



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

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WHO rejects PMI's foundation to reduce smoking

The World Health Organization (WHO) condemned Philip Morris International's (PMI) support for the Foundation for a Smoke-Free World – an independent, non-profit organization designed to accelerate global efforts to reduce health impacts and deaths from smoking. PMI has committed to invest \$80 million annually for twelve years in order to encourage research to reduce smoking worldwide.

WHO reinforced, in a statement, its decision not to join the Foundation for a Smoke-Free World and reinforced that the strengthening of the Framework Convention on Tobacco Control (WHO FCTC), which is subject to numerous oppositions by the tobacco industry, is the most effective way to control smoking. According to the declaration, "if PMI were truly committed to a smoke-free world, they would support the policies of the WHO FCTC."

The hiring of researchers to develop studies that defend their interests is one of the tactics being used by the tobacco industry with the aim of countering public tobacco control policies. At the beginning of November, PUC-Rio promoted the seminar "New Tobacco Products Generation - What Does Science Say?" in which James Murphy, from British American Tobacco (BAT), and Riccardo Polosa, director of the Institute of Medicine and Emergency Department of the University of Catania, Italy, spoke.

Wife of the Minister of Health visits Philip Morris factory in Europe

The deputy governor of Paraná, Cida Borghetti, inserted, in her official agenda of a trip to Europe in September 2017, a visit to a Philip Morris unit, in the city of Bologna, Italy, with the purpose of knowing the factory's "reduced risk" tobacco products - the current main tactic to leverage the industry's business. Cida is the wife of the current Minister of Health, Ricardo Barros, who, in the final analysis, holds the position of president of the National Commission for the Implementation of the Framework Convention for Tobacco Control (WHO FCTC).

Illegal campaign

Although advertising of tobacco products has been banned in Brazil since the 2000s, the Industry has posted photos on the internet of young people considered to be "influencers", with profiles on Instagram that have 2,000 to 100,000 followers, and thus promote the consumption of cigarettes. Although the posts are not identified as advertising, verification of Exame Magazine points to a supposed campaign of the company Souza Cruz.

In high quality and aesthetically pleasing photos portrayed, people appear with cigarettes in their hands or mouths, lit or unlit, providing glamor, youth and sensuality to the act of smoking. Images always bring the hashtag #aheadbr, while some also cite the @ahead.br profile on Instagram.

The people involved in the action mentioned the fact that "influencers" should post eight photos per month, between October and December. The payment, calculated according to the number of followers of each influencer, would vary between 3 and 8 thousand reais (paid in two installments). According to the publication, there is an agreement between Souza Cruz and Hood activation agency to create the campaign

Source:¹Revista Exame, available at <https://exame.abril.com.br/marketing/disfarcada-campanha-cigarro-kent-instagram-influencers/>

São Paulo disregards request for partnership breakdown with the tobacco industry

In a publication in the Official Gazette, the Special Secretariat for Social Investment of São Paulo requested for the immediate cessation of any type of partnership with the tobacco industry, as formulated by the Association of Tobacco Control, Health Promotion and Human Rights. The action questioned the donation of 20 vehicles and 1,000 bunk beds to the City of São Paulo by Souza Cruz. Control Specialists point to the initiative as an attempt to influence decision-makers through "voluntary measures that are part of Corporate Social Responsibility programs".

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FCTC

WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL

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