

Brazilian Experience

Cancer Control Smoke Free Environments

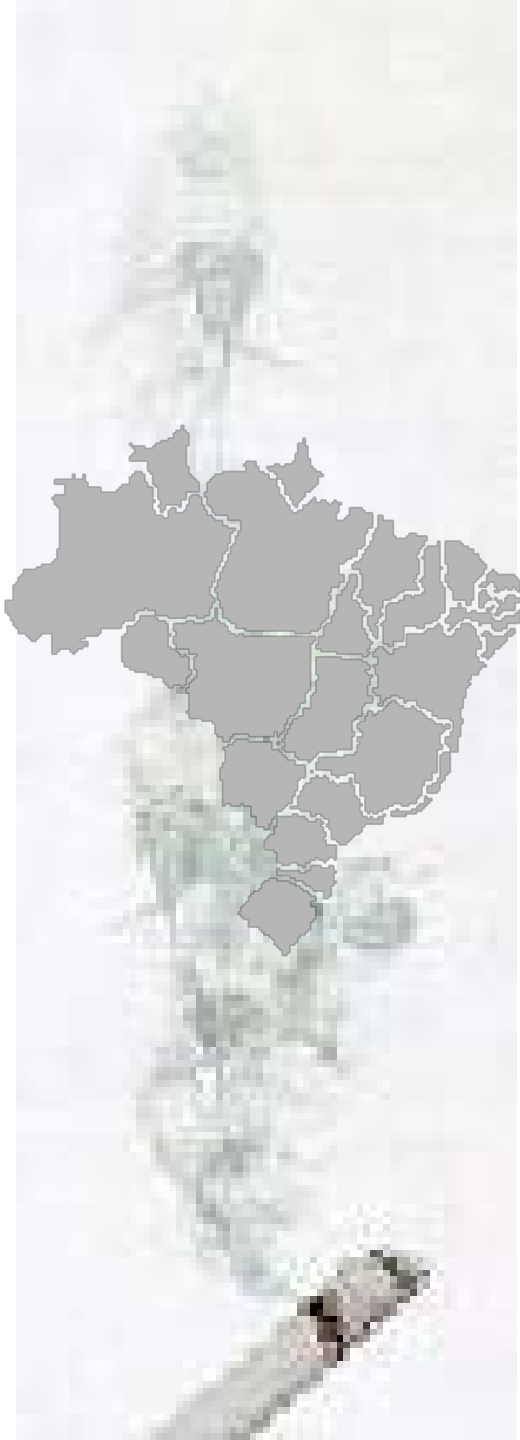
Vera Colombo

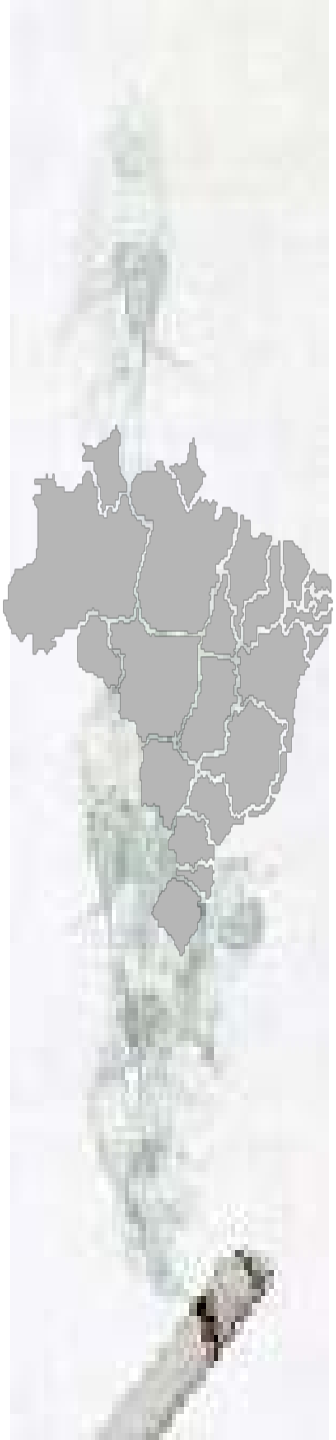
Instituto Nacional de Câncer
Ministério da Saúde



Brazil

- 26 states / 1 Federal District ;
> 5.500 municipalities
- Population: 189.6 million
- Smokers - 16% population
over 18 y.o.
- FCTC Member since 2005.





Tobacco Control - important strategic component for reduction of the morbidity and mortality for cancer and other non communicable chronic diseases.

National Experience
20 years of the implementation of
National Program of Tobacco Control (PNCT)
Ministry of Health
Coordinated by the
National Cancer Institute (INCA)
articulates actions for its control.

**Instituto Nacional
de Câncer**

**Ministério
da Saúde**



Brazil: National Tobacco Control Program

Objective

Reduce the burden of tobacco related disease and death caused by smoking

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graph TD; A[Reduce the burden of tobacco related disease and death caused by smoking] --> B[Reduce smoking prevalence]; B --> C[Reduce initiation]; B --> D[Protect the population from second hand smoke in enclosed public places]; B --> E[Promote and support smoking cessation];
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Reduce smoking prevalence

Reduce initiation

Protect the population from second hand smoke in enclosed public places

Promote and support smoking cessation



Protect the population from
second hand smoke in enclosed public places

SMOKE FREE LEGISLATION IN BRAZIL

Situation

Federal Law 9294/96

Prohibits smoking in enclosed public places,
but allows smoking designated areas

Not in line with FCTC guidelines for article 8

Protection from passive smoking:

Total ban of smoking in enclosed places is the
best practice to protect people from
second hand smoking



Brazil is a FCTC Party

Objective - Improve the Federal Law:
Ban smoking designated areas in enclosed
public places

Project with Support of Bloomberg Initiative

SMOKE FREE BRAZIL

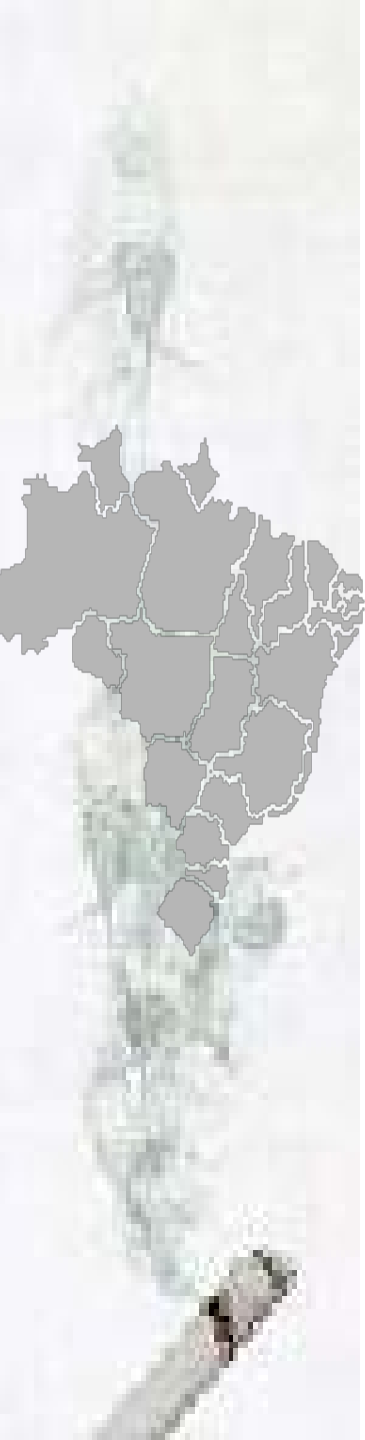
Strategies

Build a Bill of Law to amend the Federal Legislation: send it to National Congress

Catching free media and media advocacy

INCA sponsored and disseminated estimates on deaths and costs due to second hand smoking
(2 press conferences)

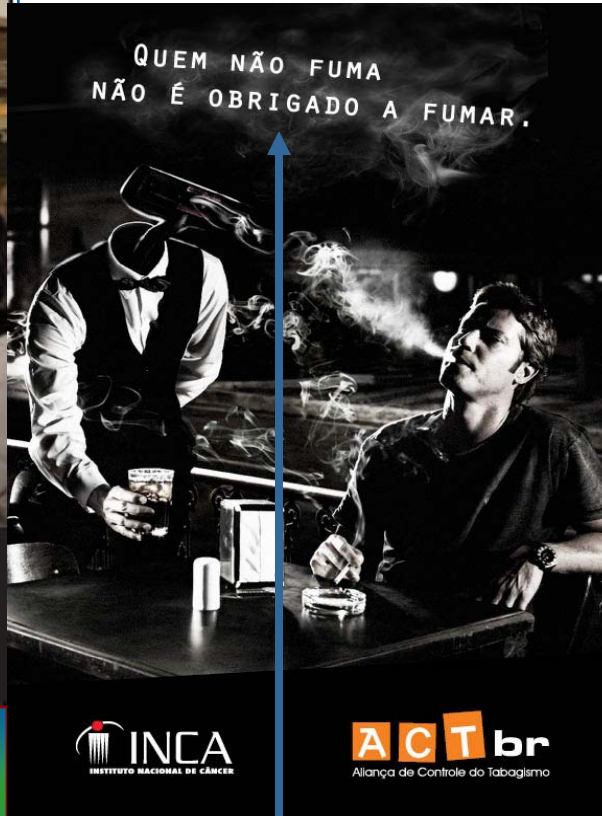
Partnership and networking: Civil Society, Sanitary Surveillance Offices; universities, waiters union labours and other workers more affected by second hand smoke.



Campaign : highlight the worker health as an important aspect of smoke free legislation



Smoke Free Environment is on our account



Who does not smoke is not obliged to smoke



"In spite of have never been a smoker, only now I stopped breathing others smoke. Thanks for respecting the law and our health !"

SMOKE FREE BRAZIL

Strategies to mobilize the population:

Waiters race promoted by Rio de Janeiro Waiters Union



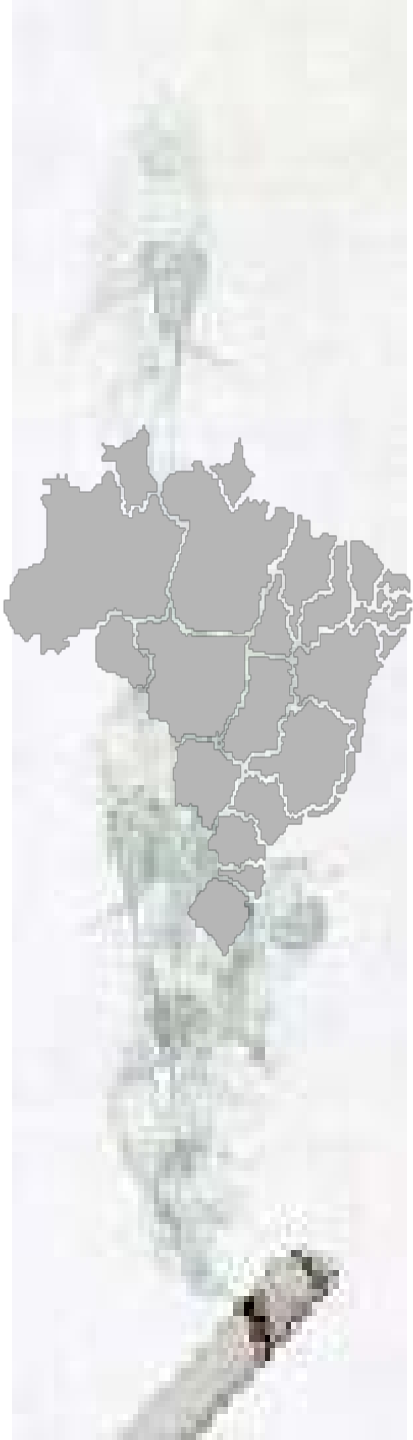
SMOKE FREE BRAZIL

Strategies

Disseminate and mobilize advocates to express support to the legislators that are defending the elimination of smoking designated areas in National Congress

Mobilize support to the initiatives of states and municipalities to anticipate a total ban smoking in enclosed places

Educate judiciary sector on the issue – this is not a commerce issue – but health protection – a basic right protected by constitution.





SMOKE FREE BRAZIL

Strategies

“Unbuild” myths created by tobacco industry

- “freedom of choice violation”
- the objective is not to “prohibit smoking” but protect all from second hand smoking harms
 - “ economic losses”
- ventilation is not a solution for “harmonic accommodation” proposed by tobacco industry.

SMOKE FREE BRAZIL

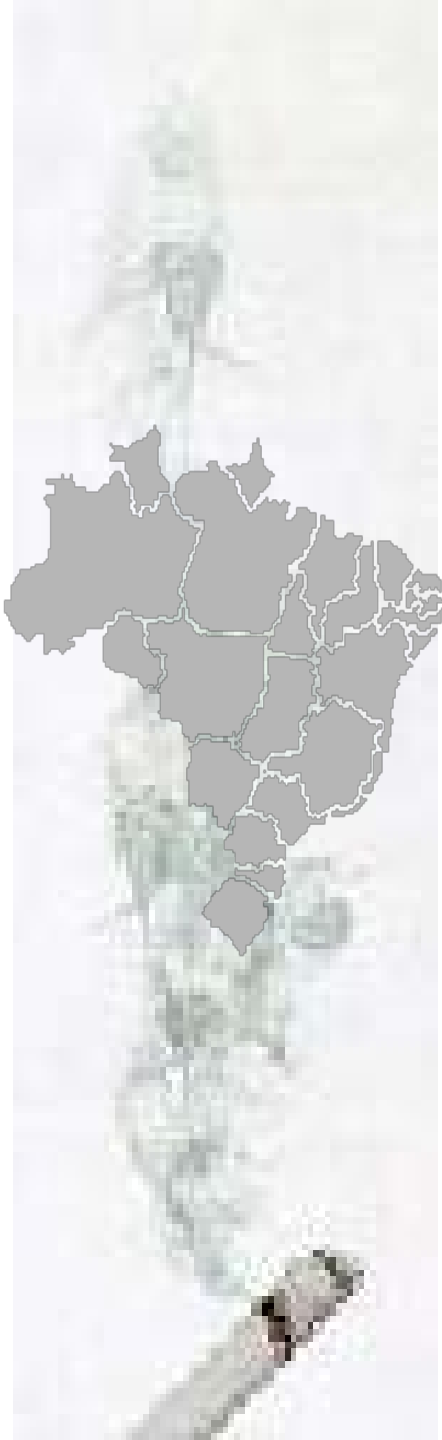
Strategies

Smoke free workplaces as part of the National Policy for Workers Health

Networking - keep advocate partners aware and informed through e-bulletin “por um mundo sem tabaco” (for a tobacco free world) maintained by INCA and ACTBr

Denounce tobacco industry lobby

Mobilize opinion makers public positioning regarding this
matter





BOLETIM

POR UM MUNDO SEM TABACO



www.redecancer.org.br/riact

Nº 27 Fevereiro 2009

Notícias em Destaque

- Novidades no Boletim Por um Mundo sem Tabaco
- Governo engaveta fim de fumódromo
- Pesquisa na Colômbia demonstra apoio da população a ambientes livres do fumo
- Panamá: Prevalência de tabagismo entre adolescentes cai em 67%

Ambientes 100% Livres de Fumo: um direito de todos

- Recife comemora 1 ano de ambientes livres de fumo [leia mais]
- Projeto pode vetar cigarro em bares de Americana/São Paulo [leia mais]
- Exposição ao fumo passivo de trabalhadores de hospitalidade sob as leis anti-tabagistas na Espanha [leia mais]



100% Smoke Free
Environments:
Everyone's Right!

MURAL DO LEITOR

SMOKE FREE BRAZIL

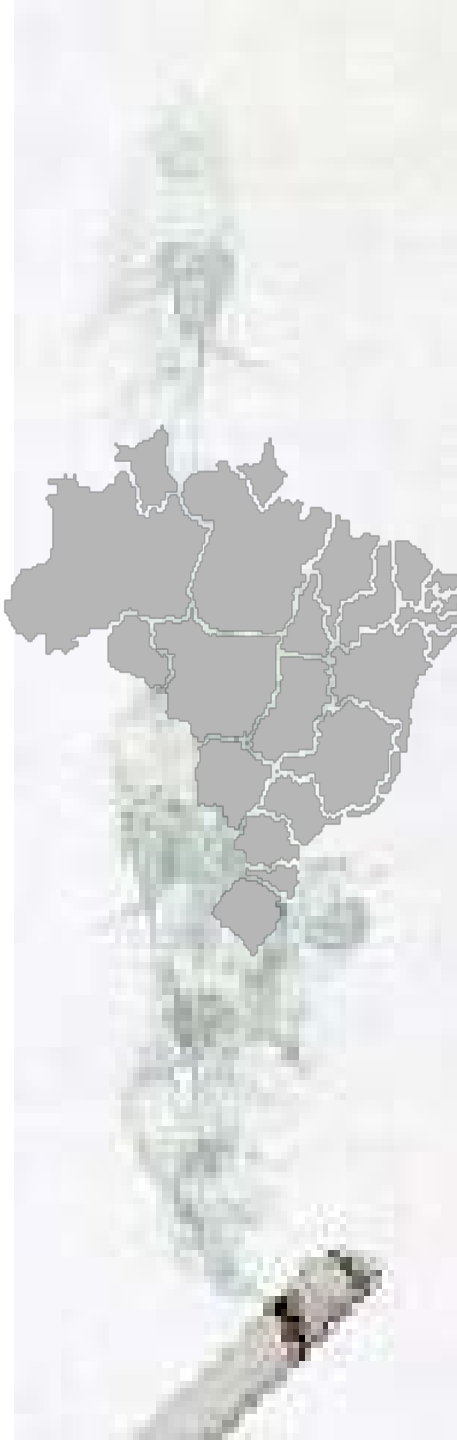
SOCIAL CONTEXT

Population Support:

- Surveys : High level of knowledge regarding passive smoking risks;
- Polls : banning smoking designated rooms has high support - general population: 88%; smokers: 69%
 - Media support

Opposition by Tobacco industry and its associated :

- Lobby – National Congress and Executive Board
 - Bars and Restaurants Owners Association (sponsored by British American Tobacco)



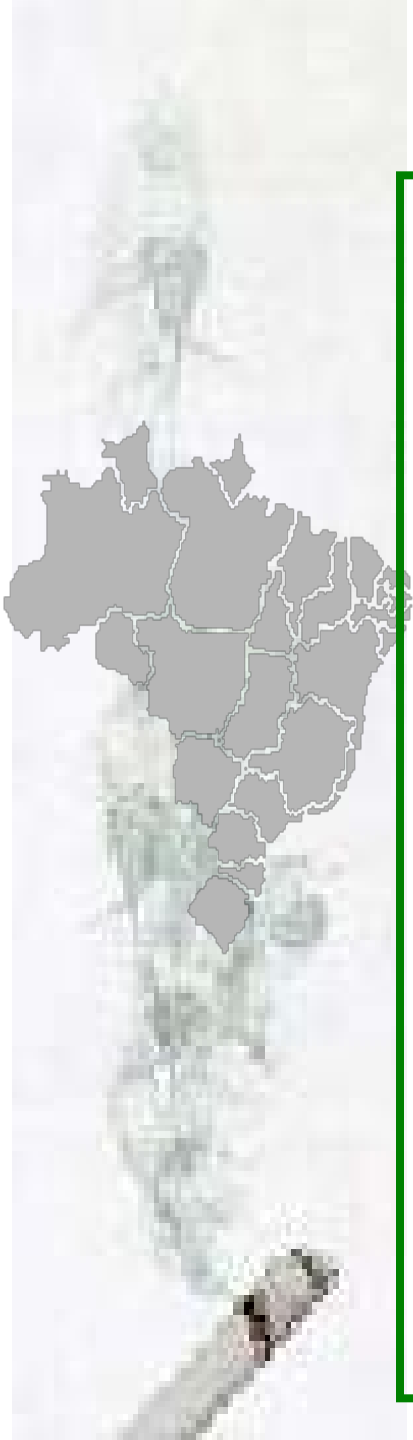


Results

1. Federal Law amendment did not happen yet due to tobacco industry lobby in National Congress;
2. State and municipal level started to update its own legislation - 6 states and 12 municipalities;
3. Tobacco industry is challenging in court the amendment of legislation in state and municipality level;
4. Strong support of Brazilian population and media to the amendment of Federal Law.

Conclusion:

1. Strategies to inform and mobilize civil society and media on second hand smoke risks created a nationwide awareness and support to Bill of Law to improve Federal Legislation on protection from second hand smoke;
2. It also mobilized policy makers to improve legislation in local level (states and municipalities);
3. But at the same time it created a strong reaction from tobacco industry and their associated organizations:
 - lobbying against the Federal Law amendment in National Congress,
 - challenging in court the initiatives to improve the legislation from states and municipalities.



Thanks and kind regards from Brazil



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