



FROM THE PRESIDENT, MARGARETHA HAGLUND

First of all many thanks for all the support and passion you have shown INWAT during my first year as INWAT's president. Also my best wishes to all of you for 1999, which I am convinced will be an even more successful year for us! Looking back at 1998, I must say that it was a great year with a growing understanding of the smoking epidemic among women. Our voices were heard many times and our cause was taken much more seriously. Tobacco control strategy is beginning to have a clear gender focus at all levels. The new Director General at WHO Dr. Gro Harlem Brundtland has given us hope with her strong commitment to fight the tobacco epidemic, and setting women and tobacco as one of her priorities. As a newly elected member of WHO's new Tobacco Free Initiative and its policy/strategy advisory committee, which is chaired by Judith Mackay, another INWAT member, I promise you that women's issues will not be forgotten.

The preparation for the 11th World Conference on Tobacco or Health, in Chicago in August of 2000, is underway and INWAT's Board has been asked to suggest names of members for committees. I must say that it was an impressive list of names of INWAT members representing all continents that we handed over to the organizing committee at the end of last year. The future will tell us how we succeeded in reaching one of our important aims: to increase the number of women speakers at world conferences.

The Board Members have discussed the possibility of an INWAT award to be presented at world conferences. Personally, I am convinced that a prize like this can help us to support women leadership in tobacco control. As soon as we have a proposal, we will share it with you. Even if it seems like a long way to Chicago, please start thinking about what to present and how to get funding to attend the Conference. My dream is to have a very visible INWAT presence in Chicago. There is a Swedish saying that goes: preparation is half the explanation of a victory!

I would also like to report that the European Conference on Women and Tobacco, which was featured in our summer issue of *The Net*, was a great victory for INWAT. Almost 300 delegates from 25 different countries took part. I was also pleased to note that many men

attended the Conference, underlining the fact that although smoking is a women's issue it is not merely a women's problem.

Since I was one of the organizers of the conference, INWAT was very visible. In addition to our new exhibit booth, many INWAT members made presentations at the conference. In my role as President of INWAT, I made the closing address.

INWAT Europe will follow up the Conference with an expert seminar in June. The outcome of this seminar will be a discussion document aimed at policy makers at European, national and regional levels. Hopefully it will help us to introduce gender-sensitive tobacco-control strategies in Europe.

Although I am optimistic about the future, it has occurred to me at international meetings how often men's voices dominate the discussions. Therefore, I

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INWAT 1998-99 MEMBERSHIP DIRECTORIES ARE ON THE WAY!

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US Tobacco Lawsuit Settlement

Attorneys in the United States of America made history by filing lawsuits against tobacco companies, demanding that the companies compensate the states for the high costs of treating diseases caused by smoking. Tobacco companies, fearful of the expense and uncertainty of litigation, settled with the attorneys general of 46 states (companies had previously settled with 4 others), in what is called the master settlement agreement (MSA).

This settlement provides the states approximately \$206 billion over 25 years along with limited public health provisions. In return, the states agree not to sue the companies again for these costs. Local communities are prevented from attempting to gain any further funds for their expenses in treating smokers.

Some of the health-related provisions include:

- ◆ Billboard advertising of tobacco products ends April 1999.
- ◆ The companies agree not to lobby against passage of certain types of youth access laws.
- ◆ Each company is allowed to sponsor one sports-related event per year.
- ◆ The Tobacco Institute, the lobbying and public relations arm of the tobacco industry, ceases to exist.

Funds will go to each state government, where the legislature will decide how the money will be spent. Health advocates around the U.S. are attempting to make sure some of the settlement dollars are used for tobacco control programs.

For the U.S. tobacco companies, however, the master settlement did not resolve all the dangers of litigation. A trial in Florida pits smokers against the tobacco industry, individual smokers continue to press their claims, and labor groups have moved forward with lawsuits on behalf of their members. In California, a Marlboro smoker with lung cancer recently won a \$51.5 million judgement against Philip Morris even though she asked for only \$15 million.

Nor do their legal troubles end at the US borders. Guatemala became the first country to sue U.S. tobacco companies, followed by Nicaragua, Panama, the Marshall Islands, the Canadian province of British Columbia, a health care firm in Israel, and Venezuela. Russia, Ecuador, and Brazil may also file suits.

One of the most positive results of the litigation has been an enormous amount of newly released information about what tobacco industry insiders knew about the addictive and disease-causing properties of their products. Internal company memoranda also show very sophisticated target marketing of women and various socio-economic groups.

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News from INWAT Europe: January 1999

INWAT Europe has a lot of progress to report. Our first year produced a network structure to recruit and support members throughout the fifteen countries of the European Union, and gave us experience working within the structures of the EU. This work has now paid off, and it is exciting to see how quickly INWAT Europe has become involved in policy developments at European level. We have joined ENSP (European Network for Tobacco Prevention) which is an international non-profit organization with the mission to develop a strategy for co-ordinated action among organizations working for tobacco control in Europe. INWAT is one of ENSP's specialized European networks, attends general assemblies and has an input into strategy development. Through ENSP we have links with most of the agencies working in tobacco control in Europe, and are developing contacts with them as rapidly as our resources permit. We are also involved through ENSP in the European Union's Europe against Cancer framework project for funding projects on women and tobacco, and have set up a mechanism to screen and support projects put forward for funding. And recently we have become involved in the new WHO Tobacco-Free Initiative (TFI) which is one of the most important recent developments in international tobacco control. Margaretha Haglund, INWAT President/project manager has been appointed to the policy committee of the TFI (Chair is Judith Mackay, another INWAT member), so women's issues will not be neglected there. We also expect to be represented on the TFI's European Committee. Both ENSP and WHO Europe have made tobacco control for women a priority, largely thanks to the work of INWAT members.

These developments are important and exciting for INWAT Europe. One of our aims is to raise awareness of issues relating to women and tobacco, and we can now do this, and influence policy, at the highest levels in Europe and beyond. We have grasped these opportunities eagerly. Meanwhile we have continued with the much slower, but vitally important aim of building up our membership, consulting our members on their inter-

ests and priorities, and stimulating action at the national level. The unexpectedly rapid developments at the European level have out-paced our work in recruitment and consultation - we sometimes feel that things are happening in the wrong order! - but we now have around 100 members in the EU and are working hard to expand membership into all EU countries and beyond. We have just welcomed Germany as the sixth participating member state in the project, which will bring great benefits, both in recruiting support in a country which has traditionally been hostile to tobacco control, and in helping us to make contacts in eastern European countries, many of which have strong links with Germany. Our funding, which comes mainly from the European Commission, restricts what we can do outside the existing 15 EU member states, but we do not forget the urgent need to work with colleagues in countries wishing to join the EU, and in other parts of Europe, and we are now welcoming members from outside the EU.

We were delighted at the success of the ENSP (European Network for Smoking Prevention) conference on women and tobacco held in Paris in November 1998. Not only was it a high-profile event which brought together over 250 experts and policy makers to discuss issues of vital interest to INWAT, but INWAT itself had a high profile, many of our members made presentations, and it was a great opportunity to meet members and prospective members.

ENSP commissioned a new status report on women and tobacco in Europe which was presented in draft form at the conference and will be published in final form very shortly. We will use this in working towards achieving our third aim, which is the most important and difficult

of all - to develop consensus on strategy for tobacco control for women in Europe. We have achieved access to the policy makers in Europe, but we need to be sure that we are asking them to adopt soundly based policies for gender sensitive tobacco control, and strategies which will be appropriate throughout the diverse cultures and societies in Europe. So our next major action will be an expert seminar to be held in June 1999 which will attempt to reach consensus on the elements of a women centered tobacco control strategy for Europe, and will result in a discussion document aimed at policy makers throughout Europe.

In the meantime INWAT's basic development work is going on. The advisory group met in Barcelona in October 1998, reviewed progress, and agreed on the second year program. The first edition of the INWAT Europe directory was published in November, with information about nearly 100 members, and the database holds more detailed information about members, their work and their interests. Our information leaflet and publicity slides are available for members to use, and the slides are now available on the INWAT web site. Our forthcoming newsletter and other materials will be made available electronically and we are hoping to encourage as many members as possible to make use of electronic communications. The next big opportunity to meet members and potential members is at the Second European Conference on Tobacco or Health Second European Conference on Tobacco or Health in Las Palmas, Canaries, in February 1999, where we are looking forward to recruiting members and holding three INWAT Europe

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A New Project for INWAT!

INWAT is starting work on a slide collection of tobacco advertising and promotion aimed at women and girls. The plan is to make the collection available for INWAT members to use in lectures and presentations. We would like the collection to include material from as many countries as there is advertising.

If you have slides or ads to share, please contact Bonnie Kantor by email at bonnie@inwat.net, by fax: 1-732-549-9056 or by mail at INWAT, c/o Pressing Issues, P.O. Box 224, Metuchen, NJ 08840 USA.

Tobacco Industry Faces Lawsuit on Behalf of Smokers of Menthol Brands

The tobacco industry has been hit by many, many lawsuits over the past 30 years. But they were surprised in late 1998 with a lawsuit that took an unusual approach: a focus on violation of the civil rights of the majority of African American smokers. *Brown et. al. vs. Philip Morris, et. al.* was filed by Reverend Jesse. W. Brown, chairman of the Uptown Coalition for Tobacco Control & Public Health and acting executive director of the National Association of African Americans for Positive Imagery (NAAAPI) along with several current and former African American smokers of menthol cigarettes.

Why take this novel approach? According to lead plaintiff Brown, "Bringing suit against the makers of menthol cigarettes in federal court is a way to get at the truth because it will force the tobacco companies to open their private research studies on menthol to public view."

The lawsuit was filed on behalf of African Americans because it uses civil rights laws that were passed in the mid-1800s to assure equal rights for former slaves. But the issue — the alleged toxicity of menthol — affects all smokers of mentholated cigarettes.

Documents already uncovered by the legal team involved in this lawsuit indicate that menthol when burned has dangerous properties. Mentholated cigarettes may be more unhealthy than regular cigarettes. Government studies of smoking have also suggested, the suit says, that the menthol taste makes it easier for people to smoke longer and inhale more deeply.

Yet the public perception, according to the tobacco industry's own research, is that adding menthol makes cigarettes less harmful because of the cooling sensation of menthol in the throat and its association with beneficial products like menthol cough drops. Furthermore, the Food & Drug Administration, which already regulates the use of menthol as an additive in food and drugs, has never been allowed to regulate menthol in cigarettes.

Because the last federal government study that identified smokers' brands as either regular or menthol was done in 1986, there is no recent data that differentiates smokers as menthol or regular. However it is known that the largest segments of menthol smokers are African American men and White women. Menthol brands also serve as a "starter" cigarette for many older children and young teenagers because the taste is milder than regular brands.

"We suspected there was something about the menthol in cigarettes that caused problems because African Americans were more likely to die from smoking-related illnesses than other groups, even though on average African Americans smoked fewer cigarettes," said Charyn Sutton, one of the authors of the 1998 Surgeon General's Report on smoking and minorities. "Our suspicions were proven correct when we gained access to previously secret tobacco industry documents that came to light as a result of the Minnesota trial and settlement agreement."

Oral arguments on the tobacco industry's motion to have the case dismissed begin on March 30. In the meantime, the plaintiffs are gaining support from various quarters in their battle. Information on the lawsuit's progress is available at www.onyx-group.com, and the text of the lawsuit itself can be found at www.tobacco.org under "documents."

Anyone with information on the dangers of menthol cigarettes or who wants more information about the case, can call 1-610-617-9971 and leave a message or send an email to onyxgroup@msn.com.

—Charyn Sutton
Onyx Group
Philadelphia, PA, USA

News from INWAT Europe

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sessions There is the added bonus of the presence of many delegates from South America, and we look forward to meeting them, too.

Reviewing progress and looking forward, there are several points to think about and to work on. Here are a few of them: some may be of interest to INWAT members in other areas.

- We have made unexpected progress at the European policy level. The challenge is to use the opportunities we have been given to the best effect, on behalf of women in all parts of Europe.
- We must learn from and make links with experts in fields outside tobacco control, in order to define and promote effective strategies.
- We still have a great deal to do to overcome language and cultural barriers to communication in Europe.
- INWAT Europe still depends far too much on the work of a few people. We need more members willing to work at the European level, and we need to support them in doing so. Similarly INWAT Europe needs to find ways of supporting its members in their work in their own countries, and to recruit and support members at national level.
- Recruiting members and building a lively network of women tobacco control leaders is a slow process. We must encourage members to contribute their ideas and experience.
- The future for networking and exchange is electronic. Access to electronic communication varies throughout Europe, and women tend to use the internet less than men. INWAT needs to find ways to support members to join the revolution in communications and information.
- The INWAT Europe advisory group has shown just how much a small group of committed women, working together, can achieve. How can we spread the benefits of this kind of working to all our members?
- We will never have as much money as we need. But we can do a lot with a little if we plan well and work hard.
- In the end, a network depends on what its members contribute. It is up to you what happens to INWAT Europe!

—Alison Hillhouse
INWAT Europe

Some Like It Light - A Report From Paris

A European Conference on women and tobacco was held in Paris in November last year. The Conference with the striking title "Understanding the Past, Changing the Future" was organized by the European Network for Smoking Prevention, in cooperation with among others, INWAT Europe. ENSP is an international non-profit tobacco-control association based in Brussels. More than 270 delegates from 25 countries participated in the Paris conference. The participants, which surprisingly consisted of many men, including the French Health Minister, listened to numerous interesting presentations aimed at raising awareness of women's tobacco control issues within the EU and other European countries.

Some of the presentations, such as the Swedish approach to female smoking, illustrated by the the Smokefree Miss Sweden campaign received a lot of interest. This campaign is one example of how to go beyond traditional health education. In Sweden, as in many other western countries, the big challenge for tobacco control programs is to reach working class girls. Miss Sweden 1997, Viktoria Lagerström, who took part in Conference, told the participants how she spends her time telling girls what definitely is out of fashion today: smoking. One outcome of the Conference was that there are too few projects that are specifically tailored for women. Also, presentations on cessation illustrated the divisions between medical or "treatment" approaches. INWAT now hopes to promote dialogue between the two approaches. And hopefully the Conference has now inspired many more women-centered tobacco-control activities all over Europe.

At the Conference an alarming report was issued, "Some Like it Light—Women and Tobacco in the European Union". The report analyzes the trends of smoking prevalence, and the health consequences, among women in the EU. According to the report the percentage of women smokers has risen sharply in Western Europe since the end of World War II.



At the INWAT exhibit: (from left) Martina Poetschke-Langer, Germany, Kirsty MacGregor from the INWAT Europe Office in Edinburgh, and Alison Hillhouse Consultant, INWAT Europe

In some of the Eastern and Southern European countries, the overall percentage of women smokers is still low but increasing, especially in the youngest age groups. If this trend continues it is predominantly women who will be affected by tobacco-related diseases during the next century. The number of deaths among women attributed to smoking in the EU has increased elevenfold from only 10, 000 in 1955 to more than 110, 000 in 1995.



(from left) INWAT President, Margaretha Haglund, Miss Sweden 1997, Viktoria Lagerström, and Amelia Adamo, Editor in Chief of the Swedish magazine Amelia, which does not accept tobacco advertising.

The title of the Conference report also indicates that women do not smoke in the same way as men do. In Europe as many as 48 percent of women smokers are smoking "Lights," which represents 20 million smokers. This highlights the great misunderstanding about light cigarettes as those "light smoking women" seem to be unaware that low tar cigarettes can have the same amount of toxic substances as regular cigarettes and that the health risks may be as high as smoking conventional cigarettes. It is of course impossible to know how many smokers would have stopped if they knew that light cigarettes are not safer. But the Report makes an estimation that if 10-20 percent of women light smokers had stopped instead of switching to low tar cigarettes; there would be 2-4 million fewer smokers in the European Union.

The Conference let many of the members of INWAT meet and gave us many issues to pursue. INWAT Europe will now follow up the Paris Conference with an expert seminar in June. The seminar's report will be in the form of a discussion document aimed at policy makers in Europe.

—Margaretha Haglund
Program National Institute of Public Health

Spread the Word

Flyers about INWAT are available for handouts at conferences and presentations about women and tobacco.

One side describes the issue and the purpose of INWAT; the other is a membership form. Please call Bonnie Kantor at 1-732-549-9054 for copies.

Women's Magazines and Tobacco in Europe - A Fatal Addiction?

Smoking kills 114,000 women in the EU each year and at least double this number in Europe as a whole.¹ Smoking among young women is increasing in many countries and in some is higher than among young men. Women's magazines with their large readerships are one of the main ways that the tobacco industry tries to target its advertising at women. These concerns prompted health experts in 17 countries to collaborate in the largest ever survey of the tobacco policies of the most widely read women's magazines in Europe. We wanted to know specifically about tobacco advertising, coverage given to smoking and health, the use of smoking images in editorial pages, and if any changes had taken place since our previous 1990 study.² Where possible the survey included the two monthly and two weekly women's magazines with the largest female readerships, and the top two monthly and two weekly young women's magazines. Magazines were contacted between 1996 and 1997 by telephone and/or letter. The 83 that replied had a collective readership of over 47 million women. As well as being asked about their editorial and advertising policies related to tobacco, they were asked to send copies of any coverage that they had given to smoking and health in the previous 12 months. While it was not feasible to carry out a comprehensive content analysis of all the magazines, collaborators in each country

collected examples of tobacco advertisements and smoking images that had appeared in these magazines over this period to gain a better impression of the types of images and messages that were being used.

The survey found that women in many countries were subjected to positive images of smoking in women's magazines. These images occurred not only in

untary agreements played a crucial role in determining the extent, content and therefore likely impact of these advertisements. Many advertisements appeared to be designed to appeal to women, particularly in countries with few restrictions on tobacco advertising such as the Netherlands and Germany. Some of the editors' comments indicated

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Table: Policies on advertising and smoking images and health coverage in women's magazines in Europe

Country	Magazines contacted	Respondents	Had a general advertising policy (n=83)	Accepted cigarette advertising (n=83)	Allowed editorial photographs of smoking (n=83)	Recent major coverage of smoking & health (n=83)
Belgium	11	2	2	2	—	0
Denmark	6	4	3	4	3	2
Finland*	5	5	5	0	4	2
France*	8	8	0	0	2	5
Germany	8	8	8	8	5	1
Greece	5	3	2	3	3	1
Ireland	4	3	2	3	0	2
Italy*	8	0	—	(0)	—	—
Lithuania	6	6	4	4	3	2
Luxembourg	1	1	1	1	1	0
Netherlands	8	7	6	4	2	1
Poland	7	4	4	3	2	1
Portugal*	5	3	3	0	1	2
Spain	8	8	5	8	5	1
Sweden*	5	5	5	0	0	3
Switzerland	8	8	8	4	3	0
United Kingdom	8	8	8	2	0	3
All	111	83	66	46	35	26
		75%	80%	55%	42%	31%

collected examples of tobacco advertisements, which were accepted by most magazines, but also in fashion and feature articles (Table). In many magazines these positive images greatly outweighed any coverage given to smoking and health. Legislation and vol-

untary agreements played a crucial role in determining the extent, content and therefore likely impact of these advertisements. Many advertisements appeared to be designed to appeal to women, particularly in countries with few restrictions on tobacco advertising such as the Netherlands and Germany. Some of the editors' comments indicated

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Women's Magazines and Tobacco

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that not all were comfortable about taking tobacco advertising. For example, the editor of the Irish magazine *IT* said that, "We accept cigarette advertising but if there was a Directive banning advertising, I would be extremely happy to accept it." However, only 4 magazines voluntarily refused them, though most magazines refused other types of advertisements. Despite the evidence that cigarette advertising influences smoking, 10 editors stated that these advertisements only affect brand switching, an argument which while widely propounded by the tobacco industry has been discredited.³ This view was more likely to be expressed by magazines that took tobacco advertising.

By publishing tobacco advertisements, women's magazines provide tobacco companies with a direct way of targeting women and lend these advertisements, and thereby smoking, a spurious credibility as they trade off the image of the magazine. These advertisements variously associated smoking with glamour, sophistication, fun, romance, sexual attractiveness, sport, sociability, relaxation, youth, emancipation, femininity, rebellion, risk taking and being slimness. Magazines which took tobacco advertising were also less likely to have given any major coverage to smoking and health. Thus the recently approved EU Directive on tobacco advertising as well as banning tobacco promotion may have "added value" in that by not taking tobacco advertising, magazines may feel freer to encourage their readers not to start smoking or to quit. Indeed in France and Sweden which have recently banned tobacco promotion, coverage on smoking and health in women's magazines seemed to have increased since the 1990 survey. At the very least the impact of such articles would not be diluted by being surrounded by positive smoking messages and images.

However the EU Directive will not remove all positive images as several magazines published pictures of models smoking on fashion pages and famous people smoking in features. The lack of restrictions on such images means that they can be even more potent than cigarette advertisements. Cigarettes in fashion spreads validate young people's

belief that smoking is a normal part of everyday life⁴ and associate smoking with attributes that young people value.⁵

More positively the survey did find some excellent examples of magazines taking a comprehensive and constructive approach to smoking and health, notably in Sweden. Whether more magazines take a similar stand for the health of their readers will be a major factor in helping women give up and preventing young women from taking up this lethal habit. It is clear, however, that the means of breaking this dependency lie not just with magazine editors but also with health professionals and agencies at national and international level, not least national governments, to end what can only be described as a "fatal addiction."

—Amanda Amos, PhD

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President's Message

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ask you: how we can assist women to make our voices heard in meetings and in conferences? Could we do this by pressing for changes in the format of conferences, or should we just try to train ourselves to be heard better in traditional formats? I would be delighted to hear from you about this! And let us not forget this in our preparation of the next World Conference.

Finally, despite our progress we certainly have to work even harder to get our message across to all women and certainly more ideas and projects are needed. This was a very clear outcome of the Paris Conference. But perhaps this is only a problem for Europe and other Regions are far ahead of Europe. Please let me know!

Good luck and I am looking forward to meeting many of you at the Conference in Las Palmas at the end of February! Please don't forget that INWAT's success is our shared responsibility so promote INWAT at every meeting you attend.

Report from Japan

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Changing Values

Japanese society was ready to receive those ads at that time. Japan was in the midst of economic growth since the 1970s, and girls had disposable income in the '80s. Young girls and children were targeted because they were a boundless new market for computer games, portable phones, fashion, cosmetics, medicines, and tobacco and alcohol. A big change in values occurred among young girls and children. There was no bridge over the generation gap, even at home. The hard work women knew in their mothers' and grandmothers' time is gone and the present pleasures dazzle them. They can scarcely find living role models, so images in the media guide them. The image they see shows smoking is no longer for a special woman, but part of an ordinary woman's daily life.

A Smoke Free Generation

We do not have a simple answer. But we can set several goals and take action as NGOs. We talked about legislation, media advocacy, and education programs. A network among Asia Pacific countries is being organized.

—Nobuko Nakano

*Women's Action on Smoking
Tokyo, Japan*

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The 5th Asia Pacific Conference on Tobacco or Health Smoke-Free Asia Pacific for The Next Generation

In November, 1998 the 5th Asia Pacific Conference on Tobacco or Health was held in Manila by AFACT (Asia Pacific Association for the Control of Tobacco). AFACT, founded in 1989, when United States Trade Representatives were opening the market in Asian countries for American cigarettes, is an international NGO for Asian Pacific countries. The original 20 anti-tobacco advocates from 9 countries were invited by Dr. David Yen of Taiwan, to protect Asian women and children from aggressive sales promotion by TTCs (Transnational Tobacco Companies), and to create a smoke-free Asia Pacific. The 5th conference had 330 participants from grass-roots and medical NGOs and governments from 22 countries, including Dr. Judith Mackay from Hong Kong and other women advocates.

From the Conference we can tell that tobacco control in this region has progressed during these 10 years. Many countries strengthened warnings, introduced tobacco control legislation, and started health education projects. Meanwhile TTCs have been trying to turn Asian countries to smoking. I will introduce some points of two reports—"Tobacco Against Health" by Ms. Mary Assunta Kolandai from Consumers Association, Malaysia, and "Tobacco Lies and Women & Children" by myself.

TTCs in Asian Countries

Mary Kolandai from Malaysia, presented a overview on TTCs invasion into Asia. While tobacco consumption went down in the US, there has been an increase of 340% in US cigarette exports. Philip Morris sells nearly 3 times as many cigarettes abroad as it does in the US. The British company, BAT, the largest TTC operating in Asia, derives 75% of its tobacco sales from developing markets. TTCs find the Asian market attractive because of its sheer size, the Asian love for tobacco, weak tobacco control measures, an uninformed public, and economically vulnerable governments. When countries do institute tough restrictions, the companies fight these efforts, as was the case in Thailand, or circumvent the laws as was the case in Malaysia. Now they are particularly looking towards newly opened economies such as Laos, Cambodia, Myanmar and

Vietnam. the trend in annual per adult cigarette consumption between 1970-1992 shows the sharpest increase in the Western Pacific region from 1,200 to 2,000 cigarettes.

Low Smoking Rates Among Asian Women—A Hopeful Market

Incidence of smoking is increasing in Asian countries and is particularly high among men—over 70% in Vietnam and Cambodia, around 60% in Malaysia, China, Japan, Republic of Korea. On the contrary, smoking among Asian women is still low with only about 8% total. In Malaysia less than 5% smoke, but there is evidence that more girls there are starting to smoke. In many of our countries tobacco companies specifically target women and teen-age girls in their advertising and promotions. By 2025 it is projected that about 20% of women will smoke.

TTCs are promoting the American image and western lifestyle—filled with glamour, success, fun, romance and excitement—in a land where people have no idea of the power of sleek advertising, get little information about the dangers of smoking, and have a cooperative government

Marlboro and Dunhill sell T-shirts, caps, jackets and small toy footballs. Salem organizes disco parties and sells CDs and cassettes of popular artists through its Salem Power Station record shop in Kuala Lumpur. In Cambodia, young girls hand out free cigarettes to the public. In Vietnam, ice-cream carts carry cigarette ads on them. The most outrageous ad is a Philippines wall calendar of the Virgin Mary surrounded by packs of cigarettes.

Brand Stretching

Malaysian law prohibits direct ads of tobacco products, but TTCs circumvent the law by advertising their brand names with non-tobacco products and services, such as apparel, travel and sporting events.

R.J.Reynolds has one travel company located in Kuala Lumpur, but it spends millions advertising its services on national television and billboards placed all over the country.

Malaysia has become a testing ground for TTCs to employ new tactics. Benson & Hedges Bistro is the first of BAT's international chain of coffee shops, and for the past year Malaysians have been subject to ads, on national television, newspapers and billboards even 350km away, for this one coffee shop which is located somewhere in Kuala Lumpur.

In Malaysia, the government-run radio and television station earns 40% of its revenue from tobacco companies, and this means that the tobacco companies have found a supporter and spokesperson who will promote their interests for them.

Voluntary Rules Exist To Be Broken

The Tobacco Institute of Japan (trade association of tobacco) has voluntary rules which prohibit sales promotion targeting women and minors. They were created in the 1960s because the majority of society at that time didn't think it acceptable for young women and minors to smoke. However, when American tobacco forced Japan to open a market with no tariff in 1987, tobacco ads on TV increased by tenfold.

They broke their own rules and showed ads targeting young girls. The ads featured glamorous, fashionable young girls with tobacco, violating their voluntary rules. Since voluntary rules have no penalties, we need legal regulations to enforce them. At the same time, we need to build social consensus to make legal regulations.

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The deadline for the Summer issue of **The Net** is April 30th. Please send articles, announcements or letters via (in order of preference) email: to bonnie@inwat.net fax: 1-732-549-9056 or mail: INWAT, c/o Pressing Issues P.O. Box 224, Metuchen, NJ 08840 USA. All submissions are welcome.