



To: Tobacco companies

From: International Union Against Cancer (UICC)  
International Union Against Tuberculosis and Lung Disease  
World Heart Federation

**Re: Tobacco company youth smoking prevention initiatives – request to cease and desist**

We represent hundreds of civil society organisations worldwide engaged in promoting health and reducing the burden of disease - including cancer, heart disease and respiratory illness - and the poverty, economic hardship and blighted lives caused by tobacco use.

Despite its very substantial role in causing and promoting the tobacco epidemic, which is set to claim one billion lives in the 21<sup>st</sup> Century, tobacco companies are increasingly attempting to position themselves as part of the solution, particularly by promoting 'youth smoking prevention' initiatives in over 150 countries. We oppose this move without qualification, and we call on the tobacco industry to stop all its youth smoking prevention initiatives immediately.

We agree with the Director General of the World Health Organisation, Dr Gro Harlem Brundtland, who said at the opening of the 5<sup>th</sup> round of negotiations on the Framework Convention on Tobacco Control (FCTC) on 15<sup>th</sup> October 2002:

"In defining smoking exclusively as a youth issue, the tobacco industry is in fact detracting from genuine efforts to prevent youth from starting to smoke and helping smokers to quit. Though many government health departments are short of funds, money from the tobacco industry will inevitably distort public health priorities and ultimately work against the health of the people. So we strongly advise governments to avoid such funding or any form of partnership with tobacco companies. While tobacco companies fund and develop their own information campaigns to inform young people that smoking is an "adult choice", studies show that, at best, these campaigns have no effect to reduce or prevent youth smoking. In some cases, they may actually encourage young people to smoke. We must oppose this move and are calling on tobacco companies to stop all youth smoking prevention initiatives without delay."

Despite its rhetoric and public relations, the tobacco industry is not part of the solution. It supports only those measures known not to work, while vigorously opposing measures – such as raising taxation, complete advertising bans, powerful media campaigns and smoke-free policies – that do have an impact on both youth and adult smoking. Despite warnings from the public health community the tobacco companies have pressed on regardless with this

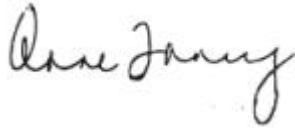
campaign, and provided no evidence of its effectiveness.

It is time to halt these ineffective initiatives. No government should ever become involved in these campaigns and we believe that the tobacco industry should also heed this advice and stop this deceit without further delay.

Yours faithfully



Dr. John Seffrin,  
President  
International Union Against  
Cancer (UICC)



Dr. Anne Fanning  
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Dr. Mario Maranhao,  
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