

Highlights of



OBSERVATÓRIO SOBRE AS ESTRATÉGIAS DA INDÚSTRIA DO TABACO

observatoriotabaco.ensp.fiocruz.br

Highlights 21

Philip Morris - 50 Years of "Transformation"?

As Philip Morris Brazil celebrates its 50 years, it has published a text titled "In Search of Our Best Version." The presented narrative attempts to associate the company with economic development and sustainability, as if tobacco consumption could be sustainable or detached from harm.

By highlighting the company's growth and its role in the economy of the Southern region of the country, Philip Morris seeks to create a positive aura around its activities. However, this growth is intrinsically linked to the sale of products that have caused more than 156,337 deaths in Brazil and over 8 million worldwide each year.

The emphasis on the supposed transition to "smoke-free and reduced-risk products" is a mere stratagem to perpetuate smokers' dependence on nicotine and lure new consumers to replenish their market, far from being a health advocate. The reality is that electronic smoking devices, such as e-cigarettes, still involve tobacco, keeping consumers entangled in a web of dependence.

The discourse about supporting tobacco growers may seem noble at first glance, but the dependence on an economic culture based on a plant known for its adverse health impacts is, at the very least, questionable.

The company proclaims investments in socio-environmental programs, but we cannot ignore that these actions are ultimately an attempt to improve the image of an industry whose main product is the leading preventable cause of fatal diseases.

Carbon-neutral certification and other environmental recognitions presented can be seen as attempts at 'greenwashing,' a strategy to mask the negative impacts of tobacco production. Certifications do not erase the health and environmental damages.

The president's message, permeated with a tone of celebration and gratitude, can be understood as a smokescreen to divert attention from the true public health damages caused by the relentless promotion and sale of tobacco products.

The pursuit of a "better version" should not be an empty slogan while perpetuating an industry that undermines global health.

Source:

<https://www.gaz.com.br/philip-morris-50-anos-em-constante-transformacao/>

Postponement of COP10 and MOP3

Protests in Panama City have led the WHO to decide to postpone the Tenth Conference of the Parties (COP 10) and the Third Meeting of the Parties (MOP3) of the Protocol to Eliminate Illicit Trade in Tobacco Products, which were scheduled for November 2023. This postponement is a necessary measure to ensure the safety and integrity of the event, considering the current circumstances. The Secretariat of the WHO Framework Convention on Tobacco Control has reiterated its commitment to supporting the Parties in implementing their obligations under the treaties and protecting present and future generations from the devastating impacts of tobacco consumption and exposure to tobacco smoke. However, this postponement also prompts us to reflect on external influences that can shape the political landscape surrounding tobacco control. Fiocruz is organizing a parallel event during COP 10 on Article 17 of the FCTC, discussing advancements and challenges in implementing development programs related to alternatives to tobacco cultivation, including economic viability and environmental protection. COP10 and MOP3 maintain the commitment of treaty-participating countries to remain vigilant in making the best decisions for the effective control of global tobacco demand and supply.

Source:

<https://www.gaz.com.br/cop-10-e-adiada-para-o-ano-que-vem-entenda/?fbclid=IwAR2vXKqd3FfUOAIHTpS7dc-Wa49Q-DBFgKHoUBYHWFKdoLKoNmg73P6VrNU>



Challenges in Tobacco Diversification

Global tobacco leaf production has experienced a steep decline in recent decades, but in Brazil, the opposite is observed: a growth in production. Research conducted by UNICAMP researcher Valter Palmieri Júnior has shown a strong hindrance to tobacco diversification in Brazil, revealing serious impacts on family farming and food security in the tobacco-growing region. The implementation of Article 17 of the FCTC has faced discontinuity due to the lobbying of tobacco industries that exert political influence, blocking this process and maintaining the economic dependence of many Brazilian family farmers. The research also points to direct consequences on the health of farmers, highlighting resistance to diversification due to cultural factors and lack of access to other markets. It also underscores the relationship between tobacco production and Brazil's inclusion in the Hunger Map in recent years.

Source:

https://ojoioetrigo.com.br/2023/11/diversificacao-do-tabaco-sofre-bloqueio/?fbclid=IwAR3iCVNA_EYJnGfT_sh9h-kbEbWNJoNeC32sf5OFVIRJ-iImaM8MAIPfrV0



Demystifying the Tobacco Industry

The Arauto Portal, which often promotes the tobacco industry, published a "study," claiming that tobacco remains "more profitable for producers".

1. It is important to recognize that tobacco production benefits only the industry, and no one else. The industry and its front groups claim to generate economic benefits for leaf-producing communities. However, it is essential to remember that financial gains cannot be separated from the enormous social and public health costs associated with tobacco consumption. A 2015 study on tobacco-related disease burden in Brazil showed that smoking had a significant impact on Brazilian public health, resulting in 156,337 deaths. The total cost attributed to this issue was substantial, totaling R\$56.9 billion. Of this amount, 70% represented direct costs associated with health care, while the rest corresponded to indirect costs due to lost productivity from premature deaths and disabilities.

<https://www.scielo.br/j/csp/a/vgcQw6xMbxKJps9N4MXcndv/>

https://www.portalarauto.com.br/Pages/233528/pesquisa-demonstra-que-fumo-continua-sendo-mais-rentavel-para-os-produtores?fbclid=IwAR1SLqk-zavYmo8fdF7HD3O3v20W49AP9vQrjMo0dekJH80QmaYVbfKkY_M

2. Japan Tobacco International (JTI) held a "special day" to honor tobacco producers, stating that they are at the center of "everything." In reality, what the tobacco industry shows is its false image as a "benefactor" of tobacco-growing communities, but this is a deceptive simplification. Farmers relying on tobacco cultivation often face difficult working conditions and exposure to toxic chemicals. Instead of celebrating these practices, there is a need to encourage a transition to healthier and more sustainable crops that can provide income to farmers without harming their health and the environment.

https://www.portalarauto.com.br/Pages/233524/jti-realiza-dia-especial-em-homenagem-aos-produtores-de-tabaco-estao-no-centro-de-tudo?fbclid=IwAR3if3gz5JoxvmLHtZx8JNKk14EAQ2KLA3AdEbCIImZcK CnCSU_V_t6K51s

Smoking ESG: The Tobacco Industry and the Reality Behind the Curtain

In recent years, there has been a growing adoption of Environmental, Social, and Governance (ESG) strategies by companies. To improve its image, the tobacco industry claims to adopt these practices, but it is merely a smokescreen. A recent article in Gazeta do Sul raised a debate about working conditions in family farming, one of the social aspects often highlighted by the industry in its ESG campaigns. However, the reality in the fields often contrasts with promises of social responsibility and may serve to mask the true face of working conditions and negative environmental impacts caused by tobacco production.

https://www.gaz.com.br/seminario-debate-condicoes-de-trabalho-na-agricultura-familiar/?fbclid=IwAR0GoyAci6rjvS_GKsJBX2NFSwFXjQLojktvod5Nd70eyLK6kSv4uVqGTtc



Credits:

President of Fiocruz: *Mario moreira*

Director of ENSP: *Marco Menezes*

Coordinator of Cetab: *Silvana Rubano Turci*

Editors:

Alex Medeiros Kornalewski

Alexandre Octavio Ribeiro de Carvalho

Luis Guilherme Hasselmann

Danielle Barata

Silvana Rubano Turci (Head of the Brazilian Observatory)

CCI Ensp – Identidade visual

Contact:

cetab.ensp@fiocruz.br



[@CETAB_Fiocruz](https://twitter.com/CETAB_Fiocruz)



[/cetab.fiocruz](https://www.facebook.com/cetab.fiocruz)



[/cetab_fiocruz](https://www.instagram.com/cetab_fiocruz)



FCTC

WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL

SECRETARIAT-OBSERVATORY



**OBSERVATÓRIO
SOBRE AS
ESTRATÉGIAS
DA INDÚSTRIA
DO TABACO**