

# Highlights of



## OBSERVATÓRIO SOBRE AS ESTRATÉGIAS DA INDÚSTRIA DO TABACO

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### Uniting Forces Against the Tobacco Industry

In a scenario where the health of our youth is at risk, it is essential to focus on the alarming reality: the tobacco industry persists in targeting our young people, disregarding the harm caused. Recently, an article shed light on these insidious tactics.

The tobacco industry not only exploits vulnerabilities but also resorts to visual appeal and the alleged harmlessness of electronic devices to attract the youth, leading them into dependency and the health and environmental implications caused by these products.

It is time to salute those at the forefront of the fight against this industry, recognizing the significant role and performance of Medical Societies such as the Brazilian Society of Pulmonology and Phthisiology (SBPT), the Brazilian Society of Oncology (SBOC), and other non-governmental organizations like ACT-Health Promotion.

As a society, we must remain vigilant and committed to preserving the health and well-being of future generations, supporting initiatives that aim to counter the toxic influence of the tobacco industry. Together, we can shape a healthier future free from the grip of tobacco.

Source:

[https://oglobo.globo.com/opiniao/artigos/coluna/2023/08/alerta-no-combate-ao-tabagismo.ghtml?fbclid=IwAR0p\\_wuTUupmrcap3GrJ-IaRNI3Czuhk0-CWC5CnIbP34CxxhNO4XsHIAuFk](https://oglobo.globo.com/opiniao/artigos/coluna/2023/08/alerta-no-combate-ao-tabagismo.ghtml?fbclid=IwAR0p_wuTUupmrcap3GrJ-IaRNI3Czuhk0-CWC5CnIbP34CxxhNO4XsHIAuFk)

## Unveiling Another Tobacco Industry Maneuver to Interfere with COP10 Decisions

We share an alert published in the newspaper Gazeta do Sul, a publication that often amplifies the interests of the tobacco industry. The report reveals the tobacco industry's relentless attempts, through the Tobacco Sector Chamber (linked to the Ministry of Agriculture and Livestock), to interfere with the positions that the Brazilian government will take at COP-10, which will address the progress of the Party countries in adopting and implementing the articles that make up the Framework Convention on Tobacco Control.

These maneuvers come as no surprise, as the tobacco industry has long employed various deceptive strategies to compromise and undermine tobacco control efforts in favor of its profits. Political influence is one of these tactics, manipulating decisions and policies that prioritize their interests, neglecting public health.

Source:

[https://www.gaz.com.br/camara-setorial-pede-para-participar-da-formalizacao-da-posicao-brasileira-na-cop-10/?fbclid=IwAR0DKUiVNPAbkmbIPw5fSFVP9cY\\_SwoF-eQLzeZ-M9I0VTfTsjrWg\\_cY7M](https://www.gaz.com.br/camara-setorial-pede-para-participar-da-formalizacao-da-posicao-brasileira-na-cop-10/?fbclid=IwAR0DKUiVNPAbkmbIPw5fSFVP9cY_SwoF-eQLzeZ-M9I0VTfTsjrWg_cY7M)



## Reflecting on the Impact of Smoking: Honoring the Memory of Aracy Balabanian

The death of actress Aracy Balabanian is another piece of news that leaves Brazil saddened, as it is another death caused by smoking. It is a sad reminder of the dangers that cigarettes pose to health.

Smoking is associated with various diseases, such as cardiovascular, respiratory, and cancer. It was lung cancer that took Aracy's life and will affect 35,560 people in Brazil in the 2023-2025 triennium.

Smoking is a significant risk factor for this devastating disease. It is imperative to raise awareness about the risks of tobacco and to support those who seek to break free from this dependence.

It's worth noting that not only conventional cigarettes but also the use of electronic devices like vapes, promoted as "safer" alternatives, cause respiratory diseases like EVALI. Quitting smoking is always the best alternative, regardless of the nicotine consumption method.

The public healthcare system (SUS) offers free treatment for smokers, and that should be the recommended path, not replacing conventional cigarettes with electronic ones... it's swapping six for half a dozen.

Source:

[https://www.metropoles.com/saude/cancer-de-pulmao-aracy-balabanian?fbclid=IwAR05Y1veOdC\\_7D7ig8JamtIBpdA4omXCuiJ4EGbyGfjRSIYnH4EYFL82fYo](https://www.metropoles.com/saude/cancer-de-pulmao-aracy-balabanian?fbclid=IwAR05Y1veOdC_7D7ig8JamtIBpdA4omXCuiJ4EGbyGfjRSIYnH4EYFL82fYo)



## Political Lobbying by the Tobacco Industry: Distorted Priorities

We want to shed light on a crucial issue that directly impacts public health and environmental integrity: the political lobbying exerted by the tobacco industry. Recently, we have seen news articles on websites like Gazeta do Sul and Folha do Mate that draw our attention to the influence and hidden interests of this industry.

**\*\*News 1 - Report from the Subcommittee in Defense of the Tobacco Sector to be Presented at Expointer\*\***

Source:

<https://www.gaz.com.br/relatorio-da-subcomissao-em.../>

In this report, we see the ongoing effort of the tobacco industry to maintain its position in the political landscape. Presenting themselves at events like Expointer may seem like an effort to value the sector's workers, but we cannot help but question: at what cost? While this industry tries to shape its image and defend its interests, we must not forget the diseases and deaths related to smoking that affect individuals and families.

**\*\*News 2 - In Brasília: In Defense of Tobacco\*\***

Source: <https://folhadomate.com/.../em-brasilia-em-defesa-do-tabaco/>

The presence of the tobacco industry in Brasília to defend its interests concerns those who care about public health. As we see representatives of this industry seeking political support in the national congress, we must question the motivation behind their actions. Public health should outweigh corporate profits.

**\*\*News 3 - Minister Calls for Respect for Tobacco Industry Workers\*\***

Source: <https://folhadomate.com/.../ministro-pede-respeito-aos.../>

It is valid to request respect for tobacco industry workers, but we cannot lose sight of the fact that the true responsibility lies with the leaders of this industry. Preserving the health of workers goes beyond speeches; it involves seeking safe and sustainable alternatives. Showing respect for these workers also encompasses protecting them from the harmful effects of continuous tobacco exposure.

In this moment when the global society is committed to building a healthier and environmentally balanced world, it is crucial to question the excessive impact exerted by the tobacco industry on policies. We must prioritize public health, environmental damage, and lives endangered by the products of this industry. By uniting our efforts, we can aspire to genuine change and promote a future free from the harms caused by tobacco. However, it is essential to address the ambiguity in the message, as all workers deserve respect. Nonetheless, it is complicated to dissociate them from the production of an item that claims the lives of one out of every two consumers.



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