

Destaques do



OBSERVATÓRIO SOBRE AS ESTRATÉGIAS DA INDÚSTRIA DO TABACO

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Highlights 14

ANVISA decides to maintain the ban on ESDs in Brazil

CETAB/Fiocruz, in partnership with STOP (Stopping Tobacco Organizations and Products), the UNION, Vital Strategy, and other governmental and non-governmental organizations have once again opposed the proposals of the tobacco industry and its front groups to make electronic smoking devices production, marketing and advertising legal in Brazil.

The tobacco industry pressured the Brazilian Health Regulatory Agency (ANVISA) to create an opportunity in the regulatory agenda 2017-2020, which would allow the revision of RDC 46/2009 that banned electronic nicotine delivery systems (ENDS) in Brazil. There was an intense national mobilization to prevent access to these products involving institutions that fight for public health.

ENDS provide flavored nicotine steam to their users, exposing them to continuous doses of this same drug found in other tobacco products. In Brazil, there are 161,853 deaths attributable to tobacco use yearly, representing 443 deaths per day. These numbers make smoking the third risk factor for years of healthy life lost due to disability. In other words, smoking remains the most significant preventable isolated cause of illness and early deaths worldwide.

CETAB launched a series of materials to show the population that ENDS pose health risks, supporting ANVISA with documents and studies that showed the importance of maintaining the prohibition of its use in Brazil.

CETAB also carried out a study on the tobacco industry's strategies to get new users (available at <https://tabaco.ensp.fiocruz.br/pt-br/o-uso-da-estrategia-de-responsabilidade-social-corporativa-rsc-pela-industria-do-tabaco-na-promocao>); wrote a petition called "*Diga não ao cigarro eletrônico*" [Say no to e-cigarette], which 9,000 people signed; and ran a social media campaign that reached more than 4 million people on Facebook and Instagram and over 700,000 on Twitter throughout Brazil, 58% of which were women. This fact was expected since they represent 56% of social media users in the country.

Social media are, in fact, an excellent communication tool in Brazil: 32% of Facebook users believe that it is an informative platform; besides being the most used social media by young people, Instagram is where most influencers are; and 62% of Twitter users believe that it shows very well what is happening around the world

CETAB/Fiocruz also produced a series of podcasts called “*Onde tem fumaça, tem fogo – mazelas da indústria do tabaco*” [Where there is smoke, there is fire – the tobacco industry’s flaws]

(<https://open.spotify.com/show/5XAmMDpSahEtCi7y3oQcaT>). Each week an episode was distributed, with the participation of renowned Brazilian personalities such as physicians Drauzio Varella and Paulo Muzzi and researcher Stella Biallous from UCSF.

The campaign was highlighted in conventional media and was portrayed by prominent newspapers and magazines such as O Globo, Veja, Uol, and Yahoo, among others.

As a result of this joint work, on July 6, 2022, all ANVISA directors accepted the contributions and discharged changes in Board Resolution 46/2009, maintaining the prohibition of ENDS import, advertising, and marketing in Brazil. It is a result we celebrate as a significant victory for Brazilian public health since it will save countless lives and inspire other countries to do the same.

Access our publications on Corporate Social Responsibility (CSR), Electronic Smoking Devices (DEFS), Illicit Trade and other documents at the STOP project link:

<https://tabaco.ensp.fiocruz.br/en/keywords/stop-project>

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