



THE GLOBAL TOBACCO TREATY

Protecting Against Tobacco Industry Interference

A global epidemic

Every year, tobacco kills more than six million people. It remains the largest preventable cause of death on the planet. It is an epidemic wholly driven by an industry with deeper pockets than the majority of the countries in which it operates. Big Tobacco's primary business strategy is resulting in the exportation of the epidemic from the highest-income to the lowest-income countries, where 80 percent of smokers already live. Big Tobacco's future also hinges on its ability to interfere in and circumvent public health laws. If the world's deadliest industry is allowed to operate with impunity, it will mean a loss of millions more lives and will seriously impede global efforts to rein in corporate abuse by other industries.

The global tobacco treaty is the solution

The global community has unified behind a global tobacco treaty—a document enshrining the world's most effective tobacco control measures—that, if fully implemented, could save 200 million lives by 2050 and hundreds of millions more thereafter. The treaty, officially known as the Framework Convention on Tobacco Control:

- Protects public health policy through critical corporate accountability provisions halting industry interference
- Prioritizes public health over trade
- Holds the tobacco industry liable for its abuses
- Establishes comprehensive bans on tobacco advertising, promotion, and sponsorship

From advocating for, and helping to secure, the passage of the global tobacco treaty's unanimous adoption at the World Health Assembly in 2003, to now working to implement the treaty worldwide, Corporate Accountability International has long successfully challenged Big Tobacco.

THE INDUSTRY'S "DIRTY TRICKS"

Industry interference in the treaty is the single greatest threat to its lifesaving measures. That is why Corporate Accountability International and its allies have made sure the treaty includes safeguards against such interference. Meanwhile, the industry's underhanded tricks include:

- Lobbying political decision-makers, and even drafting legislation and regulations.
- Making direct gifts to governments to gain favor with lawmakers.
- Mounting aggressive litigation in countries around the world that are beginning to implement the treaty.
- Promising self-regulation and offering voluntary initiatives, some supposedly designed to prevent youth smoking.
- Offering to "partner" with governments.
- Demanding a seat at the table when tobacco control policies are being developed, claiming rights as a "stakeholder."
- Promoting so-called "corporate social responsibility" through donations and other initiatives to avoid marketing restrictions.
- Hiding behind workers, farmers, retailers, and front groups.
- Gaining influence through financial relationships with governments.



Article 5.3: Protecting against industry interference

The global tobacco treaty includes a critical provision—Article 5.3—that establishes the tobacco industry’s irreconcilable conflict of interest with public health. The article is the backbone of the treaty—the treaty cannot succeed if industry interference is not rooted out.

In order to give the article more power, the global community also unanimously secured guidelines to Article 5.3 that encourage governments to establish measures that limit tobacco industry interactions with government activities, and to put in place public disclosure measures.

“Ever hungry for profits, the tobacco industry routinely tries to undermine governments’ attempts to control the epidemic. Although some countries have begun to implement policies rejecting partnerships with the tobacco industry and making their interactions with the industry fully transparent, we would like to see more progress in this area.”

- Dr. Douglas Bettcher,
Director of the World Health Organization’s
Tobacco Free Initiative

In 2010, the Big Three tobacco corporations (Philip Morris International, British American Tobacco, and Japan Tobacco) had combined revenues of over \$200 billion. That’s greater than the combined GDPs of: Jordan, Panama, Kenya, Cambodia, Mozambique, Bolivia, Liechtenstein, Estonia, Côte d’Ivoire, and Togo.

Take action to implement Article 5.3

Call on your government to REFUSE TO:

1. Treat tobacco corporations as “stakeholders” in public health policy.
2. Partner with tobacco corporations in any capacity.
3. Accept so-called corporate social responsibility schemes of the tobacco industry.

Call on your government to:

1. Codify Article 5.3 of the global tobacco treaty into national law.
2. Alert all government ministries to disclose all information about interactions with the tobacco industry.

For the full version of Article 5.3 and its guidelines, go to:
http://www.who.int/fctc/protocol/guidelines/adopted/article_5_3/en/index.html.



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