



**International Network of Women Against Tobacco**  
**A Program of the American Cancer Society**

**FROM THE PRESIDENT, MARGARETHA HAGLUND**

**H**appy New Year or Happy New Millennium to all of you from Sweden! It really is a pleasure for me to write this Millennium's first President's Corner of the Net. Even in the cold north, the Millennium parties were just great. I have never seen fireworks like the ones in Stockholm.

Every new year makes us think about the future and make new promises. My own promise for the year 2000 is just to use the simple word "NO" at least a little bit more often than I usually do!

To quit smoking is perhaps the most common promise for a new year, at least in my country. 300 000 out of our 1.4 million smokers make such a promise every year but, unfortunately, most of them fail. But as we say in Sweden, every cigarette not smoked gives you a new piece of freedom! Does this "swinglish" expression make sense for you?

Anyhow, a new year easily makes you feel nostalgic but I guess this is absolutely the wrong word for what we are now facing. Women are the next wave of the

smoking epidemic. The World Health Organization has estimated that the number of women smokers will almost triple over the next generation to more than 500 million. And of these women, more than 200 million will die prematurely from smoking related diseases. The biggest rise in female smoking will be in less developed countries where the current rate of around 7 % will increase to 20 % by 2025.

In many countries around the world, particularly less developed countries, cultural and economic factors have prohibited women from taking up smoking, at least in significant numbers. However, nowadays women are beginning to be targeted in countries where they are experiencing improvements in educational, social and economic status with cigarettes being promoted as both a passport to and a symbol of emancipation and independence. And what really worries me is the present speed of the development.

For example, in East Germany between 1993 and 1997, rates among women 12 to 25 years old has nearly doubled from 27% to

47%. The explanation, of course, is that since the 1990's women in East Germany have been the prime target for tobacco ads. This is unfortunately not an exception as there are many more reports about this tragic development from all around the world. INWAT has to play an even more important role in the future, especially in policy development. Still there is a great need at all levels to acknowledge women's tobacco use as a major health problem and to continue to build both national and international consensus around this issue.

Thanks to the "new-born" tobacco control program within the WHO, TFI, it has been possible for INWAT to promote our cause and I was especially pleased to be able to take part in the Kobe Conference in Tokyo in November. The most important outcome of Kobe is the growing interest among women's organizations. But as always action will speak louder than words, so let us now together make sure that women and tobacco will be seriously dealt with in the UN General Assembly Special Session on Women this year. (For further information about the Kobe Conference please read my travel report on page 4.)

Another important outcome of the Kobe Conference was to demand that the WHO Framework Convention on Tobacco Control incorporate gender-specific concerns and perspectives. This will include gender screening of every protocol related to the Convention. The Conference also stressed the fact that there is a need to have specific women's protocol. If this is going to be reality we have to take the lead on promoting the need for a

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## Central and Eastern European Tobacco Control Institute Warsaw, Poland, May 6-12, 2000

The WHO, together with the Centers for Disease Control and Prevention (CDC) and Maria Sklodowska-Curie Memorial Center, Department of Epidemiology and Cancer Prevention will be offering a one week course from May 6-12 in Warsaw, Poland called the Central and Eastern European Tobacco Control Institute (CEETCI).

CEETCI will be the first one in Europe and has been established to match the one performed by the CDC in the USA in the past.

CEETCI will give the interested and carefully selected participants hands-on opportunities in the field of Tobacco Control as has never been possible in Europe before.

In order to be considered for participation the applicant must be proficient in English (writing, reading, speaking, and understanding) and must have demonstrated experience or interest in tobacco control in their respective country. The applicant's background may be the following: health professional, NGO advocate, civil servant, journalist, consumer activist, or any other tobacco related field.

The applicant is expected to volunteer a week of their time and will not be compensated for their time. However, expenses for travel, lodging, and training will be paid for the participant. He or she must express willingness to participate in an intensive and interactive training with counterparts from as many as 25 other Central and Eastern European countries. The participant should be committed to share and disseminate in their respective home country the knowledge and materials gained in the Program.

It is also suggested the participant's respective agency/organization support the participant upon his or her return from the program.

Deadline for application submission is February 15, 2000.

Please submit your CV to:

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Head

The Maria Sklodowska-Curie memorial Cancer Center and Institute of Oncology  
Department of Epidemiology and Cancer Prevention

5 W. K. Roentgen Street

02-781 Warsaw, Poland

Tel/fax (48) (22) 643 92 34

## For Your Bookshelf

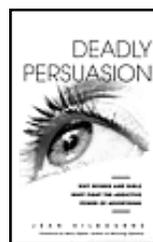
*Deadly Persuasion: Why Women and Girls Must Fight the Addictive Power of Advertising* is Jean Kilbourne's first book. It draws on her more than 20-year fight against the toxic environment of our advertising culture.

Jean Kilbourne, Ed.D., is internationally recognized for her pioneering work on alcohol and tobacco advertising and the image of women in advertising. Using hundreds of examples and observations from her own life, Kilbourne reveals how advertisers encourage us to develop a relationship with their products, rather than with each other. This dynamic is nowhere more evident than in alcohol and tobacco advertising, where advertisers encourage

us to develop long-term relationships with addictive substances.

In *Deadly Persuasion* Kilbourne does not argue for the elimination of advertising, but instead she advocates for media literacy. She emphasizes the true danger lies in the fact that consumers believe that they are too sophisticated to be controlled by advertising.

*Deadly Persuasion* is also the personal story of Kilbourne's triumph over depression and her own addictions. This funny, intelligent and eye-opening book brings her own story and her life's work together. After reading it, it is impossible to look at advertising the same way again.



## The European Tobacco and Gender Project

The number of female deaths in the European Union countries caused by smoking rose from 10,000 in 1955 to 49,000 in 1975 to 113,000 in 1995. But what has been missing in Europe is any consensus about what should be done to address the reasons women smoke and what would be an appropriate response for policy makers and health promoters.

In 1997 INWAT Europe began an ambitious project to develop and promote a consensus on what should be the main elements of a 'woman-centered' tobacco control strategy in Europe. Contributors from a wide range of disciplines are giving the work a broad perspective on priorities for women's health.

The project aims to address key aspects of the policy agenda, research needs and partnerships for health in ways that will be appropriate across Europe. In June 1999 a two-day seminar was held in London to take a critical look at the evidence and to discuss differing views on women's smoking. A report of the discussions of the seminar has been posted on the INWAT website.

There has already been some debate in Europe on the differential impact of tobacco policies, such as the effect of price rises on low income smokers in general and single parents in particular. Still other areas of policy, such as cigarette labeling, have important gender implications but have until very recently been unexplored. For example, lower tar, 'light' or 'mild' cigarettes have been phenomenally successful in the European women's market. About 48% all female cigarette smokers in the European Union - some 20 million women - smoke light cigarettes. As in other parts of the world, the disclosure of tobacco industry documents about the low tar products has made a big impact in Europe and there is currently a EU-level proposal to ban the use of words such as 'light' and 'mild' from cigarette brands sold in the European Union.

The INWAT project is in its early stages. Its immediate task is to create a framework within which to take forward the analysis and development of such issues. In the next months the project - currently based at the Health Education Authority in England with partners in Finland, Germany, Italy, Spain and Sweden - will seek to consult widely on a draft framework. Comments from INWAT members on the document now on the website (<http://www.inwat.org>) will be very welcome. We hope that in the coming year the project will make a significant contribution towards defining a tobacco control strategy for Europe that will take account of the needs of women.

—Patti White

### Find INWAT on the web at <http://www.inwat.org>

The website has back issues of The Net, as well as English and French versions of INWAT-Europe's newsletter, in PDF format. All you need is Adobe Acrobat to view or print it. There are directions about how to download it, if you don't already have it.

New members can join INWAT from the site and you can send a suggestion or comment directly from the website. Just click on "Let us know what you think."



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## The First International Network of Women Against Tobacco Award

INWAT will present the first INWAT award at the World Conference in Chicago this summer. The purpose of the INWAT award is to recognize an individual who has advanced the issue of women and smoking in a manner that emulates the mission, goals and values of INWAT. While it is important to INWAT to highlight and advance the work of women, this award will not be limited to women.

The awards committee is led by the Vice-President of INWAT, Patti White and will consist of members representing the Americas, Africa, Asia, and Europe.

An individual may be nominated by a friend or colleague, but may not self-nominate. Awardees will have contributed significantly to one of the major activities of INWAT:

1. addressing the social, political, economic, and cultural inequalities which women experience that often underlie their tobacco use
2. expanding women and tobacco networks
3. countering tobacco advertising and promotion targeting women
4. developing women-centered tobacco use prevention and cessation programs
5. developing and distributing publications regarding women and tobacco
6. promoting female leadership affecting women's tobacco use
7. contributing to the development of INWAT and women's tobacco control

A form for nomination for this important award is included in this issue. Please send the completed form to Bonnie Kantor, Pressing Issues at 1-732-549-9056. If fax is unavailable, mail the completed form to Pressing Issues, P.O. Box 224, Metuchen, NJ 08840 USA. You can also send the information by email to [bonnie@inwat.org](mailto:bonnie@inwat.org)

## WCTOH Conference Scholarships

A limited number of scholarships are available to support attendance and participation in the 11th World Conference on Tobacco OR Health. Conference in Chicago, Illinois, USA this summer. Organizers are being proactive in using scholarship funds to support individuals, primarily in developing countries around the world, who can build or continue to develop tobacco control coalitions, alliances, and interventions in their respective countries. Accordingly, those persons who do get funded must meet stringent criteria in terms of committing to build or expand tobacco control infrastructures and nationwide outreach in their respective countries. If you would like to receive an application for scholarship assistance, please write to: Scholarships, 11th World Conference on Tobacco OR Health, American Cancer Society, 1599 Clifton Road, Atlanta, GA, USA, 30329 or send an email to Joe Patterson at [jpatter18@aol.com](mailto:jpatter18@aol.com).

## INWAT 2000 Updates



We hope to have the most up-to-date directory we have ever produced for the World Conference on Tobacco or Health in Chicago this Summer.

We have extended our deadline for changes to your membership information until 2/28/2000. If you have not yet updated your membership, a form is included with this newsletter.

Send your update by fax to Bonnie Kantor, Pressing Issues at 1-732-549-9056. If fax is unavailable, mail the completed form to Pressing Issues, P.O. Box 224, Metuchen, NJ 08840 USA. You can also send the information by email to [bonnie@inwat.org](mailto:bonnie@inwat.org)

Please return your update no later than February 28th to have your current information included in the INWAT 2000 Directory.

## 11th World Conference on Tobacco OR Health

World Health Organization Director-General Gro Harlem Brundtland, MD, MPH and Former US Surgeon General C. Everett Koop, MD, ScD will serve as honorary co-chairs of the 11th World Conference on Tobacco OR Health (WCTOH), in Chicago, Illinois, USA on August 6-11, 2000.

WCTOH is widely recognized as an important forum for international collaboration on tobacco control, and as a stimulus for national anti-tobacco efforts. An estimated 3,500 individuals concerned about tobacco use are expected to attend the conference. It is the first time in 25 years that the United States has hosted the event.

Dr. Brundtland, who is scheduled to give the opening address of the conference, has served as Director-General of the World Health Organization (WHO) since July of 1998.

The closing address will be given by Dr. Koop, who served as the U.S. Surgeon General from 1981 until 1989.

The 11th WCTOH will be officially hosted by the American Cancer Society, along with the American Medical Association and the Robert Wood Johnson Foundation.

Co-sponsors for the event include the American Heart Association, the American Lung Association, the Centers for Disease Control and Prevention, and the National Cancer Institute.

The mission of the conference is to motivate and empower people involved in the tobacco control and pro-health movement to effectively support comprehensive global efforts aimed at reducing world tobacco use.

The 11th World Conference on Tobacco OR Health is an event designed to strengthen national, regional and global leadership networks dedicated to tobacco use prevention and control. Its primary purpose is to motivate and empower all participants in the anti-tobacco movement to effectively support comprehensive global efforts aimed at reducing world tobacco use. For more information about the conference visit the official Web site at [www.wctoh.org](http://www.wctoh.org).

# The WHO International Conference on Tobacco and Health: Making Difference to Tobacco and Health, Avoiding the Epidemic in Women and Youth

Kobe, Japan 14-18 November 1999

In November approximately 450 participants from 49 countries gathered together in Kobe, Japan to discuss different anti-smoking strategies for women. The participants formed an interesting group and, as one of the participants, I felt privileged to be part of such an impressive crowd. At the Conference I met with many advocates from Government authorities as well as women's organizations. This incredible mixture of participants played an important role in making the conference a big success.

The conference opened with a strong speech by Gro Harlem Bruntland, head of WHO. She was outspoken and powerful as always and her call for severe action was, of course, music to my ears. She told the audience that tobacco is a killer and that today, more than 200 million women smoke worldwide and the number of female smokers will continue to increase. WHO has projected that there will be approximately 500 million female smokers in year 2030! The biggest increase in this almost 100% preventable epidemic will occur in the developing countries. The need for action is immediate. And still there is a chance to prevent the epidemic in most developing countries. I guess many of you share my problem with visualizing statistics but 4% of women who smoke in China means as many as 20 million Chinese women. Also that of these 20 million almost 10 million will die prematurely from tobacco related diseases. In this light, I am sure that all of you will understand the scope of the problem.

The fact that early action can prevent a further increase in smoking among women was also the reason Japan offered WHO a chance to arrange this conference in Kobe, as part of the preparatory work for the WHO Framework Convention. In Japan the tobacco epidemic is also rising among women. Today almost 60% of Japanese men smoke and 15% of women. There is a lot to be done in Japan. For example tobacco advertisements are seen all over Japan and I was also told that there are almost 500,000 vending machines. On



*Director-General of WHO,  
Gro Harlem Bruntland*



*INWAT President, Margaretha  
Haglund with Gro Bruntland*



*Margaretha Haglund with members of WITT, INWAT Indonesia*



*Derek Yach, Head of TFI, with  
Annika Ducmark, Miss Sweden  
1997 at WHO press conference.*



*From left: Nancy Kauffman, Robert Wood  
Johnson Foundation, Mimi Nichter and  
Nicola Christofides, from South Africa*

the other hand Japanese people seem to have acknowledged the importance of a smokefree environment and I was even asked several times whether I wanted a smokefree table in restaurants.

Also at this Conference I took the risk of persuading the organizers to invite the smokefree Miss Sweden who this time was represented by Miss Sweden 1996, Annicka Duckmark. Annicka participated during the last day of the conference as well as at the press conference. Beauty pageants play an important role in developing countries whether we like it or not and the contestants often become role models to a lot of young girls who wish to participate themselves. As death by tobacco is a huge health issue that needs to be dealt with in a creative way, this sometimes means involving unexpected partners. Annicka's professional performance was also highly appreciated even among women who generally do not like beauty pageants. Even advocates from women's organizations fell for Annicka and they invited her to introduce the idea of having smokefree beauty contestants in their countries.

Finally I would like to complete this report by revealing my own personal impressions of this conference. The first thing that comes to my mind is the awakening within the women's movement. This conference will hopefully be a good example to the rest of the world about the issue of tobacco. I am now keeping my fingers crossed that women smokers will be acknowledged even in countries where female smokers are now rare. I also left the Conference with the feeling that many of the participants will do an excellent job in their countries even with little financial help.

—Margaretha Haglund

# INWAT Europe Progress Report

INWAT Europe has been working for two years on a pilot project which aimed to develop the INWAT network in Europe and use it to promote communication and raise awareness of women's tobacco control issues. It also aimed to develop consensus on the main elements of a women centered tobacco control strategy for Europe. What are the results? It is too early for a final verdict, but we can already see some encouraging results.

## Developing The Network

*Members.* INWAT Europe now has around 180 members in more than 20 European countries, including most of the women working in tobacco control at European level, and many national experts. Around 40% are researchers. Members' main priority is to develop women-centered programs and strategies, and they want INWAT to provide opportunities for networking and exchange.

*Networking.* Electronic networking has developed with astonishing speed recently, but many areas in Europe, and too many of our members, are still not fully on line. We have worked hard on this, and around three quarters of our members now have an email address, and over half are members of *GlobaLink*. We communicate with members electronically whenever possible, and our publications and other materials can now be found on the INWAT web site (<http://www.inwat.org>). Meet us there, and on *GlobaLink*.

*Advisory group.* Representatives from six participating EU countries form the project's advisory group. Their individual and collective contribution has been crucial, particularly in policy development and in ensuring that INWAT's work crosses the many cultural and language barriers in Europe. In exchange INWAT has helped advisory group members to develop networks and awareness in their own countries, particularly in countries like Spain and Germany where the climate is still unsympathetic to tobacco control for women. This two-way process of support is one of the most encouraging features of our work.

## Raising awareness

INWAT Europe aims to ensure that gender issues in tobacco control are addressed at the European level. It now has a secure place in the EU framework for tobacco control, and in the WHO

Tobacco Free Initiative. It was represented at all major European conferences on tobacco and health in the past year, and at many national conferences, and is planning an important session for the World Conference in Chicago in 2000. The biggest challenge was to make women visible at the European conference in the Canary Islands in February. In spite of many efforts, the official conference program virtually ignored the issue of women and tobacco, and two INWAT sessions did not appear in the program and were scheduled for before the conference opened, thus



guaranteeing an empty hall. Was this simply an accident? But thanks to our Spanish members, INWAT did manage to hold an excellent session on women's involvement in tobacco control later in the week, and our information stand was always busy. Thanks to one of our members, the conference even included a resolution on gender sensitivity! Although we expect the Chicago conference to be much more women-friendly, it is useful to be reminded that not everyone understands INWAT's message and welcomes its contribution.

## Consensus development.

INWAT Europe's representational role has developed very quickly. This has given us a few headaches, because INWAT is the only tobacco control organization in Europe which is an open network of individual members, and therefore does not have an overall policy platform. Traditional organizations (like the EU!) find this hard to understand. But INWAT Europe, recognizing the need to promote a coherent strategy at various levels, has set out to develop consensus on tobacco control for women, from which to develop a strategy and policy positions. We have made good progress.

As part of the process, INWAT Europe

had a major input into the conference on women and tobacco organized by the European Network on Smoking Prevention in Paris in November 1998, and in the translation and dissemination of the accompanying status report on women and tobacco ("Some like it Light"). The conference was well attended, and raised important issues.

INWAT Europe followed up some of these issues in its expert seminar in June 1999. The seminar, which was the main focus of the year's work, aimed to develop a consensus on the elements of a women-centered tobacco control strategy, and to set out a plan for promoting the strategy. The seminar discussions confirmed that in some areas a consensus does not exist, but that it is possible to assist policy makers and program managers by setting out the issues clearly, and offering tools in the form of a structure for analysis of women's smoking patterns in countries at any stage of the smoking epidemic, and a framework within which to build effective gender-sensitive strategies and programs. The draft seminar report, which was sent out for consultation in October 1999, will offer an analysis of the issues, structures within which to work, and recommendations for INWAT Europe and other agencies. Following consultation and revision, the report will be available in the first half of 2000. You can find the draft text on the INWAT web site.

## Looking forward.

Where does INWAT Europe go from here? We are still hard at work, in spite of the fact that EU funding has run out and we do not yet know when or if more will become available. We are very grateful to HEA and the Swedish Institute for Public Health who are supporting the project until the future is clear. The office and administration have already moved from their previous base, split between Sweden and Scotland, to the HEA in London. The new project officer, Sylviane Ratte ([sylviane.ratte@hea.org.uk](mailto:sylviane.ratte@hea.org.uk)) is busy organizing the publication of the seminar report, producing a series of fact sheets, and working to expand the advisory group. The regular program of recruitment, networking and awareness raising continues.

The longer term future of the project will depend on the results of the formal

*continued on next page*

evaluation, the ongoing planning process, and, of course, on funding. But it is already clear that current trends and patterns in tobacco use by women in Europe ensure that women and tobacco will be a key issue for tobacco control in the next few decades. INWAT Europe's pilot project suggests that there is a role for a network, particularly if it can take on an advocacy role. It also suggests that European program managers and policy makers need better information and expert scientific and policy advice to enable them to devise effective programs and ensure that gender issues are properly addressed in policy development. These needs are not at present being met at European level, and INWAT believes that it may be able to meet them by a well targeted program of expansion. Discussions are therefore focusing on how to:

- increase active membership and support members' work at both European and national levels, using electronic communications and GlobaLink
- recruit more countries as active participants and increase membership and role of the advisory group
- define INWAT positions and policies on tobacco control for women, and use them as a basis for the promotion of gender-sensitive strategies and programs
- develop partnerships with key organizations, and work closely with the EU and WHO, INWAT International and other agencies in Europe and beyond.
- develop INWAT Europe's expert function as a source of advice on science and policy for international agencies, governments, NGO's and its own members
- attract funding to enable INWAT to develop its role and be a major contributor to tobacco control in the future

The future is uncertain, but INWAT Europe's management and advisory group are planning for the future with confidence, and hope to share all they have learnt with INWAT members in other countries. The European experience may not be applicable everywhere, but we all face the same problems, and our common membership of INWAT gives us a mechanism for exchanging ideas and offering support to each other.

—Alison Hillhouse

specific women's protocol in the WHO Framework Convention. I really see the need to link this protocol to the Convention on the Elimination of all forms of Discrimination against Women (CEDAW), which has provisions for the protection of health of women. So let us start working closely with organizations like Conference of Nongovernmental Organisations (CONGO) in consultation with the United Nations, which has an influence on CEDAW. One indication of CONGO's growing interest is certainly that the president of CONGO attended the Kobe Conference along with several representatives of the Committee on the Status of Women. Unfortunately, INWAT is not a corresponding organization of WHO so we will not be invited to the working group meetings for developing the Framework Convention. Even if we were to apply now, it normally takes a year to establish this relationship. Therefore, we must work through other organizations that are in the UN system. So please use your contacts to promote INWAT!

Hopefully, the year 2000 will prove a major watershed in the history of women's smoking. Several important reports are in the pipeline — reports that provide both international perspectives on, and analyzes of, the determinants of women smoking. Most notably is the US Surgeon General's report on women and tobacco. In Europe, the EU funded European branch of INWAT, ENWAT, will disseminate its expert report which considers the key elements of a women centered tobacco control strategy for Europe. Also our contributions to the World Conference will be essential. I am pleased to note that many INWAT members are now involved in the preparation of the Chicago Conference.

Finally let us enter the new millennium with the determination and vision to liberate society from the bondage of tobacco. Together we can make a difference. Together we can make it happen! The future is in our hands not in the hands of the tobacco industry!

See you in Chicago!  
Margaretha Haglund



The first Luther Terry Awards for Exemplary Leadership in Tobacco Control will be presented at the World Conference on Tobacco or Health, in Chicago this August. The American Cancer Society will sponsor this new global awards program through 2012, the 15th World Conference on Tobacco or Health.

The five categories are Outstanding Individual Leadership, Outstanding Organization, Outstanding Corporate Service, Exemplary Leadership by a Government Ministry or Distinguished Career Award. In general, nominees must have a demonstrated record of consistent excellence in tobacco control. Nominees must have served as exemplars and role models to others in the anti-smoking movement. Nominees must have employed innovative, creative approaches. The application must be completed by the nominator, following the specific format.

To make a nomination, send for the application packet today, as the completed nominations must be submitted no later than May 15th 2000. Request the packet from:

Luther L. Terry Awards  
American Cancer Society  
1599 Clifton Road, NE  
Atlanta, GA 30329-4251  
Fax: 1-404-728-0133

Email: [mheron@cancer.org](mailto:mheron@cancer.org)

**or visit the website:**  
<http://www.wctoh.org>  
and click on

“Luther L. Terry Awards”

## Cigar Consumption: A Public Health Challenge

### Origin of Cigar Use

The term tobacco comes from tobacco, a long tube that was used by natives to inhale the smoke of burning tobacco leaves. Tobacco leaves were given as presents to Conquistadores and explorers who visited America in the fifteenth century. The Conquistadores took the leaves back to Europe and introduced tobacco in the Courts of Europe where it rapidly became popular and stylish to smoke.

Tobacco is native to America and cigars were one form of tobacco use by Native Americans. They were made of twisted tobacco leaves wrapped in a dried palm or maize leaf. Among the Mayas, in the Yucatan peninsula of Mexico, cigar smoking is recorded on artifacts they used. In Mayan, the verb "sikar" means to smoke. The term later became the Spanish noun "cigarro". According to the Pan American Health Organization, "Among indigenous populations, tobacco was used primarily for the pharmacological effects of high doses of nicotine, and it played an important role in shamanistic and other spiritual practices."

### Current Cigar Consumption

There is an upward trend in cigar use in the United States. According to the National Institutes of Health consumption of premium cigars increased an estimated 250% from 1993 to 1998. In the underdeveloped world, only fragmented information is currently available. For example, cigar smoking has been reported as being popular among Filipino women, and is now beginning to spread to women in other countries. In these countries cigar smoking is presented as fashionable as well as a sign of returning affluence.

### Cigar Marketing and Promotion

The marketing and promotion of cigars, especially through magazines, has flourished since 1992. For example, Cigar Aficionado, Smoke, and Cigar Monthly present smoking cigar smokers as trendy and romantic, often linking cigars to wealth, power, and success. In addition, sexuality and sophistication

seem to be popular other themes associated with cigars. To promote these ideas of success and glamour associated with cigars, prominent celebrities have appeared on the cover of cigar aficionado, among them Demi Moore, Claudia Schiffer, Jack Nicholson, and Bill Cosby.

### What priority areas need to be tackled?

The United States does not currently have a Federal law requiring health warnings on cigars. In addition, the reporting of tar, nicotine, and carbon monoxide content of cigars to the Federal government is not required from cigar manufacturing companies. In order to control the rising trend of cigar use worldwide, diligent work is needed.

Priority areas include the restriction of cigar advertisements, the regulation of cigar smoking in public places, and the placement of health warnings on individually wrapped cigars. In addition, cigar manufacturers should be required to disclose the tar, nicotine, and carbon monoxide content of cigars to governments. In other words, more policies to regulate and tax cigars are needed.

### What do cigar smokers need to know?

Cigar smokers need to have access to critical information related to cigar use. Cigars vary in size and in shape and may contain from 5 to 17 grams of tobacco. In comparison to cigars, the most popular brands of cigarettes contain less than 1 gram of tobacco. Therefore, one premium large cigar may contain about 17 times the amount of tobacco present in one cigarette.

### Current available scientific evidence supports the following conclusions:

- Cigar smoking can be a cause of cancer of the mouth, esophagus, larynx, and lungs.
- Cigar smokers who inhale regularly face a higher risk of coronary heart disease and chronic obstructive pulmonary disease.
- Cigars may be addictive.

—Nilda Chong, MD, MPH



## New Officers for a New Century



INWAT is seeking nominations for officers and members-at-large to the Board of Directors. These are the current officers and their duties:

### President: Margaretha Haglund

Presides over meetings of the Board of Directors and reports to members through the newsletter. Is the spokesperson for the organization.

### Vice President: Patti White

Assists the President as necessary and replaces the president for the remainder of the term if for any reason the President is unable to complete her/his term of office.

### Treasurer: Nobuko Nakano

Reports to the Board regarding the organization's financial status. Responsible for fiscal management and reporting of the organization.

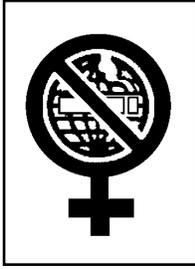
### Secretary: Jerie Jordan

Serves as a correspondent for the organization.

We welcome your nominations and suggestions. Margaretha Haglund and Patti White are both willing to serve another term. We are interested in expanding our board beyond the current officers to allow more participation from our members. INWAT must have representatives throughout the world to have our impact felt.

If you would like to serve INWAT, or know someone who would, please send in a simple nomination. Send your nominee's (or your own) name, affiliation, address, phone, fax and e-mail address to Bonnie Kantor, by fax 1-732-549-9056, by email: [bonnie@inwat.org](mailto:bonnie@inwat.org), or by mail, INWAT, P.O. Box 224, Metuchen, NJ 08840 USA. The deadline for nominations is March 1st.

The positions are all held for the period between World Conferences. After the nominations committee meets, there will be a ballot in the next issue of *The Net*.



International Network of Women Against Tobacco

# INWAT Award Nomination Form

Please complete this form to submit an individual to be considered for nomination for the first INWAT award to be presented at the 11th World conference on Tobacco or Health in Chicago, Illinois, USA in August. You may submit a nomination for a friend or colleague, but you may not self-nominate. If you would like to suggest more than one person, please copy this form and send a separate form for each nomination. After the awards committee meets, in early May, we will contact you.

Return this form **no later than May 1st**. Return **by fax** to Bonnie Kantor, Pressing Issues, **1-732-549-9056** or by email to **bonnie@inwat.net** If fax or email are unavailable, please *mail* to Pressing Issues, P.O. Box 224, Metuchen, NJ 08840 USA. Nominations will not be accepted after May 1st.

YOUR NAME	NOMINEE NAME
YOUR AFFILIATION/ORGANIZATION	NOMINEE AFFILIATION/ORGANIZATION
YOUR MAILING ADDRESS	NOMINEE MAILING ADDRESS
YOUR CITY, STATE, POSTAL CODE, COUNTRY	NOMINEE STATE, POSTAL CODE, COUNTRY
YOUR COUNTRY CODE + CITY/AREA CODE + LOCAL PHONE NUMBER	NOMINEE COUNTRY CODE + CITY/AREA CODE + LOCAL PHONE NUMBER
YOUR EMAIL ADDRESS AND FAX	NOMINEE EMAIL ADDRESS AND FAX

**Please write a short statement about why this individual is worthy of the INWAT award and how s/he epitomizes INWAT's mission, especially these items (use back or additional sheets)**

1. addressing the social, political, economic, and cultural inequalities which women experience that often underlie their tobacco use
2. expanding women and tobacco networks
3. countering tobacco advertising & promotion targeting women
4. developing women-centered tobacco use prevention and cessation programs
5. developing and distributing publications regarding women and tobacco
6. promoting female leadership affecting women's tobacco use
7. contributing to the development of INWAT and women's tobacco control

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