

Highlights of



OBSERVATÓRIO SOBRE AS ESTRATÉGIAS DA INDÚSTRIA DO TABACO

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CETAB is awarded by WHO for its achievements in tobacco control

The Center for Tobacco and Health Studies (CETAB), linked to the Sergio Arouca National School of Public Health (ENSP/Fiocruz), has received the prestigious Americas Region award granted by the World Health Organization (WHO). This distinction is a result of CETAB's significant contributions to tobacco control in Brazil, as well as its dissemination of information about the socio-environmental impact of tobacco cultivation and production.

The medal and diploma award ceremony took place on May 31, 2023, in a special celebration held in Rio de Janeiro, promoted by the Pan American Health Organization (PAHO), in partnership with the Ministry of Health (MOH) and the National Cancer Institute (INCA).

The award took place within the context of the global World No Tobacco Day campaign, whose theme this year is "We need food, not tobacco." This campaign seeks to raise awareness about the importance of producing alternative crops to tobacco, encouraging farmers to adopt nutritious and healthy food products as substitutes for tobacco cultivation. The goal is to mobilize governments and policymakers to support farmers in transitioning to sustainable activities, creating market ecosystems with viable alternatives. The established target is to engage at least 10,000 farmers worldwide in abandoning tobacco cultivation. The 2023 campaign also aims to highlight the efforts of the tobacco industry in interfering with tobacco replacement initiatives, exacerbating the global food crisis.

The award granted by WHO to CETAB is a testament to the exemplary work carried out by the center in combating smoking and promoting effective control policies. This recognition further strengthens CETAB's and Fiocruz's commitment to promoting public health, addressing tobacco industry strategies, and seeking sustainable alternatives to protect health and the environment.

Source: <https://informe.ensp.fiocruz.br/noticias/54185>

The interference of the tobacco industry in COP10 and MOP3: a legitimate concern

The realization of the 10th Conference of the Parties (COP10) and the 3rd Meeting of the Parties (MOP3) on Tobacco Control, which will take place in Panama, has sparked debates and mobilizations from various sectors. Among them, the tobacco industry stands out, as it has been striving to influence the discussions and decisions at the events. However, this attempt at interference raises serious concerns and deserves a critical analysis.

According to several reports, there is an articulation of state deputies and representatives from the tobacco production chain to participate in both COP10 and MOP3. This movement seeks to defend the interests of the tobacco industry, which fears more restrictive measures on tobacco control and production.

The tobacco production chain expresses concerns about the future of the activity and highlights the challenges it faces. However, it is important to assess these concerns in light of the central objectives of COP10 and MOP3: public health and tobacco control. The tobacco industry has a history of questionable practices, such as information manipulation, targeting emerging markets, and promoting highly detrimental products to health. Therefore, it is crucial that control policies be guided by a commitment to the health and well-being of the population.

The tobacco industry has significant financial resources, as well as political and economic influence. This reality can create an imbalance in decision-making, compromising progress in tobacco control at COP10 and MOP3. It is essential for governments and regulatory bodies to be aware of these attempts at interference and maintain a focus on public health.

Therefore, it is imperative that COP10 and MOP3 be spaces for transparent and democratic discussions, where the interests of the tobacco industry do not outweigh scientific evidence and the needs of public health. Tobacco control is a matter of health, and effective measures must be adopted at both conferences to protect people from the harm caused by tobacco.

Source: <https://tabaco.ensp.fiocruz.br/pt-br/diretora-executiva-da-itga-diz-que-producao-no-brasil-e-exemplo-para-o-mundo>



The tobacco industry and the need for taxation for tobacco control

The tobacco industry, known for its questionable practices, is once again trying to evade responsibilities for public health. This time, its focus is on tax reform, seeking to avoid higher taxes on its harmful products. This stance is subject to criticism and demands reflection on the importance of high taxes when it comes to tobacco control.

Tax reform presents an opportunity to promote a fairer and healthier society, and this includes adopting policies that discourage the consumption of health-damaging products such as tobacco. However, the tobacco industry has mobilized to influence the discussions and prevent taxes from being raised on its products.

Taxation on tobacco plays a crucial role in tobacco control. By increasing product prices, taxes reduce consumption, especially among young people and vulnerable populations. Additionally, the revenue generated from these taxes can be directed towards investments in health policies, prevention, and treatment of tobacco-related diseases.

The tobacco industry has a long history of strategies aimed at undermining tobacco control and influencing public policies. Their actions aim to perpetuate tobacco dependence and ensure their profits, disregarding the serious health consequences for people.

Tax reform offers an opportunity to correct distortions and promote a healthier society. It is essential that the discussions take into account the interests of public health and do not succumb to the commercial interests of the tobacco industry.

Appropriately taxing health-hazardous products is a crucial measure to discourage their consumption and promote disease prevention. It is time to resist the pressures of the tobacco industry and ensure that tax reform fulfills its role in promoting a fairer and healthier society, where the health and well-being of the population are prioritized over the economic interests of a few.

Source: <https://tabaco.ensp.fiocruz.br/pt-br/frente-da-agricultura-familiar-debate-efeitos-da-reforma-tributaria-na-producao-de-tabaco-fonte>



Campaign "The world needs food, not tobacco": fostering alternatives for workers

The Knowledge Hub for Articles 17 and 18 of the WHO Framework Convention on Tobacco Control (FCTC/WHO) recently launched the campaign "The world needs food, not tobacco." The initiative aims to address and promote alternatives for workers in the tobacco production chain.

The launch was part of the World No Tobacco Day activities, held annually on May 31 by the World Health Organization (WHO) and its partners. This year, the WHO emphasized the need for governments to end subsidies for tobacco cultivation and support farmers in transitioning to healthier, sustainable crops that improve food security for the population.

The Knowledge Hub continues to periodically publish information on the topic on its social media channels (Twitter, Instagram, and Facebook) and its website, as well as producing the podcast "Unlocking the Tobacco Supply Chain." These initiatives are crucial for promoting changes in the tobacco production chain, offering alternatives to workers, and contributing to public health, environmental preservation, and food security for the population.

Furthermore, the Knowledge Hub acts as a center of knowledge and reference, providing technical and scientific support to health professionals, managers, and policymakers. Its commitment to disseminating updated information and scientific evidence on smoking is essential for supporting effective prevention and control actions.

The comprehensive approach of the Knowledge Hub, involving different areas of knowledge, contributes to a broader understanding of the social, economic, and health aspects related to tobacco. By bringing together researchers and professionals from various fields, the Hub promotes the exchange of knowledge and the creation of innovative strategies to address the challenges of smoking.

Source:

<https://extranet.who.int/fctcapps/fctcapps/fctc/kh/alternativelivelihoods/news/who-fctc-knowledge-hub-articles-17-and-18-launches>



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