

## **Tobacco Control News**

### **New Publications released:**

**&quot;Towards 100% Smoke-Free Environment: The Case Study of Mexico City, Mexico&quot; and &quot;Recife Breathing Better: Case Study of Smoke-Free Policy Implementation&quot;**

PAHO/WHO recently released two new publications describing the successful implementation of smoke-free policies and programmes in cities in the Region of the Americas. The first report examines the implementation of Mexico City's *Law for the Protection of the Health of Non-Smokers* in 2008 and the other explains how Recife successfully launched its Smoke-free Programme in 2005.

### **Links:**

[Towards 100% Smoke-Free Environment: The Case Study of Mexico City, Mexico](#)  
[Recife Breathing Better: Case Study of Smoke-Free Policy Implementation](#)

December 2010

**The Government of Canada proposes increasing the size of pictorial warning labels to 75% of the front and back of cigarette and little cigar packages**

Follow this [link](#) to read more about the proposed changes to the health warning labels on cigarette packages in Canada.

**The Bloomberg Initiative Grants Program is Now Accepting Proposals for Project Ideas to Reduce Tobacco Use**

A global initiative to reduce tobacco use in low- and middle-income countries was launched in 2006 with funds from Michael R. Bloomberg. A competitively awarded grants program is an important part of the Initiative. The grants program supports projects to develop and deliver high-impact evidence-based tobacco control interventions.

The grants program is managed by the International Union Against Tuberculosis and Lung Disease (The Union) and the Campaign for Tobacco-Free Kids.

For more information, see the Call for Proposals linked below and visit the Bloomberg Initiative Grants Program website ( <http://www.tobaccocontrolgrants.org/> ).

- [Call for Proposals \(English version\)](#)
- [Call for Proposals \(Spanish version\)](#)

## **U.S. Surgeon General Releases a New Report on Tobacco Control**

Click on the following link to access the new report, "How Tobacco Smoke Causes Disease: The Biology and Behavioral Basis for Smoking-Attributable Disease: A Report of the Surgeon General".

<http://www.surgeongeneral.gov/library/tobaccosmoke/index.html>

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## **From the 50th PAHO Directing Council: Health Leaders Vow to Resist Tobacco Industry Pressure and Support Efforts to Reduce Tobacco Use**

*Legislation aimed at reducing tobacco use and exposure to second-hand smoke is under assault from cigarette makers and their allies*

Health leaders meeting at the Pan American Health Organization (PAHO) vowed today to take action to counter attempts by the tobacco industry to subvert public health efforts aimed at protecting people from the harmful effects of tobacco use.

[To view press release](#)

## **Framework Convention Alliance (FCA) responds to misinformation about tobacco flavours**

FCA has created a factsheet and question-answer document as a response to misinformation being spread by organisations of tobacco growers about the draft guidelines on tobacco flavours which were prepared for the Conference of the Parties (COP-4) to the Framework Convention on Tobacco Control (FCTC), which will be held in Uruguay in November.

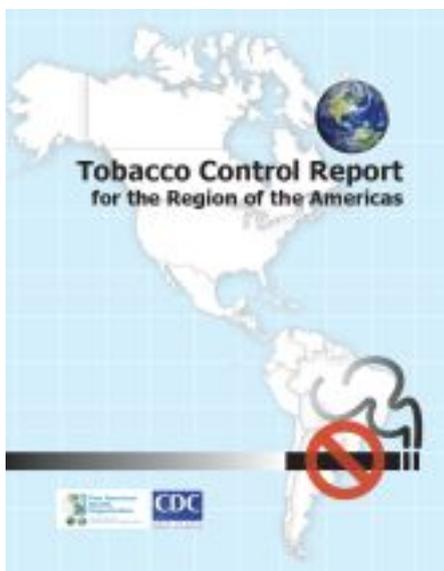
Follow this [link](#) to access the FCA documents.

## **A Backgrounder on the Draft Guidelines for the Implementation of Articles 9 and 10 of the WHO FCTC**

The Key Facilitators of the Working Group on Articles 9 and 10 of the WHO FCTC prepared a document that provides background information on the Draft Guidelines for the Implementation of Articles 9 (Regulation of the contents of tobacco products) and 10 (Regulation of tobacco product disclosures) which are to be presented for adoption at the 4th session of the Conference of the Parties (COP4) to the FCTC in November 2010, in Uruguay.

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## **New Tobacco Control Publication: Tobacco Control Report for the Region of the Americas**



The PAHO tobacco control team is pleased to announce the release of the Tobacco Control Report for the Region of the Americas. This report presents the latest data on the Region's progress in implementing select measures of the WHO FCTC. The PAHO tobacco control team worked in collaboration with the University of Wisconsin Comprehensive Cancer Center to produce the report. Financial support was provided by the United States Centers for Disease Control and Prevention.

Links to the Report: [English version](#) [Spanish version](#)

### **Launch of "Tobacco and Public Health: From Theory to Practice" Virtual Course**

On September 14th, the PAHO Tobacco Control team launched the virtual course "Tobacco and Public Health: From Theory to Practice." The course provides information on many aspects of tobacco control including the biology and epidemiology of tobacco use, effective tobacco control policies, tobacco dependence treatment options, and strategies for countering tobacco industry opposition. Throughout the course successful experiences from the Region of the Americas are highlighted. Information about how to sign-up for the free course can be found in the [Virtual Course](#) section.

### **Mexico releases Global Adult Tobacco Survey (GATS) data**

In Mexico, 15.9% of adults currently smoke (24.8% of men and 7.8% of women). These are some of the new data from the Global Adult Tobacco Survey conducted in 2009.

Follow this [link](#) to the GATS section of the PAHO tobacco control web site where you can access the survey fact sheet.

### **Tobacco Control Workshop in Peru**

In April, Peru held a workshop titled, "Tobacco Control in Peru: the Framework Convention on Tobacco Control". Officials from the Ministry of Health, the Pan American Health Organization, and other organizations met to formulate proposals for the regulation of the new tobacco control law. Smoke-free environments and health warnings on tobacco products were among the many topics discussed.

For more information, please visit this [link](#) .

Follow this [link](#) to view the presentations from the workshop.

### **Uruguay releases Global Adult Tobacco Survey (GATS) data**

The Global Adult Tobacco Survey reveals that 25% of Uruguayan adults smoke and that the behavior is more common among men than it is among women. Nearly 115,000 Uruguayans quit smoking in the past three years, while about 15 people still die daily. Most people are aware

of the serious harm smoking causes, and the authorities insist on the importance of reporting cases of tobacco use in the workplace.

The President of the Republic, Tabaré Vázquez, participated in the act of disseminating data from the Global Adult Tobacco Survey in Uruguay, held at the Executive Tower and organized by the Ministry of Public Health and the National Tobacco Control Program on February 9.

Click [here](#) to read the GATS Uruguay Fact sheet.

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#### **Tobacco Control Activities**

**Click [here](#) to send us information about your country's tobacco control activities.**