



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

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Highlights 8

## **Brazil defines discussion at the 8th Conference of the Parties (COP8)**

Brazil will adopt a strong stance against the tobacco production chain at the Eighth Conference of the Parties (COP8) of the Framework Convention for Tobacco Control (FCTC/WHO), to be held from 1 to 6 October in Geneva.

According to the Gazeta do Sul, local newspaper, there will be increase of the incentives for the diversification of crops, the stricto control of the diseases supposedly caused by the activity, the fight against the "industry lobby and restrictive measures" and the global control of the commercialization of illegal cigarettes will guide the speech of the Brazilian authorities.

In response to the Newspaper, the Executive Secretariat of CONICQ reported that "representatives of the tobacco production chain read the documents and positioned themselves (and even submitted evaluations) about the documents on the agenda".

Sources:

Gazeta do Sul Journal – 19/09/2018

<http://www2.inca.gov.br/wps/wcm/connect/agencianoticias/site/home/noticias/2018/inca-responde-a-equivocos-do-jornal-gazeta-do-sul-sobre-aco-es-da-conicq>

## **Fiocruz at COP8**

The researchers Valeska Figueiredo and Silvana Rubano Turci, from the Center on Tobacco or Health Studies at Oswaldo Cruz Foundation (Cetab/Fiocruz), will be composing the Brazilian delegation to take part in the Eighth Conference of the Parties (COP8).

Valeska is a member of the expert Group responsible for developing the document on Article 13 of the WHO-FCTC, whose motto is advertising, promotion and sponsorship of tobacco products and will present the reporting. Silvana Turci will accompany the discussions on article 5.3, which deals with the interference of industry in public policies, mission of the CETAB/Fiocruz Observatory on tobacco industry strategies, the reason for monitoring the Observatory on tobacco industry strategies.

## A front group of the tobacco industry resorts to the Civil House of the Brazilian government

Representatives of the tobacco production chain and congressmen that defend the interests of the tobacco industry, were received by the chief of staff, Eliseu Padilha, at a meeting that discussed the Brazilian participation in COP8.

The Group requested support to be inside the Geneva Conference. The Brazilian tobacco control national commission, in an attempt to resolve any doubts and dialogue with our society, promotes open meetings convened by the Executive Secretariat in order to present the themes that will be brought to the Conference, as well as the positioning of the Brazilian government, for civil society organizations.

Source: *Gazeta do Sul* (september 2018)

## Tobacco industry sends representative to the Brazilian Congress of Medicine

The Director of Medical Affairs at Philip Morris International (PMI) participated in the 73rd Brazilian Congress of Cardiology from September 16 to 18 in Brasilia.

The presence of the tobacco industry representative was intended to disclose, on the basis of company studies, heated tobacco cigarettes, such as IQOS. PMI has adopted the "harm reduction" speech and therefore claims that it lowers the risk of cardiovascular disease.

Experts in the area of health reveal that there is still no scientific evidence to prove the safety of these products. The devices, as already known, are part of a business strategy of companies with the aim of promoting new products and expanding their profit margin.

### Credits:

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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 of 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 donors.*



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**FCTC**

WHO FRAMEWORK CONVENTION  
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**OBSERVATÓRIO  
SOBRE AS  
ESTRATÉGIAS  
DA INDÚSTRIA  
DO TABACO**