

Highlights of



OBSERVATÓRIO SOBRE AS ESTRATÉGIAS DA INDÚSTRIA DO TABACO

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The Tobacco Industry Lobby for the Regulation of Electronic Smoking Devices (ESDs)

It's important to understand the hidden interests of the tobacco industry when lobbying and, thus, expose its inconsistency. The tobacco industry, which sells a product that causes millions of deaths annually, attempts to present itself as a partner in the fight for tobacco control by offering electronic smoking devices – ESDs, as a harm reduction product.

Behind this facade of health concern, there's a deceptive strategy to maintain its market dominance and exploit new business opportunities. ESDs are already regulated in Brazil; they are prohibited, and by persisting in their approval, the tobacco industry seeks to perpetuate nicotine dependency among its consumers and maintain its profits at the expense of public health.

Claiming that harm reduction is an effective solution is a dangerous half-truth, considering that there aren't yet robust studies to assert their safety. Furthermore, the availability of these products promotes the initiation of smoking among the youth and serves as a gateway to the use of other tobacco-related or unrelated products.

Everyone should be vigilant and critical regarding the tobacco industry's maneuvers so that it doesn't influence public policies and the release of electronic cigarettes for its own benefit. The challenge lies in adopting effective measures for treating smokers who wish to quit, for promoting health, raising awareness about the dangers of smoking, and implementing efficient policies that reduce tobacco consumption as a whole.

The tobacco industry's lobby is strong, and it's necessary to ensure that the health and well-being of the population take precedence over economic interests.

Source:

<https://tabaco.ensp.fiocruz.br/pt-br/seminario-discute-relevancia-da-regulamentacao-do-cigarro-eletronico>

Tax Reform: A Crucial Step for Public Health

The recent approval by the Chamber of Deputies of the tax reform proposal, which among other measures suggests levying selective taxes on health-harming products such as tobacco and alcohol, can be seen as a victory. This initiative signifies a significant advancement in safeguarding the public's health and combating strategies employed by industries that promote harmful products.

The tobacco industry has long employed sophisticated tactics to discourage increased taxation on its products. Econometric studies show that raising taxes on tobacco products is one of the most cost-effective ways to reduce consumption, particularly among the youth and low-income individuals. However, the industry, in its relentless pursuit of profits, has utilized its economic and political power to oppose control measures.

The article published by G1 Portal in July 2023, titled "Sin Tax: What the Tax Reform Says About Taxes on Items Like Cigarettes and Alcohol," raises compelling arguments and highlights how the tax reform proposal aims to rectify this injustice by increasing taxation on health-harming products. It is a just and necessary measure to safeguard the population's health and decrease the incidence of smoking-related diseases. This measure is among those recommended by WHO in the MPOWER package. Brazil was commended by WHO for being the second country to adopt MPOWER-recommended measures, including raising taxes on tobacco products, monitoring tobacco use to protect people from the smoke of these products, offering treatment for those who wish to quit smoking, implementing warnings on tobacco product packaging, and banning tobacco product advertising, promotion, and sponsorship.

By proposing differential taxation on these products, the tax reform aims to discourage consumption, particularly among the most vulnerable groups. Moreover, the revenue generated from taxes on health-harming products can be directed towards prevention and treatment programs, further bolstering public health.

Tax reform is a testament to the government's courageous and responsible action, prioritizing public health.

Source:

<https://tabaco.ensp.fiocruz.br/pt-br/imposto-do-pecado-o-que-diz-reforma-tributaria-sobre-impostos-em-itens-como-cigarro-e-alcool>



A Critical Look at the Tobacco Industry

Despite relentless efforts to emphasize its importance to the country's economy, the Tobacco Industry Monitoring Observatory of CETAB/Fiocruz has been noticing articles in the press where the tobacco industry is glorified as vital to Brazil's economy, but that's not quite the case.

This strategy seeks to exert pressure on government officials and decision-makers, aiming to influence Brazil's stance during COP10 (10th Conference of the Parties to the Framework Convention on Tobacco Control), which aims to update treaty member countries on the progress and challenges of treaty implementation.

The tobacco industry is known for employing manipulative tactics to attract consumers, especially the youth, using aggressive marketing and disguised promotional strategies. Numerous scientific studies confirm that tobacco consumption is directly linked to an increased risk of diseases such as cancer, cardiovascular diseases, respiratory diseases, and mental health issues.

We cannot ignore the fact that the tobacco industry is responsible for countless deaths and suffering, along with imposing a huge financial burden on healthcare systems. The costs of medical treatment, lost productivity, and negative economic impacts are substantial, far outweighing the profits that the tobacco industry boasts about.

It's important to question the legitimacy of information provided by the tobacco industry and to be aware of its persuasive strategies. Economic interests should not take precedence over the well-being and health of the population.

Source:

<https://tabaco.ensp.fiocruz.br/pt-br/industria-do-tabaco-teve-sobra-de-vagas-em-2023>



EDS: A Growing Threat to Secondhand Smokers in Enclosed Environments

According to an article published in O Globo newspaper (07/2023), Electronic Smoking Devices (EDS) are responsible for increasing toxins in enclosed environments by up to 22 times. This information is alarming and underscores how dangerous these products can be.

The tobacco industry has questionably sought to promote the idea that EDS are a safe alternative for traditional smokers. However, this approach disregards the negative impacts that their use can have, especially for individuals who are exposed to secondhand smoke in enclosed spaces.

Secondhand smokers are those who inhale cigarette smoke without being active smokers themselves. These individuals can be family members, friends, or coworkers where the use of EDS is not typically restricted. And it is precisely in these locations that the risk of toxin exposure is amplified.

It's important to remember that the production, sale, and importation of EDS are prohibited in Brazil (RDC 46/2009), and these products release toxic substances such as propylene glycol, glycerin, synthetic compounds that provide aroma and flavor, as well as synthetic nicotine, which is a psychoactive drug. These substances cause significant harm to the health of secondhand smokers, increasing the risk of various chronic non-communicable diseases. Children, the elderly, and individuals with pre-existing medical conditions are particularly vulnerable.

EDS are not a safe solution for smoking cessation. Proven effective treatments are available through the Brazilian Unified Health System (SUS).

Source:

<https://tabaco.ensp.fiocruz.br/pt-br/risco-em-locais-fechados-cigarro-eletronico-aumenta-em-22-vezes-toxinas-no-ambiente>



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