

Tobacco Control in Brazil Challenges & Achievements

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One, two, three, four, five, six!

Every six seconds, one individual dies due to tobacco-related diseases in our planet.

WHO, 2006

The annual mortality from tobacco is 5700 times higher than international terrorism!

*The smoking-related death burden is comparable to the impact of **one 11 September terrorist attack every 14 hours!***

Thompson, Global Health, 2005

Considering that anti-tobacco initiatives over the past decades have been more successful in developed countries,

*WHO projects that **70% of future smokers will be living in the less developed world!***

WHO, 2006

While there was a significant decrease in tobacco consumption in developed countries, its global consumption has increased!

The developing countries are smoking the difference!

WHO, 2006

About 1/3 of the adult male population in Latin America are smokers.

*From 1.2 billion smokers in the planet, **about 30 million are Brazilians.***

The Pan American Health Organization looked at secondhand smoke in public places in Latin American capital cities in Argentina, Brazil, Chile, Costa Rica, Paraguay, Peru and Uruguay.

Navas Acien et al, JAMA, 2004.

Sampling devices were placed for 7-14 days in hospitals, schools, official buildings, airports, restaurants and bars.

Significant concentrations of airborne nicotine were detected in 94% of the locations surveyed.

Argentina and Uruguay had highest nicotine concentration in most environments.

Smoking: Argentina & USA (PAHO Database, 2000)

Parameter	Argentina (%)	USA (%)	
Smoking Prevalence in Adults	40.4	23.6	
30-day Prevalence Among Urban Youth	30.2	17.7	
Prevalence Among Physicians	30.3	3.3	
Prevalence Among Nurses	33.6	18.3	

Some of the issues involved in Tobacco Control in Brazil

- ***Economic impact of tobacco***
- ***Tobacco and the poor***
- ***Tobacco smuggling***
- ***Tobacco industry lobby***
- ***Tobacco promotion and advertisement***
- ***Brazilian National Tobacco Control Program***
- ***WHO Framework Convention for Tobacco Control (FCTC)***

Tobacco Production Chain in Brazil (AFUBRA, 2007)

- ***Working power of 2.4 million individuals***
- ***145.000 families associated to AFUBRA
(Brazilian Association of Tobacco Growers)***
- ***Tobacco Industry Union: 12 companies***

World Tobacco Exports ***(AFUBRA, 2007)***

- Brazil 587.000 tons****
- India 231.500 tons***
- China 153.300 tons***
- USA 126.000 tons***

**** 1.7 billion US dollars in exports; 85% foreign market.***

Top World Tobacco Producers (AFUBRA, 2007)

- ***China*** ***2.000.000 tons***
- ***Brazil*** ***803.000 tons***
- ***India*** ***745.000 tons***
- ***USA*** ***334.000 tons***

Brazilian Tobacco Exports ***(AFUBRA, 2007)***

- ***European Community*** ***42%***
- ***Far East*** ***22%***
- ***North America*** ***14%***
- ***Eastern Europe*** ***12%***
- ***Africa & Middle East*** ***5%***
- ***Latin America*** ***5%***

Tobacco is Not a “Good Business”!

Total tobacco consumption causes an annual loss of about 200 billion dollars due to health problems, early retirement, deaths, loss of working capacity, fire accidents and others.

World Bank, 2006

Tobacco consume and the poor

Tobacco consume represents about 2.8% of the monthly income of poor families in Brazil. This figure may go as high as 10% in poor regions of Asia.

De Beyer, Tobacco Control, 2001

Tobacco Smuggling in Brazil

The ilegal market is estimated to represent about 30% of total cigarette consumption in Brazil.

Cavalcante, Salud Publica 2004

***A few words about the
Tobacco Industry Lobby in
Latin America!***

***Examples of Internal Documents Used by the
Tobacco Industry and Placed Under Legal
Custody***

Tobacco companies, like Phillip Morris International, British American Tobacco and RJ Reynolds International have been actively influencing public health policymaking in Latin America since the early 1970s.

The “Latin Project”

Covington & Burling (C & B) was hired by the industry to neutralise anti-tobacco initiatives.

Document # 1

“... Executives, government, business, sports and cultural opinion leaders, medical and legal consultants, advertising agencies and representatives of the media, to distract political and public attention, so that efforts at tobacco control are neutralised...”

**Aguinaga Bialous S, Shatestein S. Profits over People: Tobacco industry activities to market cigarettes and undermine public health in Latin America and the Caribbean:PAHO, 2002.
http://www.paho.org/English/HPP/TOH/profits_overpeople.pdf**

Document # 2

Tobacco Institute, 1982:

“...Let’s identify members of Congress who are likely to be the next leaders. We should enhance our presence before them, such as dinners, fund raising, to meet special needs of these members.”

(Internal documents placed in legal custody;

<http://www.library.ucsf.edu/tobacco/>)

Document # 3

Phillip Morris, 1987:

“... Let politicians know the down-side of acting against tobacco. Let’s identify a vulnerable candidate, cause him to lose the election, and then discreetly let other politicians know we have done this...”

(Internal documents placed in legal custody;

<http://www.library.ucsf.edu/tobacco/>)

Document # 4

British American Tobacco, 1999:

“...Let’s undertake long-term initiatives to counteract WHO’s aggressive global anti-smoking campaign and introduce a public debate to redefine the WHO’s mandate...”

(Internal documents placed in legal custody; <http://www.library.ucsf.edu/tobacco/>)

The “charming” Dr. Alvarez

The case of President Carlos Menem veto to the Congress on the anti-tobacco “Neri Bill” (1992).

In May 2003, WHO's Member States decided to adopt the Framework Convention on Tobacco Control (FTCT), an international treaty to "protect present and future generations from the devastating health, social, environmental and economic consequences of tobacco consumption".

Brazil was the 2nd country to sign the FCTC convention, but took much longer to ratify it due to the lobby of tobacco producers (2005)!

*In Brazil, FTCT implementation was led by the government through the creation of the **National Tobacco Control Program.***

***The Brazilian National Tobacco
Control Program***

Strategies and Coverage

Decentralized actions:

Coordinated by the Brazilian National Cancer Institute at the Federal, State and Municipality levels.

The final goal is the training of staff acting directly through **the health units in the local communities.**

Levels of action

One: *Local community to develop specific actions;*

Two: *Continuous actions in schools, health units and working places;*

Three: *Monitoring of Risk Factors for Cancer and Other Diseases;*

Four: *Legal and economic actions against tobacco and the creation of Centers for the Treatment of Nicotine Dependence.*

Educational actions

a) Mass communication campaigns:

Tobacco-Free Day (May 31st)

National Day Against Smoking (August 29th)

National Day Against Cancer (November 27th);

b) Continuous actions:

Training of staff in health units, schools and working places to reach smoking populations.

Educational actions in Schools

- ***3.164 cities with active anti-smoking programs;***
- ***6.485 schools registered and with staff trained;***
- ***A human force of 66.990 trained school teachers***
-
- ***Over 1.3 million primary school students covered by the program***

Educational actions in working places

- ***3588 cities with trained staff to run Smoking Free Working Place Actions;***
- ***2.000 health units registered for the program;***
- ***1.100 working places ready to participate in specific actions against tobacco and cancer;***
- ***Over 7.000 health professionals trained and engaged in the program.***

Economic actions

- ***Econometric studies on tobacco in Brazil;***
- ***Data to support the decision-making process on official actions to reduce tobacco consumption;***
- ***Search for alternative cultures to replace tobacco.***

Legal actions

- ***16 Federal laws, 70 State laws and 332 Municipal laws;***
- ***Follow-up on law suits on tobacco in Brazil and other countries;***
- ***Support to politicians acting against tobacco in the Congress;***
- ***Resolutions RDC n° 46 e RDC n° 104 (warning labels on tobacco packs);***
- ***RDC n°105 (registry of all tobacco products on the Brazilian market and their contents).***

Over the last years, Federal laws have been passed ending tobacco advertising and use of deceptive descriptors (such as “light” or “mild”), making reports on chemical contents of cigarettes compulsory.

Since 2003, strong rotating health warning labels and images on all cigarette packages became mandatory in Brazil.

Cigarette Labels in Brazil

ESTE PRODUTO CONTÉM MAIS DE 4.700
SUBSTÂNCIAS TÓXICAS, E NICOTINA QUE CAUSA
DEPENDÊNCIA FÍSICA OU PSÍQUICA.
NÃO EXISTEM NÍVEIS SEGUROS PARA CONSUMO
DESTAS SUBSTÂNCIAS.

*This product contains more than 4700 toxic substances and nicotine,
a powerful chemical that induces physical and psychological dependence.
There are no safe concentrations of these substances for human use.*



**PARE DE FUMAR
DISQUE SAÚDE
0800 61 1997**

**Stop Smoking
Dial HEALTH
0800 61 1997**

Rotating Cigarette Labels in Brazil

O Ministério da Saúde alerta:
**Smoking causes spontaneous
Abortion!** FUMAR CAUSA
ABORTO ESPONTÂNEO.



O Ministério da Saúde alerta:
**This necrosis was caused
by tobacco!** ESTA NECROSE FOI
CAUSADA PELO CONSUMO
DO TABACO.



Rotating Cigarette Labels in Brazil

O Ministério da Saúde advertia:

**Smoking causes sexual
impotence!**



PROIBIDO FUMAR
CIGARETAS
CONTENDO
NICOTINA E TABACO

O Ministério da Saúde advertia:

**Tobacco contains arsenic
and naphthalene, used also
to kill rats and insects!**



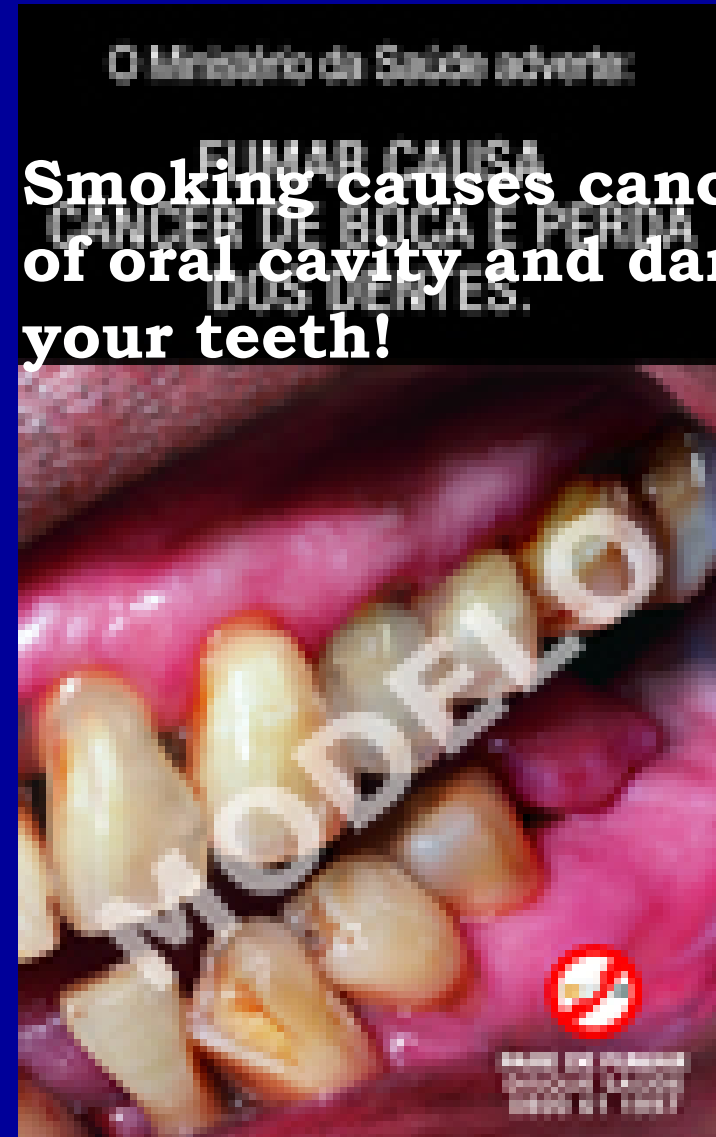
PROIBIDO FUMAR
CIGARETAS
CONTENDO
NICOTINA E TABACO

Rotating Cigarette Labels in Brazil

Children living in the same house with smokers have more lung disorders!



Smoking causes cancer of oral cavity and damage your teeth!



Rotating Cigarette Labels in Brazil

O Ministério da Saúde advertia:

Smoking causes lung cancer!

CÂNCER DE PULMÃO.

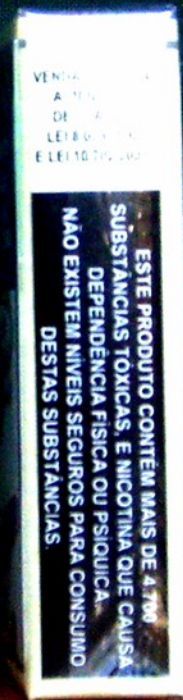


O Ministério da Saúde advertia:

Smoking causes cancer

of the larynx!





© Ministério da Saúde adverte:

**FUMAR CAUSA
CÂNCER DE BOCA E PERDA
DOS DENTES.**



0800 703 7033

© Ministério da Saúde adverte:


**FUMAR CAUSA
ABORTO ESPONTÂNEO.**



0800 703 7033

© Ministério da Saúde adverte:

**AO FUMAR VOCÊ INALA
ARSÊNICO E NAFTALINA,
TAMBÉM USADOS CONTRA
RATOS E BARATAS.**



0800 703 7033

© Ministério da Saúde adverte:

**FUMAR CAUSA
CÂNCER DE PULMÃO.**



0800 703 7033

Example of anti-tobacco educational material;
Ministry of Health, Brazil



Example of anti-tobacco educational material;
Ministry of Health, Brazil



Euclides was born in 1959.

The annual per capita cigarette consumption in Brazil decreased 42% and the proportion of smokers in the population dropped from 32% to 18.8%.

National Cancer Institute, Ministry of Health of Brazil; Brazil's ratification of the WHO framework convention on tobacco control (FCTC): Myths and truths; 2004.

What Lessons We Have Learned

- ***To develop and foster public commitment to tobacco control***
- ***To use a decentralized strategy to get the message out***
- ***To seek political support from those in power***
- ***To make partnerships with all sectors of society***

What Lessons We Have Learned

- To carry out and support tobacco research***
- To do not give in to industry pressures, no matter how innocuous the demand might seem.***
- To avoid agreements with the industry, as they only delay adoption of new measures***
- To act quickly: there is not a second to be lost in this race!***

- ***Fighting against tobacco means war!***
Therefore, it is crucial that as many countries possible sign and ratify the WHO FCTC.
- ***International collaboration is crucial to fight tobacco smuggling and the black market!***

- *The WHO FCTC is an international treaty, the first of its kind in public health!*
- *Signing countries that do not fulfill their contractual responsibilities may face legal consequences.*
- *Any individual in our society may sue the government for omission, negligence or misbehavior!*

Smoking is no longer seen as a choice of a lifestyle.

Science has given us countless evidences to condemn smoking as the number one avoidable cause of death in our planet.

One, two, three, four, five, six!

Every six seconds, one individual dies due to tobacco-related diseases in our planet.

WHO, 2006