

Highlights of



OBSERVATÓRIO SOBRE AS ESTRATÉGIAS DA INDÚSTRIA DO TABACO

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Highlights 23

"TOP 10" initiatives to promote tobacco control in Brazil in 2023

Once again, the Observatory for Monitoring Tobacco Industry Strategies at the Center for Tobacco and Health Studies of Fiocruz has selected the initiatives that promoted tobacco control in Brazil in 2023.

1st place - Unwavering Defense: Tobacco Control Sector Supports Dr. Vera Luiza da Costa e Silva after Parliamentary Repudiation - The support for Dr. Vera Luiza da Costa e Silva, following parliamentary repudiation during the meeting of the Commission on Agriculture, Livestock, Supply, and Rural Development in October 2023, reaffirming the commitment to the full implementation of the Framework Convention on Tobacco Control and emphasizing the urgent need to resist the harmful influences of the tobacco industry on Brazil's public health policies in 2023.

<https://tabaco.ensp.fiocruz.br/pt-br/nota-de-agravo>

2nd place - Indices Reveal Intensification of Tobacco Industry Interference in 2023: Brazil and Latin America - The Index of Tobacco Industry Interference in Brazil in 2023, conducted by ACT Promotion of Health in partnership with CETAB/Fiocruz, showed how the tobacco industry and its front groups act to obstruct control measures, both in Brazil and in Latin American and Caribbean countries. This critical evaluation provides valuable insights to strengthen tobacco control strategies in the Brazilian and Latin American context.

<https://tabaco.ensp.fiocruz.br/pt-br/indice-da-interferencia-da-industria-do-tabaco-brasil-2023>

<https://tabaco.ensp.fiocruz.br/pt-br/indice-da-interferencia-da-industria-do-tabaco-da-america-latina-e-caribe-2023-documento-em-0>

<https://tabaco.ensp.fiocruz.br/pt-br/como-industria-do-tabaco-pressiona-anvisa-para-vender-vapes>

3rd place - Impact of Exposure to Corporate Social Responsibility (CSR) Messages on Smoking Perception - Exposure to tobacco industry Corporate Social Responsibility (CSR) messages affects people's perception of smoking. The analysis highlights how industry strategies can influence public opinion and emphasizes the importance of effective communication approaches to counterbalance such messages and strengthen tobacco control in Brazil in 2023.

<https://tabaco.ensp.fiocruz.br/pt-br/exposicao-mensagens-de-responsabilidade-social-corporativa-rsc-afeta-percepcao-das-pessoas-sobre>

4th place - Studies Confirm: Tobacco Tax Increase is Effective in Reducing Consumption - Studies demonstrate the effectiveness of increasing taxes on tobacco in reducing consumption. The implementation of concrete measures would redirect part of the tax revenue to health promotion actions.

<https://tabaco.ensp.fiocruz.br/pt-br/impostos-sobre-o-tabaco-ajudam-reduzir-consumo-apontam-estudos>

<https://tabaco.ensp.fiocruz.br/pt-br/cigarros-vaio-pagar-mais-impostos-e-parte-da-receita-sera-para-promocao-da-saude>

5th place - Demystifying the Debate on Electronic Smoking Devices (ESDs): The Reality of Regulation in Brazil - It is a mistake to say that ESDs are not regulated in Brazil. Their commercialization, importation, and advertising were prohibited through RDC 46, dated August 28, 2009. Anvisa published in 2022 the Regulatory Impact Analysis Report on electronic smoking devices (<https://www.gov.br/anvisa/pt-br/assuntos/regulamentacao/air/analises-de-impacto-regulatorio/2022/25351-911221-2019-74-relatorio-final-de-analise-de-impacto-regulatorio-sobre-dispositivos-eletronicos-para-fumar>) that recommends maintaining the prohibition of ESDs. However, despite this, the industry seeks to legitimize these prohibited products that bring no benefit to society or public health.

<https://tabaco.ensp.fiocruz.br/pt-br/anvisa-volta-discutir-regulacao-de-cigarros-eletronicos-no-brasil>

<https://tabaco.ensp.fiocruz.br/pt-br/cigarro-eletronico-especialistas-debatem-uso-de-vapes-no-controle-de-danos-e-reducao-do-tabagismo>

<https://tabaco.ensp.fiocruz.br/pt-br/anvisa-convoca-reuniao-para-discutir-regras-para-cigarros-eletronicos>

<https://tabaco.ensp.fiocruz.br/pt-br/anvisa-marca-reuniao-publica-para-discutir-se-cigarro-eletronico-deve-ser-regulamentado>

<https://tabaco.ensp.fiocruz.br/pt-br/anvisa-fara-reuniao-publica-para-discutir-cigarro-eletronico>

<https://tabaco.ensp.fiocruz.br/pt-br/estudos-mostram-que-cigarro-eletronico-pode-ajudar-parar-de-fumar>

<https://tabaco.ensp.fiocruz.br/pt-br/senado-discute-regulamentacao-do-cigarro-eletronico-no-brasil-nesta-quinta-28>

<https://tabaco.ensp.fiocruz.br/pt-br/ao-vivo-comissao-de-assuntos-sociais-debate-comercio-de-cigarros-eletronicos-28923>

6th place - Medical Society Reinforces Warning about Harms of Electronic Cigarettes in 2023 - Medical societies unanimously emphasize the need to maintain RDC 46/2009, which prohibits the commercialization, production, and advertising of electronic devices in Brazil.

<https://tabaco.ensp.fiocruz.br/pt-br/artigo-sociedade-medica-reitera-maleficio-dos-cigarros-eletronicos>

7th place - Combating the Threat of Electronic Smoking Devices (ESDs): Tobacco Control Sector Strategies in Preparation for COP 10 and MOP 3 - The open preparatory meeting for COP 10 and MOP 3, promoted by CONICQ, responded assertively to the growing pressure from the tobacco industry and its front groups for the release of Electronic Smoking Devices (ESDs). The central concern lies in the potential capture of young consumers through these devices, whose health risks are highlighted in recent WHO publications and international research.

<https://tabaco.ensp.fiocruz.br/pt-br/amb-na-reuniao-aberta-da-conicq-preparacao-para-cop-10-e-mop-3>



8th place - Award for World No Tobacco Day promoted by WHO in 2023 - The Award for World No Tobacco Day 2023, themed "Let's grow food, not tobacco," was granted by the Pan American Health Organization/World Health Organization to the Center for Tobacco and Health Studies of Ensp/Fiocruz and ACT Promotion of Health as recognition for the trajectory of tobacco control and informative campaigns on the socio-environmental impact of tobacco cultivation and production.

<https://www.paho.org/pt/noticias/25-5-2023-oms-premia-medicos-e-organizacoes-seis-paises-das-americas-por-suas>

9th place - Tobacco Chain and Labor Rights - The tobacco production chain also compromises respect for labor rights, as there is an underestimation of exposure to pesticides during tobacco cultivation and work activities. The tobacco control sector highlights the importance of the Principles of Prevention, Precaution, Duty of Continuous Improvement, and Polluter-Pays Responsibility as fundamental elements to deal with known and unknown health damages. The approach of this sector seeks not only to hold accountable but also to prevent future violations of labor and environmental rights in the tobacco industry.

<https://tabaco.ensp.fiocruz.br/pt-br/recurso-ordinario-trabalhista-0001000-8120155090665>

10th place - Legal Challenges in the Anti-Tobacco Fight: Tobacco Control Sector Facing the STF in Defense of Additive Prohibition - The legal challenge faced by the tobacco control sector in Brazil before the Supreme Federal Court (STF). The South American Tobacco Company, linked to the "Cigarette Mafia," seeks to overturn the prohibition of additives in cigarettes, challenging regulations of the National Health Surveillance Agency (Anvisa). The STF will judge the action that may have a general impact, impacting similar cases in the country. The tobacco industry, through associations such as Abifumo and Sinditabaco, mobilizes to challenge regulations, arguing that Anvisa exceeded its constitutional powers without a solid scientific basis. The tobacco control sector, in turn, reinforces the importance of the additive prohibition as an essential measure to protect children and adolescents, highlighting the support of the Framework Convention on Tobacco Control, ratified by Brazil. The outcome of this process will have significant implications for the effectiveness of anti-smoking policies in the country.

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



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