



# *Highlights of*

## **THE OBSERVATORY ON TOBACCO INDUSTRY STRATEGIES**

[observatoriotabaco.ensp.fiocruz.br](http://observatoriotabaco.ensp.fiocruz.br)

### **Record of flavored cigarette grows 1,900% in four years**

According to information obtained by ACT Promoção da Saúde, records of cigarette brands with flavors increased by 1,900% between 2012 and 2016. This data was acquired through the Access to Information Act with the National Health Surveillance Agency (Anvisa). Data show growth from 4 to 80 records. According to researcher Silvana Rubano Turci, at Cetab / ENSP / Fiocruz, where the Observatory on Tobacco Industry Strategies is located, the injunction granted by the Supreme Court in 2013, which suspended the prohibition of the use of additives, has made it possible to increase such records based on a "regulatory vacuum". She warns: "The addition of flavor in tobacco products makes the smoke less irritating, that is, more attractive to young people, which increases experimentation. " The prohibition of additives in cigarettes follows the guidelines of the Framework Convention on Tobacco Control.

*(With information from ACT).*

### **Industry pressure changes Central Bank resolution and the diversification of tobacco production index**

A decision of the Central Bank suspended the resolution establishing new criteria for family farmers producing tobacco to access to the National Program for Strengthening Family Agriculture (Pronaf). The measure progressively fixed the diversification of production index, which would increase from 20% to 30% in the 2016/2017 harvest; to 40% in the 2017/2018 harvest; until reaching 50% in 2018/2019.

The Central Bank's determination serves the interests of the tobacco industry and returns the percentage of income from other cultures, other than tobacco, to the same 20% in the 2016/2017 harvest. Also, it determines a new diversification index for Pronaf to access: from 25% in the 2017/2018 harvest; 30% in 2018/2019; 40% in 2019/2020 and 50% in 2020/2021.

*(Source: Special Secretariat for Family Agriculture and Agrarian Development).*



## Heated cigarette

The newest tobacco industry marketing move has gained ground in newspapers and magazines of great circulation in the country: the heated cigarette. The tobacco present in these products is not “burned” but heated to a temperature not exceeding 300 ° C. This is one more tobacco industry strategy with the purpose of attracting new consumers and discouraging those who wish to quit smoking. The discourse of 'harm reduction' offered by these products is still precocious, since little is known about these devices, their production and their health effects. "In order for there to be a harm reduction policy in smoking we must discuss necessary regulatory measures, so that individual damages do not negatively impact the collectives. There have already been major advances in tobacco control policies and there is no possibility of running the risk of a setback”, said Tânia Cavalcante, executive secretary of the National Commission for the Implementation of the Convention Table for Tobacco Control.

## Smoking Numbers in Brazil: Death, Illness and Price and Tax Policy

According to a research coordinated by the Department of Assessment of Technology in Health and Health Economics of the IECS (<http://www.iecs.org.ar/tabaco>), 428 people die every day in Brazil because of smoking (equivalent to 12.6% of all deaths which occur in the country). In financial terms, 56.9 billion reais are lost each year due to medical expenses and a loss of productivity due to smoking.

In Brazil, the amount collected with taxes on the sale of cigarettes (R\$13 billion per year) covers only 23% of the losses generated by smoking for the country. The increase in the price of cigarettes through taxes, a measure recognized worldwide as the most cost-effective to reduce consumption, can therefore generate great benefits for the whole population. An increase of only 50%, for example, could prevent 136,482 deaths, 507,451

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**FCTC**

WHO FRAMEWORK CONVENTION  
ON TOBACCO CONTROL

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**OBSERVATÓRIO  
SOBRE AS  
ESTRATÉGIAS  
DA INDÚSTRIA  
DO TABACO**