



Highlights of **THE OBSERVATORY ON TOBACCO INDUSTRY STRATEGIES**

observatoriotabaco.ensp.fiocruz.br

Highlights 13

Observatory has a new logo

On the eve of completing five years, Fiocruz's Observatory on Tobacco Industry Strategies has a new visual identity. The creation of the brand arises from an institutional strategy to align the Observatory's platform with the Secretariat of WHO-FCTC and the productions of Cetab/Ensp /Fiocruz. Browse through the observatory, get to know the new logo, access the sections and learn about the tactics used by the Tobacco Industry using during the covid-19 pandemic to promote they products.

Women and the tobacco industry

The STOP (Stopping Tobacco Organizations and Products), launched a survey in celebration for International Women's Day (March, 8th), that revealed that more than 200 million women smoke worldwide and 2 million die because smoking every year, being that 71% of them live in low and middle income countries. The survey reveals that 64% of annual all deaths related to exposure to tobacco smoke occur among women.

According to the publication, smoking can increase domestic violence, can harm women's reproductive health and can also increase the risk of stroke, heart and lung disease and cancer. Increased risk of infertility and delays in conception, increased risk of cervical cancer and increased risk of premature birth, stillbirth and death of newborns if they smoke during pregnancy.

Tobacco sector workers are also affected by environmental and health impacts, due to the handling of tobacco, and represent almost 50% of the workforce on plantations in low-income countries. Follow the special publication on Women and the tobacco industry at the link below:

Source: <https://exposetobacco.org/resources/women-and-the-tobacco-industry/>

Conditions similar to slavery on tobacco plantations in Brazil

The Reuters news agency denounced, based on the inspection action from Ministry Labor in areas of tobacco plantation in Rio Grande do Sul, exploitation of slave labor by the tobacco import and export company Continental Tobaccos Alliance (CTA).

The report reveals that nine workers, including five children aged 9 to 16, showed signs of acute intoxication from exposure to nicotine from tobacco leaves, and were rescued from a farm in Venâncio Aires, in the south of the state, which had an exclusive contract with CTA.

Ministry Labor inspectors said the workers were found to be in poor sanitary conditions on the farm and that they received less than a third of Brazil's minimum wage. They also lacked personal protective equipment, being exposed to high concentrations of nicotine present in the leaves. This is the third rescue involving slave labor in the region since 2019.

Source: <https://www.reuters.com/article/us-brazil-slavery-tobacco-idUSKCN2AT3Q1>

Scientific Article – Reports in Public Health

In an article published in Reports in Public Health, the researchers describe how the tobacco industry interferes with cigarette consumption in Brazil. The tobacco industry normally overestimates the illegal market's size in order to reinforce the idea of its direct relationship to the choice to increase taxes by the internal revenue administration. In Brazil, the last increase in taxes on tobacco products was in 2016. The growth of demand for illegal cigarettes has other macrosocial determinants that the industry does not take into account, such as the increase in the economic capacity to purchase legal cigarettes. The article aims to test the hypothesis of the “Brazilian consumer's economic reason” from 2015 to 2019 by comparing the estimated consumptions of illegal cigarettes, based on official government data on legal production and cigarette consumption with an “extraofficial estimate” furnished by the industry. The study also used official national data on monthly income from work. The Brazilian population's “purchasing capacity for legal cigarettes” increased systematically from 2016 to 2019, from 412 packs/month to 460 packs/month. Available in:

<http://cadernos.ensp.fiocruz.br/csp/artigo/1269/interferencia-da-industria-do-tabaco-sobre-os-dados-do-consumo-de-cigarro-no-brasil>



The organizers of the festival "Rock in Rio" and the company British American Tobacco (ex-Souza Cruz) were condemned for abusive advertising of tobacco products for young people

In August 2019, a Public Civil Action was initiated by the Public Ministry of Rio de Janeiro against Rock World SA (company responsible for the realization of Rock in Rio), Souza Cruz LTDA and VEGA FINA TABACARIA EIRELI, for irregularities linked to the advertising and sale of tobacco products during the "Rock in Rio" 2017 festival. An injunction was requested due to the high probability of repetition of advertising and irregular sale of cigarettes at the "Rock in Rio", event in 2019.

In a hearing attended by ANVISA and INCA, the court of the 6th Business Court of Rio de Janeiro issued an injunction establishing restrictions for the holding of the 2019 festival edition, under the risk of a fine of R \$ 5 million for non-compliance with the measures. The decision established the defendants guilty of the irregularities in the 2017 edition, with an indemnity fine in the amount of R \$ 2 million for moral damages, and administrative penalty for counter-advertising in order to offset the impacts resulting from irregular advertising.

Source: <https://rj.consumidorvencedor.mp.br/home/-/acao/destaque-vitoria/531695>

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WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL

SECRETARIAT-OBSERVATORY



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