

THE TOBACCO INDUSTRY CATCHES YOU YOUNG

BREAK THE TOBACCO MARKETING NET

BAN ALL TOBACCO ADVERTISING, PROMOTION AND SPONSORSHIP

TOBACCO-FREE YOUTH

WORLD NO TOBACCO DAY, 31 MAY
www.who.int/tobacco/wntd

WORLD NO TOBACCO DAY 2008

Towards tobacco-free youth

Tobacco is the leading preventable cause of death in the world. It is the only legal consumer product that kills one third to one half of those who use it as intended by its manufacturers, with its victims dying on average 15 years prematurely.

Approximately 1.8 billion young people (aged 10-24) live in our world today with more than 85% found in developing countries. Having survived the vulnerable childhood period, these young people are generally healthy.

However, as the tobacco industry intensifies its efforts to hook new, young and potentially life-long tobacco users, the health of a significant percentage of the world's youth is seriously threatened by their deadly products.

Nicotine is a highly addictive substance and child and adolescent experimentation can easily lead to a lifetime of tobacco dependence.

Globally, most people start smoking before the age of 18, with almost a quarter of those beginning before the age of 10. The younger children are when they first try smoking, the more likely they are to become regular tobacco users and the less likely

they are to quit.

A strong link between advertising and smoking in young people has been proven. The more aware and appreciative young people are of tobacco advertising, the more likely they are to smoke or say they intend to. As a result, the tobacco industry is spreading its marketing net as widely as possible to attract young customers. Tobacco companies market their products wherever youth can be easily accessed - in the movies, on the Internet, in fashion magazines, and at music concerts and sports events.

In response to this threat, World No Tobacco Day 2008 campaigns for a "Total ban on all forms of tobacco advertising, promotion and sponsorship by the tobacco industry".

It is clearly proven that exposure to direct and indirect pro-tobacco advertising, together with other marketing strategies used by the tobacco industry, leads to an increase in experimentation by young people and, in turn, to the very real risk of their becoming regular users of tobacco products. The tobacco industry spends billions of dollars worldwide every year to effectively market its products in

as many ways as possible.

In response to this threat to young people, this year's World No Tobacco Day campaign focuses on the following main message: "One of the most effective ways countries can protect young people from experimenting and becoming regular tobacco users is to ban all forms of direct and indirect tobacco advertising, including promotion of tobacco products and sponsorship, by the tobacco industry, of any events or activities."

Why do we need to campaign for a total ban on tobacco advertising, promotion and sponsorship?

- Because about half the children of the world live in countries that do not ban free distribution of tobacco products to them.

- Because only total and comprehensive bans can be effective in reducing tobacco consumption.

- Because national-level studies before and after advertising bans found a decline in tobacco consumption of up to 16%.

- Because partial bans have little or no impact on demand since advertising can be switched to alternative media.



Health effects of smoking among young people

- Among young people, the short-term health consequences of smoking include respiratory and non respiratory effects, addiction to nicotine, and the associated risk of other drug use. Long-term health consequences of youth smoking are reinforced by the fact that most young people who smoke regularly continue to smoke throughout adulthood. Cigarette smokers have a lower level of lung function than those persons who have never smoked. Smoking reduces the rate of lung growth.

- In adults, cigarette smoking causes heart disease and stroke. Studies have shown that early signs of these diseases can be found in adolescents who smoke.

- Smoking hurts young people's physical fitness in terms of both performance and endurance—even among young people trained in competitive running. On average, someone who smokes a pack or more of cigarettes each day lives 7

years less than someone who never smoked.

- The resting heart rates of young adult smokers are two to three beats per minute faster than nonsmokers.

- Smoking at an early age increases the risk of lung cancer. For most smoking-related cancers, the risk rises as the individual continues to smoke.

- Teenage smokers suffer from shortness of breath almost three times as often as teens who don't smoke, and produce phlegm more than twice as often as teens who don't smoke.

- Teenage smokers are more likely to have seen a doctor or other health professionals for an emotional or psychological complaint.

- Teens who smoke are three times more likely than nonsmokers to use alcohol, eight times more likely to use marijuana, and 22 times more likely to use cocaine. Smoking is associated with a host of other risky behaviors, such as fighting and engaging in unprotected sex.

GREEN TOBACCO SICKNESS

Hazards of working with tobacco

Quite apart from the health impacts of smoking or chewing tobacco are the health hazards of working with tobacco. The nicotine inhaled from smoking or absorbed from chewing tobacco is also rapidly absorbed through the skin when harvesting tobacco, leading to a condition called 'green tobacco sickness' (GTS). GTS has been reported to occur in 1-10% of US tobacco workers and younger workers are at higher risk, which means that the prevalence may be even higher in developing economies where children play a substantial role in harvesting and processing tobacco.

Symptoms of GTS include weakness, headache, nausea, vomiting, dizziness, abdominal cramps, breathing difficulty, abnormal temperature, pallor, diarrhoea, chills, fluctuations in blood pressure or heart rate, and increased perspiration and salivation. These symptoms are generally self-limiting but may decrease productivity by increasing absenteeism from work.

Why is smoking an issue for non-smokers?

There are some 4000 known chemicals in tobacco smoke; more than 50 of them are known to cause cancer in humans. Tobacco smoke in enclosed spaces is breathed in by everyone, exposing smokers and non-smokers alike to its harmful effects.

According to the International Labour Organisation, 200,000 workers die every year due to exposure to second-hand tobacco smoke at work. WHO estimates that around 700 million children, or almost half of the world's children, breathe air polluted by tobacco smoke.

Neither ventilation nor filtration, even in combination, can reduce tobacco smoke exposure indoors to levels that are considered acceptable. Only 100% smoke-free environments provide effective protection. Contrary to common belief, smoke-

free environments are widely supported by both smokers and non-smokers.

Having a smoke-free environment often saves money for bars and restaurant owners, reducing their risks of fire. It often results in lower renovation, cleaning and maintenance costs too.

Article 8 of the WHO Framework Convention on Tobacco Control, recognizes that exposure to tobacco smoke causes death, disease and disability, and asks countries to adopt and implement legislation that provides protection from second-hand smoke.

Celebrations around the globe on World No Tobacco Day (31 May) encourage more people and more countries to go smoke-free. Join the trend by claiming your right to public places that are 100% smoke-free inside.

The Tobacco Control Act: A disgraceful scenario

DR NURUL ISLAM and MAJABBAR

Today tobacco is considered to be the greatest single health hazard for mankind. It is the only legal consumer product that kills one-third to one-half of those who use it as intended by its manufacturers, with its victims dying 15 years prematurely on an average.

studies subsequently found positive association between passive smoking and lung cancer. Scientific report indicates that the risk of tobacco related diseases is high among the children of smoking parents.

Children of smoking families are not safe. Respiratory infection among these children show a higher rate. If the present trend of tobacco usage contin-

over the country. The nation was proud of being one of the few in that direction.

In fact the Ministry of Health and Family Welfare added to its fame and glory as the then Minister had the opportunity to preside over the FCTC (Framework Convention on tobacco Control) in the 56th World Health Assembly in presence of 172 countries of the world. The

control of production, sale and distribution. These are the prime objectives of the Act.

Some sources indicate that the production has rather gone up with the rise of sale and distribution which indicates rise in consumption without which production and distribution cannot go up. The concerned ministries are also indifferent in implementation of the act. If all the hospitals and healthcare centers are declared tobacco-free by the Ministry of Health and Family Welfare with the Act as a strength behind and scientific logic as an added force for the physicians, the ministry can help implementation of the Act effectively.

Conclusion

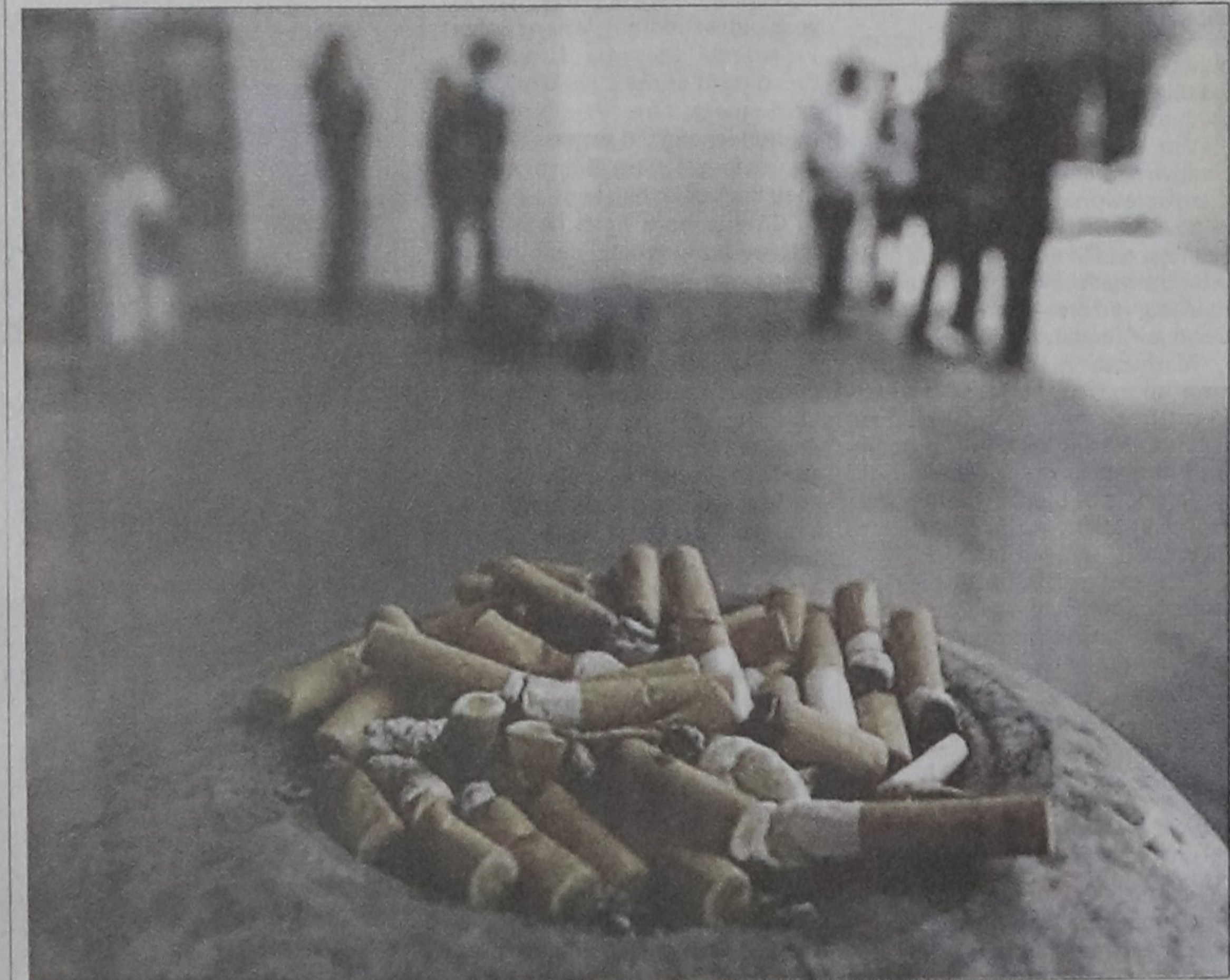
Bangladesh Tobacco Products Usages & Control Act-2005 is an admirable achievement of the Government and a victory for the tobacco antagonists.

ADHUNIK is a pioneer organisation in anti-tobacco campaign working for almost two decades since 1987 for such an Act in Bangladesh.

If the Government becomes conscious and the law enforcing authorities are made aware of their responsibilities, the implementation of the Act should not have been difficult. Ministry of Health can play vital role by declaring all medical institutes in the capital and the rural health centres tobacco free.

Civil society has also responsibility in this direction. We all need to work together for implementation of the Tobacco Control Act to achieve the objectives of the theme of the WHO this year - Tobacco Free Youth for ultimately building a tobacco free environment which is safer and healthier.

Dr Nurul Islam is the National Professor and Founder VC, USTC & Founder President, ADHUNIK. M.A Jabbar is the Executive Secretary, ADHUNIK.



Tobacco related diseases are on increase

The non-smokers exposed to cigarette smoke are not safe also. When a smoker smokes, side-stream smoke goes directly into air from the burning end of the cigarette. This side-stream has higher concentration of noxious materials than the main-stream smoke inhaled by the smoker.

Relationship between cancer and involuntary smoking was first reported in 1981. Several

ues it is estimated that 150 million children of the world who are alive today will eventually die of tobacco related diseases.

Bangladesh: Pioneer in promulgation of tobacco control Act

Bangladesh can claim to be pioneer in this direction. Promulgation of Tobacco Control Act-2005 was an epoch-making era in the history of tobacco control programme in the country.

The passing of the Act created a wave of enthusiasm all

resolution was passed unanimously and Bangladesh was the first country to ratify.

A disgraceful scenario in implementing the Act

Despite the strength of Tobacco Control Act behind us, we visualise a disgraceful scene projecting the total failure in the implementation of the Act.

This is because the concerned authorities are indifferent in implementing the Tobacco Control Act. Law enforcing authorities are for the

A call for action

Call to policy-makers:

- Require by law a comprehensive ban on all forms of advertising, promotion and sponsorship of tobacco products. Be aware that voluntary policies do not work and are not an acceptable response to protecting the public, especially youth, from tobacco industry marketing tactics;

- Implement policies and programmes that do not target youth in isolation. Interventions that target the population as a whole, such as banning all forms of tobacco advertising, raising tobacco taxes, and creating 100% smoke-free environments have the greatest success in reducing youth tobacco use.

Call to young people

- Let the policy-makers of your country know what you think. Advocate for a total ban on advertising, promotion and sponsorship of tobacco products in your country.

- Get involved in a campaign to educate your peers on how the tobacco industry uses advertising, promotion and sponsorship to persuade you to smoke or use other forms of tobacco. Let the industry know you won't be duped by its slick, expensive promotional efforts.

Call to NGOs

- Advocate to policy-makers for a complete ban on advertising, promotion and sponsorship of tobacco products in your country.

- Help organise youth groups so they can be part of the campaign and engage in the conception, development, implementation, monitoring and evaluation of tobacco control policies and programmes to ban advertising, promotion and sponsorship of tobacco products. Call to the public.

- Call on policy-makers to ban advertising, promotion and sponsorship of tobacco products to protect young people.

Youth and tobacco

The vast majority of smokers begin using tobacco products well before the age of 18 years. It was predicted that if the pattern seen now-days continued, a lifetime of tobacco use would result in the deaths of 250 million children and young people alive today, most of them in developing countries.

