

Tobacco companies offer donations to build a positive image and gain power to influence decisions of managers, legislators, regulators and policymakers that can affect the results of their business.

Receiving resource or sponsorship from the tobacco industry means strengthening its power and capacity to undermine public health and sustainable development goals.

Think about it!

Access the complete publication at:

Observatory of tobacco control policies: www.inca.gov.br/observatoriotabaco.

And more information on tobacco industry strategies at:

Observatory on strategies of the tobacco industry - National School of Public Health of the Oswaldo Cruz Foundation (Escola Nacional de Saúde Pública da Fundação Oswaldo Cruz - Ensp / Fiocruz): <http://observatoriotabaco.ensp.fiocruz.br>.



Virtual Health Library Cancer Prevention and Control
<http://controlecancer.bvs.br/>



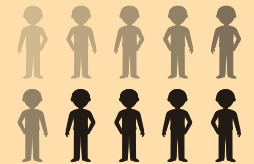
MINISTÉRIO DA SAÚDE

Ministério da Saúde
Instituto Nacional de Câncer José Alencar Gomes da Silva (INCA)
Comissão Nacional para Implementação da Convenção-Quadro da Organização Mundial da Saúde para o Controle do Tabaco (Conicq)



HOW MUCH DOES IT COST TO RECEIVE DONATIONS FROM THE TOBACCO INDUSTRY?

The cigarette kills six out of ten of its consumers.
Turning non-smokers into smokers
is the primary goal of tobacco companies.



Every 200 thousand dollars received from donations made by tobacco companies are equivalent to the death of **14 people.**



TOBACCO INDUSTRY PROFITS ARE EARNED AT THE EXPENSE OF SICKNESS AND HUMAN LIVES.

WHAT IS THE MAIN OBJECTIVE OF TOBACCO COMPANIES?

Extend consumption of tobacco products, which cause:

CHEMICAL DEPENDENCY

SUFFERING

DEATH

DISEASES

IMPOVERISHMENT OF FAMILIES AND COUNTRIES



HOW DOES IT WORK?

With strategies that capture children and adolescents for addiction.

Philip Morris (1981): "Today's teenager is tomorrow's potential regular customer, and the overwhelming majority of smokers first begin to smoke while still in their teens".

IN WHAT WAY?

Obstructing the approval and implementation of effective measures to reduce smoking, such as banning advertisements, placing strong warnings on packaging, banning the use of flavor additives, raising taxes that push cigarette prices up, and so on.

Smoking is a pediatric disease since 90% of smokers start before age 18.

Tobacco companies oppose any measure that takes away their power to attract young people to smoking, after all they must always be replacing the contingent of smokers who die or stop smoking.

HOW DO THEY GET THE POWER TO OBSTRUCT PUBLIC HEALTH MEASURES?

Lobbying lawmakers, managers and policymakers, they disseminate distorted information.

Financing campaigns to elective positions.

Mobilizing front organizations to speak out against such measures.

Funding research and social projects to mobilize opinion makers.

Moving lawsuits to suspend or postpone effective measures to reduce smoking.

Making partnerships that favor the image of these companies.



WHAT IS FOSTERED WHEN ONE SUPPORTS OR ASSOCIATES WITH THE BUSINESS OF CIGARETTES OR ANOTHER TOBACCO PRODUCT:

DISEASES AND DEATHS

7 million annual deaths worldwide and 283,087 in Brazil due to smoking-related diseases.

In 2008, the World Health Organization estimated 600,000 annual deaths due to passive smoking, of which 165,000 are among children under 5 years of age.



ECONOMIC LOSSES

Annual losses of 1.43 trillion dollars in the world and 56.9 billion reais in Brazil by health spending and lost productivity.



ENVIRONMENTAL DAMAGES

Use of pesticides with contamination of soil and groundwater, deforestation, toxic waste from the cigarette butts.



FARMER HEALTH DAMAGE

Intense exposure to pesticides, high risk of depression and suicide, exposure to Green tobacco sickness. The rates of suicide in tobacco growing regions are the highest in Brazil.



CHILD LABOR IN THE PLANTATION

A reality recognized by the International Labor Organization

as a practice resulting from market strategies to reduce production costs within the chain of production of tobacco articulated by transnational companies.

