



# OBSERVATÓRIO SOBRE AS ESTRATÉGIAS DA INDÚSTRIA DO TABACO

[observatoriotabaco.ensp.fiocruz.br](http://observatoriotabaco.ensp.fiocruz.br)

## *Editorial*

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### **CETAB/ Fiocruz's Tobacco Industry Observatory – 6 years**

In 2016, when we launched the Tobacco Industry Monitoring Observatory at CETAB/Fiocruz, our goal was to offer a tool that could assemble indisputable evidence about the tactics used by the tobacco industry to interfere with public policies.

As we look at the path we have gone along; we realize that we have succeeded! Besides gathering hundreds of documents, we have congregated hundreds of users who exploit the documents indexed at the Observatory to understand the industry's strategies to carry on its business, which kills more than 8 million consumers worldwide annually.

Despite the difficulties, the platform has been consolidated and used by researchers, journalists, and public health professionals who act to protect policies against smoking. Even if the industry reinvents itself, we are careful to denounce its maneuvers and thus expose its real intentions.

We work so that the searches at the Observatory become more accurate, sensitive, and quicker, identifying documents that show, for example, how the industry acted during the most challenging period of the covid-19 pandemic, adopting corporate social responsibility strategies to improve its image and mask its products' risks, and lobbying policymakers to change the legislation on electronic smoking devices. With the successful implementation of the Framework Convention on Tobacco Control, the prevalence of smokers has dropped significantly, making the tobacco industry launch old products in new clothing without caring about people's health to avoid a drop in its profits.

By Silvana Rubano Barreto Turci

## Opinion

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### Who cares about Sister Lourdes Dill's transfer?

In a controversial move, the Archbishop of Santa Maria, Don Leomar Brustolim, will transfer sister Lourdes Maria Staudt Dill to a countryside village in Maranhão. In the 1980s, Ivo Lorscheiter and sister Lourdes created the project *Esperança-Cooesperança*, based on the solidarity economy and aiming for the social inclusion of populations affected by poverty.

In early March, Brustolim reported that the decision was irreversible and came from the Congregation Daughters of Divine Love provincial superior mother, Jacinta Weber.

Among the pioneering *Esperança-Cooesperança*'s projects is the support to tobacco growers who are interested in alternative crops that provide income

according to the solidarity economy principles:

*"The solidarity economy is a model that considers a new way of producing, marketing, and consuming. We produce respecting the environment and water sources. It is a new way of working because the result is shared, not concentrated. Marketing is direct, with no intermediaries between producer and consumer. Thus, the way of consuming is a repudiation of consumerism."*<sup>1</sup>

The coincidence was that the transfer occurred when the tobacco industry and its local partners, supported by government sectors and parliamentarians from the Southern Region, reacted to the tobacco control policy in Brazil and its most important agent: the Framework Convention

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<sup>1</sup>[http://repositorio.ipea.gov.br/bitstream/11058/6973/1/Desafios\\_Desenvolvimento\\_v.4\\_n.37\\_2007.pdf](http://repositorio.ipea.gov.br/bitstream/11058/6973/1/Desafios_Desenvolvimento_v.4_n.37_2007.pdf)

on Tobacco Control (WHO FCTC).

Not by chance, in 2004, Sister Lourdes Dill was present in the Senate with Senator Eduardo Suplicy to discuss Brazil's position on the ratification of the international treaty, making clear its position for life and at odds with the tobacco industry and its interests:

*"I stand up for sustainability and life first. Life is not bought; life is cultivated. And we certainly do not gain more quantity and quality of life by consuming poisons, consuming products like tobacco and others. Of course, as we have a healthy diet, we will increase the number of years and improve quality of life."*<sup>2</sup>

The successful experience of the solidarity economy, considered a pioneer in Brazil, emerged from a meeting between Lorscheiter and writer Albert Tévoédjrè, who influenced Lorscheiter, and served as the theoretical basis for Hope Project creation. They based it on solidarity as its foundation and Christian philosophy as a principle to "*free men from all kinds of chains: moral, economic, social, cultural and political,*"<sup>3</sup> in the Brazilian bishop's understanding.

The project, born in the Bank of Hope of the Santa Maria archdiocese, completed 35 years of activities this year and has already benefited millions among cooperatives and consumers. The project is responsible for

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<sup>2</sup><https://www.inca.gov.br/sites/ufu.sti.inca.local/files//media/document/notas-taquigraficas-das-audiencias-publicas-referentes-a-convencao-quadro-da-oms.pdf>

<sup>3</sup> Headline, "Para onde vai a Igreja?" 29/04/1978

bustling annual events in the city, such as the Mercosur Solidarity Economy Fair and the State Cooperativism Fair, which take place at the Solidarity Economy Reference Center Dom Ivo Lorscheiter.

## Electronic Nicotine Delivery Systems (ENDs)

Electronic nicotine delivery systems have been regulated in Brazil since 2009 by Board Resolution No. 46 (RDC 46/2009), issued by the Brazilian Health Regulatory Agency (*ANVISA*).

ENDs were developed in China in 2003. However, only in 2007 their market expanded to the United States and Europe (da Costa e Silva, 2021). In 2008, during the third session of the Conference of the Parties (COP), the WHO FCTC governing body, this theme was first brought up by a working group report which addressed Articles 9 & 10 (WHO FCTC, 2008).

*ANVISA* has been discussing and regulating ENDs in Brazil following international debates. Nonetheless, in 2010, a concern on the subject emerged and became present in all COPs, with academic groups having a polarized discussion for and against their use. In 2019, a new disease was described among ENDs users (EVALI) (Health, 2021). Finally, the increasing pressure promoted by the industry to market new nicotine and tobacco products in some countries (University of Bath, 2021b). Internationally, the greater pressure from the industry becomes evident from the moment heated tobacco products become part of its portfolio as an alternative to regular tobacco (da Costa e Silva, 2021), and the large tobacco multinationals buy ENDS plants.

Table 1 - ANVISA's actions after ENDS regulation (2009)<sup>4</sup>.

2009	ANVISA carries out a public hearing on ENDS
2009	ANVISA prohibits the sale, importation, and advertising of ENDs, conditioning marketing to proof of benefits
2014	The Brazilian Medical Association and Federal Medical Council warn physicians and society about the ESD ineffectiveness to reduce cigarette consumption
2016	ANVISA, INCA, and PAHO publish technical review called Electronic Cigarettes: What We Know
2017	ANVISA includes the theme in its 2017-2020 Regulatory Agenda
2018	ANVISA convenes a technical panel to discussion ENDS
2019	ANVISA warns physicians about a severe lung disease associated with ENDS use
2019	ANVISA holds the first public hearing on ENDS in Brasilia
2019	ANVISA holds the second public hearing on ENDS in Rio de Janeiro
2021	ANVISA carries out three targeted consultations on ENDS with: 1. <i>Visas</i> ; 2. research, teaching and government institutions; 3. Companies

Source: Richter, A.P et al.

The Brazilian regulatory process is related to the ENDS international discussion process, as shown in Table 2 (da Costa e Silva, 2021).

Table 2 - Timeline of international market-defining events, industry pressure and national initiatives (2009).<sup>5</sup>

2007	Electronic cigarette market invented in China in 2003; expansion into the west
2008	WHO FCTC Articles 9 and 10 Working Group recommends that COP3 identify good practices on the regulation of electronic cigarettes (ENDS)
2010	Secretariat of WHO FCTC prepares COP4 report expressing concern about ENDS market expansion
2012	Tobacco industry begins to buy electronic cigarette factories and invest in heated tobacco product R&D COP5 calls for a report on the prevention and control of electronic nicotine delivery systems (ENDS) and evidence on their health impact
2014	Pro-ENDS group of scholars asks for their marketing COP6 proposes to regulate or prohibit ENDS taking into account the protection of human health
2016	COP7 acknowledges the existence of heated tobacco products (HTPs) in the market and proposes to prohibit or restrict the manufacture, importation, distribution, sale and use of ENDS
2018	Large tobacco companies include heated tobacco products in their portfolio COP8 assesses ENDS market expansion and considers HTPs as subject to FCTC measures
2021	Pro-ENDS group of scholars asks for their marketing COP9 discusses ENDS' and HTPs' documents submitted by the Secretariat and WHO, maintaining scientific position on ENDS

<sup>4</sup> Richter, A.P.; Hasselmann, L.G.; Torres, R.;Turci, S.R.B.; Costa e Silva, V.L. O uso da estratégia de Responsabilidade Social Corporativa (RSC) pela indústria do tabaco na promoção dos Dispositivos eletrônicos de fumar (DEFs). In: \_\_\_\_\_. **Observatório das Estratégias da Indústria do Tabaco no Brasil, Centro de Estudos sobre Tabaco e Saúde da Escola Nacional de Saúde Pública Sergio Arouca da Fundação Oswaldo Cruz (CETAB/Ensp/Fiocruz)**, April, 2022. Available at; <http://tabaco.ensp.fiocruz.br/pt-br/projeto-stop-o-uso-da-estrategia-de-responsabilidade-social-corporativa-rsc-pela-industria-do-tabaco>. Accessed: Apr 13, 2022.

<sup>5</sup> Ibidem.

## Eduardo Leite\*: conflicting relations with the tobacco industry x public health.

\*Current governor of the state of Rio Grande do Sul, Brazil's main tobacco producer.

Many means of communication such as social networks, printed newspapers, electronic newspapers, and television have displayed linearity regarding Governor of Rio Grande do Sul Eduardo Leite's concerns. They are all related to economic issues and advocate for the tobacco industry. However, they lack to mention the harm caused by tobacco products and the burden on public health. It is also essential to record a brief timeline illustrating the governor's relationship with the tobacco industry.

On November 27, 2019, Governor Eduardo Leite received the president of the Interstate Tobacco Industry Union (*SindiTabaco*), Iro Schünke, the mayor of Arroio do Tigre, Marciano Ravanello, and the vice president of the Tobacco Growers' Association of Brazil (*Afubra*), Marco Antonio Dornelles, to discuss the official opening of tobacco harvesting season in the state of Rio Grande do Sul.<sup>6</sup>

<sup>6</sup> GOVERNOR of Rio Grande do Sul receives official invitation to the opening of the tobacco harvest. *Sinditobacco*, Rio Grande do Sul Nov. 28, 2019. Available at: <http://www.sinditabaco.com.br/governador-gaicho-recebe-convite-oficial-p...> Accessed: Apr. 1, 2022.

In March 2020, he defended the production and marketing of electronic cigarettes and heated tobacco products in Brazil while visiting Santa Cruz do Sul. According to him, the motto is the tax collection and the new jobs that can be generated. However, policies to encourage tobacco production and marketing neglect the high costs *to* public health. In the same period, during a visit to the largest tobacco-growing region in the country, the governor acknowledged the social and economic importance of the production chain and ensured political support to the sector in the process of regulating heated tobacco cigarettes, popularly called electronic cigarettes.<sup>78</sup>

In the same month in 2019, he ended the agenda with a visit to the Philip Morris Brazil factory. He visited the primary and secondary production process halls and

<sup>7</sup> NASCIMENTO, Rodrigo. Leite tells the region that he supports electronic cigarette manufacture and marketing. *Gaz*, Rio Grande do Sul, Mar. 10, 2020. Available at: [http://www.gaz.com.br/conteudos/regional/2020/03/10/162839-leite\\_diz\\_a\\_r....](http://www.gaz.com.br/conteudos/regional/2020/03/10/162839-leite_diz_a_r....) Accessed: Mar. 11, 2020.

<sup>8</sup> GOVERNOR defends unbiased debate over heated tobacco products. *Agrolink*, Rio Grande do Sul, Mar 12, 2020. Available at: [https://www.agrolink.com.br/noticias/governador-defende-debate-sem-preconceito-sobre-os-produtos-de-tabaco-aquecido\\_431355.html](https://www.agrolink.com.br/noticias/governador-defende-debate-sem-preconceito-sobre-os-produtos-de-tabaco-aquecido_431355.html). Accessed: Jun 29, 2020.

then spoke to a group of company employees about the prospects for the tobacco industry. The governor stressed that alternatives could be worked on for the tobacco industry. “There is a great wealth to be extracted from this area to improve many people's lives with the economic development it provides,” he said. Phillip Morris Brasil, the second largest tobacco company in the country, studies the development and marketing of low-risk alternative products for adult smokers.<sup>9</sup>

In July 2021, at the *Tá na Hora* event, promoted by the Commercial and Industrial Association (ACI) of Santa Cruz do Sul, Governor Eduardo Leite participated in a significant announcement by Japan Tobacco International (JTI): an investment plan of R\$ 126 million in operations in Rio Grande do Sul by the end of 2023. In the afternoon, Leite visited the factory in the industrial district. “It is great news for the investment itself, which will generate development, employment, and income, but also because it demonstrates the company's confidence in our State. We hope that this announcement can bring results to JTI to continue investing here and show other entrepreneurs

that it is possible, and that Rio Grande do Sul is attractive”, said the governor.<sup>10</sup>

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<sup>9</sup> In a visit to Philip Morris Brasil, Leite talks about prospects for the tobacco industry. **Estado.RS**, Rio Grande do Sul, Mar. 9, 2020. Available at: <https://estado.rs.gov.br/em-visita-a-sede-da-philip-morris-leite-fala-so...> Accessed: Apr. 1, 2022.

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<sup>10</sup> DURING the governor's visit, JTI announces an investment of R\$ 126 million in the Santa Cruz do Sul plant. **Estado.RS**, Rio Grande do Sul, Jul. 20, 2021. Available at: <https://estado.rs.gov.br/durante-visita-do-governador-jti-anuncia-invest...> Accessed: Apr. 1, 2022.

**“Fight against tobacco in Brazil: 40 years of history”**

There was a time when smoking was synonymous with success, power, and glamour. However, this scenario has been modified thanks to a group of people willing to show that smoking is a disease and that smoking increases the risk of developing severe chronic diseases, such as respiratory and cardiovascular diseases and cancer. This success story is described in the book “Fight against tobacco in Brazil: 40 years of history” and is available on CETAB/Fiocruz’s Tobacco Industry Observatory website at <http://tabaco.ensp.fiocruz.br/pt-br/40-anos-de-luta-contr-o-tabaco-no-brasil>

The book brings the reports of doctors, advocates, researchers, health professionals, and others from several areas of knowledge, who lived and worked so that tobacco control could advance, and Brazil could reach the lowest prevalence in its history. This book honors the memory of people who have gathered around the idea of saving lives and becoming a role model for coping with large corporations that only think about their profit, disregarding the health of populations.



**Fiocruz campaign files a petition against the permission of electronic cigarettes in Brazil**

Mobilization of ENSP/Fiocruz’s Center for Tobacco and Health Studies seeks to alert to the risks of using electronic smoking devices



On Monday (11), the Center for Tobacco and Health Studies of the National School of Public Health Sérgio Arouca (ENSP/Fiocruz) launched a campaign to warn about the risks of marketing and using electronic smoking devices (ESDs) in Brazil. The center produced informative material focusing on social networks. The campaign also promotes an online petition for the population to speak out against the authorization of electronic cigarettes in the national market by the Brazilian Health Regulatory Agency (ANVISA). The petition can be accessed at

<https://www.change.org/diga-não-aos-cigarros-eletrônicos>



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**FCTC**

WHO FRAMEWORK CONVENTION  
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