



Highlights of THE OBSERVATORY ON TOBACCO INDUSTRY STRATEGIES

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Senate Passes Bill to Expand Tobacco Control

The Federal Senate approved the bill (PLS 769/2015), proposed by senator José Serra (PSDB-SP), which expands tobacco control measures in Brazil.

The text points out several measures to prevent children and adolescents from coming into contact with tobacco smoke, including the prohibition of exposure of products at points of sale, changes in cigarette packaging, elimination of additives that add flavor and aroma to these products and punishment for smokers in vehicles under the age of 18. The latter, addressed to the Brazilian Traffic Code (Law 9.503, 1997), classifies the act as a serious infraction and fine. The text is yet to be approved by the House of Representatives.

Source: Senate Agency, november 2019

EVALI

Center for Disease Control and Prevention (CDC-US) names Electronic Cigarette-Related Lung Disease: Evali. Vaping or electronic cigarettes has the characteristic of causing lung injury and physicians should be attentive of the following respiratory symptoms: cough, chest pain and shortness of breath and gastrointestinal symptoms such as abdominal pain, nausea, vomiting and diarrhea, in addition to fever, chills, weight loss.

In the United States, 26 people have died and 1299 people have been diagnosed with diseases related these products use since August 2019. In Brazil, the sale of this type of cigarette is prohibited, but many people use without knowing the risks.

Source: Uol and Gazeta do Povo, november 2019

Although banned in Brazil, Philip Morris promotes the use of electronic cigarettes

Philip Morris has filed an online petition for regulation. The action is part of the institutional campaign called "We Need to Talk", which aims to present electronic products as safer and healthier alternatives to conventional cigarettes. According to Brazilian Health Regulatory Agency (Anvisa), the claim that these products pose less health risk conveys the false sense of security and may induce non-smokers to adhere to electronic cigarettes.

Source: Philip Morris

Tobacco industries articulate for next COP9

At a meeting held in the state of Bahia in October 2019, members of the Sectorial Chamber of the Tobacco Production Chain of Brazil, made up of 38 representatives of the sector's bodies and entities, started a debate about how the tobacco industry must claim its participation in the next COP, which will take place in November 2020 in The Hague, The Netherlands.

According to the president, Romeu Schneider, the Chamber wishes to "anticipate discussions and ensure a greater participation of representatives of the tobacco production chain so that they can be involved in the decisions that the Government of Brazil will take to the Conference."

Source: Agrolink, november 2019

Credits:

President of Fiocruz: *Nísia Trindade Lima*

Director of Ensp: *Hermano Castro*

Coordinator of Cetab: *Valeska Figueiredo*

Editors:

Alex Medeiros Kornalewski

Alexandre Octavio Ribeiro de Carvalho

Danielle Barata

Filipe Leonel

Silvana Rubano Turci (head of the Brazilian Observatory)

Luiz Eduardo Barboza da Silva – Translation

Ana Lucia Normando – Review

Tatiana Lassance Proença – Designer

E-mail:

cetab.observatorio@ensp.fiocruz.br



@Observatoriotab

<https://www.facebook.com/cetab.ensp>

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