



Highlights of THE OBSERVATORY ON TOBACCO INDUSTRY STRATEGIES

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Fiocruz will house the newest WHO Knowledge Hub

Fiocruz and the Secretariat of the WHO FCTC signed a memorandum of understanding to create a knowledge hub for FCTC Articles 17 and 18. These articles deal with the promotion of economically viable alternatives to farmers who grow tobacco and with the protection of the environment and the health of persons, respectively. The knowledge hub is responsible for developing, analyzing, synthesizing and disseminating to the Parties to the Convention knowledge and information related to matters under its expertise in relation to the Convention, with a view to promoting and fostering scientific and technical international cooperation among the Parties to the Convention.

Source: *Fiocruz and WHO FCTC websites, July, 2020*

In an election year, PM seeks promotion by developing corporate social responsibility activities (CSR) in tobacco growing municipalities

The Intermunicipal Service Consortium of Vale do Rio Pardo (Cisvale) and the Pro-Education Association in Santa Cruz do Sul (Apesc), which maintains the University of Santa Cruz do Sul (Unisc), signed a cooperation agreement to carry out a research on the prevalence of Covid-19 in the 14 municipalities covered by Cisvale. The event took place in Santa Cruz do Sul and was attended by managers and secretaries of the consortium municipalities, as well as representatives of Philip Morris Brazil (PMB), Association of the Municipalities of Vale do Rio Pardo (Amvarp) and the 13th Regional Health Coordination. About R\$ 500.000,00 have been invested, R\$ 80.000,00 of which were transferred by PMB to cover the operational costs in training and displacement of the professionals responsible for carrying out the tests in the municipalities involved.

Source: [https://www.unisc.br/pt/noticias/cisvale-e-unisc-assinam-acordo-para-inicio-de-estudo-da-prevalencia-da-covid-19\(julho2020\)](https://www.unisc.br/pt/noticias/cisvale-e-unisc-assinam-acordo-para-inicio-de-estudo-da-prevalencia-da-covid-19(julho2020))

[www.gaz.com.br/conteudos/regional/2020/07/12/167970-unisc_e_cisvale_lancam_portal_de_informacoes_sobre_a_covid.html.php\(julho2020\)](http://www.gaz.com.br/conteudos/regional/2020/07/12/167970-unisc_e_cisvale_lancam_portal_de_informacoes_sobre_a_covid.html.php(julho2020))

[https://www.matoleitao-rs.com.br/matoleitao/2020/07/16/pesquisa-da-covid-19-e-adiada/\(julho2020\)](https://www.matoleitao-rs.com.br/matoleitao/2020/07/16/pesquisa-da-covid-19-e-adiada/(julho2020))

Partnership with the tobacco industry conflicts with public health interests

The tobacco industry continues to carry out self-promotion activities by taking advantage of the Covid-19 pandemic. In a statement, PMB announced the transfer of approximately five hundred thousand reais to the municipal government of Santa Cruz do Sul, of which half was to be used for the maintenance of a field hospital and the other half as an anticipation of the 2021 municipal property tax. The company also donated 1,200 liters of alcohol. The measure is evaluated by researchers on tobacco control as a corporate social responsibility (CSR) activity to improve its reputation and try to change the corporate image.

Source: PMI, Gaz, PAHO (July, 2020)

Good news: Marvel and Netflix pledge to decrease cigarette display

Netflix – the global streaming service provider – and Marvel Comics – a publisher of American comic books and related media, responsible for the comics and movies of heroes like Iron Man, Captain America, Captain Marvel, and Hulk – have pledged to reduce the scenes of people smoking cigarettes in their respective productions. The announcement is a setback for the indirect forms of tobacco advertising. According to the UN, six million young people started smoking in the United States in 2014 due to the influence of movies.

Source: ACT Blog (July, 2020)

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