



Japan Society for Tobacco Control

日本禁煙学会

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Mr. Manabu Sakuta,
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General incorporated association

**On leaflets for the "cigarette fire prevention campaign"
you should not use the names of the fire management agencies**

Dear Sirs, I acknowledge the ongoing measures needed to prevent fires and to promote safety.

<https://www.tioj.or.jp/activity/manners.html>

In regard to this, the Ogikubo fire department staff has visited residences in Suginami-ku to distribute leaflets titled "Be careful not to smoke in bed. Cigarette fire prevention campaign", which were inserted into a folder titled "Do you know the three ways to prevent fire from smoking at night?"

These points are also listed on the Japan Tobacco Association website.

<https://www.tioj.or.jp/activity/manners.html>

1. These points were first promoted by the Fire Management Agency and the National Fire Management Secretariat, and have since been disseminated by the Japan Tobacco Society,

Most importantly, the order is improper

Even though the Fire Management Agency and the National Fire Management Secretariat are sponsoring the message for safety purposes, it is improper to list their names of the names of tobacco enterprises. Association with tobacco enterprises when implementing tobacco control policies violates Article 5 (3) of the Framework Convention on Tobacco Control (FCTC) advocated by the World Health Organization.

2. The combusted tobacco (manufactured tobacco cigarettes) that tobacco companies produce

and sell causes the fire that results from smoking in bed, and the associated death, loss of homes, other damages and liabilities.

Such fires have occurred repeatedly, and if we do not take drastic measures, will occur again. Because tobacco companies that belong to the Japan Tobacco Association are not primarily responsible for any resulting damages and liabilities, it is a mistake for the Fire Management Agency and the National Fire Management Secretariat to associate with the production and distribution of these leaflets.

3. The “fire protection campaign” should be the responsibility and associated with the name of only the Japan Tobacco Association. The Fire Management Agency and National Fire Management Secretariat Association should not be involved at all.
4. In addition to fires from smoking in bed, the responsibility of fires from smoking while walking and (forest) fires from littered cigarette butts lies with tobacco companies and their combusted product. This implies that the Fire Management Agency and National Fire Management Secretariat should not be involved tobacco control policies that would try to limit such fires and the underlying cause of the fires.
- Public administrative institutions that affiliate with tobacco companies and associations, even by using their name to sponsor tobacco control policies, violate Article 5.3 of the "Framework Convention on Tobacco Control" (FCTC) advocated by the World Health Organization.
- As part of firefighting duties, ambulances provide emergency transport services for many cases of heart disease and cerebral hemorrhage (stroke), whose single largest cause is the use of tobacco. Therefore, it is again a mistake for the Fire Management Agency to collaborate with the Japan Tobacco Association and tobacco companies that manufacture and sell unhealthy tobacco products. Promotion of tobacco control policies in collaboration with tobacco companies or associations for health or emergency treatment purposes would also violate the previously mentioned treaty.
5. A new type of cigarette has recently expanded its sales to replace traditional combustible tobacco, but I would like to emphasize that the Fire Management Agency and the National Fire Management Secretariat should not make comments about these devices related to

activities like smoking in bed.

6. The Fire Management Agency has asked tobacco companies to display a warning on tobacco packages saying "To prevent fires, smoking in bed and littering of butts are prohibited" (even though this is not mandatory according to the law). I ask that the Fire Management Agency prevent publication of its name with this warning so as to avoid tacitly approving the production and sales of tobacco companies and the practice of smoking tobacco.

Sincerely yours

1) WHO Tobacco Control Framework Treaty Article 5 paragraph 3 guidelines
https://www.mhlw.go.jp/topics/tobacco/dl/fctc_5-3_guideline_120506.pdf

Recommendations

- (1) Raise awareness of addictions and harms of tobacco products and of intervention by the tobacco industry with the tobacco control policies of signatory nations.
- (2) Establish measures to restrict contact with the tobacco industry and ensure transparency when contact occurs.
- (3) Refuse cooperation with the tobacco industry and reject agreements without legal binding or force.
- (4) Avoid conflicts of interest by government officials and administrative personnel.
- (5) Acquire clear and accurate information from the tobacco industry.
- (6) Reduce and regulate the so-called 'corporate social responsibility' activities by the tobacco industry.
- (7) Do not grant privileged treatment to tobacco companies.
- (8) Treat state-owned tobacco companies and other tobacco companies in the same way.