

ADVOCACY NEWSLETTER ON TOBACCO Control Reforms AND INDUSTRY WATCH



A tobacco kiosk owner has willfully displayed cigarette packs having no pictorial health warnings to attract the youth.

Industry fights back against pictorial warnings

By Mohammad Awais

The tobacco industry and retailers are using various tricks to promote and market cigarettes, undermining the positive outcomes of pictorial health warnings, reveals a survey conducted by TheNetwork for Consumer Protection. The survey found that marketplaces and tobacco kiosks had become the centre of promotional activities of tobacco companies where attractive and colourful posters are displayed. Cigarette packs

shown in most of promotional posters, the TN survey found, were without pictorial warnings. During the survey, the TN team also acquired several attractive posters of various brands of cigarettes in which pictorial warnings were so small that nobody could easily spot them. The retailers have also become vanguards of the industry in the tobacco promotion. The TN survey found that most of retailers arrange cigarette packs in

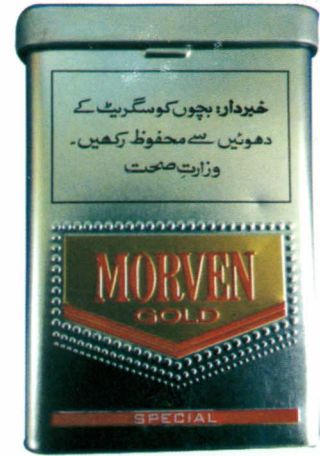
their racks in such a way that customers could not see pictorial health warnings. "Even in many tobacco kiosks, empty cigarette packs without pictorial warnings are prominently displayed," a member of TN survey team says. The TN survey obtained a cigarette pack on which a retailer, running business in a posh area of Lahore had pasted sticker of his shop on the pictorial health warning. "This



A tobacco retailer has pasted the sticker of his shop to hide pictorial health warning.

Is a Blatant violation of anti-tobacco rules. It is strange when tobacco companies are using indirect, hidden and tricky methods to promote their products, a retailer has dared to openly hide mandatory pictorial warnings," another TN survey team member says. Cigarette retailers also provide their regular customers free-of-cost attractive cases having no pictorial warning. These cigarette cases having

brand names of various popular tobacco companies are part of their promotional campaign. "Tobacco companies have increased the supply of tin cases to retailers after September 2010 when the pictorial health warning was made mandatory. A check on these cases is drastically needed," says an anti-tobacco advocate. The team also observed a surge in various promotional schemes – buy five packs and get one free -, and gifts like lighters given to smokers by tobacco companies. "All these efforts are being made by companies to retain their customers. These are some tricky promotional acts, requiring an immediate action from the authorities concerned," another TN survey team member says. He says if timely steps were not taken, this trend could become a common practice, badly hampering efforts of anti-tobacco activities. Anti-tobacco advocates



Tobacco companies offer free of cost tin cigarette cases having no mandatory pictorial warning.

and the government departments concerned should keep a close eye on advertisement and promotional activities of tobacco companies so that the future generations of Pakistan could be saved from the poison of smoking.



خیردار، تمباکو نوشی گینسر اور دل کی بیماریوں کا باعث ہے۔ وزارت صحت

A tobacco giant has not printed pictorial health warning on a cigarette pack shown in its promotional flier.



The size of pictorial health warning on the cigarette pack shown in the poster is negligible to give a sporty look.

Smoking 'causes damage in minutes': US experts claim

Smoking damages the body in minutes rather than years, according to research in the US.

The report, published in *Chemical Research in Toxicology*, shows that chemicals which cause cancer form rapidly after smoking. Scientists involved in the small-scale study described the results as a stark warning to people considering smoking. Anti-smoking charity Ash described the research as "chilling" and as a warning that it is never too early to quit.

The long term impact of smoking, from heart disease to a range of cancers, is well known. This study suggests the damage begins just moments after the first cigarette is smoked. Faster than you might think

The researchers looked at the level of chemicals linked with cancer, polycyclic aromatic hydrocarbons (PAH), in 12 patients after smoking.

A PAH was added to the subject's

cigarettes, which was then modified by the body and turned into another chemical which damages DNA and has been linked with cancer.

The research shows this process only took between 15 and 30 minutes to take place. Professor

Stephen Hecht, from the University of Minnesota, said:

"This study is unique, it is the first to investigate human metabolism of a PAH specifically delivered by inhalation in cigarette smoke,

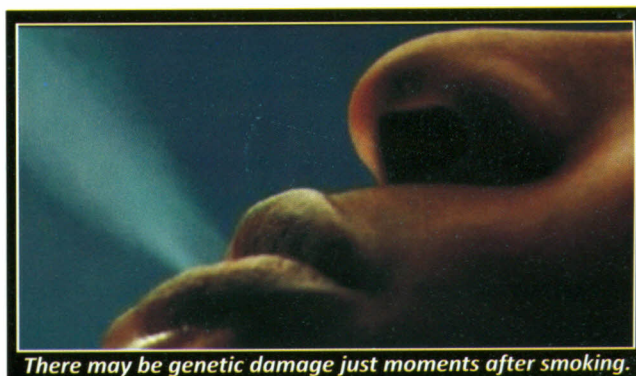
without interference by other sources of exposure such as air pollution or the diet.

The results reported here should serve as a stark warning to those who are considering starting to smoke cigarettes."

Martin Dockrell, director of policy and research at Ash (Action on

Smoking and Health), said: "Almost everybody knows that smoking can cause lung cancer.

"The chilling thing about this research is that it shows just how early the very first stages of that process begin - not in 30 years but within 30 minutes of a single



cigarette for every subject in the study.

"The process starts early but it is never too late to quit and the sooner you quit the sooner you start to reduce the harm."

The research was funded by the US National Cancer Institute.

– TN Monitoring

Editorial:

Pakistan joined the list of countries that successfully implemented pictorial health warnings in line with article 11 of FCTC on 1st September. This was the result of long hard struggle waged by public health and consumer groups. The government of Pakistan deserves credit for following up on its pledge to introduce pictorial warnings. Initial findings are very encouraging: a considerable number of smokers are strongly put off by powerful images conveyed by pictures. This trends chimes in closely with the research carried out in other countries in the past pictorial warnings legislation. Predictably, there are efforts afoot by industry to natural the effects of picture based warnings which assume special anti-smoking importance in a country like Pakistan where literacy rate is low and demonstrated effect of text

warnings had flatlined. This newsletter showcases some of these tactics. Pakistan has still a long way to go and enhance the effectiveness of this important non-price measure in the toolkit of anti-smoking measures. In this regard the announcement made by the ministry of health to increase the size of pictorial health warnings can only be welcomed. Pakistan has already taken a regional lead by bringing in powerful pictorial warnings. This process, it is hoped, would continue and lead the way on other anti-smoking measures in the region. There is an already on-going process of bringing in more amendments that can prove an additional boost to tobacco control regime.

Dr. Arif Azad (editor-in-chief)

Activities: Meeting with the media and civil society



(From L to R) Dr. Anwar Rafay, Murtaza Solangi, PBC DG, Dr. Arif Azad, TN EC.

The TN held a meeting with the journalist community of Islamabad at Islamabad Hotel on December 6, 2010. Journalists from all major national print and electronic media attended the meeting. Murtaza Solangi, chairman Pakistan Broadcasting Corporation (PBC), was the chief guest. Afzal Butt, National Press Club president, was the guest of honour. Murtaza Solangi, in his speech, pledged to allot 55 minutes to anti-tobacco advocates to air a show on 'tobacco hazards'. He said the show would be aired live from all stations of the Radio Pakistan. Dr Arif Azad, the TN executive coordinator, briefed the meeting about anti-tobacco efforts of the TN.



On November 10, 2010 another meeting with the media and the civil society was held at Tulip Hotel in Jhelum. The meeting was attended by correspondents of national and local print and electronic media, government officials, heads of civil society and health professionals. Mahar Fayyaz, a member of the provincial assembly of Punjab, All Pakistan Clerks Association Vice President Ch Liaqat Ali Gondal, Jhelum Press Club President Nasir Butt, Citizen Forum president Dr Muhammad Rasheed, Jhelum Deputy District Information Officer Sarfrazullah Khan, and Dr Hafeezur Rehman attended the meeting and also spoke on the occasion.

Radio talk show:

Four radio talk shows were broadcast on FM 99 with its famous DJs Tamseel, Nikka Raja and Irum. On October 19, 2010, Dr Anwar Rafay took part in Power FM 99's 'Tamseel Show'. On October 26, 2010 and on December 23, 2010, Dr Rafay again attended Irum Energy Drink's show which is popular among youth. Another radio talk

show was arranged on November 25, 2010 on FM 99 with its most popular DJ Nika Raja - a Photohari show popular within Islamabad and Rawalpindi Division. The Nika Raja show is well liked among lower and lower-middle classes. Most of its listeners belong to the labour class like mechanics, tailors and drivers. TN assistant project coordinator Advocate Waheed Iqbal participated in the programme on behalf of TN. The

discussion covered the implementation of PHWs and the Prohibition of Smoking and Protection of Non-Smokers Health Ordinance 2002, violations of anti-smoking laws and penalties. The listeners called on from different areas of Islamabad and Rawalpindi.



Activities: Meeting with the media and civil society



The TN organised fourth meeting of the last quarter of 2010 with journalists and representatives of the civil society in Rawalpindi at PC Hotel on December 9, 2010. Thirteen journalists of all major national and local print and electronics media attended the meeting. Besides media persons, heads of 11 civil society organisations were also present on the occasion. Dr Arshad Rana, Pakistan Medical Association Rawalpindi chapter President, presided over the meeting.



On October 28, 2010 a meeting was held at Rawalpindi Press Club with the journalist of Rawalpindi district. Twenty journalists of all major and local print and electronics media attended the meeting. TN Advocacy and Research Coordinator Dr Anwar Rafay briefed the meeting about tobacco hazards. He also highlighted the role of the media in monitoring the implementation of anti-tobacco rules.

Advert in newspapers

TheNetwork for Consumer Protection with the collaboration of the Health Ministry got published an advert in major Urdu and English newspapers including Dawn, The News, The Nation, and Nawa-i-Waqt on December 26, 27. These newspapers are published simultaneously from Islamabad, Lahore, Multan and Karachi. Most of their readers belong to civil and military bureaucracy, politicians, businessman, and students.

Another advert was published in the Urdu daily Express's local editions on December 26, 2010 with collaboration of CTC and Shaukat Khanam Memorial Hospital. The daily Express is published simultaneously from Islamabad, Karachi, Lahore, Peshawar, Multan, Faisalabad, Gujranwala, Sarghoda, Raheemyar Khan, Sukkur and Quetta. Currently TN is campaigning to ensure enforcement of PHWs and



anti-smoking laws in these regions with collaboration of the Ministry of Health.

Passive smoking 'kills 600,000' worldwide

The first global study into the effects of passive smoking has found it causes 600,000 deaths every year. One-third of those killed are children, often exposed to smoke at home, the World Health Organization (WHO) found.

The Study, in 192 countries, found that passive smoking is particularly dangerous for children, said to be at higher risk of sudden infant death syndrome,

pneumonia and asthma. Passive smoking causes heart disease, respiratory illness and lung cancer. "This helps us understand the real toll of tobacco," said Armando Peruga, of the WHO's Tobacco-Free Initiative, who led the study.

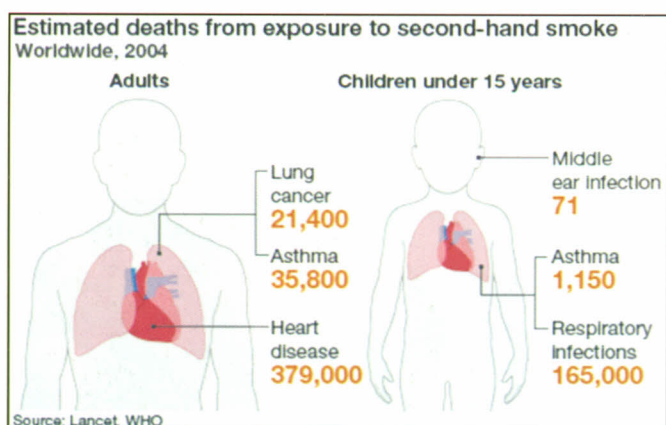
'Deadly combination'

The study used estimates of the incidence of specific diseases and of the number of people exposed to second-hand smoke in particular areas.

The global health body said it was particularly concerned about



the estimated 165,000 children who die of smoke-related respiratory infections, mostly in South East Asia and in Africa. It said that this group was more exposed to passive smoking than any other group, principally in their own homes. "The mix of infectious diseases and second-hand smoke is a deadly combination," Mr Peruga said. An education programme to help people understand the dangers they cause to these children would be a starting point."



Cigarettes 'to be sold in plain brown packs' in UK

The UK government is considering forcing tobacco companies to package their cigarettes in plain brown wrappers in a bid to de-glamorise smoking and stop young people taking up the habit.

The health secretary, Andrew Lansley, is investigating the viability of introducing what would be one of the most radical public health measures ever implemented in the UK.

Senior doctors welcomed the

potential ban on colours and logos on packets and said it could prove as effective as the 2007 public smoking ban. However, ministers are likely to face a legal challenge if they go ahead. "We have to try new approaches and take decisions to benefit the population. That's why I want to look at the idea of plain packaging," said Lansley. "The evidence is clear that packaging helps to recruit smokers, so it makes sense to consider having less attractive packaging."

Lansley stressed that the need to prevent children from starting to smoke in the first place was his main motivation for taking seriously a policy which the tobacco industry fears would be hugely damaging. "We would prefer it if people did not

smoke, and adults will still be able to buy cigarettes [even if plain packs come in], but children should be protected from the start," he said.

The health secretary indicated that some further restrictions on smoking are likely. They could be unveiled in his white paper on public health, which is due within days. "The levels of poor health and deaths from smoking are still far too high."--TN Monitoring



Health campaigners say youngsters are attracted by cigarette advertising.

Pictorial warnings doing wonders, but not enough

By Amir Khan

The printing of pictorial health warnings on cigarette packs has caused a very positive impact, but some more measures and monitoring of rules is required to considerably curtail smoking.

Many smokers now think twice before consuming tobacco because of horrible picture on cigarette packs.

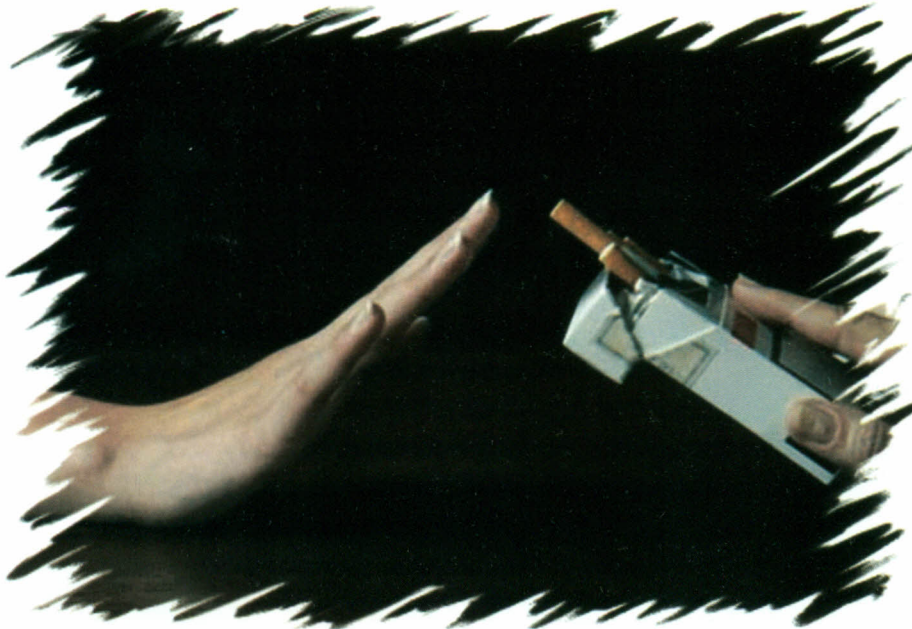
Some smokers put cigarette sticks in a tin case and trash the paper pack to avoid seeing the picture which reminds them of the health hazards. Many others prefer buying two or three cigarette sticks instead of whole pack and the habit of smoking in these smokers is gradually receding.

Being signatory of Framework Convention on Tobacco Control (FCTC) 2004, the Pakistan government has implemented its provisions which include pictorial health warnings legislation, public education, training, capacity building, ban on tobacco advertising, promotion and sponsorship and sale to minors.

The desirable results of these measures are not forthcoming due to certain reasons. The main reason is the easy availability of smuggled cigarettes in the market. The government is losing substantial revenue from the smuggling of cigarettes into the country.

Besides pictorial warnings, there

are some other packaging reforms, which if implemented in letter and spirit, can further discourage the trend of smoking, especially among the youth who are the prime target of tobacco industry. These reforms include statement on packaging about the product constituents and warning labels etc. Cigarettes contain more than 4,800 chemicals, 69 of which are known to cause cancer.



There is a need for introducing taxation and pricing measures to reduce tobacco use. The most effective way to reduce tobacco use is to raise the price of tobacco through tax increases and ensure that increase is reflected in prices. Increase in tobacco price discourages youth from initiating smoking and force current smokers to quit.

The media and health authorities should launch awareness programmes at the large scale to sensitise the general public about hazards of smoking. The government should devise a two-pronged massive anti-smoking campaign. The campaign, on the one hand, should prepare plans to stop the teenagers from indulging in this bad habit. On the other hand, special programmes should be launched to teach smokers how they could quit smoking. In

this regard different awareness seminars, workshops and debates should be arranged in schools and colleges in all parts of the country. There should be rehabilitation centres for smokers where they could get free-of-cost anti-smoking medicines and psychotherapy. Presently the price of anti-smoking pills in Pakistan is much higher than a pack of cigarettes.

Asean and Australia: Governments face down tobacco front groups

With the advent of the FCTC and Article 5.3, it has become more challenging for the tobacco industry to open new markets - though it is not for lack of trying on the industry's part. One longstanding practice the industry uses is getting front groups to pry open relationships with elected

leaders to help pave the way for a smooth entry into countries. The Philip Morris International (PMI) is currently using its membership in the US-ASEAN Business Council to gain access to ministers in the Association of Southeast Asian Nations (ASEAN). The countries include: Brunei Darussalam,

Cambodia, Indonesia, Laos, Malaysia, Philippines, Singapore, Thailand, Vietnam and Myanmar. Australia's former PM Kevin Rudd, announced standardised packaging for cigarettes. Australia is another target for tobacco giants, but the country is working toward protecting its public health from the industry's tactics.

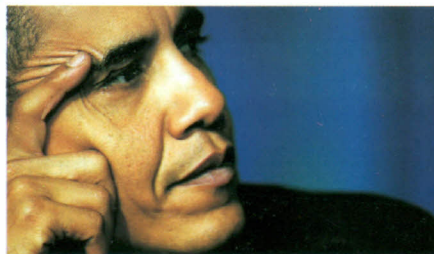
Big tobacco recruits advocates to undermine Nigerian Tobacco Bill

One of the tobacco industry's tried and true tactics is to create a wedge within the tobacco control community. This year, Nigeria is debating national tobacco control legislation to bring its national laws into compliance with the FCTC. The BAT is working to make sure such efforts are for naught, by actively recruiting staff to counter Nigeria's tobacco control community. In a June 15, 2010 posting, BAT announced a position for regulatory Affairs and External Communications Executive Staff, to be based in Lagos. The job announcement runs counter to the principles of the Article 5.3 Guidelines describing a potential candidate as one who can establish BAT as a trusted partner of regulators and a leading authority on tobacco control issues.

Has Obama kicked smoking habit once and for all?

The President may have kicked his smoking habit once and for all. White House Press Secretary Robert Gibbs says it has been about nine months since the President's last cigarette. The comment came in an interview with CNN's Candy Crowley. Gibbs says the President still chews nicotine gum, but used "stubborn willpower" to stop. Gibbs also says this is the longest stretch in the nearly eight years he's known the President that he's gone without smoking.

Source: New England Cable News (NECN)



PMI targets Colombia

In 2008 and 2009, Colombia's Congress invoked the Article 5.3 Guidelines to keep industry out of the room while legislators were drafting the national tobacco control legislation to implement the FCTC.

The legislation requires smoke-free places, a ban on tobacco advertising promotion and sponsorship, and graphic health information on tobacco products. But shortly following the adoption of this federal legislation, and in the weeks leading up to a critical round of negotiations on the first protocol to the FCTC, PMI gave the Colombian government \$200 million to 'address issues of mutual interest'.

Editorial team:

Editor-in-chief: **Dr Arif Azad**

Editor: **Dr. Anwar Rafay**

Deputy Editor: **Mohammad Awais**

Assistant Editor: **Waheed Iqbal**

Graphic Designer: **Tahir Khan**

Disclaimer: This newsletter has been produced with the grant from The Union (supported by the World Lung Foundation) and TFKAF, which are managing a grants programme for tobacco control with financial assistance of the Bloomberg Initiative to Reduce Tobacco Use.



TheNetwork
for Consumer Protection

Flat No. 5, 2nd Floor, 40-A, Ramzan Plaza,
G-9 Markaz, Islamabad, Pakistan.
Ph: +92 51 2261085 Fax: +92 51 2262495
E-mail: main@thenetwork.org.pk
Website: www.thenetwork.org.pk