

PATH Canada Guide

**A BURNING ISSUE: TOBACCO CONTROL
AND DEVELOPMENT**

A manual for non-governmental organizations

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Tobacco use affects not only health, but many aspects of development and well-being

Tobacco is related to a number of sectors:

Poverty alleviation * * *Environment* * * *Gender*
Children * * *Food security/nutrition* * * *Drug use*
Health * * *Religion* * * *Human rights*

This manual offers practical suggestions for tobacco control work. Most of the suggestions do not require much time or much, if any, money. The manual provides background information on how tobacco is related to the various sectors mentioned above, and offers suggestions how to integrate tobacco control work into other activities. It also gives suggestions on how to take action, as an individual or as an organization, on the problem of tobacco.

The manual is aimed at:

- ♦ those who work for an NGO in one of the sectors mentioned above;
- ♦ individuals concerned about the harms of tobacco;
- ♦ those who have thought about tobacco control work but need more information and ideas;
- ♦ those who are already working in tobacco control but want more ideas and suggestions.

We hope that the manual will prove useful as both a source of information on tobacco, and a source of activities for your work.

--The Authors

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I. Summary of the issues

1. Economics/poverty and tobacco

- Many countries lose millions of dollars each year in foreign exchange importing tobacco.^{1 2}
- Governments lose millions of dollars in tax revenues from smuggling, for which the tobacco industry is itself partially responsible.³
- The World Bank has demonstrated that tobacco control is highly cost effective, and likely to be especially economically beneficial for all nations that are net importers of tobacco.⁴
- When people stop spending money on tobacco, those savings do not disappear from the economy. Rather, they are invested in other goods and services that in turn generate jobs.⁵
- Households and countries suffer economic losses due to high health care costs and loss of productivity due to tobacco-related illnesses and premature deaths.⁶
- Expenditure on tobacco instead of on items necessary for survival represents a serious threat to poor tobacco users and their family's well-being.⁷

2. Environment and tobacco

- Cutting down of trees to cure tobacco is a major cause of deforestation in many countries.⁸
- The chemical waste from cigarette production pollutes our land and water.⁹
- Careless smoking causes fires, environmental damage and economic losses.¹⁰
- Disposal of cigarette butts and tobacco packs produces huge quantities of trash.¹¹
- Spit from oral tobacco use is unhygienic and pollutes the environment.
- Tobacco smoke is the main cause of indoor air pollution.

3. Women and tobacco

- Women suffer from active and passive tobacco use, including reproductive problems; they can also damage their fetus if they use or are exposed to tobacco while pregnant.
- When people spend money on tobacco, less money is available for food and other basic goods. Women and children may suffer the most from tobacco spending.¹²
- Tobacco companies often target women's desire for independence and slenderness.

4. Children/adolescents and tobacco

- Children suffer health effects from active and passive tobacco use, including reduced lung capacity, increased asthma and other respiratory problems, and ear infections.^{13 14}
- Children's access to basic needs (food, education, health care and clothing) may be impaired by their and their family's tobacco expenditures.¹⁵
- Children employed in tobacco cultivation and manufacturing suffer from difficult working conditions and poor health.¹⁶
- Children's desire for independence and urge to rebel are exploited by tobacco company ads.

5. Food security/nutrition and tobacco

- In Bangladesh alone, over 10.5 million children could have enough to eat if their parents redirected expenses from tobacco to food.¹⁷
- 10-20 million people could be fed with the land currently being used to grow tobacco.¹⁸
- Tobacco farming and malnutrition often co-exist, as do tobacco use and malnutrition.^{19 20}

6. Human rights and tobacco

- The non-smoking majority has the right to smoke-free air and protection from the many diseases that passive smoking causes.
- Tobacco users have the right to information about the products they use, including health risks and information on quitting.
- Once addicted, smokers cannot make a free decision whether or not to smoke.
- Tobacco can represent a serious restriction on the lives of those with respiratory illnesses who must avoid all places where smoking is allowed.

7. Drug use and tobacco

- Nicotine as delivered by tobacco products is highly addictive; it has effects on the brain similar to heroin and cocaine, and is at least as addictive.^{21 22}
- Smoking typically precedes use of other drugs such as heroin and cocaine.²³
- Those who use tobacco are far more likely to use illicit drugs than those who never use tobacco.²⁴

8. Religion and tobacco

Activities harmful to one's body are condemned by the world's religions. Many religious leaders believe that tobacco use is contrary to religion because it harms health.

9. Health and tobacco

- One in every two long-term tobacco users dies early from tobacco use.²⁵
- In general, smokers endure poorer health than non-smokers.²⁶
- The risk of contracting many different diseases is increased by smoking. Tobacco use contributes to the following diseases and health problems: cardiovascular diseases (stroke, heart attack), many types of cancer, tuberculosis, respiratory diseases, gastrointestinal disorders, problems of the oral cavity, reduced physical fitness, increased risk of osteoporosis and broken bones, cataracts, blindness, and increased time needed to recover from illness.^{27 28 29}
- Reproductive problems: impaired sperm motility, impotence in men; earlier age at menopause in women.³⁰
- Passive smoking (inhaling others' tobacco smoke) causes or is associated with many health problems, including Sudden Infant Death Syndrome, ear infections, respiratory problems, heart disease, stroke, and lung cancer.^{31 32}
- Tobacco industry workers can be affected by agro-chemicals involved in the tobacco-growing process.³³
- Green Tobacco Sickness (GTS), nicotine poisoning due to absorption of nicotine through the skin, has been experienced by workers picking tobacco.³⁴

II. Detailed discussion of the issues

1. Economics/poverty and tobacco

A. National level

Tobacco benefits rich companies, not farmers or governments

- Many countries lose millions of dollars each year in foreign exchange importing tobacco.^{35 36}
- Governments lose millions of dollars in tax revenues from smuggling, for which the tobacco industry is itself partially responsible.³⁷
- Most cigarettes consumed (both imported and locally-produced) are made by transnational companies. Therefore, the main beneficiaries of the tobacco business are not farmers or factory workers in developing countries, but businessmen from wealthy countries where the companies are based. Even in the United States, it is the companies, not the farmers, who are making the money: in 1998, the average US tobacco farm had a net income of only \$19,597 (low for the US!), while the tobacco companies spent over \$5.6 billion on advertising and promotions in 1997, despite the US having only 5% of the world's smokers.³⁸
- Most of the money spent on tobacco goes to transnational companies, often leaving the country, rather than to local people and businesses. Money spent instead on local goods and services, such as food, health care, and education would benefit the economy in the short- and long-run, by increasing the well-being of the population and by creating more jobs. The World Bank has demonstrated that tobacco control is highly cost effective, and likely to be especially economically beneficial for all nations that are net importers of tobacco.³⁹
- Multinational tobacco companies take advantage of the need for tax revenues in poor countries to block efforts in tobacco control. They argue that the taxes on their products are essential for the government, and that tobacco control (banning promotion, raising taxes, etc.) would cause a decrease in government revenues. The companies financially harm governments by

encouraging smuggling, fighting tax increases, and contributing to ill health and early death. Meanwhile, the companies deny the evidence about the harms of tobacco that they more freely admit in richer countries. They also promote their products overseas in ways that are not permitted in their own countries, with much weaker warnings or no warnings in the local language at all.

Costs for health care, lost productivity, and premature death

- By the year 2020, 70% of all deaths from tobacco use will occur in developing countries, up from about 50% today. Consequently, over the coming decades, developing countries will face increasing costs from tobacco use in terms of both health care expenditures and lost productivity.⁴⁰ In poor countries health budgets are generally very low, and cancer care for those with tobacco-related illness is both unaffordable, and takes away scarce funds from primary health care.
- Productivity is lost because of employees who are ill due to smoking and cannot go to work, and by premature deaths of employees due to smoking-related disease. These losses can be seen as a loss to society as a whole, or as a 'private' loss to the smoker's family.⁴¹ Either way, lost productive hours and years due to smoking place an avoidable burden on a nation and its population.
- Smokers tend to have high health care costs during their lifetimes. Even though non-smokers live longer, and so use health services over a longer period, overall they tend to require less health care over their lifetimes than smokers because they are healthier. Furthermore, whatever the detail of the fiscal concerns, smoking exacts an enormous burden on the public's health,⁴² especially in a low-income country where a healthy population is necessary for development, and malnutrition greatly slows economic development.⁴³ The Government of Guatemala, for instance, estimates that treating tobacco-related illness has cost them 800 million US dollars.⁴⁴

Employment issues

- Contrary to what the tobacco industry says, tobacco control measures in developing countries will not lead to wide-scale job losses. First, tobacco use is actually increasing in many countries, and will continue to do so even if tobacco control is successful, due to increases in population, especially youth. In addition, money once spent on tobacco will be spent on other goods and services, generating new jobs in other sectors. Even for the small number of countries whose economies are heavily dependent on tobacco farming, fall in demand for tobacco will occur slowly, over a generation or more, so there will be plenty of time for adjustment to occur and for assistance with diversification to other crops to be provided if necessary.⁴⁵
- Brazil is the world's largest exporter of tobacco, exporting more tobacco to the US than any other country. Brazilian tobacco is primarily used by Philip Morris and other transnationals since it is half the cost of American tobacco. The cheap cost of Brazilian tobacco means it is the transnationals, not the farmers, who are benefiting. Due to the highly labor-intensive nature of the crop, and the use of many pesticides, tobacco farmers live difficult lives, suffering from debt and ill health. Brazilian officials estimated that in the 1997/1998 harvest, 35% of tobacco farmers would end the season owing more money than they earned.^{46 47}
- When people stop spending money on tobacco, those savings do not disappear from the economy. Rather, they are invested in other goods and services that in turn generate jobs—often more jobs than were generated by tobacco, since other areas of the economy are more labor-intensive than the highly-mechanized production of cigarettes.⁴⁸

B. Household level

Further impoverishing the poor

- Poor men are usually the most likely to use tobacco, and the least able to afford it. Their expenditure on tobacco instead of on items necessary for survival represents a serious threat to their and their family's well-being. Expenditure on tobacco takes over the money which could otherwise be spent on the basic necessities in life, such as food, education, health care, and better housing,⁴⁹ or which could be invested in income generation. In Vietnam, more is spent on tobacco than on medical care or education, while in Bangladesh, the poor spend more on tobacco than on various vital food products.⁵⁰ Use of tobacco by marginal groups to deal with hunger further worsens their health and economic status.

Costs for health care, lost productivity, and premature death

- Families must bear the costs of treating and caring for family members who suffer from tobacco-related illnesses, including losing time from work to care for them, buying expensive medicines, and paying doctors' bills.
- Families suffer from loss of income when wage earners fall ill due to tobacco use, and may suffer tremendously when wage earners die young from tobacco-related illnesses.

Low wages, bad health for those employed in tobacco-related work

- Employment in the tobacco sector in developing countries often means low wages and health risks. Farmers in tobacco growing areas remain poor, while the companies gain the profits. Workers in the tobacco industry would benefit if spending patterns switched from tobacco to other products, as this would potentially create better paid and safer jobs in new sectors.⁵¹
- In Kenya, the labour-intensive nature of tobacco farming means that almost the entire family must be involved, making the growing of food crops difficult. Thus tobacco farmers suffer from famine, and their children from malnutrition. Child labour and school drop-out are common in tobacco growing zones.⁵²

2. Environment and tobacco

Tobacco harms the environment in many ways:

Deforestation

- Trees are cut to cure (dry) tobacco, and to build curing barns. Around the world, the cutting of trees for tobacco curing accounts for 1.7% of forest loss, but in 66 tobacco growing countries (almost all of which are developing countries), 4.6% of national deforestation is due to cutting of trees to cure tobacco.⁵³
- Trees are also cut to create paper for cigarettes, and for packaging of tobacco products. In India, vast areas of forest land is cleared to procure 'kathha', an ingredient of the indigenous tobacco products *Gutkha* and Pan Masala from the bark of *Khair* trees.⁵⁴

Waste production

- Many wastes are produced during the tobacco manufacturing process, including solvents, slurries, oils, plastics, paper and wood, as well as toxic chemical waste.⁵⁵
- Waste also occurs from the disposal of the butts, packs, and cartons of cigarettes and other tobacco products. In 1995 alone, an estimated 5.535 trillion cigarettes, amounting to 27,675 million cartons and 276,753 million packs, of cigarettes were sold globally. Cigarette butts are the major item recovered during coastal clean-up.⁵⁶ Workers in the US complain that sweeping up cigarette butts causes them hours of extra work each month. Cigarette filters remain for five to seven years before decomposing.⁵⁷ In addition, spit from oral tobacco use is unhygienic and pollutes the environment.
- Cigarette butts pose a health hazard to animals (such as the cows that wander freely in the streets in South Asia) and small children if they eat them mistakenly. These animals do not have any way to digest the filter and they can die.

Damage to the soil and water

- Tobacco is a nutrient-hungry crop. No food crop depletes soil nutrients such as potassium, phosphorus and nitrogen at such a high rate as tobacco.⁵⁸ Soil erosion is hastened by nutrient depletion, particularly in countries such as Zimbabwe, Zambia, Malawi and Sri Lanka, where land on which tobacco is grown is often hilly.⁵⁹
- Tobacco requires heavy use of pesticides, including extremely toxic ones that can contaminate groundwater, rivers, lakes, rainwater, and drinking water.⁶⁰ A further concern is that high levels of pesticide use are making the control of insect-borne diseases such as malaria more difficult as mosquitoes and flies develop resistance.⁶¹

Fire

- In the UK, the most common reason for death-causing fires are cigarettes and matches;⁶² smokers cause more than 9,000 serious fires each year in the UK, killing up to 200 people and injuring 2,000.⁶³
- In China's worst ever forest fire that swept the north-east in 1987, five forestry workers were arrested for starting the fires by throwing cigarette ends on to the grass, spilling oil and producing sparks from a chain saw,' a combined recipe for disaster. In this fire, 1.3 million hectares of land were ravaged, 300 people were killed, and 5,000 people were made homeless.^{64 65}
- Globally, cigarettes cause an estimated 100,000 US and one million fires per year. Smoking causes an estimated 30% of U.S. and 10% of global deaths from fire, with a cost of \$5.34-\$22.8 billion US dollars to the US, and \$8.2-89.2 billion U.S. dollars in the world.⁶⁶

Air pollution

- Tobacco smoke is the major cause of indoor air pollution, releasing thousands of chemicals into our air. Work to reduce the problem of air pollution cannot ignore the air we breathe indoors.

3. Women and Tobacco

In most developing countries, rates of tobacco use, and particularly smoking of manufactured cigarettes, are currently much higher among men than women. Men still bear the main burden of tobacco-related illness, and will continue to do so well into the future. However, women's rates of tobacco use other than cigarettes may be high, and tobacco use can increase rapidly, as happened in the West several decades ago and as has happened more recently in some Asian countries.

In raising issues of women, we do not mean to suggest that tobacco control efforts should focus on women to the exclusion of men. But neither should the issue of women and tobacco be ignored. In countries where women's tobacco use is low, there is an opportunity to avert future health problems for women by taking action to prevent their smoking rates from increasing, as well as to reduce their current rates of oral tobacco use. Where women's tobacco use rates are high, urgent action is needed to bring the rates down. But these trends change as advertising targets women. Women are an important group to mobilize in the fight against tobacco, not just because of the health consequences, but because of the importance of spending scant household resources on basic needs, not on addictive substances

Economic effects

Economic consequences from spending money on tobacco. This is particularly a problem in countries where men tend to smoke, purchase the family food, and eat first. In many countries men control the household resources, and it is women and children who suffer most when men spend their earnings on items such as tobacco instead of on food and other basic needs.⁶⁷ The potential for more money for family necessities can be a strong incentive to stop using tobacco.

Inequality

- Women's desire for equality is exploited by tobacco company ads linking equality to tobacco use. When women become addicted to tobacco, they lose not only their health and their money, but also their freedom.
- Women are also greatly affected by secondhand smoke, given the high rates of smoking among men and the crowded living conditions in many homes. Gender inequality can make it nearly impossible for women to express an objection to cigarette smoke, so that women are helpless to protect either themselves or their children from the tobacco smoke of male members of the household or from male colleagues at work.⁶⁸
- Cigarette use may be becoming a way for young women to show they are modern (violating traditional norms against women using tobacco), and may also help them obtain the body images of extreme slimness portrayed on TV and in popular magazines. *"In western societies, thinness is seen as a sign of wealth and self-control: smoking has (mistakenly) become a weight control device. In low-income countries people may smoke instead of eat. In western societies, women use cigarettes (mistakenly) for mood control, particularly negative emotions such as frustration and anxiety."*⁶⁹ As the obsession with thinness spreads to other societies, women may pick up on the slimness depicted in tobacco ads, and use tobacco as a weight control device.

Health effects

- Direct health effects from its use, including lung, oral, bladder, cervical, and many other types of cancer; coronary heart disease, stroke, and other cardiovascular diseases; respiratory problems and illnesses including chronic obstructive pulmonary disease (COPD); etc. Women who smoke two or more packs of cigarettes per day are 20 times more likely to die of lung cancer than women who don't smoke. Women who smoke are also at higher risk for weak bones and broken hips.⁷⁰

- ❑ Indirect health effects from the smoke of others, in the workplace, at home, or in public places: increased risk of lung cancer, and increased risk of heart disease and stroke.⁷¹
- ❑ Harm to the fetus from direct or indirect use, including increased likelihood of miscarriage, stillbirth, premature delivery, and low birthweight. Children exposed to smoke in the womb are more likely to have learning and disciplinary problems.⁷²
- ❑ Reproductive consequences to the mother: difficulties getting pregnant, infertility, higher risks of ectopic pregnancy and spontaneous abortion, and various problems during pregnancy.⁷³ Smokers who breastfeed may produce less milk than non-smokers.⁷⁴

Children/Adolescents and Tobacco

Although tobacco companies claim that they don't want children and adolescents to smoke, their formerly secret documents expose the truth. Since most people begin tobacco use before the age of 20, tobacco companies have to advertise to youth in order to maintain (and expand) their profits. Tobacco companies do this through a variety of means, including sponsorship of events, such as rock concerts and motorcycle racing, that are most popular among youth. Tobacco companies also support measures that portray tobacco use as an adult activity, since this increases the desire of youth to smoke (and thus be perceived as adult).

This includes support for unenforced regulations against selling cigarettes to minors, and production of materials for youth education in schools that emphasize individual choice and *not* listening to adults/authority figures.^{75 76}

Health effects

- ❑ Children suffer health effects from active and passive tobacco use, including reduced lung capacity, increased asthma and other respiratory problems, and ear infections.^{77 78}

Why tobacco is also a men's issue

Few organizations or movements exist to address the problems faced by men. But worldwide, most users of tobacco are adult males, and most of those falling ill due to tobacco use are adult males. While the issue of initiation needs to address youth, since most people begin using tobacco when they are children or adolescents, the only way to reduce illness and death from tobacco use quickly is to help people—mostly men—quit. Part of helping men to quit is encouraging them to do so.

While tobacco control efforts can and should address children, adolescents, and women, they should never neglect men. Measures aimed at protecting *only* children, if they imply that harming men is fine, may undermine the message that tobacco is harmful to all. While we mention issues of women and children in this manual in order to show why women's and children's groups should address tobacco control, we certainly don't wish to give the impression that tobacco is not, in most countries, primarily an issue for men. While it may be difficult to imagine men as a vulnerable group, they *are* vulnerable to tobacco advertising, and in many cases they *are* the main victims of the aggressive marketing strategies of tobacco companies. Of course treating men as vulnerable victims is unlikely to be helpful; what is important is enlisting men, and addressing the issues of men, as well as women and children, in the fight against tobacco.

Economic effects

- ❑ Children's access to basic needs (food, education, health care and clothing) may be impaired by their and their family's tobacco expenditures.⁷⁹ Because tobacco is addictive, parents often find themselves spending needed household resources on tobacco, not as a choice, but to feed their addiction.
- ❑ Children employed in tobacco cultivation and manufacturing are often unable to attend school, subjected to difficult working conditions, suffer from ill health, and are paid such low wages as to keep them and their families in poverty.⁸⁰

Social issues

- ❑ Children's desire for independence and urge to rebel are exploited by tobacco company ads, which associate tobacco use with freedom and individuality. Tobacco company materials supposedly aimed at reducing tobacco use among children/adolescents may further contribute to young people's smoking through a similar approach, for instance by encouraging children to make their own decisions rather than listening to adults.^{81 82}
- ❑ Children imitate adults. When their parents, siblings, and friends use tobacco, they are likely to follow them. They are also highly

susceptible to advertising and to use of tobacco in movies and on TV. Children/adolescents pay more attention to ads and are more likely to smoke the most advertised products than adults.⁸³

- ❑ Tobacco use can be a gateway to other drugs, including alcohol and illicit drugs. Very few people who don't use tobacco use other drugs, and most people who use other drugs start with tobacco.
- ❑ Many people begin smoking as children and adolescents, at an age where they lack the knowledge and concern about their future that is required to make sound decisions about matters such as whether or not to use tobacco. By the time they become more aware and want to quit, they are addicted.⁸⁴
- ❑ Tobacco companies frequently use sponsorship of sports to promote tobacco. This allows them to associate fitness with tobacco use, while also benefiting from the popularity of sports idols among youth. In fact, smoking greatly reduces lung capacity, and thus performance in sports. Smokers run more slowly, and have less endurance, than non-smokers. Any serious athlete is highly unlikely to smoke; given the harmful effects of tobacco, most reject tobacco in all forms.

Children's rights

The WHO has recently produced a report called *Tobacco and the Rights of the Child*.⁸⁵ The report documents the ways in which the UN Convention on the Rights of the Child, which has been ratified by most governments, can be interpreted to protect children from tobacco. Specific rights include:

- The right to information about tobacco and the tobacco industry;
- The right to avoid hazardous work in the tobacco industry;
- The right to survival and development, which can be hampered by adult spending on tobacco products;
- The right to protection from the tobacco smoke of others;
- The right to social, spiritual, and moral well-being and physical and mental health, which are impaired when the tobacco industry targets children in its advertising.

The report further says that "States have a duty to take all necessary legislative and regulatory measures to protect children from tobacco and ensure that the rights of children take precedence over those of the tobacco industry." Carol Bellamy, the Executive Director of UNICEF, is quoted in the report as stating that children "have a right to be protected from tobacco's collateral effects—including diversion of household money that could pay for a child's education and medical care, and the sorrow and financial loss that occurs when adult caregivers die early deaths because of tobacco." Clearly tobacco control is a children's rights issue.

5. Food Security/Nutrition and Tobacco

- Land is used to grow tobacco which otherwise could be used to grow food. 10-20 million people could be fed with the land currently being used to grow tobacco.⁸⁶ This can be a major problem where governments are trying to increase foreign exchange by exporting tobacco, and thus push farmers to produce tobacco rather than food. Since agriculture inputs are expensive, if the crops fail, farmers may find themselves with huge loans and without the resources needed to purchase the food they otherwise would have grown. Where valuable farmland is scarce, the use of it to grow tobacco rather than food can cause a major problem in food availability.⁸⁷
- In Kenya, food production in tobacco growing districts has decreased as farmers have shifted from food crops to tobacco. However the net income from tobacco is less than what the farmers would earn from food crops. BAT is the largest agribusiness company in Kenya, contracting some 17,000 farmers to cultivate tobacco over an estimated 15,000 hectares of fertile agriculture land, but what those farmers earn is not enough to buy sufficient food for the family. Tobacco cultivation is labour intensive and capital intensive. It requires about 1,200 labour hours per acre, compared to maize, which only takes about 107 hours. A survey done by UNICEF in one tobacco-growing district in Kenya shows that, far from tobacco agriculture eliminating poverty, 52% of the children in that district either suffer from chronic or acute malnutrition, or are underweight.⁸⁸
- The poor are usually the most likely to use tobacco, and the least able to afford expenditure on tobacco rather than on basic goods, including food, education, health care, clothes and housing. Researchers estimate that in Bangladesh, 10.5 million children go hungry due to the diversion of money from food to tobacco.⁸⁹

6. Human Rights and Tobacco

The tobacco companies often try to use the human rights argument to defend their practices, claiming that people have the right to smoke where they choose, and companies to advertise as they wish. But there are several flaws with this argument.

- Tobacco companies argue that freedom of speech, where it is written into countries' constitutions or laws, means that tobacco companies should be allowed to advertise freely. In fact, freedom of speech was never meant to protect commercial speech, nor does it universally cover individual speech. Shouting "Fire" in a crowded movie theatre would *not* be protected under free speech laws. Dangerous products that are legal, such as guns and rat poison, are generally not allowed to be advertised. Pharmaceuticals, which can be life-saving, are also often excluded from most forms of advertising.
- Once addicted, smokers cannot make a free decision whether or not to smoke. Thus tobacco companies' arguments that tobacco control violates human rights is incorrect; it is in fact the intensive promotion of an addictive product that violates human rights.
- The freedom to smoke is an imaginary freedom. Just as one's freedom to swing one's fist ends where another's face begins, so should the freedom to blow tobacco smoke into the air stop where another's nose, and lungs, begin. Freedom does not include the right to harm others. The evidence is clear that passive smoking causes disease; thus smokers should not have the right to smoke where they wish, if others are present. The right of people to avoid the dangerous chemicals in tobacco smoke should always be considered as more important than the "rights" of smokers to smoke where they wish. It may help to rephrase the issue: Does one have the right to blow thousands of chemicals into the air?

While tobacco may not seem a serious human rights violation, it is one of the most widespread. It can also represent a serious restriction on the lives of those with respiratory illnesses who must avoid all places where smoking is allowed.

- The constitution of many countries guarantees right to life. The advertising of a deadly addictive product has been held by the courts of Bangladesh, Kerala State in India, and Pakistan to violate that right, particularly as tobacco ads fail to mention either their addictiveness or their deadliness.⁹⁰
- The non-smoking majority has the right to smoke-free air and protection from the many diseases that passive smoking causes. Children have the right to live in a smoke-free home. While tobacco may not seem like a serious human rights issue, especially given the situation in many countries on human rights, it can be a serious issue. For instance, for a child with asthma, exposure to cigarette smoke can cause serious illness and even death. Tobacco smoke can also trigger serious asthma attacks in adults.
- Tobacco users have the right to information about the products they use, including health risks and information on quitting.

The activities of governments in promoting cigarettes abroad in ways that are not allowed at home may be considered a violation of international law. Specifically, this includes:⁹¹

- Excluding cigarettes produced for export from the safety/warning provisions used domestically, such as mandated pack warnings and limits on tar and nicotine.
- Using trade acts to force foreign governments to accept tobacco imports, which interferes with countries' sovereignty, is imperialistic, and disrespects the right to life of people in other countries. If, for instance, a country takes a stronger pro-health stance than does the exporting country, that pro-health stance should be respected.
- International law includes such measures as state responsibility for causing harm to others, similar to the

international laws/treaties preventing governments from exporting their hazardous waste to other countries.

- The UN Charter and the WHO require participating members to protect the health of consumers worldwide.
- The United States, one of the lead exporters of cigarettes, has signed various international treaties that should prevent them from the very practices they commit: forcing their imports on unwilling countries, and not requiring the same warnings on the products as are required domestically.

In addition to individual human rights is the question of government sovereignty versus the power of transnational corporations. When companies are richer and more powerful than government, democracy and human rights suffer. The tobacco industry is dominated by a few extremely rich and powerful countries. In 1998, the combined revenues of the three largest multinational cigarette companies in the world (Philip Morris, Japan Tobacco, and British American Tobacco) was more than US\$88 billion, "a sum greater than the total gross national product (GNP) of Albania, Armenia, Bahrain, Bolivia, Botswana, Bulgaria, Cambodia, Cameroon, Estonia, Guyana, Honduras, Jamaica, Jordan, Laos, Latvia, Madagascar, Moldova, Mongolia, Nepal, Nicaragua and Togo combined."⁹² Promotion of human rights, the fight against globalisation, and tobacco control all go together.

Sue's Story

Sue Meeuwissen was an Australian woman with cystic fibrosis, surviving thanks to a lung transplant. Sue had to take great care to avoid passive smoking, as accidental exposure could mean life-threatening episodes of asthma with her lungs bleeding or collapsed. Due to the need to avoid cigarette smoke, Sue led a constricted life, unable to go out with friends to places that allowed smoking. When she finally decided to fulfil her dream of going to a nightclub with friends, she was forced to leave due to an asthma attack caused by passive smoking. She filed a lawsuit and won, the case stating that Sue's inability to stay in a smoky environment was no different from a physical barrier that would stop a person in a wheelchair from entering a public place. At the time of her death in July 2000, Sue was working on a new awareness campaign, "Where People Smoke Matters. Sue saw the problem of passive smoking as a violation of human rights. She strongly believed that smoking should only take place between consenting adults, and that nobody should be exposed to smoke against their will. Her fight led to legal changes in Australia, and could prove an inspiration to those campaigning for smoke-free places elsewhere.⁹³

7. Drug use and Tobacco

Several studies have shown nicotine to be as addictive as heroin, cocaine, and alcohol, while others have shown that nicotine is in fact much more addictive than other substances. One study found that far more people who use tobacco become dependent than those who use alcohol, cocaine, or marijuana; another study showed that dependence on cigarettes was about twice as high among those who had ever smoked than was dependence on cocaine for those who had ever used it.⁹⁴

Those who use illegal drugs usually start with tobacco and alcohol.⁹⁵ Although it has not been proven that tobacco use *causes* the use of other drugs, the association is strong. Thus those interested in preventing alcohol and other drug abuse should consider that tobacco is a major risk factor for other substance abuse.

8. Religion and Tobacco

All major religions regard the body as God's creation, and hold that it is sinful to harm it. Some religious leaders have specifically declared tobacco as religiously forbidden. In some cases, religions have not specifically forbidden tobacco due to historical lack of knowledge about tobacco's harmful effects, but religious leaders have since declared it forbidden given the religious stance on bodily harm, and current knowledge about tobacco. Several Islamic countries have already declared smoking to be *haram* (forbidden), namely Saudi Arabia, Egypt, Bahrain, UAE, Oman and Malaysia.⁹⁶

The sections below are taken from remarks of religious leaders at a WHO-organized meeting on tobacco and religion.⁹⁷

Bahai

"For Bahais, true health extends beyond physical well-being. Although the Bahai Teachings do not prohibit smoking, it is strongly discouraged as unclean and unhealthy. ... Given the overwhelming evidence about the negative effects of smoking, the promotion of smoking (a habit that clearly causes disease and death through advertising aimed at children and youth) is a breach of public trust."

Buddhism

"Buddhism teaches the path of freedom. Freedom implies a way of life without dependence on anything, a life of mental clarity. This clarity comes from being free of addiction. Buddhists believe that people live in an interconnected and interdependent world. Thus, smokers would ideally respect those who choose to overcome their addiction and promote a healthier lifestyle. ... anything that harms the body or mind must be avoided. It is of prime importance to do the utmost to take care of the body and mind, both one's own and those of others."

Hinduism

"Medical science has categorically demonstrated the ill effects of smoking. Hinduism attaches importance to the human heart, a recurring central symbol used in various types of meditation. Since smoking induces cardiac

disease, it should be seen as an assault on this holy seat of God. Although tobacco was not present in ancient India, its use today should be limited not only because of its medical effects but also out of consideration for others.”

Islam

“One of the fundamental objectives of Islam is to protect the integrity of the individual. For this reason, the harmful health effects of tobacco make its consumption a contradiction of Islamic teaching. For followers of Islam, respecting these and other teachings is the way to become responsible human beings, aware of the necessity to protect the body which is a gift from God.”

Judaism

“The use of tobacco weakens the body’s equilibrium. It is the responsibility of each individual to avoid anything that can harm or weaken the bodily envelope that carries the soul. ... Intellectual, physical and spiritual faculties are gifts presented to each human, and striving to preserve the body is a measure of the esteem in which those gifts are held.”

Orthodox Christianity

“Orthodox Christianity welcomes tobacco control in the hope that its efforts against tobacco will engage the holistic problem of the need to cure the human person. In practical terms, this means that effective tobacco control campaigns should see the problem of tobacco in relation to the problem of life as a whole.”

Roman Catholicism

“Recently, the Roman Catholic Church has taken an official position on smoking and its harmful effects. His Holiness Pope John Paul II, in his Bull of Indication of the Great Jubilee of the Year 2000, called for all Christians and men and women of good will to abstain from consuming tobacco products for a day with the proviso that the monetary equivalent of one day’s smoking be donated to efforts to control the HIV/AIDS epidemic and to assist those affected by this epidemic. The reaffirmation of the idea of *mens sana, in corpore sano* (sound mind, sound body) is reflected in the recognition by the Pontifical Council of the harmful effects of tobacco consumption.”

9. Health and Tobacco

Tobacco smoke contains more than 4,000 chemicals, including 43 that are known to cause cancer.⁹⁸ Whether smoked or smokeless, tobacco causes diseases, and it is the major cause of preventable death. Tobacco is possibly the most studied consumer item ever. Over 70,000 scientific publications over the past 50 years have shown beyond a doubt that tobacco causes many diseases and is the single most preventable cause of death around the world.⁹⁹ While in some countries other health problems may be considered more significant, tobacco is unique in that it involves (in most cases) the spending of money to purchase a product that has essentially no positive aspects, that is addictive, and that causes illness and death. The problem of tobacco use also has proven solutions—mostly in the form of policy measures to reduce use.¹⁰⁰

Direct tobacco use (smoking and smokeless)

Tobacco use contributes to a large number of diseases and health problems, some of which are listed below.

- ❑ Tobacco affects all parts of the body, and does so long before sickness is obvious. Cough is a common sign that tobacco is hurting the body, but the internal damage is not so obvious...often until it’s too late.
- ❑ The risk of many different diseases is increased by smoking. Compared to non-smokers, smokers run about twice the risk of ischaemic heart disease, five times the risk of sudden death from heart attack (for those less than 50 years old), six times the risk of chronic obstructive lung disease, ten times the risk of lung cancer, twice the risk of cancer deaths (all types of cancer), and nine times the risk of peripheral vascular disease.¹⁰¹ Tobacco use contributes to the following diseases and health problems:
 - ◆ cardiovascular diseases (stroke, heart attack)
 - ◆ cancers of the lung, oral cavity, bladder, breast, penis, cervix, and others
 - ◆ tuberculosis (TB)
 - ◆ respiratory diseases such as emphysema, asthma, and chronic obstructive pulmonary disorder (COPD)

- ◆ gastrointestinal disorders
- ◆ problems of the oral cavity (teeth and gum)
- ◆ reduced physical fitness
- ◆ decreased bone density and thus increased risk of osteoporosis and broken bones
- ◆ cataracts and blindness
- ◆ increased time needed to recover from illness
- Reproductive problems: impotence and other sperm problems in men; earlier age at menopause in women.
- Smokers are sick more often, and die much younger, than non-smokers.

Passive smoking^{102 103}

Passive (or secondhand) smoking means breathing in the smoke from someone else's cigarette or other smoked tobacco. The 4,000 chemicals found in cigarette smoke do not only enter the smoker's lungs, but also those of the others nearby. The diseases caused by those chemicals thus affect not only the smoker, but others breathing the smoke. While the tobacco industry tries to maintain that there is yet no proof that passive or secondhand smoking causes illness, the evidence is clear. Rates of lung cancer, heart disease, and other illnesses are much higher in passive smokers than in those not exposed to tobacco smoke.

For many of those who do not use tobacco, it is impossible to avoid the smoke of others, at home, on public transport, at work, and in other public places. Children, whose lungs are less developed and thus more susceptible to illness, suffer the most, but tobacco smoke is harmful to those of all ages. The harm ranges from feelings of discomfort to triggering of asthma attacks, serious illness, and death.

The specific diseases that passive smoking causes include:

Childbirth and infancy:

When pregnant women are exposed to tobacco smoke, so are their fetuses. The thousands of chemicals can cause serious harm to the fetus in the womb, even killing it.

- May cause reductions in fetal growth—and smaller babies are more likely to be sick and die.
- May cause low birthweight
- Cot death (Sudden Infant Death Syndrome, or SIDS)
- Miscarriage

Illnesses in children

Children exposed to tobacco smoke become ill more often and go to the doctor more frequently than those not exposed. The range of problems that children exposed to smoke can experience include:

- More ear infections
- More lower respiratory tract infections (such as bronchitis and pneumonia)
- Respiratory problems, including asthma (made worse and possibly caused by exposure to tobacco smoke)
- Reduced rates of lung growth
- Adverse impact on learning and behavioral development
- Meningococcal infections
- Cancers and leukemia
- Possible increase in cardiovascular disease in adulthood

Illnesses in adults

Adults exposed to tobacco smoke have a higher rate of some serious diseases:

- Heart disease
- Stroke
- Lung cancer in men and women; cervical cancer in women
- Asthma made worse
- Cystic fibrosis made worse
- Respiratory disease: coughing, phlegm production, chest discomfort, decreased lung function

Occupational exposure

- ❑ Tobacco industry workers can be affected by agro-chemicals involved in the tobacco-growing process. Exposure to chemicals such as aldicarb, butralin, and endosulfan can cause damage to eyes, skin and internal organs, as well as causing cancer.¹⁰⁴
- ❑ Green Tobacco Sickness (GTS), nicotine poisoning due to absorption of nicotine through the skin, has been experienced by workers picking tobacco. Symptoms include nausea, vomiting and difficulty in breathing.¹⁰⁵
- ❑ Those working in places that allow smoking, such as restaurants, bars, and many offices, are more likely to get the diseases listed under passive smoking. The fetuses of pregnant women exposed to smoke can also be affected. In some countries workers made seriously ill by exposure to the smoking of others have successfully sued their employers.

The problem with the term “tobacco free”

Often when talking about tobacco, people refer to a “tobacco-free world” or “a future without tobacco”. While the image may be attractive to those using them, the terms may cause more problems than they solve. To some “tobacco free” sounds like a paradise in which people live long healthy lives free of addiction. But to others, it describes a world in which a huge black market provides illegal cigarettes to desperate nicotine addicts, and millions of people who formerly survived from tobacco-related earnings are unemployed, either starving or resorting to crime to survive. The tobacco companies delight in using such exaggerated scenarios to frighten people into opposing tobacco control on the grounds that it is another form of prohibition.

None of those scenarios are realistic. Tobacco, unfortunately, is here to stay. It is not possible to make it disappear, now or decades from now. The world has only ever succeeded in eradicating one disease, smallpox. Drug use climbs. The real hope is not to eliminate tobacco, but to reduce it to levels low enough that the related diseases will also be drastically reduced; to protect non-smokers from the smoke of others; and to ensure that tobacco companies must act within strict limits and adequately inform consumers of the risks of their products. A more realistic, though still distant, dream is one in which all tobacco products come with generic labelling, sold by licensed dealers, with no advertising, sponsorship, or promotion allowed, with all consumers well-informed of the risks of the product, and where the high taxes on tobacco products would support the government (including tobacco control measures such as anti-smuggling work and mass media programs about the harms of tobacco) and keep demand low. Lung cancer would again become as rare as it was before tobacco use was widespread, the other diseases caused by tobacco would similarly decline, and people would invest their money in more positive, productive ways.

Rather than frightening people with the image of a world in which tobacco has suddenly ceased to become available and all those employed by the industry suddenly find themselves jobless, we suggest emphasizing that the goal is “tobacco control”, not “tobacco eradication”. An annual decline in consumption that may take decades to result in an actual decline in the number of users, but which expresses a reasonable, practical goal, is both less likely to result in disappointment and less likely to frighten those who currently are dependent (whether from addiction or employment) on tobacco.

III. Are tobacco companies aware of the harm they cause?

“When engaging in tobacco control it is necessary to study the tobacco industry. This industry can be characterised as the disease vector for the tobacco epidemic. Knowing what the industry does, and understanding the motives can help us to determine what sort of efforts we can undertake to effectively deal with the problems.”¹⁰⁶

Internal tobacco industry documents made public through recent litigation in the USA reveal a clear pattern of tobacco company lies and deceit. The documents show that tobacco companies:

- knew of the health problems from tobacco and lied about them for decades;¹⁰⁷
- aggressively market a product they know to be deadly, including to children;¹⁰⁸
- knew that tobacco was addictive as early as the 1960s, whilst denying this publicly;¹⁰⁹
- have promoted ‘low-tar’ cigarettes as healthier - aware that they are not, but that the label has the effect of reassuring smokers;¹¹⁰
- recognised as early as the 1970s that the issue of passive smoking, or environmental tobacco smoke (ETS), presented a growing problem for them. In response they set up smokers’ rights organizations to oppose curbs on smoking in public places and at work, misled the public about the harm caused by ETS, deliberately set out to create controversy about the health implications of ETS, and have spent millions of dollars trying to discredit research proving the harm of passive smoking/ETS;¹¹¹
- use their money to gain the support of allied industries like the advertisement and entertainment industries to oppose advertisement and sponsorship bans, and the hospitality industry to oppose bans on smoking in public places;¹¹²
- actively campaign to avoid changes in existing laws, and circumvent those laws in whatever ways they can;¹¹³
- play a crucial role in international cigarette smuggling. They use it as part of a calculated global strategy, managing the process via third parties who act as their agents in illegal markets;^{114 115}
- established the International Tobacco Growers’ Association (ITGA) as a lobbying tool, while claiming it is a legitimate farmers’ group;¹¹⁶
- create and heavily promote programs they claim are meant to reduce youth smoking, but which have shown to be useless and sometimes even counter-productive;^{117 118}
- have operated for many years with the deliberate purpose of subverting the efforts of the World Health Organization to control tobacco use.^{119 120}

Much detailed information drawn from the tobacco industry’s internal documents is available on the internet. A number of tobacco control organizations have produced excellent publications summarizing various aspects of the documents available, which are a good place to start to familiarize yourself with some of the material. For more information on searching the Internet, see Appendix 2.

The internal documents show clearly that tobacco companies cannot be trusted to help solve the problem of tobacco use. They cannot be trusted to tell the truth, or to respect laws. If tobacco companies truly cared about the harm that tobacco causes, they would stop promotion immediately, and gradually phase out of the industry. Until tobacco companies voluntarily cease advertising their products and stop putting profit before human lives, we must view tobacco companies as the enemy, not a part of the solution.

IV. What you can do as an individual

- ✓ Encourage your relatives, friends and colleagues to quit tobacco use, and support them in the process. Contact local anti-smoking or health groups for information about quitting tobacco use.
- ✓ Ask people around you not to smoke.
- ✓ Make your home smoke-free. Display signs and/or stickers asking guests not to smoke or explaining that your home is smoke-free. Get rid of any ashtrays you may have had, and politely ask your guests to smoke outside.
- ✓ Talk to your colleagues about making your office smoke-free. At a minimum, no non-smokers should be exposed to tobacco smoke while at work. An intermediate plan is to allow smoking in some areas that non-smokers do not have to enter, and then gradually phase out smoking altogether. The employer gains by having a cleaner, safer environment, and healthier, more productive employees.
- ✓ Write letters to newspapers, and talk to journalists and editors about tobacco. In your letters you can protest tobacco promotional activities, and encourage the government to make tobacco promotion illegal, to make public areas smoke-free, and to raise taxes on tobacco products. See some sample 'letters to the editor' below.
- ✓ Influence celebrities to promote tobacco control messages and ensure that they do not endorse tobacco use in public appearances.
- ✓ Record—in writing and through photographs—tobacco promotional activities violating national laws. Report them to concerned authorities (government) and to the press. Join others in protesting tobacco promotions.
- ✓ Encourage your friends not to use tobacco, and to become active in tobacco control work.
- ✓ Get in touch with tobacco control organizations in your country to see about working in tobacco control (distributing stickers/leaflets, serving as a volunteer at events, etc.).
- ✓ Browse the websites listed in Appendix 2 to gather information and ideas.
- ✓ Write letters/talk to bus companies, restaurant owners/managers, school principals, and others about making more businesses and schools/colleges/universities smoke-free.
- ✓ When possible, frequent smoke-free public places like restaurants, or at least those which provide smoke-free areas. Let the restaurant owner/manager know that you chose to eat there partly because it's smoke-free, and let other restaurant owners/managers know (by letter or in person) that you won't eat there because it's not smoke-free. Even if the tobacco smoke isn't irritating to you, remember that it's bad for you and your family...and that encouraging restaurants/other places to go smoke-free benefits the staff who are forced to work there each day.
- ✓ If you're a medical practitioner or health worker, make it a habit to ask your patients if they use tobacco. If they do, encourage them to quit, reminding them that tobacco contributes to many health problems, and that they will be healthier and recover from illness faster if they quit. If possible, give them information on quitting in the local language. If they don't use tobacco, congratulate them on an excellent decision! Make sure that the health institution where you work is totally smoke-free to set an example.
- X** Do not buy supplies produced by transnational companies that also produce tobacco. Kraft, Post, Maxwell House, and Nabisco products are produced by the makers of cigarettes. This is particularly important for those campaigning against globalization. Multinational corporations heavily advertise tobacco, alcohol, and junk food, causing people to purchase expensive imported and unhealthy processed, imported foods and addictive drugs, rather than healthy unprocessed local foods. This increases poverty and malnutrition in developing countries, and the income gap between low- and high-income countries.

More information is available from INFACT, which also organizes a boycott of tobacco industry subsidiary products.* www.infact.org For more information on tobacco and globalization, also see <http://www.corpwatch.org/issues/tobacco>

* * *

Tobacco and trade

--contributed by Mele Smith

- ◆ Multinational corporations dominate the tobacco business. Treaties that govern trade, investment and intellectual property protection have a profound effect on the practices of these companies and on the public health of the nations in which they are active.
- ◆ As smoking has declined in their domestic markets, the transnational tobacco companies, Philip Morris and British American Tobacco have sought out new markets utilizing the tools of trade liberalization.
- ◆ This free trade of tobacco benefits shareholders and CEOs in the rich countries. Meanwhile, farmers in poorer nations are locked into producing cash crops like tobacco, rather than food. No corporation has benefited more from this trade liberalization than U.S.-based Philip Morris, the largest tobacco corporation in the world with 16% of market share.
- ◆ There is a large body of evidence that very strongly supports the conclusion that trade liberalization increases consumption of cigarettes which in turn leads to more death and dying. Those

who are suffering the most from tobacco-related death and disease are the citizens of the global south, and that those who are benefiting most from the free trade of tobacco are the shareholders of the global north.

- ◆ Tobacco is subject to the same trade agreements and rules as any other consumer product without consideration of public health concerns. However tobacco is unlike any other consumer product in that when used as intended it kills half of its long-term users.
- ◆ Subjecting tobacco to the same trade agreements and rules as any other consumer product has led to continued liberalization of trade in tobacco led the forced opening of markets in Japan, South Korea, Taiwan, and Thailand resulting in the consumption of cigarettes being about 10 percent higher than it would have been if those countries markets had not been forced open. The status quo has led to reduced trade barriers that have had a significant impact on cigarette consumption in low and middle-income countries. according to a joint study by the World Bank and the World Health Organization. And the status quo has lead to many more preventable deaths.

* * *

*The most heavily advertised cigarettes in developing countries are generally those which are manufactured by the giant transnational tobacco companies. **Yet those cigarettes are unaffordable for most of the population.** For instance, to purchase a pack of Marlboros or Benson & Hedges would require 60% or more of daily income in China, Moldova, Pakistan, and Papua New Guinea, and 56% in Ghana and Bangladesh. The money represents 4 notebooks or 4 pairs of cotton socks in China, 3.5 litres of super petrol or stamps for 24 local letters in Papua New Guinea, and 25% of the cost of a doctor's visit in France.¹²¹*

* Some Kraft, Post, Nabisco and Maxwell House products include: Tang, Kraft Macaroni and Cheese, Post Grape Nuts, Kraft Philadelphia Cream Cheese, Post Raisin Bran, Nabisco Oreos, Life Savers, Planters Peanuts, Ritz crackers, General Food International coffee, and Maxwell House Coffees.

V. Easy and affordable approaches to tobacco control

Many of the steps listed under individual actions can also be undertaken by an organization. We suggest you start there, then move on to the other measures listed!

Policy measures

- ✓ As an organization, take a stand in support of tobacco control. For specific laws to support, see PATH Canada's Paper on tobacco control law: www.pathcanada.org or <http://wbb.globalink.org>
- ✓ Declare support for the Framework Convention on Tobacco Control, an international treaty currently being negotiated by member states of the World Health Assembly.
- ✓ Join the FCA (Framework Convention Alliance). See www.fctc.org for more information.
- ✓ Encourage the other organizations with whom you work to develop non-smoking policies and to express their support for tobacco control (give them this manual!).
- ✓ Make your office/organization wholly smoke-free; display stickers and signs.
- ✓ Make your meetings, trainings, in-door project sites (e.g. condom café, youth club, women's club, etc) smoke-free.

General

- ✓ GLOBALink, the international tobacco control network, is a key resource for those working on tobacco control around the world with access to the internet. Contact globalink@uicc.ch for more information.
- ✓ Contact local anti-tobacco groups, and get information and materials from them. Distribute stickers, posters, and pamphlets about tobacco. You can distribute them during meetings and training sessions, and print parts of pamphlets in your newsletter.
- ✓ Display stickers and posters in your health clinics, offices or other working environments.
- ✓ Where possible, hold your events in smoke-free venues; ask the hotels, restaurants, and other places your organization uses to become smoke-free, or at least to provide separate well-ventilated areas for non-smokers.
- ✓ Write about tobacco in your organization's newsletter or magazine. Don't limit

yourself to the health effects. If you want a *lot* of information, you can subscribe to a tobacco news service (see box "Work with Media"); more simply, you can do interviews with people who have become ill from tobacco use, or with people about their successful quit attempts, or talk to tobacco control advocates about their work. You can also include updates about the FCTC in your newsletter: get information from the FCA website. www.fctc.org

- ✓ Integrate tobacco into activities for 'International Days' (International Women's Day, International Habitat Day, etc.). For instance, on International Women's Day, highlight some of the harms women suffer due to tobacco, or tobacco promotional activities aimed at women. On World Habitat Day, compare typical housing expenditures to what is spent on tobacco, and emphasize the need for smoke-free homes.
- ✓ Include tobacco issues in other materials that you produce on the economy, savings/credit, health, and so on. Start with the information in this manual!
- ✓ Ask people to sign petitions for smoke-free carriages on trains, bans on tobacco promotions, etc. Get students or other volunteers to help you in collecting signatures. Give the completed petitions to the people who can make the changes you request, and try to get media coverage of your effort.
- ✓ Incorporate tobacco control messages into your education/training materials, either as a separate topic or as an example or case study. (See Appendix 1)
- ✓ When you conduct research on other subjects, add a few questions about tobacco use, if possible, in order to better understand the problem in the areas in which you work. Possible areas about which to ask, depending on your research needs, include use of different tobacco products, spending on tobacco as compared to basic needs, desire to quit, knowledge of health effects,

feelings about tobacco ads, reasons for smoking or not smoking, and support for various tobacco control measures.

- ✓ Encourage other organizations not to accept tobacco sponsorship for their programmes and conferences.
- X Never accept money from tobacco companies or their subsidiaries. They will use your good name to improve their reputation. Meanwhile, your own reputation will suffer. People will question the motivations of an organization trying to help people, but willing to partner with the makers of deadly products.
- X Never treat smokers as the enemy. People who use tobacco are in a sense the victims – they are losing their health and their money, all to make tobacco company executives rich. The enemies are the tobacco companies, not the users of their products.

Sample letter to the editor no. 1

Last week I traveled with my wife and children to the beach by public bus. We had been looking forward for a long time to a pleasant holiday away from the city, a chance to relax and breathe fresh air. But on the bus many people were smoking, and when we asked them to stop, they said it was their right to smoke. My wife and I both had irritated eyes and throats, but it was worse for our children; they coughed a lot, and by the time we got to the beach, they were sick. We spent an unhappy weekend looking after them and dreading the prospect of returning on yet another smoky bus. Why do people have the right to smoke on the bus, but parents don't have the right to look after our own comfort and health and that of our children? Please, when you smoke think of the consequences to those around you. For those of you who, like us, would like smoke-free transport, please let your opinions be known to the managers of the buses and trains on which you travel. Working together, we can try to make our transport smoke-free, and thus safe and comfortable for everyone.

Yours, etc.

Sample letter to the editor no. 2

Tobacco use causes many diseases and death in both its users and in those exposed to the tobacco smoke of others. Tobacco is also an addictive drug that is very hard to give up. It is hard to imagine your newspaper running ads for heroin or cocaine, or for a food product that is known to have caused millions of deaths. Youth in particular are likely to believe the messages in tobacco ads, and to start smoking because of the ads they see. Young people also tend not to worry much about the future, since they feel they will live forever. If your newspaper really cares about the people of this country, particularly children and youth, then you will find other advertising and make a policy to refuse tobacco ads. There are plenty of other companies who would be happy to advertise, and you would have the pleasure of knowing that you have taken a stance to protect public health and against drug use.

Yours, etc.

Helping Monks Quit

ADRA Cambodia has been working with Buddhist monks to establish smoke free pagodas; assist monks to quit; train monks in cessation training methods; and facilitate media campaigns with Buddhist leaders. Co-operation with the ministry of cults and religion has been valuable. The "Khmer Quit Now" smoking cessation program has been used to help monks stop smoking, with an outstanding 87% quit rate after one year (N=1000). In smoking cessation, monks may find motivation from their religious beliefs, peer support and the incentive to establish smoke-free pagodas. The majority of monks who have participated in these programs have been young men, making this an intervention focused on both community leaders and youth.

School-based programs

Many people, when they think of tobacco control, think of school-based programs. Unfortunately, many school-based programs that have been evaluated have been shown to have the opposite effect from that desired: they can actually increase the rate of tobacco use among the students. In addition, some of the transnational tobacco companies (TNCs) produce materials intended for use in schools. The last thing the TNCs wish to do is reduce smoking among youth, since most people start smoking before age 20. If the tobacco companies support such programs, then they are highly unlikely to reduce tobacco use, and very likely to increase it. Poorly conducted programs only increase interest in tobacco, further children's rebellious instincts by lecturing them against its use, or contribute to the perception that tobacco is an adult product and thus that using tobacco is a great way to prove one's adulthood.^{122 123}

Some school-based programs have undergone rigorous evaluation and been shown to be effective. Unfortunately, those programs are generally very cumbersome and difficult to implement. Simply showing a short-term positive effect is insufficient, as it is a long-term effect that is needed to turn children and adolescents away from tobacco.

For these reasons, we discourage you from conducting school programs *unless* you first review some of the research, decide on a strategy that won't reinforce the images that make tobacco attractive to youth, or incite youth to rebel against adult guidance, *and* conduct a rigorous evaluation to ensure that your program is actually decreasing tobacco use in youth. School-based programs should be part of a comprehensive strategy to reduce tobacco use among those of all ages, so that youth do not perceive tobacco control efforts as being targeted solely at them. Where school programs are part of a comprehensive tobacco control strategy that includes laws banning promotion of tobacco, banning smoking in public places, and increase in taxes, they may prove effective, and will avoid reinforcing the message that tobacco use is a form of initiation into adulthood.

Where tobacco has declined significantly at a national level, the reason is an increase in the tobacco tax and/or a ban on tobacco promotion. The most effective work in tobacco control is thus lobbying government to pass and enforce strong tobacco control laws, and motivating the public to push for, and obey, those laws.

Some approaches to school-based programs that might prove effective

Involve students in tobacco control activities. This will be more interesting, help them build their confidence, and allow them to rebel against the tobacco companies rather than against authority figures such as parents, teachers, and doctors. Ideas include:

- ❑ If the campus isn't smoke-free, organize to make it so.
- ❑ Hold a symbolic hunger strike to protest tobacco advertising. You may wish to focus on advertising obviously aimed at youth, such as sponsorship of rock concerts, but you should always emphasize that *all* forms of tobacco advertising are wrong, regardless of the target.
- ❑ Conducting a signature drive to make certain public places smoke-free; after collecting large numbers of signatures, the students can present the petition to the authorities. Contact the press for coverage.
- ❑ Hold rallies, marches, etc. The reasons could be to protest activities of the tobacco companies, to ask the media to stop accepting tobacco advertising, to request that a shopping mall or other public area become smoke-free, or to demand that the government take specific action (raise taxes, ban tobacco promotion, make public areas smoke-free) to control tobacco.

- ❑ Organize a letter-writing campaign: to newspapers and magazines to stop running tobacco ads; to popular places and bus/train companies to go smoke-free. Encourage students to come up with their own ideas!

Work with students on analysing the messages in tobacco marketing. Does anything in the ads (other than the warning) indicate the harm of tobacco use, and how clearly do the warnings portray the harm? Are ads/promotional methods aimed mostly at adults or youth? What do the ads suggest are the benefits of tobacco use? Are those messages true/realistic? (For instance, if you use tobacco, will you really be independent, youthful, healthy, happy, and attractive to the opposite sex?) Do you think advertising of an addictive drug that causes disease and death should be allowed?

Get students to list ways companies advertise to youth (sponsoring rock concerts, putting signs in popular cafes and bars, etc.) and write an article for the newspaper about it

For other activities to use in working with youth, please see Appendix 3.

* * *

Sample petition for smoke-free train carriages

Tobacco smoke contains four thousand chemicals, including forty that are known or suspected to cause cancer. When people are exposed to tobacco smoke, they run the risk for the same diseases that people get when they smoke, including lung cancer, respiratory disease, and heart disease. Children suffer even more as their lungs are not yet fully developed. For those with asthma, exposure to tobacco smoke can trigger asthma attacks, and even be life-threatening. Many people also are irritated by the smell of tobacco smoke, or experience nausea from it. People have the right to travel in comfort and safety, without being exposed to the smoke of others.

By making some carriages on the train smoke-free, both smokers and non-smokers could be accommodated. When buying the ticket, people would ask for a smoking or non-smoking carriage. Smokers could still smoke, without being asked to stop by non-smokers. Those who wished to avoid the smoke, protecting themselves and their families, could do so.

Those of us who have our names below support making some of the carriages on trains smoke-free, and strongly encourage the operators of the trains to comply with our request, for the comfort and health of all.

Name (please print)

Signature

Address

Name (please print)	Signature	Address

Work with media

The most cost-effective way to get a message across to many people is through the media. While working with the media may seem expensive, it doesn't always have to be. Hundreds of thousands, or even millions, of people can be reached through newspapers, radio, and TV, as compared to the very small numbers you can reach through leaflet distribution or holding of events. The media can also be an excellent way to reach policymakers, since they also read the newspaper and watch TV.

Some suggestions for no-cost and low-cost means to access the media:

- ✓ Hold rallies, sit-ins, token hunger strikes, etc. Organize such events wherever journalists gather, and let the press know in advance. Produce large banners with clear messages or demands. For virtually no money, you are likely to get a picture in several newspapers. This lets the public and policymakers know that there are groups interested in, for example, raising tobacco taxes or having smoke-free public areas.
- ✓ Write a letter to the editor or an editorial. Try different newspapers, and persist; if at first you don't get published, keep trying. If possible, choose something topical to write about –for instance, if there is much news about a natural or man-made disaster, compare the number of deaths to the number of people dying daily from tobacco products.
- ✓ Send news clippings to local newspapers. One excellent source of news on tobacco control is <http://www.tobacco.org/newsletter.php> To subscribe to a daily e-mail summary of tobacco control news, which you can customize to your needs, enter your e-mail address at this site: <http://www.tobacco.org/subscribe.php> Simply sending information about research on tobacco to newspapers can greatly increase news coverage, reaching hundreds of thousands or even millions of people for almost no money.¹²⁴
- ✓ Hold a press conference or workshop. Invite well-known or popular people (a beauty contest winner, Minister, sports figure, etc.). Send invitations to the media, and if necessary, pay them a small fee for attending. Prepare a press release to distribute at and after the event, along with photographs. Many newspapers will print the press release, or at least quote from it.
- ✓ Contact journalists, editors, and those working for your local radio and TV stations. See if they would be interested in doing features on tobacco. Try to time this with some international or local event (31 May, a hearing on the FCTC, the anniversary of a known figure's death from lung cancer, etc.). Non-profit organizations that produce magazines or newsletters, may also be interested in printing information on tobacco control for free.
- ✓ If a local celebrity has recently quit tobacco use, encourage him/her to share the story with the press. You can also encourage non-smoking celebrities (such as most athletes) to appear at events, and to mention their non-use of tobacco during interviews with the media.
- ✓ You don't know what's possible until you try. Two members of the Bangladesh Anti-Tobacco Alliance (BATA) approached Bhorer Kagoj, a major national daily newspaper that voluntarily refuses to accept tobacco ads, and often runs articles about the harm of tobacco. The newspaper agreed to run full-color messages about the harm caused by tobacco each day during the month of May, at no cost. BATA created the messages, spending a total of about US\$2 for what would have cost, at commercial rates, US\$2,500.
- ✓ If you live in a country where the government controls the press, work with government at producing high-quality spots to air on TV and radio.
- ✓ If you continue trying to get the media to publicize your efforts without success, document your efforts and the amount of tobacco ads the media accepts. Present the results to the government as part of your effort to gain a ban on tobacco ads. Point out that there is no "free press" if the press is controlled by the tobacco companies. Use the information you gather in your protests, newsletters, work with students, etc.

VI. Suggestions for integrating tobacco control work into other programs

A. Savings/credit

- ✓ In training sessions or meetings, ask the participants whether they or anyone in their family uses tobacco. For those who do, help them calculate how much they spend per day, week, and month on tobacco. Compare that to the amount they are trying to save regularly for their savings project, or compare it to their loan payments. Even if the amount seems low to them, remind them that that is money they are spending *every day* on items other than basic needs.
- ✓ For participants in a savings/credit program who are having difficulty putting aside enough for savings or paying back their loan, ask if they or their family members use tobacco. Help them calculate their family's expenses on tobacco, how much they could save if they stopped, and what other investments they might make in income generation activities with their savings. This could also be done as a group activity to show members of a savings group how much money is wasted in the community on tobacco.
Tobacco product consumed: (cigarettes, pipe, chewing tobacco, etc.)
Amount spent per month on tobacco:
Price of various items for income generation:
If the members of the family stop using tobacco and save the money instead, how long before they would have enough money to start a small business (selling food on the street, raising a cow, etc.)?
- ✓ Encourage people to spend their money in positive ways, rather than on useless or harmful items like alcohol, tobacco, and gambling.

B. Environment

- ✓ When talking to people about the environment, urge them to think about the negative environmental impact of tobacco use. Below are key points you can use for discussion:
 - ◆ Ask people to imagine a pack-a-day smoker. Every day, he throws away 20 butts and one empty pack. In all those butts are thousands of hazardous chemicals. Where do those chemicals go? What happens to the empty packs and cartons? With millions of people in our country, of whom many smoke, imagine how much trash is collected daily. Do you ever see cigarette butts or packs in the street? Do you think that tobacco control could help clean the environment?
 - ◆ Think about the production of cigarettes. Hazardous waste is also produced during that process. How do you think that waste is disposed of? Do you think there are laws in our country to ensure that the waste is disposed of correctly, or do you think the chemicals might pollute our country's streams and oceans?
 - ◆ What about the trees cut down to cure (dry) the tobacco and to produce paper to wrap the cigarettes and produce packs, cartons, and advertisements? With millions of people smoking, how many trees do you think might be cut down for tobacco products? Do you think our country can afford to lose all those trees? Do you think tobacco control could contribute towards a good environment?
- ✓ Research the negative effects of tobacco on the environment in your community or country. Publicize your findings.
- ✓ Encourage other organizations working on environmental issues to address the problems caused by tobacco use, and to lend their support to the tobacco control movement.

C. Women

Women are powerful agents of change. They are generally considered responsible for creating a healthy home environment. Women can be encouraged to maintain a smoke-free environment for their children (and themselves) by asking household members not to consume tobacco products in the home or in front of the children. Women can also calculate their own or the male household members' spending on tobacco, and what could be bought instead with that money.

When holding events with women – meetings, rallies, counselling, etc. – encourage women not to use tobacco products themselves, and to try to create a smoke-free home and workplace.

- ✓ If there are women with whom you work who have been successful in creating smoke-free areas, highlight their experience.
- ✓ Have women brainstorm together ways to resolve problems they face in creating smoke-free environments.
- ✓ Remind women that if they can organize and succeed around the issues of tobacco use and passive smoking, they can successfully take on other issues of importance to them as well.

Sample letter to the editor no. 3

It will soon be 31 May, World No Tobacco Day. Many people will march on the streets, and we will hear many messages about the dangers of tobacco. But why do we only hear those messages one day a year, while all 365 days we are exposed to all kinds of tobacco promotion on billboards, TV, in newspapers, and even in restaurants? Why are tobacco companies allowed to advertise a deadly addictive product at all? Doesn't it send the wrong message that cigarette companies can do what they want to attract people to smoking, but there is almost no effort to warn people of the dangers? If we want to encourage people to look after their and their families' health, we should press the government to ban ALL forms of tobacco promotion, and to use part of the tobacco tax to teach about the dangers of tobacco use.

Yours, etc.

D. Children and adolescents

Included in the rights of children should be the right to live in a smoke-free environment (at home, in school, in play areas, etc.). You can also refer to the need to prioritise children in spending, rather than wasting money on tobacco.

In programs aimed at improving the living conditions of children, exposure to tobacco smoke and waste of money on tobacco products should be included. Parents can be counselled to avoid using tobacco products around children (even where they are not exposing children to smoke, they set a bad example by consuming tobacco around children), and preferably to cease using tobacco and invest their money in their children instead. As with the examples under nutrition, you can calculate potential purchases from the money spent on tobacco products: how many packs of cigarettes would pay for new clothes, school fees, a doctor's visit, or three decent meals a day.

- ✓ If you run schools, make them smoke-free. Teach children the effects of second-hand smoke, and encourage them to ask their parents to make their homes smoke-free also. Encourage them to make no-smoking signs for their home, and to ask their family to display them. Children can also ask their parents to remove ashtrays.
- ✓ Write letters or talk to newspapers, school headmasters, university chancellors, and the Ministry of Education in favour of smoke-free schools at all levels. Explain about the second-hand effects of smoking, as well as the bad example set by allowing people to smoke in schools.
- ✓ Where it happens, protest the involvement of children in the production of tobacco products. Due to the miserable working conditions of bidi factories, and the exposure to dangerous chemicals, tobacco work should be included in the worst forms of child labour.
- ✓ When working with adolescents, avoid giving the impression that tobacco is only a problem for children and youth, or that tobacco is an adult behaviour. Such messages only encourage youth to smoke. Messages should emphasize that tobacco is harmful for *everyone*.

- ✓ Because adolescents are generally not concerned about the long-term, and often believe they are invulnerable, it is better to focus on short-term effects of tobacco use, especially those related to their performance in sports, their overall fitness, their appearance, and social acceptance.
- ✓ As mentioned above, school programs generally are not successful. Youth programs that have worked well are those that encourage youth to rebel against tobacco companies, rather than against authority figures (parents, teachers, doctors). Taking youth through some of the activities in the appendices (under all sections), but trying to choose ones that are most interesting, fun, and tailored to their situation, can help youth to understand why tobacco is such a problem, and the need to work actively against it.
- ✓ Campaign for workplaces, transport, and other public places to be smoke-free. This protects youth (and adults!) from the tobacco smoke of others, and sends out a strong message that smoking is unacceptable at all ages.
- ✓ Consider using a tobacco-free theme on your team's uniforms. For example, a youth baseball team in Alabama, USA uses the term "Tobacco Kills" on their uniforms, thereby publicizing the message wherever they play. In some countries, a portion of the tobacco tax is used to sponsor sporting events to replace the sponsorship of tobacco companies. Remind athletes that tobacco and sports don't mix, that all the great athletes are non-smokers, and that sports provide a lot more fun and fulfillment than tobacco ever will. For example, the Women's United Soccer Association (WUSA) is the first professional athletic league to pledge not to advertise or sell tobacco products at its games. Each WUSA team has scheduled a SmokeFree Soccer game where fans can show support for smoke-free environments and policies.¹²⁵

Sports, not Smoke, in Uganda

Uganda recently became the first country in East Africa to display an anti-tobacco billboard at a sports arena. The billboard, which says "Be cool be a winner don't smoke: tobacco is a danger to you", is clearly visible even from outside the stadium. The force behind the billboard was a group of young Ugandan lawyers called The Environmental Action Network (TEAN) and a restaurant in Uganda's capital of Kampala, who are jointly sponsoring a local team. In addition to displaying the billboard, the sponsorship package also requires the players to display a no-smoking sign on one leg of their shorts, and to sign a pledge not to smoke, and to keep their games smoke-free. They may also play recording of health warnings about tobacco during the games.

Another success along the way towards ending the association between sports and tobacco in Uganda was the cancellation in May 2000 of BAT's sponsorship of the annual Sportsman of the Year Gala of the Ugandan Sports Press Association (USPA). Further actions will help prevent the tobacco companies from using sports stars to promote their deadly products.¹²⁶

* * *

Smoke-free Games in Pakistan

Organizers of the Ninth South Asian Federation Games have announced that the games to be held in Islamabad from 6-15 October 2001 will be "tobacco-free". "The secretariat of the SAF games realizes the fact that tobacco and sports do not go together for which reason tobacco is not included in the list of official sponsors where the audience of the games includes children and people under 18," said the spokesperson of the Games. During the ten days of the Games, smoking will not be allowed in the covered areas in and around the stadiums, gymnasiums and other sporting venues.¹²⁷

E. Nutrition

For purposes of advocacy, motivation, and training, you might wish to calculate tobacco products as calories. You can then use the calculations in your materials, letters to the editor, etc. All you need is to collect the prices of the foods in the table that are relevant to your community, and of various tobacco products. You can substitute other leafy greens for spinach, and use whatever oil is commonly consumed. If you can find the numbers of kilograms of local foods needed to supply 1,000 calories to the diet, then you can calculate for other foods as well. The calculations only take a few minutes and can vividly illustrate the economic harm of tobacco use.

You can also use the calculations to show how people could provide enough calories for their children's diet instead of purchasing tobacco.

Use the chart below to estimate the numbers of calories needed for people of different sexes and ages. For other ideas of ways to compare food and tobacco costs, see the PATH Canada/Work for a Better Bangladesh report *Hungry for Tobacco: An Analysis of the Economic Impact of Tobacco on the Poor in Bangladesh*. www.pathcanada.org or <http://wbb.globalink.org>

Daily calorie requirement by age and sex¹²⁸

Age group	Calorie requirement	
	Male	Female
0-3	1,094	1,094
4-6	1,405	1,405
7-9	1,784	1,784
10-12	2,413	2,172
13-17	2,671	2,327
18-29	2,782	2,544
30-59	2,707	2,297
60>	2,349	2,054

How to calculate the calories that could be bought for the price of tobacco products (if you can obtain the kg needed to supply 1,000 calories of local foods, you can calculate for other foods as well).

1	2	3	4	5	6
Food items	Cost/kg	kg needed to supply 1,000 calories ¹²⁹	Cost per 1,000 calories (column 2 x column 3)	Price of various tobacco products	Tobacco as calorie equivalents (column 5 divided by column 4 times 1,000)
Potatoes		1.1			
Lentils		0.3			
Beef		0.9			
Spinach		3.7			
Rice		0.3			
Hilsa fish		0.4			
Wheat		0.2			
Prawns		1.1			
Chicken		0.9			
Banana		0.9			
Mango		1.1			
Oil		0.1			

Example:

1. Price of one kg of lentils (column 2): 36 pesos
2. Price of one pack of XX cigarettes (column 5): 20 pesos
3. Cost of 1,000 calories of lentils: 36 (column 2) x 0.3 (column 3)=10.8 pesos
4. One pack of XX cigarettes as calories of lentils: 20 (column 5) / 10.8 (from above) =1.85 x 1000 = 1,851 calories

The price of one pack of XX cigarettes is equivalent to the price of 1,851 calories of lentils—more than the total calories needed for a child aged 9 or under for the *whole day*.

F. Human rights

- ✓ As part of a platform on human rights, particularly in reference to a clean and healthful environment, freedom from tobacco smoke should be mentioned.
- ✓ Lend your support to a movement for smoke-free public places, and for smoke-free areas in places frequented by children.
- ✓ Emphasize that tobacco users have the right to specific and detailed information about the products they use.
- ✓ Argue that those with respiratory illnesses have the right to lead normal lives, travelling on public transportation and visiting restaurants and other public areas; such rights cannot be respected when smoking is allowed in public areas.
- ✓ Integrate information about passive smoking and the need for smoke-free areas into your information on human rights.

G. Drug use

- ✓ When producing information about drug use, don't forget that the tobacco and alcohol are the drugs most commonly used, that tobacco is as addictive as heroin and cocaine, and that tobacco use is strongly connected to the use of other drugs.
- ✓ When monitoring drug use, include tobacco.
- ✓ When campaigning for strong government action to reduce drug use, include measures to control tobacco.
- ✓ When talking to the media about the drug problem, highlight the problem of tobacco.

H. Religion

- ✓ Encourage religious organizations to make their places of worship and of other meetings smoke-free; help religious leaders to quit smoking.
- ✓ Ask religious organizations to boycott tobacco industry subsidiary products (like Kraft foods).
- ✓ Use religious festivals as an opportunity to promote the benefits of being smoke-free. For example, in India, the Indore Branch of the Indian Dental Association, in collaboration with other groups, used a religious festival in honour of Lord

Ganesha to publicize the harm of tobacco use and to distribute anti-tobacco literature, thereby reaching the hundreds of thousands of people who gathered to celebrate the all-night festival.¹³⁰

- ✓ Recruit religious leaders in your tobacco control efforts. ADHUNIK, an anti-tobacco organization in Bangladesh, produced a booklet about tobacco and Islam, which it distributed to *imam* (religious leaders) at various mosques. The booklet increases *imam*'s understanding of why tobacco is considered *haram* (forbidden) under Islam, and thus increases the possibility that they will mention this in their sermons.

I. Health

When promoting a healthy lifestyle, be sure to include the importance of not using tobacco. In personal settings, ask people if they use tobacco, and either encourage them to remain smoke-free or counsel them to quit. *Prevention* is the best approach for most health problems, and a healthy lifestyle will prevent many serious health problems.

- ✓ Make all health clinics smoke-free. Distribute pamphlets about tobacco and quitting. Display stickers and posters.
- ✓ Have health workers ask about tobacco use and encourage people to quit.
- ✓ Help health workers to quit using tobacco.
- ✓ Incorporate information on tobacco into other materials on health. When promoting a healthy lifestyle, be sure to mention avoiding active *and* passive smoking.

The Red Cross: An integrated approach

Australian Red Cross and its partner, Vietnam Red Cross, has incorporated tobacco issues in their HIV/AIDS prevention peer-educator training sessions since 1998. For their program in 2001, they have decided to allocate more time to discuss about tobacco issues. They also have incorporated educational brochures about tobacco and no smoking stickers in the package of materials they distribute to each trainee (around 6,000 young people per year).

VII. Appendices

Appendix 1: Suggested messages for banners/signs/stickers

⊗ Ten to twenty million people could be fed with the land used to grow tobacco ⊗

⊗ A smoke-free environment is everyone's right ⊗

⊗ Care for kids – please don't smoke! ⊗

⊗ Care for kids – don't let anyone smoke near them ⊗

⊗ Welcome to our smoke-free restaurant ⊗

⊗ You smoke, I choke ⊗

⊗ Some people think it is stylish to smoke; last year 4 million such people died in style ⊗

⊗ Inhale life, not cigarettes ⊗

⊗ Smoking: it's drug addiction ⊗

⊗ Be smart, don't start! ⊗

⊗ Lungs at work – please don't smoke! ⊗

⊗ Yes I mind ⊗

⊗ For the love of life...don't smoke! ⊗

⊗ Where people smoke matters ⊗

⊗ Together, we make our campus smoke-free ⊗

⊗ Don't smoke! Protect your health and your loved ones ⊗

⊗ Smoking 20 cigarettes per day takes your sexual life away ⊗

⊗ Smoking is not an image-maker, it's your sexual life taker ⊗

⊗ Warning! Smoking causes infertility ⊗

⊗ Cancer is a communicable disease.

You get it from tobacco companies.

You give them money.

They give you cancer. ⊗

⊗ You've coughed up enough phlegm, baby! ⊗

⊗ This product insults camels.

Camels aren't dumb enough to smoke. ⊗

⊗ All workers deserve a safe, health, smoke-free work environment. ⊗

⊗ No one should have to breathe something that causes cancer to hold a job. ⊗

Appendix 2: A resource guide for tobacco control

Websites

There are hundreds of tobacco control websites on the internet. Here are some of the best, which all contain comprehensive information on many aspects of tobacco control:

- Tobacco Control Supersite
www.health.usyd.edu.au/tobacco
- World Health Organization's Tobacco Free Initiative
www.who.int
- Action on Smoking and Health (London)
www.ash.org.uk
- Campaign for Tobacco Free Kids (USA)
www.tobaccofreekids.org
- International Non-governmental Coalition Against Tobacco
www.ingcat.org
- Tobacco BBS
www.tobacco.org
- Smokescreen
www.smokescreen.org
- Tobacco Control Journal
www.tobaccocontrol.com
- Essential Action (practical advice for advocates)
www.essentialaction.org/tobacco

The following sites, with information on specific aspects of tobacco control, are also well worth a look:

Framework Convention on Tobacco Control

- Framework Convention Alliance
www.fctc.org

Globalization issues and information about transnational tobacco companies:

- Corporate Watch
www.corpwatch.org
- INFACT
www.infact.org

Passive smoking

- The Center for Social Gerontology (Smoke Free-Law Project)
<http://www.tcsg.org>

Poverty, hunger; resources for tobacco control advocates:

- PATH Canada (Programme for Appropriate Technology in Health)
www.pathcanada.org
- Work for a Better Bangladesh (WBB)
<http://wbb.globalink.org>

Tobacco industry documents

To learn about the tobacco industry in its own words, try some of these reports/websites:

- Action on Smoking and Health (London). June 1998. 'Tobacco Explained: the truth about the tobacco industry in its own words'. www.ash.org.uk
- Campaign for Tobacco-Free Kids and ASH (London). 2000. 'Trust Us, We're the Tobacco Industry'. www.ash.org.uk and www.tobaccofreekids.org
- Committee of Experts on Tobacco Industry Documents. July 2000. 'Tobacco Company Strategies to Undermine Tobacco Control Activities at the World Health Organization'. www.who.int
- ASH (London), Cancer Research Campaign, 2000, 'Danger! PR in the playground: tobacco industry initiatives on youth smoking'. www.ash.org.uk and www.crc.org.uk
- Glantz, S et al. University of California Press. 1996. 'The Cigarette Papers'. www.library.ucsf.edu/tobacco/cigpapers

More useful websites on the tobacco industry documents:

- ASH (London) and The Center for Public Integrity (USA) include material on BAT's involvement in global cigarette smuggling, together with links to the relevant internal tobacco industry documents, on their websites at www.ash.org.uk and www.publicintegrity.org respectively.
- The Centers for Disease Control and Prevention (CDC) in the USA have a very comprehensive site with access to many of the thousands of internal tobacco industry documents now available on the web, at www.cdc.gov/tobacco/industrydocs/
- The Tobacco Documents Online site, which enables you to search through a large number of documents, is at www.tobaccodocuments.org/

For tips on how to search for industry documents and where to find further information see:

- 11th World Conference on Tobacco or Health. 2000. 'Tobacco Fact Sheet – Searching Tobacco Industry Documents: Basic Information, Steps and Hints'. www.tobaccofreekids.org/campaign/global/docs/searching.pdf

In addition to the many publications available on the websites listed above, the following are very useful:

Books and journals

- International Union Against Tuberculosis and Lung Disease (IUATLD). 1998. 'Tobacco Control and Prevention: A Guide for Low Income Countries'. Contact them for a copy: 68 bd. Saint-Michel, 75006

Paris, France. Fax (33)1 4329 9087 E-mail: kslama@worldnet.fr

- World Bank. 1999. *Curbing the Epidemic: Governments and the Economics of Tobacco Control*. An extremely valuable resource on taxation, advertising bans, and other issues. A must-have for tobacco control advocates! Available on-line at www.worldbank.org or from the World Bank at 1818 H Street NW, Washington DC 20433, USA; Tel. +1 202 477 1234.
- 'Tobacco Control' – an international journal published quarterly by the BMJ. Orders/inquiries to: BMJ Publishing Group, PO Box 299, London WC1H 9TD or via booksellers. Those in low-income countries can access Tobacco Control online for free: when you go to the website, it will automatically recognize your country of origin and give you access. www.tobaccocontrol.com

Fact sheets

- 11th World Conference on Tobacco OR Health. August 2000. Tobacco Fact Sheets. Comprehensive fact sheets on everything from advertising to youth access policies. www.tobaccofreekids.org/campaign/global/docs/
- Campaign for Tobacco-Free Kids Briefing Papers. A number of useful fact sheets on agricultural and environmental issues. www.tobaccofreekids.org/campaign/global/
- UICC GLOBALink Fact Sheets. Useful fact sheets on topics from economics to product regulation. <http://factsheets.globalink.org/>

Appendix 3: Activities to use in group discussions

The following are some suggestions for getting people to talk about and understand the issues behind tobacco control. They are divided into the same topics as the rest of the manual, but there is some overlap among topics, so an activity listed under health may also be useful for human rights, etc. They are only meant as examples, and if used, should be adapted to the local circumstances by changing the names and other details. Included are various stories for discussion. These stories could be read by a facilitator, and the questions used as a guide for discussion. Or the participants could use the stories to create a skit, which is then discussed by the group.

A. Savings/credit

A1. Slim hopes of marriage

Story for discussion

At age 24, Korim is already thinking about marriage. He earns 100-120 taka per day as a rickshaw puller, but he must also support his family. His father is retired, and his brothers live elsewhere. Korim explained that he needs about 5,000 taka to marry, a seemingly impossible sum. Meanwhile, he smokes both bidis and cigarettes, which cost him about 9 taka a day.

Questions:

1. If Korim stopped smoking and saved the money he now spends each day on cigarettes, after how long would he be able to marry? (Answer: $5,000/9 = 555$ days, or a year and a half)
2. What could Korim do with his continued savings after marriage?

A2. No money for school fees

Story for discussion

Soumen lives with his wife and two girls in a slum. His income is 3,000 rupees a month. His daughters can't go to school, because in the slum there is nowhere to send them, and Soumen has no money for school fees or their other basic needs. He spends 10-15 rupees per day on tobacco.

Questions:

1. If Soumen stopped using tobacco, how much money would he save each month? (Answer: 300-450 rupees)
2. What could Soumen do with his savings if he stopped using tobacco?

A3. Working for a better life

Story for discussion

Anita is part of a women's savings group. Every day she tries to put aside a little money, so that she can meet the savings requirement and eventually get a loan. She has asked her husband for help, but he says he can't spare any money. However, he always seems to have money for himself, including for cigarettes. Anita feels that if she could just get a loan, she could make small improvements in the family's lifestyle, and get more respect from her husband.

Questions:

1. Given the cost of various common cigarettes, how much money do you think Anita could save if her husband quit smoking and gave her his cigarette money?
2. Think of some ways Anita could spend that money.

A4. A family problem

Divide the participants into three groups. Give each group a set of instructions. Allow 20 minutes for each group to read and discuss the story and answer the questions, and five minutes for each group to present their discussion to the others. End with a general discussion of the issues raised, and stress that while tobacco companies gain when we buy their products, we and our families gain when we don't!

Group 1

Story for discussion

Binh, a farm worker, smokes one pack of cigarettes each day. Whenever Binh smokes at home, his wife, Le, starts to cough. Hui, their 3 year old son, also starts coughing whenever Binh smokes at home. Hui has become weak too. He often has a sore throat and stuffy nose. So Le has to take extra care of Hui, which makes her unable to work full time to earn money. Due to smoking, Binh also gets ill very often. Whenever he is ill, Le of course has to take care of him. As a farm worker, Binh earns little, barely enough just for food and house rent. Sometimes, Le has to eat very little because there's not enough food for the three of them. Le is thin and pale. Le wants her husband to stop smoking. That way there will be more money to buy more nutritious food for all of them, and there will be some money for her to start a small business, selling tea and biscuits in front of the house. But if she can not even ask her husband not to smoke inside the house, how can she ask him to stop smoking altogether?

Questions:

1. In what ways does Binh's smoking cause problems for Le and Hui?
2. If Binh stops smoking, do you think Le's and Hui's life will be a little better? How?

Group 2

Story for discussion

Binh, a farm worker, has been smoking one pack of cigarettes per day. Hui (14 years old), his son, has started smoking too. When Hui was a small child, he started coughing whenever Binh smoked at home. Hui was weak too. He often had a sore throat, stuffy nose, and ear infection. The doctor said that Hui's episodes of illnesses are caused by Binh's smoke. But Binh did not believe that. Hui was also very thin. The doctor advised Le (Hui's mother) to give him better food. But Le did not have enough money to buy the family's food each month. Hui dropped out from school, because his father was often ill and could not earn enough money. On top of that, his father spent a lot of money on tobacco.

Questions:

1. In what ways does Binh's smoking cause problems for his son Hui?
2. If Binh stopped smoking early, do you think Hui's life could have been a little different? How?

Group 3

Story for discussion

Binh, a farm worker, has been smoking one pack of cigarettes per day. Hui (14 years old), his son, has started smoking too. Le, Binh's wife, was worried about her husband and son's health, and about the money they were spending on cigarettes. She talked to Binh, and he agreed to try stopping smoking and save up the money. He found it difficult at first, but after a couple of weeks he felt so much better, he didn't miss smoking anymore. Not only was he saving money, but he could work harder, so he was earning more money. Le is very happy, except that Hui is still smoking.

Questions:

1. What can Binh and Le say to Hui to convince him to stop smoking?
2. How did Binh's quitting change the family's situation?

B. Environment

B1. Is tobacco harmful for our environment?

- Divide participants into 6 groups.
- Give each group one report and the set of questions for the report
- Ask each group to discuss for 5-10 minutes
- Ask each group to present the results of their discussion
- Facilitate a class discussion
- Draw conclusions

Report 1: Destroying Soils

Tobacco is a very greedy, nutrient-hungry crop. It takes many more nutrients from the soil (potassium, phosphorus and nitrogen) than other crops,¹³¹ and requires a good deal of fertilizers and pesticides—far more than most crops.¹³² This makes the soils very thin and nutrient depleted, not to mention costing the farmer much time and money.

Questions:

1. After reading the report, do you think tobacco is harmful for our environment?
2. In what ways is tobacco harmful for our environment?
3. If less people smoke, what positive impact our environment can gain?

Report 2: Chemical wastes

When tobacco is manufactured, a lot of wastes are also produced, including toxic chemicals. These dangerous chemicals pollute land and soil, and harm people if they come in contact with them. In 1995, the global tobacco industry produced about 2,262 million kg of manufacturing waste, 209 million kg of chemical waste, and 300 million kg of nicotine waste.¹³³

Questions:

1. After reading the report, do you think tobacco is harmful for our environment?
2. In what ways is tobacco harmful for our environment?
3. If fewer people smoke, what positive impact can our environment gain?

Report 3: Pesticides

Tobacco requires dangerous fertilisers, insecticides and weedkillers/herbicides. Yet farmers in the poor world are often not trained or equipped to apply them safely. They may not understand warnings because they cannot read or because the labels are written in a foreign language. A study in Brazil found that 48% of members of tobacco-growing families suffered health effects connected with the use of chemicals, and 42% knew someone with physical birth defects.¹³⁴ These chemicals can contaminate local water supplies.¹³⁵ A further concern is that high levels of pesticide use are making the control of insect-borne diseases such as malaria more difficult as mosquitoes and flies develop resistance.¹³⁶

Questions:

1. After reading the report, do you think tobacco is harmful for our environment?
2. In what ways is tobacco harmful for our environment?
3. If fewer people smoke, what positive impact can our environment gain?

Report 4: What a load of rubbish

Smoking cigarettes produces a lot of wastes through disposal of cigarette butts, packs, and cartons. In 1995 alone, an estimated 5.535 trillion cigarettes, amount to 27,675 million cartons and 276,753 million packs, of cigarettes were sold globally. Cigarette butts are the major item recovered during coastal clean-up.¹³⁷ Who knows how many butts, packs, and cartons are thrown away each day, each week, each month, and each year in our country?

Questions:

1. After reading the report, do you think tobacco is harmful for our environment?
2. In what ways is tobacco harmful for our environment?
3. If fewer people smoke, what positive impact can our environment gain?

Report 5: Air pollution

There are 4,000 chemicals in tobacco smoke, including 40 that are known to cause cancer. When someone smokes indoors, everyone else in the room breathes in those chemicals, and can thus catch the same diseases as the smoker. We think of air pollution as an outdoor problem, but what about the air we breathe in our homes, workplaces, on transport, and in other areas?

Questions:

1. After reading the report, do you think smoking indoors is a problem in our community?
2. In what ways is tobacco harmful for our air?
3. If fewer people smoke, what positive impact can our environment gain?

Report 6: Destroying Forests

Tobacco must be dried before it can be made into cigarettes. Although it can be dried in the sun, it is often dried using wood fires. Every hectare of tobacco may need another hectare of trees to be cut down. In Malawi, one of Africa's poorest countries, 1 tree in every 3 is burnt to cure tobacco. On average, 1 tree in every 25 cut down in the world is burned to cure tobacco. Worldwide, more than 2.5 million hectares of forest are felled each year for fuel to cure tobacco.¹³⁸ More deforestation also happens to create the paper for cigarettes and for packaging. Valuable forests are being cut down for wood to dry for tobacco.

C. Women

- Use the activities from the section on savings/credit and nutrition.
- Ask women to create a skit about a child who is sick because the father or other household member smokes in the home. Stop the skit there and ask everyone to discuss the problem and think of potential solutions. Do a second skit to illustrate the solutions, then hold a second discussion on whether the solution is practical, and if not, how better to solve the problem.
- Ask women to write a list of ways in which tobacco use harms them, their environment, and their families. Ask whether tobacco use is a women's issue, and brainstorm ways for women to address the problem (get ideas from this manual!).
- Have women discuss ways in which tobacco companies target women, if this is an issue in your community. Discuss the specific messages of the ads—that smoking makes women thinner, or independent, for instance. Are those messages true? How can women protest these ads? Plan group activities to counter the messages and demand that the ads be stopped.

What happens when you quit? After...

20 minutes:	Blood pressure drops to a level close to that before you had your last cigarette. The temperature of your hands and feet increases to normal.
8 hours:	Carbon monoxide level in the blood drops to normal.
24 hours:	Your chance of a heart attack decreases.
2 weeks-3 months:	Circulation improves. Your lung function increase up to 30%.
1-9 months:	Coughing, sinus congestion, fatigue, and shortness of breath decrease; cilia regain normal function in the lungs, increasing the ability to handle mucus, clean the lungs, and reduce infection.
1 year:	Your chance of having a heart attack is cut in half.
5 years:	Stroke risk is reduced to that of a non-smoker's 5-15 years after quitting.
10 years:	Your risk of dying from lung cancer is about half that of a continuing smoker's; risks of cancer of the mouth, throat, esophagus, bladder, kidney, and pancreas decrease.
15 years:	Your risk of coronary heart disease is that of a nonsmoker's. ¹³⁹

D. Children/adolescents

D1. Refusing cigarettes

Story for discussion

You are out with your friends. Someone opens a pack of cigarettes and passes them around. You have never smoked, and don't want to start. You think it's a dirty habit and a waste of money. But your friends push you to smoke, and say that if you don't smoke, you're not a man. What do you do?

- Accept the cigarette and smoke it.
- Accept the cigarette, put it in your pocket, and say you'll smoke it later.
- Treat their comments as a joke, and say "We all know that being a man has to do with something other than smoking!"
- Avoid those friends in future.

Questions:

1. Which do you think would be most effective? Is it practical?
2. Have you ever been in a similar situation? If so, what did you do? Would you act the same now?
3. Do you think it is OK for friends to push each other to do dangerous things? If not, how can you react to the pressure of your friends, while, if you want, keeping their friendship?

D2. Refusing cigarettes continued

Jean (18 years old) has never smoked. His friends try to persuade him to smoke. What should Jean say to refuse his friends' pressures? (Ask people to give responses to each of the lines below.)

"Every man smokes."

"You're a coward."

"You're not a real man."

"Why are you so 'clean'?"

"You don't belong to our group."

"It tastes so good. Try it!"

"It makes us look more sexy."

"You will look cool."

D3. Misleading advertisements

- Divide participants into groups of 4-5 people.
- Give each group photos of cigarette advertisements, or have them cut ads out of newspapers/magazines.
- Give each group the set of questions. Give them 10 minutes to discuss the questions.
- Facilitate a class discussion to answer the questions.

Questions:

1. How do the people in the cigarette ads look? What are they doing? Do they look like the kind of person you might want to be?
2. What are some of the common messages in cigarette ads?
3. Do you think that smoking cigarettes can bring you the situation that is shown in the ads?
4. Is there anything about the ad that indicates that cigarettes cause many fatal diseases, and make you look old quickly?

E. Food/nutrition

In training sessions or meetings, ask the participants whether they or anyone in their family uses tobacco. For those who do, help them calculate how much they spend per day, week, and month on tobacco. Compare that to the costs of high-nutrition foods that they generally consider unaffordable, such as eggs and milk.

When counselling families with malnourished children, ask about their tobacco use. If family members are spending money on tobacco, help them calculate what foods they could buy instead with that money (and offer suggestions on how to quit tobacco use).

Help people calculate the amount of food or other items that could be purchased for the price of cigarettes/tobacco. You can also calculate the other way around—how much food could be bought for a certain quantity of different tobacco products.

Food items	Cost in terms of tobacco
1 egg	1 pack of bidis
1 kg potatoes	2 sticks of Marlboro
1 liter milk	
1 kg lentils	
1 kg beef	1 pack of Marlboro
1 dozen bananas	
1 liter soybean oil	
1 kg rice	

* * *

In low-income countries, the price of just one pack of Marlboro, Dunhill, 555, or other commonly advertised brand is enough to buy large quantities of foods. The price of a pack of Marlboros would pay for 5 kg of rice in China, 24 eggs in Pakistan, 20 eggs in Russia and France, 1 kg of fish in Moldova, Ghana, and France, 12 kg of apples in Moldova, and 0.5 kg of meat or 6 kg of maize in Ghana.¹⁴⁰

E1. Money for eggs?

Story for discussion

Felipe makes his living as a day laborer. It is a difficult life, and he often has trouble finding motivation to get through the day. He started smoking when he was a child to fight off hunger, and can't imagine giving it up – it's about his only pleasure in life. His other pleasure is playing with his three children, two girls and a boy. But he is sad that they often cry for hunger. He would like to do better for his family, but as an uneducated man, it is difficult to find a better job.

One day Felipe wakes up coughing, as usual, but today it's worse. He's afraid he won't be able to go to work, but if he can't work, his children won't eat. As he sits in bed coughing, he reaches for his cigarettes. His wife gently stops him, suggesting that if he quit smoking, he could work harder and make more money. He is surprised; he never thought about that. His wife suggests that he try quitting for just one month, and see how he feels. She also suggest he think about how much money he saves. He agrees to try it.

Questions:

1. How much money will Felipe save each week?
2. How many eggs could Felipe buy each week with his tobacco money?
3. How often could Felipe's children eat eggs if he spent all his tobacco money on eggs?
4. How much money would Felipe save each month if he stopped using tobacco? What other kinds of things might Felipe buy each month with the savings?

E2. Baby Josefina

Story for discussion

Maria returns from the health clinic in tears. Her little daughter Josefina is malnourished, and the nurse warned her that if she doesn't feed her better, she will remain ill, and perhaps die. She has repeatedly asked her husband Juan for more money for food for Josefina, but Juan is a poor brick layer and says he can't afford it. Meanwhile, Juan smokes a pack of Macho cigarettes each day, and sometimes goes out with his friends for a beer. When Maria points this out, Juan shouts that he works hard and deserves some luxuries.

Today, sitting in the house while Josefina cries, Maria is determined to convince Juan to stop smoking and invest more money in the family. She takes out a piece of paper and pencil and makes some calculations. When Juan comes home, she presents the results to him. He is surprised and immediately agrees to try to quit smoking.

What were Maria's calculations? First she wrote down the price of a pack of Macho cigarettes. Then she wrote down the cost of some foods that the nurse recommended she feed little Josefina, like milk, eggs, and beans. She shows Juan that if he will give her the money he would've spent on his cigarettes each weekday, then on Sunday he can keep the rest for something special for himself. He can still go out with his friends, but Josefina will grow healthier.

Questions:

1. What do you think of Maria's approach to her problem? Is it realistic? Could you do the same if you were a similar situation?
2. In what ways will the family benefit from Juan giving up cigarettes?
3. If Juan decides to start smoking again, what can Maria do to encourage him not to?

E3. No money to feed the family

Story for discussion

Ali is a 40-year-old factory worker. His wife, three sons, and daughter reside in the countryside. He sends them money home out of his daily income of 120-150 taka. Since he has little money, his family eats only rice and vegetables. Meanwhile, he smokes 6-7 cigarettes a day, at one taka per cigarette, and spends an additional 4-5 taka per day on chewing tobacco, or a total of 10-12 taka/day.

Questions:

1. What percent of Ali's income does he spend on tobacco? (Answer: Almost 10%)
2. How much money would he save each month if he stopped using tobacco? (Answer: 300-360 taka)
3. What could his family eat if he spent his money on food rather than tobacco?

F. Human rights

F1. A smoky bus

Story for discussion

A mother is riding on a bus with her baby. Someone starts smoking right near her. The mother knows that tobacco smoke is bad for her baby, and wants to protect it. What should she do?

- Nothing; the man has a right to smoke on the bus, since it's not smoke-free.
- Tell the man in an angry voice not to smoke.
- Politely ask the man not to smoke on the bus.
- Ask the bus attendant, or someone else on the bus, to tell the man not to smoke.

Questions:

1. Which do you think would be most effective? Is it practical?
2. Have you ever been in a similar situation? If so, what did you do? Would you act the same now?
3. Whose "rights" do you think are more important, the baby's and mother's for smoke-free air, or the smoker to smoke?

F2. The right to advertise?

Subject for discussion

Cigarette smoke contains more than 4,000 chemicals. Many of them are known to cause cancers. Among those chemicals are the same chemicals we can find in rat poison, toilet cleaner, etc. A study in 1995 concluded that unless immediate steps were taken to reduce smoking in Vietnam, 10% of the Vietnamese population or 7,325,000 Vietnamese alive today will die from tobacco-related diseases.¹⁴¹ A study in Japan found that non-smoking wives of smokers had a 42-91% increase in lung cancer (the risks increased with the number of cigarettes smoked by the husband) as compared to non-smoking wives of non-smoking husbands.¹⁴²

Questions:

If cigarettes are poisonous and cause serious diseases and even death, can you agree with the tobacco companies advertising them (i.e. persuading people to smoke)? Why or why not?

G. Drug use

G1. Should tobacco be advertised?

Subject for discussion

The nicotine in tobacco is as addictive as alcohol, cocaine, and heroin. Stopping smoking is as hard for smokers as giving up heroin for heroin users, and it's harder than giving up alcohol for alcoholics.

Questions:

1. Have you ever seen any advertisement that persuades people to use heroin?
2. Why are there no advertisements for heroin?
3. Since nicotine in cigarettes is as addictive as heroin, do you think it is right to advertise cigarettes? Why?

H. Religion

H1. Gino's problem

Story for discussion

Gino's father is very religious. He goes to church every week and prays before each meal. He teaches Gino and his other children to respect God's commands and to be good to others. But Gino's father smokes at home, and as a result, Gino and Gino's brother and sister often cough and get painful ear infections.

Questions:

1. What religious arguments could Gino use to persuade his father to quit smoking?
2. Do you think that smoking around others is compatible with religious teachings? What about tobacco use in general?

I. Health

I 1. Quitting

Divide the students into small groups (depending on the number involved) to do 5-minute skits based on the scenarios, followed by a discussion about quitting.

1. A girl learns about the bad effects of smoking in school. She worries that her father, who smokes, will die young. She talks to him, explains that smoking is bad for him AND her, and he agrees to try to quit, but finds it difficult. The father and daughter agree on a set of rewards for him each evening if he successfully avoids smoking that day: she'll cook him a special meal, they'll take a walk together in the park, she'll do her homework instead of watching TV... In return, he'll set aside his savings for the family. Day after day he manages to avoid smoking, until he no longer feels the urge. The whole family is thrilled!
2. A group of friends all smoke. They decide they want to take a trip over the school holidays somewhere, but none of them have any spare money. They agree to all quit the same day, and pool the money they save by quitting. They are soon astonished by how much they save, and start planning other uses for the money after their vacation.
3. A group of friends have all decided to quit smoking, and discuss the techniques they are using. These include chewing gum, exercising, keeping really busy, meditating, etc.

After the skits, ask various questions such as:

1. If you have friends or family members who use tobacco, can you encourage them to quit? How?
2. Do you know anyone who has successfully quit smoking? How did they do it?

I2. Protecting our health

Story for discussion

Jane and John are newly married, and want to have long healthy lives, so they can grow old together and play with their grandchildren. They talk together about the ways they can increase their chances of staying healthy.

Questions:

1. What sorts of advice do Jane and John give each other?
2. What decisions do they make to stay healthy?
3. Are there things you could do to increase your chances of living a long healthy life? What keeps you from acting on them?

I3. Protecting our communities

Issue for discussion

Tobacco kills four million people each year, around the world. The transnational tobacco companies (TNTs) heavily advertise a product they know is addictive and causes illness and death, even to non-users. The TNTs heavily market expensive cigarettes in poor countries where many cannot even afford to feed and clothe their children or send them to school. It has been shown that the TNTs regularly lie about the harms of tobacco and engage in other dishonest activities.

Questions:

1. What can we do to protect ourselves, our families, and our communities from the diseases caused by active and passive tobacco use?
2. How can we protect our children and community from the marketing tactics and other wrong practices of transnational tobacco companies?

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