



Japan Society for Tobacco Control

日本禁煙学会

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タバコ産業が運営する疑似禁煙推進行事の出席はお控えください

巧妙なタバコ礼賛行事 “ The smoke free index dialogue Tokyo “ (7月30日開催予定)

一般社団法人 日本禁煙学会 理事長 作田 学

前略

来たる7月30日、東京で Foundation for a Smoke-Free World (以下「FSFW」)¹ が The smoke free index dialogue (以下「同行事」) という行事を開催する予定です。

FSFW は一見、社会福祉増進に寄与する公衆衛生推進団体に見えますが、実は世界最大のタバコ産業 フィリップ・モリス社(以下「PM」)が運営する、巧妙なタバコ擁護と、ニコチンビジネス温存を企図した団体です。反公衆衛生団体と考えられ、世界保健機関(WHO)もその存在を支持していません²

事実、同行事は世界規模で実施される予定でしたが、先行するトルコ、タイでは強い抗議運動が発生し、中止になっています(引用 GGTC open response:後掲)。

日本禁煙学会は東京における同行事の開催に反対します。これは国連の専門機関 WHO の方針とも一致するものです。

みなさまにおかれましては、タバコ礼賛を目的とした同行事への出席を、枉げて、お控えください。タバコによる健康被害のない社会を実現するため、あらためてご協力いただけますよう、伏してお願い申し上げます

草々

1. タバコ産業が運営する「疑似」公衆衛生推進団体 Foundation for a Smoke-Free World

<https://www.smokefreeworld.org>

2. 世界保健機関(WHO)声明「WHO は PM が運営するスモークフリーワールドと協調しません」

WHO Statement on Philip Morris funded Foundation for a Smoke-Free World

2017年9月28日

<https://www.who.int/news-room/detail/28-09-2017-who-statement-on-philip-morris-funded-foundation-for-a-smoke-free-world>

WHO からの緊急メッセージです。私たちはこれに賛成いたします。

件名: The Foundation for a Smoke-Free World の 7 月 30 日のイベントについて

2019 年 7 月 5 日

日本のたばこ対策・公衆衛生関係者の皆様

2019 年 7 月 30 日、ヒルトン東京にて、The Foundation for a Smoke-Free World (FSFW; たばこの煙のない世界のための財団) の資金提供のもと、SustainAbility というシンクタンクがイベントを企画しています(<https://eu.eventscloud.com/ehome/200189962/Tokyo/>)。

皆様ご存知の通り、FSFW はたばこ産業によって創設され、その活動資金は 100% フィリップモリスから出資されています。このイベントは、「害が少ない製品」の普及に焦点をあてた「Smoke-free index」の創設、また「たばこの煙のない世界」に向けた議論の場を設けることが目的だとうたっていますが、実態は、FSFW やたばこ産業が世界中の大都市で繰り広げている、たばこ産業のための戦略イベントの一環です。FSFW とたばこ産業は強く密着していると考えられることから、多くの国の公衆衛生コミュニティはこのようなイベントに対して強い姿勢をとっており、イベントへの参加を拒否しています。

例えば、つい先日では、バンコクで開催予定だったイベントは、たばこ対策関係者の反対活動の後、キャンセルされました。タイに拠点のある Global Center for Good Governance in Tobacco Control in Thailand (たばこ規制枠組み条約 5.3 条[たばこ規制に関する公衆衛生政策をたばこ産業の商業上及び他の既存の利益から保護すること]のナレッジハブ) は公衆衛生・政府関係者が FSFW によるイベントを拒否・非難すべきだという主旨のステートメントを出しました。

- FSFW はフィリップモリスからの資金援助を受けいる。フィリップモリスは近年加熱式たばこ (iQOS) を「たばこの煙のない世界」の実現に貢献するとして積極的に売り込んでいる。FSFW のフィリップモリスからの独立性は疑わしい。
- WHO や世界各地の公衆衛生団体や学会は FSFW とのかかわりを拒否している。FSFW は、たばこ産業の利益になるような研究を援助してきた実例がある。
- たばこは、教育、貧困、雇用、ジェンダー、パートナーシップ、環境など多くの面で SDGs (持続的な開発目標) の妨げとなる。それゆえ、開発セクターはたばこ産業の利益に対応すべきではない。

全文はこちらから : <https://ggtc.world/2019/07/01/tobacco-industrys-smoke-free-dialogue-global-center-for-good-governance-in-tobacco-control/>

日本でも、受動喫煙防止のための健康増進法改正や、東京都の条例による公共の場所での禁煙が始まりました。日本の公衆衛生コミュニティは煙のないオリンピックを 2020 年に迎えるため、日々尽

力しています。今まで積み重ねてきた努力、小さな成功の数々がこの FSFW・たばこ産業のイベントによって水の泡となってしまうかもしれません。

日本のたばこ対策・公衆衛生関係の皆様、FSFW とたばこ産業によるこのイベントへの参加を控えることをお願い申し上げます。また、このメッセージを皆様のコミュニティで共有していただき、このイベントの本来の姿を伝えることに協力ください。日本の人々の健康を守るため、どうぞご協力ください。

WHO 西太平洋地域事務局

Tobacco Free Initiative

July 5th, 2019

Dear colleagues,

On 30 July 2019, the think tank SustainAbility is organizing an event in Tokyo, funded by the Foundation for a Smoke-Free World (FSFW) in the Hilton Tokyo (<https://eu.eventscloud.com/ehome/200189962/Tokyo/>). As you know, the FSFW was created by the tobacco industry and receives 100% of its funding from Philip Morris. The event information invites public health stakeholders to participate, and says that the purpose of the meeting to inform the development of its "Smoke-free Index" which would highlight what they call "less harmful products" and initiate "smoke-free dialogue". This is part of a series of events that FSFW/industry has planned this year in major cities around the world. Public health communities in many of those countries have taken a strong stance against these events, and have refused to participate in them due to the organisers' link with the tobacco industry.

For instance, most recently, the event planned in Bangkok was cancelled after local tobacco control advocates campaigned against the event. Global Center for Good Governance in Tobacco Control in Thailand (WHOFCTC Knowledge Hub on Article 5.3) issued a statement summarizing why public health and government representatives should reject and denounce this event:

- FSFW is funded by Philip Morris International. PMI is aggressively marketing a heated tobacco products (iQOS) which they claim to support "smoke-free world" and their independence from the business interest of PMI is doubtful.
- WHO and many of the public health organizations and academia all over the world have rejected engagement with FSFW as its history of funding research to advance its own vested interests which are also of the tobacco industry.
- The development sector must not accommodate tobacco industry interests

as it is known that tobacco hinders sustainable development goals in education, poverty, labor, gender, partnerships, environment, among others.

Their full statement is available at: <https://ggtc.world/2019/07/01/tobacco-industrys-smoke-free-dialogue-global-center-for-good-governance-in-tobacco-control/>

The smoking ban in public places is now in place after the national law and the Tokyo ordinance came into force this year, and public health communities in Japan are making enormous efforts towards a smoke-free Olympic games in 2020. These gains may be undermined by the planned FSFW/industry event in Tokyo.

In this regard, Tobacco Free Initiative at WHO Regional Office for the Western Pacific would like to take this opportunity to urge our colleagues in Japan not to participate in this event or engage with FSFW and the tobacco industry, and to share the message around your community to inform everyone of the true nature of this event. Please help us to protect the health of Japanese people.

Tobacco Free Initiative, WHO Regional Office for the Western Pacific



Global Center for
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in Tobacco Control

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1 July, 2019

Public Statement in relation to the invitation to attend tobacco industry-backed ‘Smoke Free Dialogue’

GGTC received invitations for two officers to attend the Smoke Free Dialogue, an event organized by SustainAbility, which is funded by the Foundation for a Smoke Free World (FSFW), on July 25 in Bangkok, Thailand. It came to our knowledge that many colleagues from the global public health community and the health ministries have received a similar invitation.

We take this opportunity to make it known why GGTC will not engage in this “dialogue,” in light of the fact that this is initiated by and involves the work of the Philip Morris funded Foundation for a Smoke Free World (FSFW):

1. The sponsor/ initiator, Foundation for Smoke Free World, is backed by the Tobacco Industry

FSFW is an entity entirely funded by a tobacco multinational company, Philip Morris International (PMI),ⁱ which is also aggressively marketing a heated tobacco product called IQOS to show its “commitment to the “smoke free world.” Analysts have challenged in detail FSFW’s claim relating to its independence, going into the nature of its operations and its agreement with PMI.ⁱⁱ Recent analysisⁱⁱⁱ of its tax reports show that most of its actions are geared towards public relations than on science.

2. WHO and member states have denounced FSFW and urged public health community and governments not to engage with it

Early this year, the WHO reiterated its 2017 statement urging all Parties to the Framework Convention on Tobacco Control (FCTC), organizations, and individuals not to partner with FSFW because of its sponsor’s “known history of funding research to advance its own vested interest.”^{iv} v^{vi} At the WHO Executive Board, the FSFW’s attempts to engage with WHO was faced with scathing remarks from member states. It became clear then that FSFW is classified as “those representing tobacco industry interests” that the WHO, by policy, does not engage or partner with. Public health organizations all over the world have also rejected the attempts of the FSFW to engage in public health issues. Prestigious schools and research organizations have also opposed funding from FSFW.

3. The development sector has a duty to comply with moral and legal duties to protect against tobacco industry interests

Tobacco control is now a key component of sustainable development while the tobacco industry’s practices of marketing and manufacturing its products and obstructing evidence-based life-saving measures have become identified as significant impediments to sustainable development. According to a UNDP report^{vii}, tobacco hinders progress in sustainable development goals in education, poverty, labor, gender, partnerships, environment, among others.

The tobacco industry and those promoting its interests have been identified as being responsible for the key barrier to tobacco control treaty implementation. The treaty obliges over 180 members to protect public health policies against the commercial and vested interests of the tobacco industry (Art 5.3). The Guidelines provide that public officials must not meet with the tobacco industry and those furthering its interests, unless it is strictly necessary for regulation. Hence, those working in the public health or development sector have:

1. a moral duty to help protect health policies from tobacco industry interests and
2. a legal duty to ensure that governments do not violate its duty to protect its policies

against the commercial and vested interests of the tobacco industry.

Therefore, we reject and denounce this event and we strongly urge the public health community and government representatives do the same. Tobacco control has limited resources. If we do nothing to expose this tactic, the tobacco industry would succeed in distracting us with seemingly innocuous programs which vow change despite lack of independence and sheer conflict of interest. In other words, the tobacco industry would succeed in using its vast resources to further limit our capacity to do legitimate tobacco control work.

We also urge those who have received funding from the FSFW to reject and denounce such funding in order to be consistent with their moral and legal duties to promote public interests and protect governments from tobacco industry interests.

Eight million lives and more will continue to be taken by the tobacco industry annually, and a whole new young generation are foreseen to be addicted to its new products; let no one, especially those the tobacco industry funds, tell you otherwise.

END

ⁱ In September 2017, PMI pledged a \$1 billion grant to FSFW, an organization that will provide grants for “*medical, agricultural, and scientific research to end smoking and its health effects and to address the impact of reduced worldwide demand for tobacco.*” FSFW’s patron, PMI, is one of the biggest transnational tobacco companies manufacturing and selling the world famous Marlboro brand and is currently introducing into the market ENDS, including e-cigarettes and IQOS (heat not burn) product. FSFW’s research grants will include research into the new products of PMI. Despite swimming in tobacco money, FSFW describes itself as “*an independent, private foundation formed and operated free from the control or influence of any third party.*” Furthermore, FSFW has been reported to be working with public relations firms and law firms linked to the tobacco industry.

ⁱⁱ McCabe Center for Law and Cancer (2018). The new Philip Morris-funded Foundation for a Smoke-Free World: independent or not? Retrieved from <https://web.archive.org/web/20180301174248/http://untobaccocontrol.org/kh/legal-challenges/new-philip-morris-funded-foundation-smoke-free-world-independent-not/> (accessed on 25 January 2019).

ⁱⁱⁱ The Lancet published an [article](#) that analyzes on PMI-funded FSFW’s tax submissions. Evidence shows that most of the FSFW funding has gone more into public relations than into scientific researches. Stopping Tobacco Organizations and Products (STOP) prepared an [industry activity brief](#) which analyses the Foundation’s 2018 tax return.

^{iv} “This decades-long history means that research and advocacy funded by tobacco companies and their front groups cannot be accepted at face value. When it comes to the Foundation for a Smoke-Free World, there are a number of clear conflicts of interest involved with a tobacco company funding a purported health foundation, particularly if it promotes sale of tobacco and other products found in that company’s brand portfolio. WHO will not partner with the Foundation. Governments should not partner with the Foundation and the public health community should follow this lead.”⁶

^v Excerpt of [WHO statement](#): “When it comes to the Foundation for a Smoke-Free World, there are a number of clear conflicts of interest involved with a tobacco company funding a purported health foundation, particularly if it promotes sale of tobacco and other products found in that company’s brand portfolio. WHO will not partner with the Foundation. Governments should not partner with the Foundation and the public health community should follow this lead.”

^{vi} The FCTC Secretariat regards FSFW as “a clear attempt to breach the WHO FCTC by interfering in public policy...aimed at damaging the treaty’s implementation, particularly through the Foundation’s contentious research programmes.”

^{vii} Excerpt from a [statement](#) released by the United Nations: “According to a [report](#) by WHO and the UN Development Programme (UNDP), it is estimated that up to one billion people could die from tobacco-related diseases this century. Currently, over seven million people die every year due to tobacco use. In addition, tobacco costs the global economy over a trillion dollars annually in medical expenses and lost productivity. As for the environmental impacts – deforestation and soil degradation for tobacco cultures, as well as water and soil pollution from cigarette littering – they cannot be overstated.”

Global Center for Good Governance in Tobacco Control (GGTC) aims to address the single greatest obstacle to tobacco control, tobacco industry interference. It is a joint initiative of the School of Global Studies, Thammasat University and Southeast Asia Tobacco Control Alliance (SEATCA) and has been designated as the WHO Framework Convention on Tobacco Control Secretariat as the Knowledge Hub on Article 5.3, (treaty provision on countering tobacco industry interference). GGTC is also a key partner of the Bloomberg Philanthropies’ Stopping Tobacco Organizations and Products (STOP).