

# **3<sup>rd</sup> INTERNATIONAL Cancer Control Congress**

**8-11 NOVEMBER, 2009 | VILLA ERBA | CERNOBBIO | COMO, ITALY**

## **WORKSHOP 6**

### **Case Study : Tobacco Control**

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- Mr Venkatachalan Pillai Regunathan (India)**
- Mrs Vera Lucia Colombo (Brazil)**
- Mrs Leticia Casado (Brazil)**

## ***Tobacco consumption:***

- ***Main risk factor for most non communicable diseases – cancer***

***. WHO (CID10) - Nicotine dependence***

- ***Second hand smoke can cause cancer and other tobacco related diseases among non smokers***

**BUT ...**

**TOBACCO EPIDEMIC CONTINUES TO GROW**

- **20<sup>th</sup> Century - 100 million deaths**
- **If urgent actions won't be undertaken:**
  - **2030 tobacco will kill 8 million people every year – > 80% living in low income countries**
  - **Tobacco can kill 1 billion people in 21<sup>st</sup> century**

**WHY?**

**Fonte:**

**WORLD HEALTH ORGANIZATION 2008 – WHO Report on the Global Tobacco Epidemic – The MPOWER Package p. 21**

[http://www.who.int/tobacco/mpower/mpower\\_report\\_full\\_2008.pdf](http://www.who.int/tobacco/mpower/mpower_report_full_2008.pdf)

# **Tobacco epidemic**

## **Strategically built through a global business**

- **Advertising, promotion and sponsorship**
- **Product attractiveness – packaging, flavors**
- **Increasing products affordability – low prices;**
- **Increasing products Accessibility – placement in market**
- **Illegal market**
- 

**Promote initiation**

**Reduce cessation**



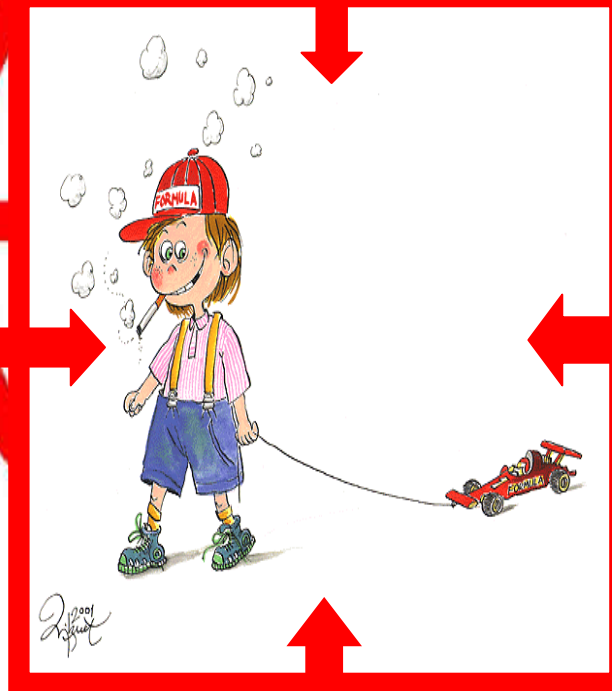
**Increase consumption**

# ***Tobacco Industry Primary Target***

***Low prices***

***Advertising and promotion***

***Sales point: accessibility***



***Atractiviness of products***



<http://cancercontrol.cancer.gov/TCRB/monographs/19/index.html>

## **RESULT - Smoking, a pediatric disease**

- **90% of smokers started before 19 yo**
- **smoking initiation - average 15 yo**



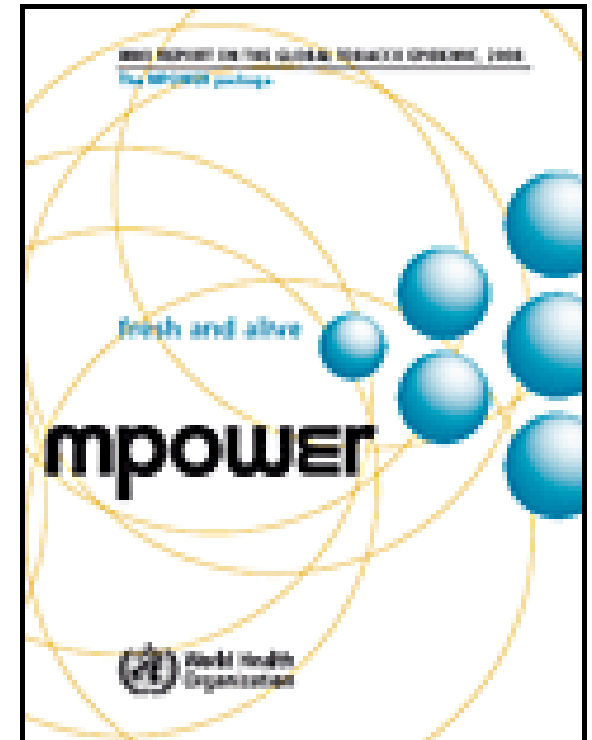
**Source: World Bank , 1999 – Curbing the Epidemic. Governments and the Economics of Tobacco Control**

<http://web.worldbank.org/WBSITE/EXTERNAL/TOPICS/EXTHEALTHNUTRITIONANDPOPULATION/EXTETC10,,contentMDK:20227677~menuPK:478882~pagePK:148956~piPK:216618~theSitePK:376601,00.html>

# **Tobacco epidemic - strategically built by a business**

**“ Tobacco companies target youth as “replacement smokers” to take the place of those who quit or die.**

**For them addicting youth is its only hope for the future. ”**



**Source:**

**WORLD HEALTH ORGANIZATION 2008 – WHO Report on the Global Tobacco Epidemic – The MPOWER Package p. 21**

[http://www.who.int/tobacco/mpower/mpower\\_report\\_full\\_2008.pdf](http://www.who.int/tobacco/mpower/mpower_report_full_2008.pdf)



# **Tobacco epidemic**

## **Strategically built through a global business**

### **Interference on tobacco control measures**

- **Lobbying – legislators, policy makers, judges and lawyers, opinion makers, etc :**
- **Preempting the adoption of effective tobacco control measures**
- **Undermining effective measures already adopted**
- **Circumventing legislation on tobacco control**
- **Challenging measures in court**

**Promote initiation**

**Reduce cessation**

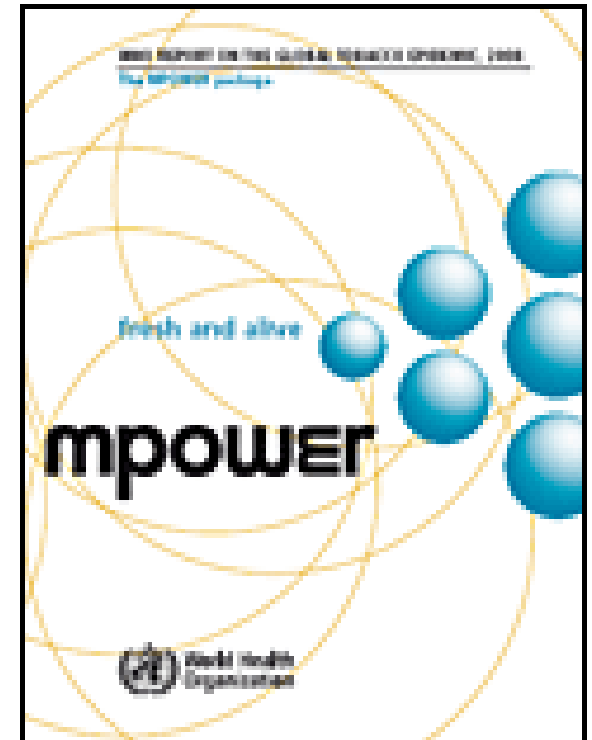


**Increase consumption**

## **WHO:**

### ***The tobacco industry, a disease vector***

***All epidemics have a means of contagion, a vector that spreads disease and death. For the tobacco epidemic, the vector is not a virus, bacterium or other microorganism – it is an industry and its business strategy.***



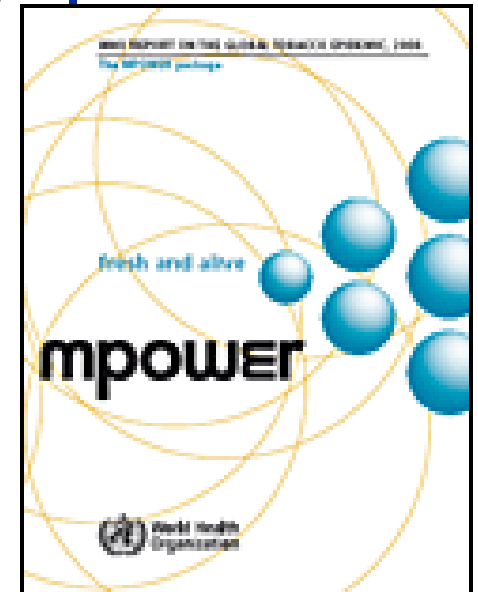
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[http://www.who.int/tobacco/mpower/mpower\\_report\\_full\\_2008.pdf](http://www.who.int/tobacco/mpower/mpower_report_full_2008.pdf)

***The spread of the tobacco epidemic - facilitated by variety of complex factors with cross-border effects...***

***Global marketing, transnational tobacco advertising, promotion and sponsorship, and the international movement of contraband and counterfeit cigarettes ...***



**Source:**  
**WORLD HEALTH ORGANIZATION 2008 – WHO Report on the Global Tobacco Epidemic – The MPOWER Package p. 21**  
[http://www.who.int/tobacco/impower/impower\\_report\\_full\\_2008.pdf](http://www.who.int/tobacco/impower/impower_report_full_2008.pdf)



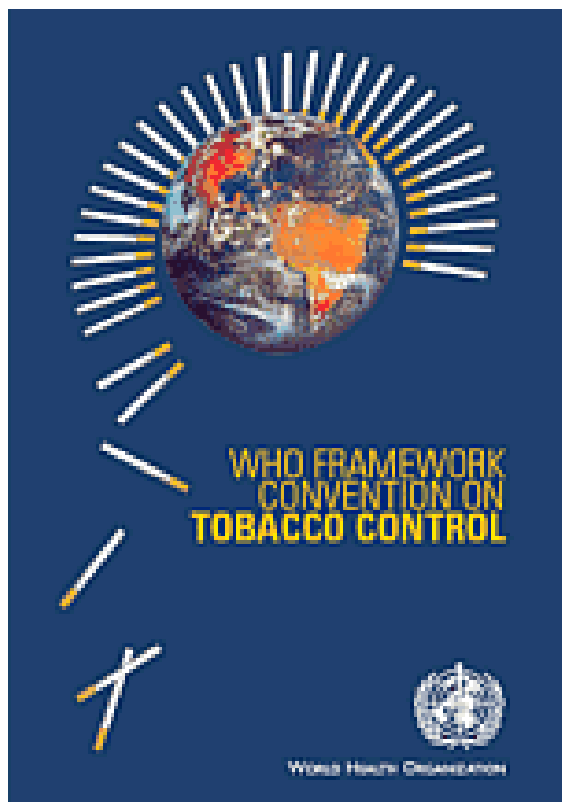
## **A GLOBAL RESPONSE**

### ***The WHO Framework Convention on Tobacco Control (WHO FCTC) -***

***Treaty negotiated under the auspices of the World Health Organization. 1999-2003***

***Adopted by the World Health Assembly on May 2003***

***One of the most widely embraced treaties in UN history - until September 15th - 2009, has already 167 State Parties.***



**Full text**

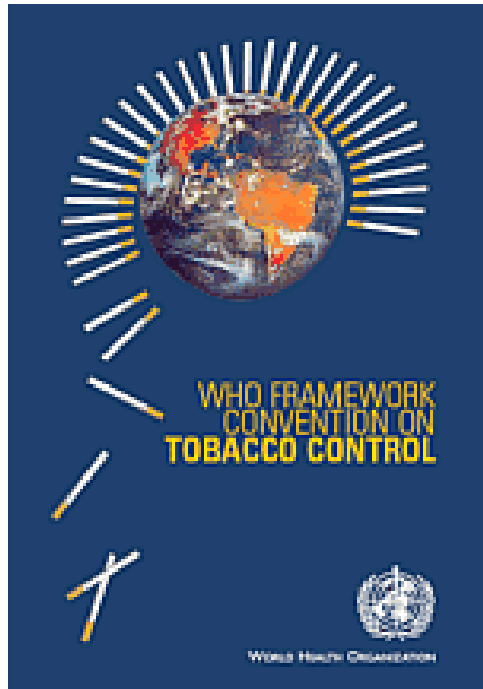
**Languages: English, Arab, Chinese,  
French, Russian, Spanish**

**[http://www.who.int/fctc/text\\_download/en/index.html](http://www.who.int/fctc/text_download/en/index.html)**



## **WHO FCTC - Demand reduction provisions - articles 6-14:**

- **Price and tax measures to reduce the demand for tobacco**
- **Protection from exposure to tobacco smoke;**
- **Regulation of the contents of tobacco products;**
- **Regulation of tobacco product disclosures;**
- **Packaging and labelling of tobacco products;**
- **Education, communication, training and public awareness;**
- **Tobacco advertising, promotion and sponsorship;**
- **Measures concerning tobacco dependence and cessation.**



## **WHO FCTC - Supply reduction provisions - articles 15-17:**

- ***Illicit trade in tobacco products;***
- ***Sales to and by minors; and,***
- ***Provision of support for economically viable alternative activities.***



**WHO FCTC - *general obligation*  
article 5.3 :**

***FCTC State Parties assumed the  
commitment to protect tobacco control  
policy from tobacco industry undue  
interference***