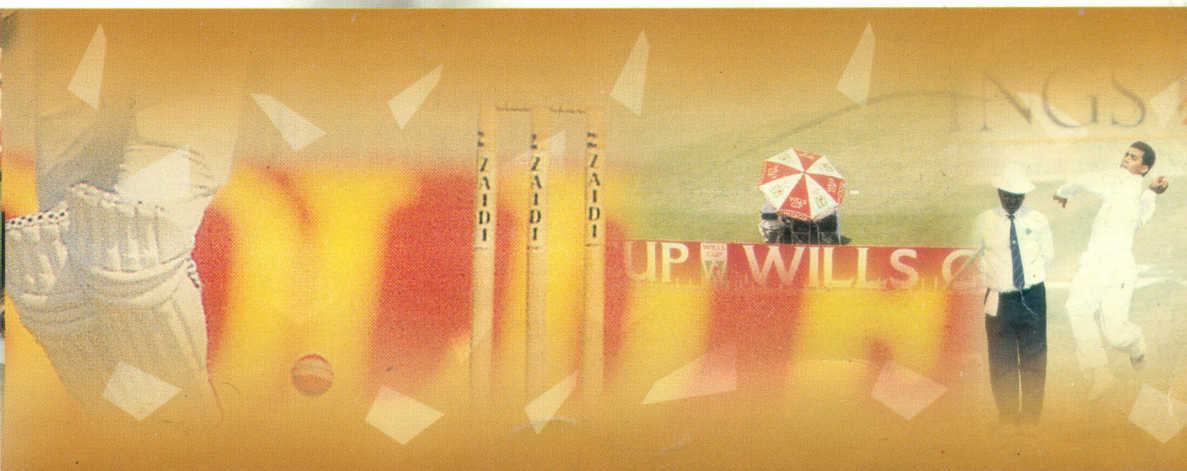
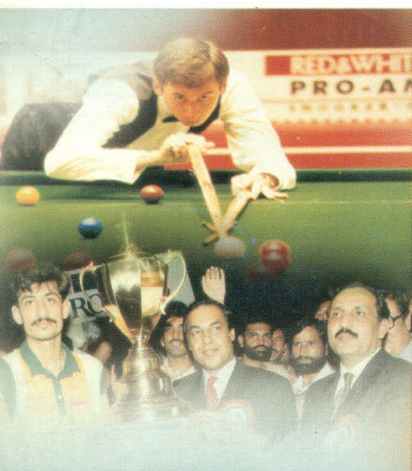


# **TOBACCO IN SPORTS**



# **KILLING THE SPIRIT**

**TFI-PAK**

**TOBACCO FREE INITIATIVE PAKISTAN**

A PROJECT OF THENETWORK FOR CONSUMER PROTECTION IN PAKISTAN



# TS KILLING THE SPIR

## Sports sponsorships in Pakistan

Currently there are 39 National Sports Federations in Pakistan operating independently, governed by their own constitutions and



supplemented by five provincial bodies and four provincial Olympic committees. With minimum of funds available from official quarters these federations depend upon sponsorship from the private sector.

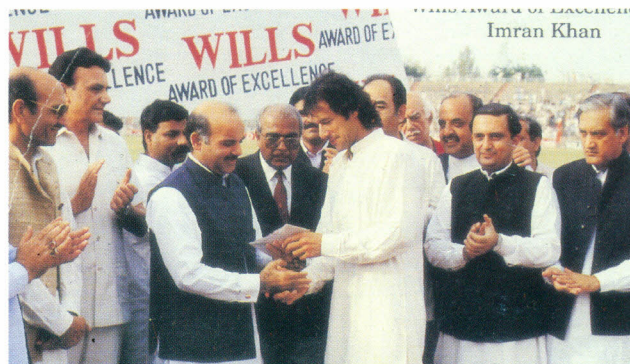
The tobacco industry has used these sports structures in Pakistan for the promotion of their products. Notable amongst these are cricket, golf, snooker, volleyball and baseball. The tobacco industry has approached these games differently. While the intention in cricket was to attach tobacco to an already established game in Pakistan, the other games were either introduced through the power of media and advertising for the increase in sales of their particular brand or were used to present a responsible face to the people who matter.

## Cricket and Tobacco

Cricket in Pakistan is very popular sport and is now an established professional sport. Sponsorship in cricket has been lucrative with the tobacco industry pouring Rs. 145 lakh (14.5 million) every season in the domestic setup called, 'Wills cricket'. Malcom Bannister, Chairman Pakistan Tobacco Company Ltd. termed Board of Cricket Control in Pakistan (BCCP) as 'friends of Wills' and indeed they are as the relationship was also highlighted by Mr. Justice Nasim Hassan Shah, the former president of BCCP, who wrote, 'Our deals with WILLS and Pepsi are illustrations of faith and commitment that allow both to achieve a better image ...'

Pakistan's state owned television channel (PTV) has also been a

'The modern sporting world is very different from the days of the 'game' where players acted like knights and gentlemen. True it is still a revealer of character, but it is now more a case of survival, both for the game and the participants. The range of alternatives include 'outside' incentives, like sponsorship and cash'. Mr. Justice Nasim Hassan Shah, the former president of BCCP, & former chief justice of Pakistan



recipient of the tobacco money. The sponsoring of cricket matches and airing of advertisements on match days to the extent of one after every over bowled meant that in a single day covering a one-day international match PTV received Rs. 36 lakh from tobacco industry alone. In a series of five matches this amount reached more than Rs. 1.8 crore (18 million).

Pakistan Cricket Board (PCB) and Pakistan television while allowing cricket to be used as a medium for the sponsorship of tobacco products has given the tobacco industry a chance to reach all age groups, especially the youth. These tactics are reflected in one of the projects of the tobacco industry called 'Project Virgo'. The project was launched by British American Tobacco (BAT) to develop an insight on the perceived benefits of smoking and to establish the situations in which a person is more likely to smoke. The sponsorship of sports can also be linked to these insights. The results of this project indicated that people smoke while relaxing and also as a reward after completion of a task. If the campaigns of tobacco industry are looked into carefully, these also reflect situations in which people are shown to smoke after doing something heroic along with friends and what better way to do it then at the time of watching your team win.

PCB disassociated itself from 'WILLS' in the season of 1997 and 1998 under international pressure as other cricket playing nations had





moved away from tobacco sponsorships. The Pakistan Tobacco Company in its financial report of first half of 1999, just after removing itself from the cricketing scene registered a decrease in sales volume of over 7% over the same period the year before. By its own admission they saw a drop in sales of Wills, Gold Flake and Embassy brands. These brands were linked to cricket. The game of cricket survived in Pakistan and has flourished after disassociating itself from the tobacco industry. So it is not a matter of survival of the game but of the tobacco industry, which needs sports to survive.

Sportsmen who have won laurels for the country like Imran Khan captain of the successful 1992 Pakistan's world cup cricket squad, have felt the exploitation of sports by the tobacco industry. In the words of Imran Khan, 'Having played international cricket and having established the largest cancer hospital in Pakistan ..... I have witnessed the power and pervasiveness of tobacco promotion through sports and its disastrous health consequences in the form of cancer and death. I want to urge all the sport persons including sports organizers and their respective governments to make sport across the globe free from tobacco by not accepting sponsorships from the tobacco industry'.

## The case of Snooker

Pakistan is traditionally not a snooker playing nation. Although our founder Quaid-e-Azam Mohammad Ali Jinnah enjoyed snooker and his image has been used by the tobacco industry to promote the game, it has however been restricted to the elite clubs of the country. Despite hosting the 2nd World Snooker Championship in 1966 the game had remained virtually unknown in Pakistan. The Pakistan Tobacco Industry (PTI) took up the sponsorship of the game in 1989 and attached its brand 'Red and White' with it. Simultaneously PTI also launched a promotional campaign using the popular image of 'James Bond' playing snooker. The campaign used all kinds of media including the state run Pakistan television. The effect of this could be seen on the ground as snooker clubs opened in all kinds of places including the rural areas. According to an official of Pakistan Billiard and Snooker Association (PBSA), the game had become synonymous with Red and White. These snooker clubs became a haven for children where they could smoke easily and freely.

PTI paid Rs. 1.5 crore (15 million) to the PBSA for holding the 20th World Snooker Championship in 1993 while the Eighth Red & White Asian snooker championship received Rs. 20 Lakh (2 million). In the 1991 National snooker championship PTI spent Rs.40 lakh (4 million) on the event. The amount spent on a game which was not even recognized at that stage helped the Tobacco industry to further its intentions of recruiting young smokers as sales of RED & White went up during these years.

Ironically Latif Amir Bukhsh, the first National Snooker Champion and holder of record three consecutive national titles died at the age of 40 with cancer of the lungs and stomach. In his memory Latif memorial snooker is also held every year



## Golf - Gaining official recognition.

To maneuver in the official quarters and to appear responsible the tobacco industry has used golf to reach people who matter. Golf in Pakistan remains a game of the elite class. Golf clubs have restricted memberships and usually have policy makers as their members. The tobacco industry's corporate and regulatory affairs body (CORA) organizes friendly golf tournaments in Pakistan regularly. In a similar one day tournament in November 1999, The Federal Minister of Finance, Mr. Shoukat Aziz, The Federal Minister for Petroleum Usman Aminuddin and the British High Commissioner were some of the players who played for a brand new Corolla car and other cash prizes. Spouses were also present at the tournament and at the dinner hosted at the end by the tobacco industry.

The participants and guests were given golf shirts, sun visors and golf balls and the spouses won prizes through a lucky draw thus ensuring that everyone went home with a present and a message from the tobacco industry.







## Volleyball - a game for the masses.

Royal cigarettes, a brand popular with the low socio-economic strata has been involved in sponsoring volleyball at the local as well as national level. The contract between the tobacco industry and the controlling body for volleyball in Pakistan lasted for 5 years i.e from 1997 to 2001. The tobacco industry paid Rs. 4 lakh (0.4 million) for holding a tournament and had the rights for television and media coverage for that event. After 5 years of promotion of their product through the game the tobacco industry has not renewed its contract citing international pressures as one of the reasons for abstaining from further sponsorships. To many, and especially those associated with the game of volleyball, this is not a valid argument as the tobacco industry continues to sponsor other sporting events where it sees an opportunity to increase its sales. 'If the sales of Royals had improved the company would have stayed with us but as we did not get the coverage on media the company

has parted ways as we were not serving their purposes' admitted one of the officials associated with volleyball on condition of anonymity.

## Success stories The First Tobacco Free World Cup Football

The Federation of International Football Associations (FIFA), the largest sports body in the world has not accepted any tobacco sponsorship for the last 16 years. According to FIFA spokesman Keith Cooper, 'Tobacco has no place in football or in any other sport, and any involvement of any tobacco company is entirely unwanted and actively rejected'

FIFA has signed an agreement with the World Health Organization for a smoke-free World Cup 2002 to end cigarette promotion and smoking at the games. To circumvent the situation the Korea Tobacco and Ginseng Corp. announced that it planned to begin marketing tobacco packaged to promote this summer's tournament, which South Koreans will cohost with Japan. These cigarette packs showed players in action. Reacting to this indirect use of sports FIFA commented, 'It is the latest example of how the tobacco industry sets out to mislead the public as it has been doing for so many years now. FIFA remains very conscious of the need to make the public--and especially young people--aware of the dangers of smoking and also wishes to ensure that the nonsmoking majority can enjoy the games without having to sit in somebody else's tobacco smoke'.

Football World cup is the most widely watched extravaganza in the history of sports and making it 'Smoke free' has helped in keeping the youngsters away from smoking.

## South Asian Federation Games Pakistan March 2003.

The 9th South Asian Federation Games to be held in Islamabad in March 2003 were declared "tobacco-free" by the organizers of the game taking a lead from the initiatives of FIFA and World Health Organization and effective lobbying from the Tobacco Free Initiative-Pakistan and Pakistan Anti Tobacco Coalition.

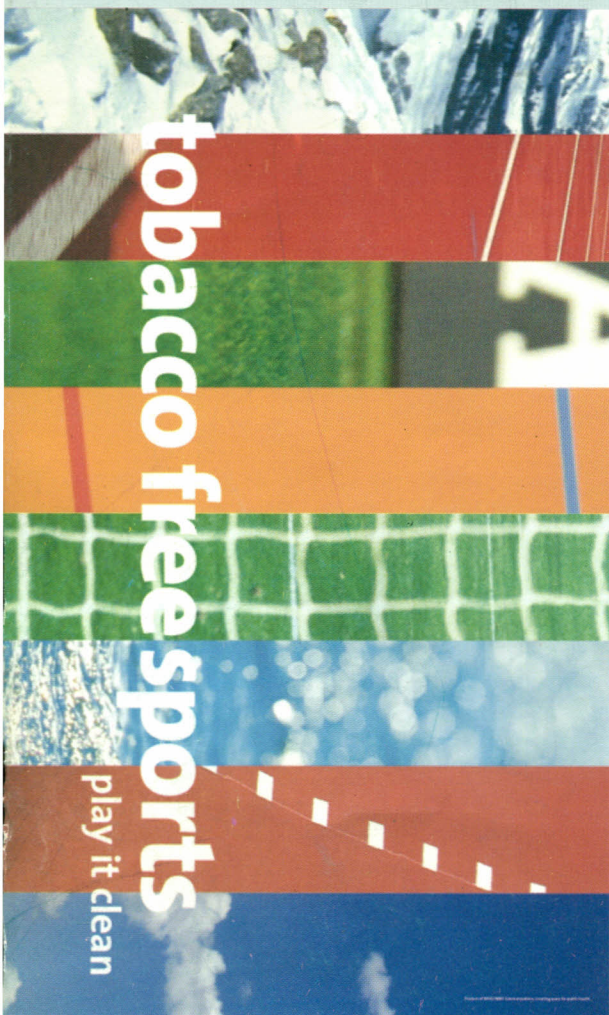
SAF Games secretariat admitted that tobacco and sports do not go together as sports is a healthy activity which should not be linked with tobacco. No tobacco brand or product was included in the list of official sponsors where the audience of the games would include children and people under 18.

The Tobacco Industry managed to manipulate the situation and ensured its presence in the media by sponsoring the events related to SAF games. Though the tobacco industry is not an official sponsor, Pakistan Television allowed the tobacco industry to air its advertisements during programs related to SAF Games.

Participating in the 9th SAF Games are powerful contingents from India, Bangladesh, Sri Lanka, Nepal, Bhutan, Maldives and Pakistan. All these countries except hosts Pakistan have strict anti-tobacco laws which inhibit tobacco promotion in their countries.



# TOBACCO IN SPORT



## Introduction

**S**port, a recreational and competitive activity, has been an aspect of all cultures since the dawn of time. Men and women have always run, jumped, climbed, lifted, thrown and wrestled but no one can say when sports actually began, as the transition of a physical activity into competitive contest involving intellect has led to the emergence of term 'sports' as we know it today.

Sport has come a long way from pre-historic times to the modern period in history and has been affected in more ways than one. Economic analysis demonstrates that the boom in sports participation and in sports spectatorship has been due to the realization of the sports as a marketable commodity. This transformation started from universities and schools where sports was recognized as a means of building a future through sponsorships for further studies and also as professional career. The people associated with business and industry also became involved. Modern football was invented in the elite boys' schools in Victorian England and is now the most widely watched sport in the world primarily due to the interest of the media which provided extensive coverage. The commercial motives have encouraged promoters to stage sports events like the 'World Cup Football' which are open to all age groups, and especially the youth. The sponsors' messages is not restricted to those who have the ability to pay for witnessing the event and are able to carry the it back home but are also available to those who see it in the comfort of their lounges and receive the sponsors' messages directly. Now that the world's sporting events are open to men and women who may earn millions of dollars by their athletic prowess, it is quite improbable that the promoters / sponsors of such sports persons would let this opportunity of promoting their product sneak away.

Along with bringing in the professionalism in sport and extending other benefits to the players and sports bodies, the sponsorship has also lured in industries with an inherent motive of exploiting the public. One such example is the tobacco industry, which has used sports to reach people with their messages and has linked a healthy activity to one that kills millions worldwide.

According to an executive of the tobacco industry (RJ Reynolds), 'We're in the cigarette business. We use sports as an avenue for advertising our products....We can go into an area where we are marketing an event, measure sales during the event and measure sales after the event, and see an increase in sales.'

In Pakistan sports are widely sponsored by the tobacco industry, which either directly links a particular sport with a cigarette brand like Red & White Snooker, Wills Cup Cricket, Royals Volley ball etc. or ensure their presence by buying televising rights of a 'tobacco free event' on the state run television. The absence of anti-tobacco legislation in Pakistan allows the tobacco industry to operate freely in all sporting events which ensures their presence in the field and the media while introducing their product to millions of people at home. Sponsorship of sports is the worst kind of promotional gimmick used by the tobacco industry to lure the young towards smoking. By presenting a 'socially acceptable face' the tobacco industry has always tried to divert the attention from the need to ban all kinds of tobacco promotion. Experiences from across the globe suggest that a complete ban on all kinds of direct and indirect promotion of tobacco products is one of the basic measures required to decrease the overall consumption of tobacco products and to save millions of lives from the disabling diseases and premature deaths caused by it.



*To be a giant*

*This has forever been our passion*

*This desire to be a giant*

*Not to stand on one's shoulder or to have one for a friend*

*Though these may be fortunate things*

*But to be one*

*Giants step over barriers that seem never ending*

*They conquer mountains that appear insurmountable*

*Giants rise above fear*

*Triumph over pain*

*Push themselves and inspire others*

*To be a giant*

*To do giant things*

*To take giant steps*

*To move the world forward*

*Winter Olympics*

*Salt Lake City 2002*



## What do sportsmen say?

### Imran Khan

*Former Captain - Pakistan Cricket Team*

'Tobacco companies direct their advertisements and promotion towards young people. Internal tobacco industry documents disclosed in 1998 made clear that for decades the industry has systematically targeted children as an important market, carefully studying their smoking habits and developing products and marketing campaigns aimed at them. Sponsorships of popular sports like, motor racing, cricket and football are among the most common examples. By sponsoring individual sports persons, sporting events and teams the companies establish a link at subliminal between their products and health and athletic prowess'.

### Abdur Razzak

*All rounder Pakistan Cricket Team.*

'The sportsmen have an internal energy on which they build their careers. Smoking drains this energy. If young people want to succeed as sportspersons they must choose between smoking and health. It is only physical fitness, hard work and dedication to the game which can make you an all rounder'

### InzamamulHaq

*Batsman, Pakistan Cricket Team*

'There are lots of ways of relaxing and I do enjoy relaxing but what needs to be highlighted is that smoking cannot be included in that list. For a sportsperson fitness is very important and smoking can easily destroy your chances of reaching your maximum potential. We as sport persons should also recognize our responsibility as public figures and as idols of our fans who want to copy our every style and smoking should not be one of these'.

### Muffy Davis

*U. S. Disabled Ski Team and 1998 Paralympic Bronze Medallist 2000, Giant Slalom World Champion and 2001 World Cup Overall Champion*

'Sports have kept me away from smoking and drugs. I grew up competing in sports and I knew I could never be my personal best if I was smoking or using drugs. After I broke my back and began competing in Disabled Skiing, I was so thankful I never got into smoking because I now have diminished lung capacity due to my disability. Smoking affects the lungs and would have made it worse. I could never willingly mess up the limited lung capacity I have by smoking. I find it strange that so many kids start smoking because they think it's cool. As an athlete, it's just the opposite, smoking is definitely not cool'.

## What needs to be done?

The need to ban all kinds of direct and indirect promotion of tobacco products is highlighted by the tobacco industries ruthless approach to target young adults and its blatant refusal of the same. Tobacco industry has long exploited the official quarters hiding behind the garb of being a 'responsible company' and adopting 'voluntary codes of marketing of tobacco products' and using sports as a medium to enhance their sales. Anti-tobacco activists across the world have gathered enough evidence to firmly believe that 'voluntary codes' do not work and to decrease the consumption of tobacco across the world, a complete ban on all kinds of direct and indirect marketing of tobacco products is required. Only such a comprehensive ban can save the youth from premature deaths and disabling diseases caused by tobacco consumption especially in the developing countries like Pakistan.

## TFI-Pakistan

Tobacco Free Initiative-Pakistan is a project of TheNetwork for Consumer Protection. TFI-Pak is an informed and organized response from civil society to promote and contribute towards effective tobacco control in the country. TFI-Pakistan approaches the tobacco issue in a holistic way and its strategies address problems on both the demand and supply sides.

In collaboration with the World Health Organization's Tobacco Free Initiative, Department for International Development United Kingdom, the international anti-tobacco movement and active national and local groups, TFI-Pakistan has launched a national anti-tobacco campaign.

The aim is to curb the tobacco epidemic in the country in order to minimize the related burden of disease by effective advocacy and by mustering national support for evidence-based tobacco control measures e.g. ban on all kinds of tobacco promotion. TFI-Pak coordinates all the activities of Pakistan Anti-Tobacco Coalition.

For more information about TFI-Pakistan and other consumer protection work, please contact: Coordinator, Tobacco Free Initiative-Pakistan



**TheNetwork**  
for Consumer Protection

40-A Ramzan Plaza, G-9 Markaz, Islamabad. Tel: +92-51-2261085 Fax: +92-51-2262495

Website: [www.thenetwork.org.pk](http://www.thenetwork.org.pk) Email: [tfi-pak@thenetwork.org.pk](mailto:tfi-pak@thenetwork.org.pk)