



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

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MARCH 2018

The Brazilian Observatory on the Strategies of the Tobacco Industry Celebrates Two Years of Existence

The Observatory completes two years in March 2018, monitoring the tobacco industry. Issue 3 of the Bulletin celebrates the success of the investigations made from the documents available, free of charge, on the platform.

During this period, more than 750 documents have been identified and annexed that demonstrate how the industry acts to compromise the tobacco control measures adopted by Brazil, and it can be observed that one of the main strategies used was the capture of political and legislative processes with the goal of influencing decision makers and expanding their business.

The Observatory's collection also contains documents on how the tobacco industry tries to manipulate public opinion in order to gain the appearance of respectability, using the Corporate Social Responsibility tactic.

The Fiocruz's initiative is one more of the many efforts made to make the prevalence of smokers fall even more in Brazil. We hope that platform become an abundant and safe source of information for health professionals, journalists and leaders in the area of tobacco control.

The Federal Supreme Court (STF) Maintains the Prohibition of Additives in Tobacco Products and Guarantees the Legitimacy of Anvisa

After five years of the analyses, the STF rejected the Direct Action of Unconstitutionality (ADI) 4874, proposed by National Industry Confederation (CNI) against the Sanitary Surveillance Agency (Anvisa), about the prohibition the addition of aroma and flavor in cigarettes. The results were 5/5 and the declaration of unconstitutionality. The understanding of the STF was that Anvisa acted within its attributions, since these substances increase the attractiveness to children and young people minimizing the taste of smoke. Even with the maintenance of the resolution, industries can still resort to lower instances.

The ministers Alexandre de Moraes, Luiz Fux, Dias Toffoli, Gilmar Mendes and Marco Aurélio Mello voted against to Anvisa utilizing the tobacco industry arguments.

Source: STF and Conicq Newsletter

Another Great Victory for the Tobacco Control in Brazil

Anvisa approves new rules for cigarette exposure at sales points. In January 2018, Anvisa approved a resolution that brings new rules for the exposure and commercialization of cigarettes, as well as other tobacco products.

The decision complements RDC 195/2017, which prohibits the use of advertising resources on packaging, as they may induce cigarette consumption or suggest that the products are not harmful to health.

According to the proposal, the points of sale of the tobacco products should keep as far as possible from the children and adolescent public and also from candy and chocolates. Now, it will be not possible to be able to put any additional marketing resources, such as colors, sounds and lighting directed at the displays or windows that expose the cigarette packs.

Research published by Tobacco Control magazine shows that in the 77 countries where cigarette advertisements were banned from points of sale, there was a 7% reduction in the prevalence of smoking among adults. Another study, presented by the International Tobacco Control Policy Assessment Project, shows that 71% of young people who have seen cigarettes in supermarkets, bakeries or newsstands feel influenced to consume the product.

Source: Agência Brasil

Sead Cuts Budget for Tobacco Diversification Program

After the COP 7 to recommend to countries financial support for tobacco diversification, Brazil – the world's second largest producer of tobacco leaves - did not provided new resources to the Program National Diversification of Tobacco-Growing Areas.

In 2018, occurred a cut of more than 43% in the budget of the Special Secretariat for Family Agriculture and Agrarian Development (Sead), vinculated to the Civil House, jeopardizing the program created in 2005.

The continuity of work, involved about 11,000 families in the south of the country, will depend on federal funding in 2018. Meanwhile, producers seek alternatives with their own resources or through state and municipal initiative.

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This document was produced with the financial support of Vital Strategies, managed by the International Union against Tuberculosis and Lung Diseases (The Union) and Funded by Bloomberg Philanthropies. The content this document is the sole responsibility of the authors and, under no circumstance, can be considered as reflecting the positions of Vital Strategies, The Union or donos.



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WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL

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