



Highlights of **THE OBSERVATORY ON TOBACCO INDUSTRY STRATEGIES**

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Tobacco industry lobby offers goods to São Paulo City Hall

By resorting to yet another strategy to influence political and legislative processes, as well as exploit loopholes, with the aim of persuading in the drafting of laws according to their interests, Souza Cruz formalized the donation of 20 vehicles and 1 thousand bunk beds to the City Hall of São Paulo, according to information from the official organ. The tactic is pointed out by tobacco control experts as a attempt to influence decision-makers by means of "voluntary measures that are part of Corporate Social Responsibility programs, whose objective is to enhance corporate reputation". The vehicles and bunk beds were donated to the Special Secretariat for Social Investment.

FAO opposes Framework Convention on Tobacco Control and reward Souza Cruz

According to WHO data, in 2020, the number of deaths caused by tobacco will be 7.5 million. In Brazil, in addition to being responsible for 156 thousand deaths in 2015, tobacco generated an economic loss of R \$ 56.9 billion per year, on expenditures in treatments of tobacco-related diseases, loss of productivity and premature deaths. Despite the alarming numbers, Souza Cruz - absolute leader in the national cigarette market - has received, through its institute, an certification of good practices in Sustainable Development, from the United Nations Food and Agriculture Organization (UN-FAO). However, in July of this year, the UN warned of the damages caused by tobacco industry to the efforts of governments to fully implement life-saving interventions and reduce the costs of cigarettes - "Governments around the world should immediately incorporate all the provisions in their national tobacco control programs and policies", said WHO Director-General Tedros Adhanom Ghebreyesus. It is worth remembering that the Guidelines of Article 5.3 of the FCTC, highlight the existence of a fundamental and irreconcilable conflict of interests between industry and public health.

Sources: <https://nacoesunidas.org/industria-do-tabaco-prejudica-esforcos-dos-governos-para-combater-fumo-denuncia-oms/>

http://www.institutosouzacruz.org.br/groupms/sites/INS_8BFK5Y.nsf/vwPagesWebLiv/DOAQSHZR?opendocument

Tobacco Bank asks the government to preserve tobacco in trade agreements signed by Brazil

Senator Ana Amélia Lemos (PP-RS), the president of Amprotabaco, Telmo Kirst, and the director of Abifumo, Carlos Galant, met with the Minister of Agriculture, Blairo Maggi, in order to request that the government and international organizations, reject any proposal that excludes tobacco from trade agreements that the country signs. Amprotabaco and Abifumo have demanded that the government and ministries work together to prevent restrictions on tobacco, based on the Mercosur and European Union Trade Agreement. Representatives of the tobacco economy, in preventive action, anticipated meetings on Market access, with the inclusion of new agricultural items, to September and October in Brussels and Brasília, respectively.

Source: SE-Coniq

STF postpones judgment on Anvisa's regulation regarding flavored cigarettes

In session on October 19, the Federal Supreme Court adjourned the Direct Action of Unconstitutionality (ADI) n. 4.874, filed by the National Confederation of Industry (CNI), about the regulatory power of the National Sanitary Surveillance Agency. The ADI was motivated by Resolution n. 14/2012 of Anvisa, which banned the manufacture and sale of cigarettes with components that add flavor to tobacco products. One of the main objectives of the resolution was to reduce the attractiveness of these compounds to the experimentation of children and young people. The Additives have a direct impact on the initiation of smokers, since they mask the bad taste, disguise the unpleasant smell, reduce the visible portion of the smoke and decrease irritability to nonsmokers.

Reports in Public Health releases supplement on tobacco

The Center of Studies on Tobacco and Health (ENSP/Fiocruz), with the support of the American Cancer Society and the Inova-ENSP Program, released the Report Supplement on Public Health: "Brazil's Tobacco Control Policy: Advances and Challenges", (vol.33, Suppl 3/2017). The special publication features 18 unpublished articles by national and international authors about the progress of tobacco control policies following the ratification of the WHO Framework Convention on Tobacco Control in 2005, and the obstacles created by the interference of the productive chain controlled by transnational corporations.

The publication can be accessed at the link:
<http://cadernos.ensp.fiocruz.br/csp/>

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