

Highlights of



OBSERVATÓRIO SOBRE AS ESTRATÉGIAS DA INDÚSTRIA DO TABACO

observatoriotabaco.ensp.fiocruz.br

"TOP 10" strategies of the Tobacco Industry in Brazil in 2023

To conclude the year 2023, the Observatory for Monitoring Tobacco Industry Strategies at the Center for Tobacco and Health Studies of Fiocruz has selected the 10 most relevant strategies of tobacco industry interference in public policies in Brazil.

1st place - Tobacco Industry Attempts to Reverse the Ban on Electronic Smoking Devices in Brazil, Implemented in 2009 by Anvisa - The tobacco industry is intensifying efforts to overturn the restrictions imposed by the National Health Surveillance Agency (Anvisa) on electronic smoking devices (ESDs) in Brazil, prohibited since 2009 by Collegiate Board Resolution (RDC) 46/2009. The strategy involves lobbying in the National Congress, meetings with lawmakers, and attempts to influence public opinion. The industry argues that the ban encourages smuggling and highlights potential economic benefits, while critics warn of health risks, especially among young people. The debate on tobacco control policies and public health protection in Brazil gains prominence in the face of the industry's moves to lift the ban on ESDs.

<https://tabaco.ensp.fiocruz.br/pt-br/philip-morris-tenta-adiar-decisao-sobre-cigarro-eletronico-anvisa-esta-madura-para-debater-o-assunto>

<https://tabaco.ensp.fiocruz.br/pt-br/anvisa-desempenhara-seu-papel-de-coragem-afirma-ex-diretora-sobre-decisao-de-regulacao-dos-novos>

<https://tabaco.ensp.fiocruz.br/pt-br/apos-questionamentos-ministerio-da-saude-se-manifesta-sobre-campanha-polemica-0>

<https://tabaco.ensp.fiocruz.br/pt-br/projeto-de-lei-que-regulamenta-cigarro-eletronico-deve-ser-apresentado-no-senado-nos-proximos-dias>

<https://tabaco.ensp.fiocruz.br/pt-br/philip-morris-pretende-investir-em-fabrica-no-rs-se-anvisa-liberar-cigarro-eletronico>

<https://tabaco.ensp.fiocruz.br/pt-br/afubra-e-camara-setorial-do-tabaco-se-manifestam-sobre-liberacao-do-cigarro-eletronico-no-brasil-0>

<https://tabaco.ensp.fiocruz.br/pt-br/fiscalizacao-da-camara-dos-deputados-pode-anular-decisao-da-anvisa-sobre-cigarro-eletronico-1>

2nd place - "I Want to Choose": Philip Morris Brazil's Strategy in Promoting E-cigarettes in 2023 - Philip Morris Brazil's approach through the "I Want to Choose" campaign aims to influence the regulation of electronic cigarettes by encouraging public participation in a public consultation. The strategy seeks to position electronic cigarettes as a conscious choice, as if these products offered "benefits" compared to traditional products. This move is another attempt by the industry to shape public perception and steer the regulatory debate amid growing concerns about public health.

<https://tabaco.ensp.fiocruz.br/pt-br/vape-campanha-incentiva-populacao-participar-da-consulta-publica-sobre-cigarros-eletronicos>

<https://tabaco.ensp.fiocruz.br/pt-br/gigante-do-tabaco-se-move-pela-regulacao-do-cigarro-eletronico-no-brasil>

3rd place - Title: The Intricate Game of Cigarette Smuggling and its Connections to the Tobacco Industry in 2023 - This analysis by Joio e o Trigo reveals how the industry has exploited the intricate networks supporting smuggling, demonstrates how it works to circumvent regulations, expand distribution, and undermine competition, emphasizing the urgency of more effective measures to combat cigarette smuggling. It highlights its ramifications on public health and the country's economy.

<https://tabaco.ensp.fiocruz.br/pt-br/programa-capacita-5-mil-policiais-no-combate-ao-contrabando>

<https://tabaco.ensp.fiocruz.br/pt-br/campanha-contrabando>

<https://tabaco.ensp.fiocruz.br/pt-br/governador-em-visita-bat-defende-acoas-de-inteligencia-para-combater-o-contrabando-de-cigarros-no>

<https://tabaco.ensp.fiocruz.br/pt-br/o-crime-agradece-e-o-lema-da-campanha-que-alerta-aumento-de-impostos-e-um-grande-incentivo-para-o>

<https://tabaco.ensp.fiocruz.br/pt-br/sistema-de-rastreamento-de-produtos-fumigenos-e-visto-combons-olhos-0>

<https://tabaco.ensp.fiocruz.br/pt-br/delegacia-especializada-em-crimes-rurais-e-roubo-de-cargas-sera-inaugurada-nesta-sexta-feira>

<https://tabaco.ensp.fiocruz.br/pt-br/anderson-moraes-cigarro-ilegal-rouba-r-247-milhoes-que-poderiam-ser-investidos-no-rj>

<https://tabaco.ensp.fiocruz.br/pt-br/quando-industria-do-fumo-se-divide>

<https://tabaco.ensp.fiocruz.br/pt-br/entrevista-fernando-schwanke-temos-cadeia-productiva-do-tabaco-como-um-exemplo-de-processo-de>

4th place - "Amprotabaco": Political Influence and Defense of the Tobacco Industry in 2023 - Emphasis on the modus operandi of the industry, where a network consisting of mayors from southern cities involved in the tobacco "chain" politically associates to influence regulatory agenda decisions in favor of the industry, promoting interests aligned with the production and marketing of tobacco products. By highlighting the political power of these mayors, the article underscores an important piece in the strategies of those seeking to maintain the relevance and expansion of this sector. It points to the interconnection between political and economic interests, emphasizing the need for critical scrutiny in the face of the relationships between politics and the tobacco industry.

<https://tabaco.ensp.fiocruz.br/pt-br/amprotabaco-rede-de-prefeitos-na-defesa-da-industria-do-fumo>

<https://tabaco.ensp.fiocruz.br/pt-br/nova-diretoria-toma-posse-na-amprotabaco-0>

<https://tabaco.ensp.fiocruz.br/pt-br/incentivo-amprotabaco-e-aprovado>

<https://tabaco.ensp.fiocruz.br/pt-br/cidades-produtores-lancam-grupo-em-defesa-da-cultura-do-tabaco>



5th place - The Multiple Faces of Tobacco Industry Lobbying in 2023 - The intense lobbying activity in the National Congress is evidenced by the assertive action of the tobacco industry and its affiliated groups, as extensively covered in various journalistic articles. This intricate practice has been crucial in sustaining the tobacco industry, shaping public policies in its favor. In line with this strategy, attention is drawn to the bill presented in the Federal Senate by Senator Soraya Thronicke (Podemos-MS), aiming to regulate the sale of electronic cigarettes in Brazil. The proposal, detailed in a speech on the Senate floor, emphasizes the need for regulation that, according to the senator, balances the availability of these products in the country.

<https://tabaco.ensp.fiocruz.br/pt-br/varias-faces-do-lobby-da-industria-da-fumaca>

<https://tabaco.ensp.fiocruz.br/pt-br/lobby-corre-solto-na-reta-final-da-decisao-sobre-cigarro-eletronico>

6th place - Tobacco Industry Influence on COP10: Pressures to Shape Political Decisions - Prominent in the current interferences of the tobacco industry in Brazilian public policies is the intense effort to integrate the national delegation at the 10th Conference of the Parties to the Framework Convention on Tobacco Control (COP10). The mobilization of political leaders and the tobacco production chain raises serious concerns, highlighting the persistent pressure from these groups to shape crucial decisions related to tobacco control. This episode reveals the ongoing strategies of the tobacco industry to deliberately influence the course of public health policies, representing a constant challenge to preserving the well-being of the population.

<https://tabaco.ensp.fiocruz.br/pt-br/setor-do-tabaco-defende-abertura-de-espaco-na-cop-10>

<https://tabaco.ensp.fiocruz.br/pt-br/assembleia-legislativa-tera-subcomissao-para-acompanhar-cop-10>

<https://tabaco.ensp.fiocruz.br/pt-br/subcomissao-em-defesa-do-setor-do-tabaco-e-acompanhamento-da-cop-10-tem-primeira-reuniao-marcada>

<https://tabaco.ensp.fiocruz.br/pt-br/cadeia-produtiva-do-tabaco-e-cop10-serao-debatidas-durante-audiencia-publica-em-venancio-aires>

<https://tabaco.ensp.fiocruz.br/pt-br/deputados-estaduais-articulam-participacao-na-cop10-do-panama>

7th place - Tax Reform and Transformations in the Tobacco Industry in 2023 - The article highlights the impact of the proposed tax reform on the tobacco industry in 2023. Exploring the nuances of this initiative, the article addresses the implications and possible effects on the taxation of tobacco products. This seventh highlight emphasizes the importance of understanding how tax reform can shape the economic dynamics of the sector, influencing both the industry and the consumption of tobacco-related products on the national stage.

<https://tabaco.ensp.fiocruz.br/pt-br/rs-alta-de-impostos-sobre-o-tabaco-preocupa-camara-setorial>

<https://tabaco.ensp.fiocruz.br/pt-br/industria-do-tabaco-tenta-passar-ilesa-pela-reforma-tributaria-0>

<https://tabaco.ensp.fiocruz.br/pt-br/reforma-tributaria-cigarro-e-bebidas-pagarao-mais-imposto>



8th place - Title: The Cigarette Mafia in South America: Legal Challenges and the Role of the Supreme Federal Court (STF) in 2023 - The article explores the presence of the cigarette mafia in South America and the legal challenges faced in the region. Focusing on events in 2023, the article highlights the role of the Supreme Federal Court (STF) in addressing this complex issue. This eighth highlight underscores the importance of understanding the legal developments and measures taken by the STF to tackle illegal activities linked to the tobacco industry, highlighting the need for coordinated efforts to combat organized crime in this sector.

<https://tabaco.ensp.fiocruz.br/pt-br/stf-julgara-recurso-de-empresa-vinculada-mafia-do-cigarro>

9th place - Flavor Variations: The Controversy of Additives in the Tobacco Industry in 2023 - The article addresses the controversy surrounding additives in the tobacco industry in 2023, focusing on the discussions and decisions of the National Health Surveillance Agency (Anvisa). Analyzing the complexities of regulatory back-and-forth, the article highlights divergent perspectives on the use of additives in tobacco products and their impact on public health. This ninth highlight underscores the importance of understanding the nuances of evolving regulations, emphasizing the influence of these decisions on the industry and consumer health, revealing the challenging dynamics faced by regulatory bodies amid conflicting interests.

<https://tabaco.ensp.fiocruz.br/pt-br/aditivos-em-produtos-de-tabaco-uma-estrategia-para-tornar-populacao-dependente-de-nicotina>

10th place - Electoral Links: Tobacco Corporations and Profit Assurance with Grassroots Politicians in Paraná in 2023 - The article investigates the close ties between tobacco corporations and grassroots politicians in Paraná in 2023, revealing how these connections influence profit assurance for the tobacco industry. Analyzing the adopted strategies, the article highlights the significant role played by local politicians in protecting the interests of the tobacco industry. This tenth highlight underscores the importance of understanding the intricate relationships between tobacco corporations and local politicians, showcasing how these ties can shape public policies and regulations at the regional level, representing a crucial aspect of the tobacco industry's strategies to maintain its influence and profitability.

<https://tabaco.ensp.fiocruz.br/pt-br/amarrados-com-eleitores-corporacoes-do-tabaco-garantem-lucros-com-politicos-de-base-no-parana>



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