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Rugby World Cup 2019 Organizing Committee, Public interest incorporated foundation

Mr. Mitarai Fujio, Chairperson

Mr. Katsunobu Kato, Minister of Health, Labor and Welfare

Mr. Daichi Suzuki, Director General of Sports Agency

Mr. Manabu Sakuta, Chairperson, Japan Society for Tobacco Control, General incorporated

## Requests for tobacco control at the 2019 Japan Rugby World Cup

The following problems currently exist.

- 1) Installing indoor smoking areas is not tolerated according to international athletic standards because they generate passive smoking. It also violates the national revised Health Promotion Act, created partly for international events like the Rugby World Cup. We request that any and all indoor smoking areas be removed immediately.
- 2) Accepting donations from tobacco companies to create outdoor smoking areas is a serious violation of the WHO Framework Convention on Tobacco Control (FCTC) that was signed by Japan.
- 3) Installing outdoor smoking areas in Type 2 facilities must conform to safety standards according to the Health Promotion Act, and in particular, must protect stadium spectators from passive smoking with more than mere fences.
- 4) Please immediately block the use of smoking areas and ashtrays.

### Chronicle

As citizens who love sports, we are looking forward to competitive matches at the Rugby World Cup, an international sports event held from 20 September 2019. The world's top rugby players will be active in 12 cities for matches and more than 40 cities for training camps, attracting 2 million spectators and 400,000 tourists from around the world.

Rugby is a gentleman's sport, and international norms are that athletes do not smoke and that practice venues and match venues are non-smoking. Will Japan's Rugby World Cup deviate from this international standard by allowing active and passive smoking?

For large (international) sporting events, the WHO requests adequate passive smoking protections. The revised Health Promotion Law has also been in effect at the national level since July 2019 to protect against passive smoking at events like the 2019 Rugby World Cup. At the local government level, Kanagawa Prefecture and Hyogo Prefecture have implemented separate regulations to prevent passive smoking in public spaces. Because playing sports seems incompatible unhealthy smoking, national and local governments want to promote public health at public events by eliminating passive smoking.

At last year's soccer World Cup, the match venue imposed a complete ban on smoking. But images of international football star Diego Maradona smoking at the venue, which displayed a large banner for no smoking, were broadcast around the world. Due to condemnation, he returned to his home country during the middle of the session. Because smoking areas were set up inside the venue for media and guests this year, the current situation would likely continue the embarrassment and criticism from last year.

The Health Promotion Act has recently been revised, and a preface “for purposes of the Rugby World Cup in September 2019” was attached when the act was first implemented. But the executive committees for each stadium at the Rugby World Cup are currently counteracting the goal of hosting healthy sports “hospitality” and effectively denigrating the image of rugby as a sport. In contrast, Mitarai Fujio, the Rugby World Cup executive committee chairman at Canon Incorporated, has made proactive efforts for all employees and visitors to stop smoking, and Vice Chairman Morikirō Fuku has argued that smoking cessation is a global movement. But as leaders from private enterprises and governments, the members of the organizing committees should explain the rationale for policies that violate the international treaties on tobacco control and World Health Organization recommendations. Moreover, we are concerned that a major advertising agency acting on behalf of tobacco companies has used its influence to hinder international protocols against smoking.

For the Rugby World Cup, many international rugby supporters come to Japan for sports tourism. Partly to promote tourism in their jurisdictions, local governments like in Saitama Prefecture and Yokohama City have also issued their own policies to promote smoking cessation. Thus, national and local regulations have become sufficiently strong to reduce passive smoking, but the Rugby World Cup executive committee should understand that these regulations must be observed for their benefits to be realized.

Hosting the Rugby World Cup allows Japan to promote sports, but to promote health more generally it must take measures against passive smoking according to the national revised Health Promotion Act and local regulations. Hosting the event properly can show the world that Japan is indeed a healthy place to live and to play sports.

A survey of 12 match venues by the Japan Society for Tobacco Control revealed that indoor smoking areas, which are not allowed by the national Health Promotion Act and municipal regulations, have been installed, as well as outdoor smoking areas. Obviously, both types of smoking areas result in passive smoking. Moreover, some facilities installed smoking areas with contributions from tobacco companies. This is a serious violation of Article 5 (3) of the WHO Framework Convention on Tobacco Control (FCTC), which prohibits corporate social responsibility (CSR) activities by tobacco companies. When we asked the managers of the grounds about these smoking areas, they answered that the organizing committees had decided to install them.

The Japanese Society for Tobacco Control identified the following number of smoking areas at the World Cup venues:

	Indoor smoking site	Outdoor smoking site
Sapporo Dome	4	2
Kamaishi Housing Reconstruction Stadium	0	5

Kumagaya Rugby Field	0	1
Tokyo Stadium	8	2
Yokohama International Stadium		
Ogasayama Sports Park	4 (6)	1 (separated by a wall)
Toyota Stadium	0	2
Higashi-osaka Flower Park Rugby Field	0	2 (no separation)
Kobe Noevir Stadium	1	2
Hakatanomori Football Stadium	0	1 + 1
Kumamoto Sports Park	0	2
Oita Sports Park and Integrated Stadium	0	2

We found that indoor smoking rooms were set up at one third of the World Cup match venues, and outdoor smoking areas were set up at almost all venues.

Indoor smoking areas are prohibited by national regulations, and in cases of outdoor smoking areas, it is necessary to verify whether the outdoor smoking area satisfies conditions to prevent “unwanted passive smoke”, that is, whether a wall exists, and if so, whether it is at least 15 meters away from walkways and seats.

We close by saying that current measures are far from international, national and local standards against passive smoking, and request that the smoking areas on the premises not be allowed at the 12 Rugby World Cup match venues and the 40 training camp venues that will soon host guests. We also request that the use of ashtrays and smoking areas already installed be blocked.

Yours sincerely

References



# A Guide to Tobacco-Free Mega Events



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## WHO and the International Olympic Committee sign agreement to improve healthy lifestyles

Physical activity can reduce the risk of noncommunicable diseases

News release

21 JULY 2010 | LAUSANNE - WHO and the International Olympic Committee (IOC) are teaming up to promote healthy lifestyle choices, including physical activity, sports for all, Tobacco Free Olympic Games, and the prevention of childhood obesity. As outlined in a memorandum of understanding signed today in Lausanne, the WHO and IOC will work at both the international and country level to promote activities and policy choices to help people reduce their risk of noncommunicable diseases such as cardiovascular disease, cancers, and diabetes.

### The WHO and the IOC have reached an agreement

スポーツのメガイベントであるオリンピックやワールドカップの開催地では、受動喫煙対策を取るように世界保健機構（WHO）や国際オリンピック連盟（IOC）が求めています。

The World Health Organization (WHO) and the International Olympic Committee (IOC) request that the venues for the Olympic and World Cup sports events take measures against passive smoking.

(<http://www.nosmoke55.jp/action/olympic.html> <http://www.nosmoke55.jp/action/1202olympic.pdf> )。

The goal of this agreement is to allow people to reduce lifestyle-related diseases at all ages.

Smoke free areas.

Smoke free facility (6) requirements.

Smoke free. No tobacco smoke residue.

No selling of tobacco products.

No tobacco advertising, sales promotion or sponsorship.

It is prohibited to bring lighting instruments like disposable (peep) lighters, matches, et cetera into cooking areas.

List of facilities that should be smoke free (This list is not exclusive.)

- Event facilities, facilities where the public can enter, bars, restaurants, cafes, other dining service facilities.
- Athletes, participants and others who reside in sponsored sports villages, particularly in indoor and

outdoor areas like bedrooms, living rooms and dining areas.

- Facilities used by people other than players and staff such as public transportation to the media center, hotel, airport and event sites.
- Seating areas, side pathways, main thoroughfares, waiting areas.
- Stadiums, arena tents, training grounds, walkways
- All facilities related to events or displaying event symbols (hotels, restaurants, transportation facilities, et cetera)

The no smoking event guidebook says that facilities used by players, staff, spectators, media, sponsors, guests and others should be smoke free.

At the 2018 Russia football World Cup, the venue was completely non-smoking, and a large non-smoking banner including or electronic vaporizers was posted at the venue. Yet, Argentinian soccer superstar Diego Maradona smoked a cigar while viewing a match in the stadium, and this image was broadcast all over the world. Due to condemnation for his behavior, Mr. Maradona had to return to his home country during the World Cup.



## References

1. The installation of smoking areas at the World Cup Rugby arena

<http://www.chunichi.jp/article/front/list/CK2019083002000275.html>

<https://www.nikkei.com/article/DGXMZO49286990S9A900C1CR0000/>

Outdoor smoking areas at Rugby World Cup venues compared with Olympics venues (Chunichi Shimbun, Nihon Keizai Shimbun)

“A spectator blows tobacco smoke at the stadium’s smoking area. Opening in September, the Japan Rugby World Cup tournament will have an outdoor smoking space set up at each match venue, places where you can smoke tobacco. But as regulations are strengthened, the match venues at the Tokyo Olympics-Paralympics next year

will adopt a policy of a complete smoking ban on the premises. Authorities have also announced that they ‘are lagging behind the trend of banning smoking’”.

<https://www.zakzak.co.jp/soc/news/190820/dom1908200007-n1.html>

Where is the spirit of “hospitality”? Measures “to separate smoking from non-smoking behavior” at the Rugby World Cup diverge from those at the Tokyo Olympics

## 2. Information from the revised Health Promotion Act for hosting the Rugby World Cup

2-1. <Prime Minister Abe> announces measures against passive smoking at the “Rugby World Cup Vision” (Mainichi Newspaper 6 October 2016) regarding the revised Health Promotion Act that imposes penalties on public facilities and restaurants that violate the law. Prime Minister Shinzo Abe stated at the House of Councilors Budget Committee on the 6<sup>th</sup> that “we continue to examine legislative measures for hosting the 2020 Tokyo Olympics-Paralympics and the 19<sup>th</sup> Rugby World Cup” in response to a question by Mr. Narufumi Matsuzawa (no affiliation). The International Olympic Committee and the World Health Organization (WHO) are requesting a “smoke free” host city (without tobacco) for the Olympics-Paralympics, but there are currently not sufficient restrictions in Tokyo. Mr. Matsuzawa noted that “for the 18<sup>th</sup> (previous) World Cup to have sufficient time to publicize the knowledge of the law, it would need to be enacted by the 17<sup>th</sup> World Cup” and further replied that he “wanted to prepare immediately so that the regulations will be reliable and effective”.

2-2. Olympics Minister Marukawa, Passive smoking “measures even for the Rugby World Cup” June 6, 2017 Asahi

<https://headlines.yahoo.co.jp/hl?a=20170606-00000037-asahi-pol>

<https://notobacco.jp/pslaw/asahi1706063.htm>

(Regarding the possible postponement of the bill to strengthen measures against passive smoking) Tokyo will host the 2020 Olympic-Paralympic Games, as well as the 19<sup>th</sup> Rugby World Cup. It is important to take sufficient measures against passive smoking for both occasions. The Ministry of Health, Labor and Welfare continues its effort to submit bills in this joint effort. (at an interview after a cabinet meeting)

2-3. Complete smoking ban from July 2019 at schools, hospitals and other institutions in preparation for the Rugby World Cup (Sankei newspaper) 2018.12.18 <https://www.sankei.com/life/news/181218/lif1812180040-n1.html> From the Ministry of Health, Labor and Welfare on 18 July. The government decided to start implementing complete indoor smoking bans at schools, hospitals, government offices and other facilities on 1 July 2019. This plan was presented to the Liberal Democratic Party's Welfare Labor Committee and approved with the aim of implementing it by the opening of the Rugby World Cup in September of that year. The government initially planned to implement the revised Health Promotion Act, which also strengthens measures against passive smoking, in the summer of 2019, but the implementation date has not yet been determined. [statement written in 2018]

2-4. Complete outdoor smoking ban at the Tokyo Olympics venues, including for heated tobacco and nicotine vapor 2019/2/28 Nikkei (Nihon Keizai Shinbun)

<https://www.nikkei.com/article/DGXMZO41878530Y9A220C1CC1000/>

<https://notobacco.jp/pslaw/asahi190228.html2>

3. Information from local governments that are taking advanced measures against passive smoking for the World Cup

The policies of Kanagawa Prefecture to strengthen measures against passive smoking in match venues and public places

<http://www.pref.kanagawa.jp/docs/cz6/cnt/f6955/documents/913654.pdf>

Smoking ban promotion of Kumagaya City

<http://www.city.kumagaya.lg.jp/about/soshiki/shimin/kenkodukuri/oshirase/judoukituentaisaku.html>