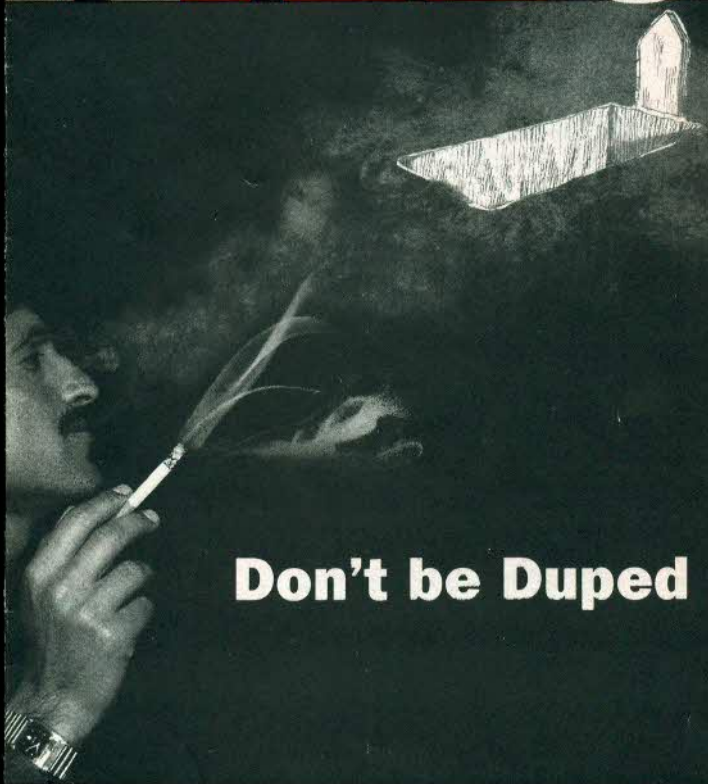


TOBACCO KILLS



Don't be Duped



TFI-Pak

Tobacco Free-Initiative Pakistan
The Network for Consumer Protection

TOBACCO KILLS

Tobacco promotion or *deception*...



The tobacco industry needs 11,000 new smokers every day to replace those it kills. Its best investment is promotion to young people. Nicotine is addictive so once hooked a smoker is a lifelong customer. Two-thirds of today's smokers started smoking in their teen years.

Tobacco companies have a long history of deceit, deception and duplicity. To attract young and immature minds to tobacco addiction, they use tools of manipulative advertising that associates smoking with dreamlike promises of prestige, power, freedom and luxury. The industry dupes young minds by sponsoring sports to link smoking with physical fitness. Research has proven that advertisements and sponsorships directly affect the knowledge, attitude and behavior of young people towards tobacco use.

No wonder, then, that the tobacco industry spends US \$6 billion every year on promotion.

Deadly revenues

Just as smokers are addicted to nicotine, governments are addicted to revenues generated from tobacco sales. State-owned Pakistan Television (PTV) earns more than 30% of its annual advertising income from tobacco advertisements Rs. 280 million during the 1999

Cricket World Cup alone. Tax departments earn billions of rupees from tobacco companies in the form of excise duties, sales tax, etc.

In fact, revenues collected by the government from this deadly business exceed profits posted by tobacco companies. According to the Pakistan Tobacco Company's 1999 Annual Report and Accounts, the company paid Rs 10,038 million in government levies, while it posted an after-tax-profit of only Rs 136 million. It is estimated that around 70% of revenue generated by the tobacco companies go to excise duties and other government levies.

In return, the government systematically patronizes the tobacco industry in Pakistan: tobacco promotion is facilitated; tobacco crops are subsidized and tobacco companies are handed out huge loans under the official Deferred Leaf Voucher Payment Scheme.

Time to act

As the noose of tobacco control is tightened in developed countries, the transnational companies are now moving to conquer and expand their market kingdoms in developing countries. While the consumption of cigarettes declines in the United States by 1.5% each year, it increases by 1.7% in developing countries. Already British American Tobacco (BAT) and Phillip Morris Industries (PMI) hold 78% of the cigarette market: BAT holds 67% shares in Pakistan Tobacco Company, while PMI has 30% shares in Lakson Tobacco Company. These two companies are also major advertisers on the print and electronic media.

Tobacco is the world's leading cause of disabling disease and preventable deaths. Four million people die every year due to tobacco-related diseases-11,000 every day. By 2030, about 10 million deaths each year will be attributed to tobacco use more than the combined deaths due to malaria, maternal and major childhood conditions and tuberculosis. Over 70% of these deaths will occur in the developing world.

Smoking increases the risk of lung cancer by 8 to 10 fold, the risk of pneumonia and tuberculosis, heart attacks, cancers of the mouth, throat, pharynx and larynx, stomach, kidneys and bladder, gum disease, ulcers, brain haemorrhage and strokes, depression, reduced sex drive and impotence, miscarriage, low birth-weight babies, asthma and many other health complications.

Pakistan's 1997 National Health Policy identified smoking as the second largest cause of morbidity and mortality in the country against the backdrop of a rising incidence of heart diseases, cancers and other tobacco-related diseases. And yet this deadly product is advertised aggressively on national media.

Around 30% of men and 3.5% of women in Pakistan smoke on a regular basis. But more disturbingly, according to one estimate, every day 1,000 to 1,200 schoolchildren between the ages of 6 and 16 years take up smoking.

TFI-Pakistan

Tobacco Free Initiative-Pakistan 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, 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.

Objectives of the TFI-Pakistan

- ⊗ Effective advocacy by mustering national support for evidence-based tobacco control measures e.g. ban on all kinds of tobacco promotion.
- ⊗ Contribution towards development of comprehensive anti-tobacco legislation.
- ⊗ Building a national awareness campaign about the hazards of tobacco through partnerships at all levels.
- ⊗ Undertaking policy and operational research to fill knowledge gaps for effective anti-tobacco action.
- ⊗ To lobby for and contribute towards the development of the Framework Convention for Tobacco Control at national and international levels.

Lets join hands

TFI-Pakistan will strengthen with the support and cooperation of smokers and non-smokers, health workers, teachers and parents, politicians and opinion leaders, trade unions, commercial and industrial organizations, media, schools and other educational institutions, consumer groups, health services and medical associations, religious groups and researchers. Anybody and everybody can have a role to play in saving ourselves and future generations from death and disease. So, don't wait join hands with TFI-Pakistan now!

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

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