



# Highlights of THE OBSERVATORY ON TOBACCO INDUSTRY STRATEGIES

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## **The Supreme Court judges Anvisa's power in the regulation of flavoured cigarettes**

The regulatory power of the National Sanitary Surveillance Agency (Anvisa) is to be tried in the Federal Supreme Court on August 17 through the Direct Unconstitutionality Action no. 4.874, filed by the National Confederation of Industry. The action defends the unconstitutionality of item XV, of article 7, of Federal Law 9.782/99, whose content creates and defines the institutional function of Anvisa, that is, "to promote the protection of the population's health, through the sanitary control of production and the marketing of products and services subject to sanitary surveillance".

The reason for the action is the Resolution of the Collegiate Board no. 14/2012 of Anvisa, which prohibited the manufacture and sale of cigarettes with aroma and flavor. The measure was taken after Public Hearing and scientific studies that revealed that the industry's use of additives to promote experimentation and initiation of nicotine addiction among young people. Additives are added intentionally to mask the poor taste of nicotine as well as the unpleasant smell.

## **UN resolution directs UN agencies to avoid tobacco industry interference**

The Member States of the Economic and Social Council of the United Nations (ECOSOC) adopted Resolution E/2017/L.21, whose intention is to end relations between the UN agencies and the tobacco industry. The decision was made in July of this year during the Coordination and Management Meeting held in New York. The determination accompanies the discussion initiated by the Secretariat in February 2016 with members of the United Nations International Task Force (UNITAFF) on Prevention and Control of Noncommunicable Diseases, which generated a policy of prevention of tobacco industry interference. United Nations agencies are now in a position to implement policies in accordance with the guidelines of Article 5.3 of the WHO FCTC, which addresses tobacco industry interference in tobacco control policies.

Source: WHO-Edition: Executive Secretariat - Conicq  
[Http://www.who.int/fctc/mediacentre/news/2017/ecosoc-resolution-calls-un-preventtobacco-industry-interference/en/#](http://www.who.int/fctc/mediacentre/news/2017/ecosoc-resolution-calls-un-preventtobacco-industry-interference/en/#)

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## Company questions frontal warning of cigarette packaging

Souza Cruz filed a lawsuit in the 7th Federal Court of the Federal District to prevent the addition of new alert messages on the front of cigarette packs. The measure, however, is considered essential by tobacco control experts for making the product less attractive to young people and motivating smokers to seek help to treat addiction. In the action, the company argues that the warnings about the risks caused by the cigarette are already present in the back and on the sides of the packaging; Brazilian society is aware of the dangers associated with smoking; and yet no other domestic industry producing inherently dangerous products such as pesticides and beverages suffers from such restrictions.

Source: Executive Secretariat – Conicq

## Sinditabaco opposes the theme of World No Tobacco Day 2017

In order to counteract the theme chosen by the World Health Organization (WHO) to celebrate World No Tobacco Day 2017, "Tobacco is a threat to development," the Intersectoral Union of the Tobacco Industry announced, on its website, the "Tobacco is Wealth" campaign. The concept worked by Sinditabaco also explores the themes: "Tobacco is Business"; "Tobacco is Opportunity", "Tobacco is Initiative" and "Tobacco is Quality of Life", which is not true.

In 2017, WHO's goal is to promote reflections on the relationship between smoking and development, in line with 2030 Agenda for Sustainable Development. In Brazil, another motto of the campaign revealed spending of more than 59 billion reais per year in the treatment of tobacco associated diseases. In addition, 12.6% of all deaths in Brazil are attributable to smoking.

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**F C T C**

WHO FRAMEWORK CONVENTION  
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