

Highlights of



OBSERVATÓRIO SOBRE AS ESTRATÉGIAS DA INDÚSTRIA DO TABACO

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Highlights 24

EDITORIAL

Dear Readers,

In this 24th edition of "Highlights", we emphasize important discussions on public health and chronic non-communicable disease prevention policies, with smoking being one of the main risk factors.

We begin with a close look at World No Tobacco Day 2024, which focuses on protecting children from tobacco industry interference. PAHO is offering a virtual platform that allows young people worldwide to demand policies that protect them from the manipulative practices of the tobacco industry. This year's campaign is an urgent call for action from governments and civil society.

Following this theme, we discuss the recent update to Brazil's legislation on electronic smoking devices (ESDs). The Collegiate Board Resolution - RDC No. 855, of April 23, 2024, maintains the prohibition on the manufacture, importation, commercialization, distribution, storage, transportation, and advertising of these devices. This measure, ratified after a series of scientific discussions and public hearings, aims to protect the health of Brazilians, especially the younger population, from the dangers associated with ESD use.

To conclude, we highlight the open letter published by Fiocruz, expressing deep concern about Bill 5008/2023, which contradicts the recent decisions of Anvisa's Collegiate Board. If approved, the bill would represent a setback in tobacco control policies and would exclusively serve the interests of the tobacco industry, to the detriment of public health. For those interested in delving deeper, we invite you to read the full open letter available on our website.

In our "Highlights", we will continue to address essential topics for health promotion and disease prevention. We hope this edition inspires concrete actions and informed debates, contributing to a healthier future for all.

Happy reading!

Luis Guilherme Hasselmann
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World No Tobacco Day 2024: Protecting Children from Tobacco Industry Interference

World No Tobacco Day 2024, celebrated on May 31, will be an opportunity for young people worldwide to demand that the tobacco industry cease its marketing tactics targeting them. This year's campaign focuses on protecting children from the manipulation of the tobacco industry and its harmful products.

Key Facts

Currently, there are 1.3 billion tobacco users worldwide, and tobacco kills about 8 million people each year, including more than 1 million non-smokers exposed to secondhand smoke. Smokers have a life expectancy at least 10 years shorter than non-smokers. Tobacco companies spend more than \$8 billion annually on marketing and advertising, specifically targeting young people through social media and streaming platforms.

Impact on Youth

Children and adolescents who use electronic cigarettes are at least twice as likely to smoke cigarettes in the future. Young people worldwide recognize the negative effects of tobacco on crucial areas such as physical and mental health, sustainability, plastic pollution, environmental devastation, child labor, poverty, and inequality.

Youth groups are pressuring their governments to implement measures that prevent tobacco use and nicotine addiction and demand that tobacco companies be financially accountable for the damages caused.

Government Responsibilities

Governments should implement the WHO Framework Convention on Tobacco Control (FCTC), including comprehensive bans on tobacco advertising, promotion, and sponsorship (TAPS), and additional guidelines adopted at COP 10 in February 2024. Suggested actions include:

- Increasing prices and taxes on tobacco and nicotine products.
- Prohibiting the sale of these products to children.
- Implementing Article 5.3 of the FCTC to protect public policies from tobacco industry influence.
- Financially holding the tobacco industry accountable for violations of TAPS laws, health and environmental damages, costs associated with the production and marketing of tobacco products, and deceptive marketing practices.

World No Tobacco Day 2024 aims to mobilize youth and governments to adopt firm policies against the tobacco industry, ensuring a healthier future for upcoming generations.

Source: <https://tabaco.ensp.fiocruz.br/pt-br/dia-mundial-sem-tabaco-2024>



Legislation Update: Anvisa Bans Electronic Smoking Devices

The National Health Surveillance Agency (Anvisa) has published a new resolution that marks a significant step in regulating electronic smoking devices (ESDs) in Brazil. The Collegiate Board Resolution (RDC) No. 855, of April 23, 2024, prohibits the manufacture, importation, commercialization, distribution, storage, transportation, and advertising of ESDs.

Resolution Details

The resolution covers all electronic smoking devices, including accessories, parts, components, and refills. Electronic smoking devices are defined as those using systems powered by electricity, batteries, or other non-combustible sources to generate emissions that mimic smoking. This includes disposable or reusable products, electronic cigarettes, vapes, e-pods, and others known by different names such as ENDS (Electronic Nicotine Delivery Systems) and HTPs (Heated Tobacco Products).

Prohibitions

In addition to prohibiting manufacturing and commercialization, the resolution also bans the advertising of these devices in any media, whether print, electronic, or digital.

Enforcement and Sanctions

Anvisa will periodically review scientific literature on the subject. Any violation of the new resolution will be considered a sanitary infraction, subjecting offenders to penalties provided by law. Infractions will be immediately reported to the Public Prosecutor's Office for possible civil and criminal investigation.

Impact on Public Health

This new regulation reinforces Brazil's commitment to public health protection, aligning with the guidelines of the WHO Framework Convention on Tobacco Control (FCTC). The prohibition of ESDs aims to reduce the initiation of smoking products among youth and adults, protecting the population from the associated risks of using these devices.

Source:

<https://tabaco.ensp.fiocruz.br/pt-br/resolucao-da-diretoria-colegiada-rdc-no-855-de-23042024>



Fiocruz Warns About Legislative Proposals for ESD Legalization

Fiocruz has published an open letter expressing concern about Bill 5008/2023, proposed by Senator Soraya Thronicke, currently under discussion in the Senate. The proposal contradicts the recent RDC 855/2024 of Anvisa, which maintains the prohibition of electronic smoking devices (ESDs), a decision reaffirmed after scientific reviews and public hearings.

Fiocruz emphasizes that the approval of the bill would represent a setback and would cater to the interests of the tobacco industry, ignoring scientific evidence and WHO recommendations.

To read the full letter, visit:

<https://tabaco.ensp.fiocruz.br/pt-br/carta-aberta-contra-pl-50082023>



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FCTC

WHO FRAMEWORK CONVENTION
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