



Japan Society for Tobacco Control

日本禁煙学会

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19 April 2019

Mr. Atsushi Naitō, Director,  
Tokyo Metropolitan Bureau of Social Welfare and Public Health

Mr. Manabu Sakuta, Chairperson  
Japan Society for Tobacco Control,  
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## Written request

When issuing posters and other materials intended to prevent passive smoking, we request that you avoid any conflict of interest with the cosignatory of those materials in order to convey a clear message to viewers.

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Dear Sir or Madam:

We appreciate the regulations enacted by the Tokyo metropolitan government, Chiba city, Osaka prefecture and other jurisdictions to prevent passive smoking, which were adopted from the revised national Health Promotion Law. In Tokyo, we are deeply grateful to Governor Yuriko Koike and others for this achievement, and we believe that it will be an important legacy in maintaining the health of citizens after the 2020 Tokyo Olympics.

Nonetheless, I would like to make a formal written request to you when promulgating these new regulations.

People have recently reported that on Tokyo's posters publicizing the passive smoking regulations the insignia was "incomprehensible" or that they "do not understand what it is trying to express" or that "it does not convey what it is supposed to convey".

- Why was Tokyo's "passive smoking prevention poster" made "incomprehensible"? (25 March 2019 Yahoo! News, Masahiko Ishida; document 1)
- Tokyo's passive smoking prevention poster—not raising awareness about the harms of tobacco? (7 April 2019, Tokyo Shimbun Special Report Department; document 2)

1. Chiba city and the national government have presented more comprehensible content about the passive smoking regulations in writing and videos. Likewise, as Tokyo prepares for the Olympics, we would like the city to send a clear and precise message about implementing these regulations.

Tokyo's posters and videos, also shown on this site (<http://www.metro.tokyo.jp/tosei/hodohappyo/press/2018/12/07/07.html>), include the phrases and narration: "Aiming towards a city where smokers and non-smokers both can comfortably spend time." JT also uses the same phrases "smokers and non-smokers", and particularly "let's aim towards a city where everyone can comfortably spend time". Furthermore, we think that the meaning of the motif on the "passive smoking prevention" posters should be immediately apparent to viewers.

2. Article 5.3 of the Framework Convention on Tobacco Control (FCTC), to which Japan is a member, states that tobacco control policy should be protected directly and indirectly from the interests of the tobacco industry.

Reference:

Ministry of Health, Labor and Welfare "Guidelines for the implementation of the WHO Framework Convention on Tobacco Control, Article 5, paragraph 3"

"Regarding tobacco control policies, safeguard public health from commercial profits and other interests of the tobacco industry"

According to a reply by the Tokyo city council, Dentsu Corporation commissioned a project of passive smoking prevention measures, including the distribution of 1000 copies of the recent poster, but in the process the company earns a significant amount of advertising revenue as a tobacco-affiliated company. As an example of affiliation, the July 2016 issue of "Selection" mentioned "the explicit 'news management' by JT and Dentsu", further described as:

"The person in charge for the newspaper's advertisement (whether or not the anti-tobacco article was placed in one's own paper) is the person in charge at the central bureau of Dentsu's newspaper. Then information about advertisements can be relayed to JT via the company's sales department. Thereafter, it will be brought to the attention of the executive officer in charge and the director of JT's communication department."

When bidding for or consigning business operations, it is mandatory to conduct supervisory oversight of those operations for an effective passive smoking prevention campaign—whether or not people see a "conflict of interest" for passive smoking prevention operations, and whether or not people see direct or indirect ties and business interests with tobacco companies.

We summarize the aforementioned points:

- For the Tokyo Olympics, please raise public awareness in the prevention of passive smoking in a more clear manner.
- When consigning business operations for public awareness campaigns, please be wary of conflicts of interest with the tobacco industry and supervise the consigning company so that it does not end up generating poor outcomes in the public awareness campaign.

We humbly request these two points. Thank you for your consideration.

Best regards