la experiencia de los países que llevan la delantera en el control del tabaco, y el resultado de las investigaciones científicas, hechos como estos pueden observarse.

¿Porqué la industria del tabaco que ofrece “voluntariamente” eliminar la publicidad en televisión y radio, insiste tanto en la F1? La respuesta está en un documento interno de la industria, de 1984: “Es el deporte ideal para el patrocinio. Tiene glamour y una gran cobertura mundial por televisión. ...

“Es de machos, es excitante, es colorida, es internacional, es glamorosa...Ellas están allí para ganar visibilidad. Ellas están allí para vender cigarrillos.” A su vez, los estudios demuestran que los adolescentes que son fans de la F1, tienen el doble de probabilidad de fumar, que quienes no lo son. No permitamos que la industria tabacalera siga abusando de la promoción y patrocinio de los eventos culturales y deportivos. Protejamos a Brasil.



T y “Mild Seven” Car bvi usly nly intended f r inf rmed adults

Conventions on Narcotics and Psychotropic Drugs: Useful Precedents for the FCTC

Tobacco is as addictive as heroin, and claims far more lives than the abuse of *all* narcotics and psychotropic drugs combined. Conventions regulating the production, trade and consumption of narcotic and psychotropic drugs were adopted 40 years ago. Global tobacco control strategies are therefore long overdue.

As negotiations on the FCTC

psychotropic drugs, however, are legally available, albeit by prescription. Unlike tobacco, they are cultivated, processed, manufactured and sold under strict license and control.

The 1961, 1971 and 1988 conventions on narcotics and psychotropic drugs are very specific in the obligations they place on parties, on the limitations im-

posed on the global availability of drugs and on enforcement of the conventions by the International Narcotics Control Board.

the advertisement of such substances to the general public.
- **On Trade:** Every Party permitting the export or import [of narcotics and psychotropic drugs] shall require a separate import or export authorization for each such export...Before issuing an export authorization the Parties shall require an import authorization, issued by the competent authority of the importing country...

- **On duty-free Sales:** Each Party shall exercise in free ports and zones the same supervision and control as in other parts of their territory, provided, however, that they may apply more drastic measures.

"If marijuana is legalized, will tobacco give enough of a high by itself to compete?"

"Will a rise in U.S. standard of living facilitate entry of a tobacco & marijuana mixture into the market?"

- *Brown & Williamson, circa 1976*

are brought to a conclusion, it is interesting to compare the draft FCTC with the conventions that control narcotics and psychotropic drugs.

It is often assumed that the difference between tobacco and these other drugs is that one is legal while the others are not. Most of the drugs covered by the conventions on narcotics and

posed on the global availability of drugs and on enforcement of the conventions by the International Narcotics Control Board.

A few provisions from the conventions on narcotics and psychotropic drugs that may provide guidance on the FCTC:

- **On Advertising:** Each Party shall, with due regard to its constitutional provisions, prohibit

It might have been easier to simply add tobacco to the schedules of drugs controlled by the conventions on narcotics and psychotropic drugs. But tobacco has always had a privileged status. The FCTC is an opportunity to knock tobacco off its pedestal—and that is an opportunity not to be missed.

- *Alfred Munzer*

New Study Finds that Smoking Costs Society Far More than Illicit Drugs

Smoking costs society almost three times as much as any other category of drug, a new study on the social costs of drug use in Australia has found.

According to a recent article in the British Medical Journal, the study found that tobacco accounted for 61.2% of the costs to society of drugs, or A\$21 billion (US\$12.4 billion).

The cost calculations included an estimate of the impact of passive smoking and newly available data to assess the effect on the Australian population of absenteeism, drugs, ambulances, fires, crime, and even litter.

The report, for the first time, measured the cost of passive smoking, assessing it at A\$47m.

Fires resulting from cigarettes were estimated to cost A\$81m.

"A lot of the impact of . . . involuntary smoking is on the unborn child and on children under 14 years. It hits the young very hard because they have no control over their lives," commented one of the authors. "Tobacco is still the greatest killer by far and imposes the greatest costs."

The report showed that the costs of drug use are so high that the benefits from even a small reduction in consumption could be large. "Anti-tobacco programmes yield very high rates of return."

Source: Christopher Zinn Sydney
"Social costs of smoking are triple those of illicit drugs"
BMJ 2003;326:242 (1 February)

"John Sandage asked me to help spread the word that, in response to requests from various NGOs, the U.S. delegation would provide a briefing after the end of each day's FCTC negotiating session to report on that day's progress. The NGOs insisted that the tobacco industry be excluded from the briefings but Sandage and others insisted they be present anyone -- including industry and all nationalities -- who wished to attend them."

- *E-mail from James D. Regan, International Business-Government Counselors to Quentin Browell, Japan Tobacco International, 6 October 2000*

Enlargement of the European Union Delights the Tobacco Industry

The tobacco industry gives free vent to its feelings over ten countries' imminent accession to the EU in May 2004 in an article published a couple of days ago in *Tobacco Journal International*.

The industry expects better business conditions and more profits. There are a couple of reasons fueling this expectation. "Obvious benefits" of accession of ten countries include the "much easier commercial access to a further 130 million consumers (up to 500 million) who are already geographically accessible, low labour costs and low transport costs."

Moreover, these 130 million new consumers live in countries with GDP growth rates more than twice as high as the EU average. "At the moment the dynamics [of GDP gains in accession countries] are in our favour", the author states.

The industry also expects "a steady growth in the disposable in-

come of eastern European consumers", leading to an increasing trend of "upgrading to higher value brands."

While considering tobacco taxation a main issue in accession countries, BAT welcomes derogations granted to all aspirant countries except for Malta, which did not ask for derogation. "We agree with the position of the International Monetary Fund and World Bank that tobacco excise rates should reflect the purchasing power of local consumers..." says the External Communications Manager of Philip Morris.

Another variant on the same topic, in the words of the BAT manager: "We must avoid a situation in the accession countries where excise increases outstrip increases in purchasing power, leading to negative social consequences where people are unable to afford cigarettes." What the industry chooses to ignore is that nobody but the industry has any interest in keeping tobacco taxes low. Raising taxes creates a win-win situation both financially (because of increased budget revenues) and health-wise (because of the demand-diminishing effect of price raises).

In summary, "major players are greedily eyeing up the 130 million new upwardly mobile consumers in a geographical area which will be far better regulated than before and an improved environment for doing profitable business." Our task is to help countries prevent high industry profits—and the disease and death they bring—by working together for a strong Convention.

- Dr. Tibor Szilagyi
CEO, Health 21
Hungarian Foundation

Commenting on the types of consultants Philip Morris felt it needed to deal with the issue of secondhand smoke in the European Economic Community: **In France:** "...a Gray Roberts type, preferably with a medical background [who would] also be able to put any discussion of smoking in the general context of other French public health issues, i.e., traffic accidents, alcoholism, AIDS, nuclear power, etc."

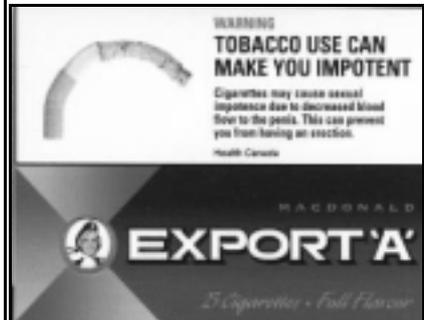
In Italy: "...Most needed in Italy right now is someone credible...this exercise would be all the more useful if the [Italian] consultant could "campaign" on a ticket that puts the blame in another direction, for example diesel fumes..."

In Greece: "...we should line up someone...[who] ideally should be able to raise serious doubts on the primary issue as well."

Source: Philip Morris, 1988

(Continued from page 1)

Research has shown that strong warnings help discourage the initiation into smoking and motivate smokers to quit. Warnings should cover at least 50% of the pack and include visual images to further discourage smokers.



Another Attention-Grabbing Canadian Health Warning

Why should developing countries like Uganda continue to bear health costs in treating patients suffering from tobacco-related diseases when these costs can be drastically reduced by placing effective health warnings on the packets?

How long are we going to tolerate the atrocities being committed by the tobacco industry and let profits take precedence over health? Without healthy populations, we will never be wealthy nations.

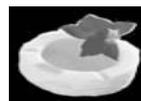
- Florence Kayemba

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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Orchid Award

The Baltic States, for their continued advocacy of a comprehensive advertising ban.



Dirty Ashtray Award

United States, for opposing any minimum size for health warnings.

