



Our 10th Year!

International Network of Women Against Tobacco

A Program of the American Cancer Society

FROM THE PRESIDENT, MARGARETHA HAGLUND



Finally spring is in the air, even in Sweden, and like any Swede I am enjoying the light after a long, cold winter. It is like being reborn again! When I returned from a one-week visit to Madrid during Easter, I noticed even more signs of spring. In Spain, I was struck by the aggressive tobacco promotion, which targets mainly women. And the themes are the same all over the world.

Looking back, the year 2000 was a very successful one for INWAT. If you are wondering why *The Net* has been so infrequent during the last year, it's because we all have been busy with following up from last year and all of us are INWAT volunteers. Certainly one of the main reasons we are busy is that women and smoking has become a priority. In many ways INWAT and the ideas we represent have become well established in the tobacco control arena. This comes with high expectations that can be difficult to fulfill for a small organization like ours.

The World Conference on Tobacco OR Health in Chicago was a great success and I was pleased to see all the publicity we received as an organization at the Conference. Our exhibit booth attracted lots of visitors and INWAT signed up almost 200 new members at the Conference, bringing our membership close to 1000.

At the Conference, I had the pleasure of presenting the first INWAT award at one of the plenary sessions. It was a great moment for me to give the award to Cristina Martinez from Spain. Cristina received the award because of her outstanding contribution to raising the profile of tobacco control in Spain, and particularly for her work in addressing the issue among nurses and midwives. Please take a look at the article on page 3 about this special event. Our new regional representative from Africa, Nicola Christofides, shares her impressions about what happened in Chicago on page 3. I also would like to personally congratulate the many INWAT members who presented sessions at the conference. As usual, we had our membership meeting in Chicago. Lots of members participated and there was lively discussion on several issues, including fundraising and whether or not INWAT should set policy on key issues. As a result, we have now formed a policy subcommittee within the board to create a proposal for policy-setting for INWAT. In the next issue of *The Net*, you will receive a copy of these newly-drafted guiding principles and be able to comment on them.

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New Surgeon General's Report Highlights the Health Impact of Smoking Among U.S. Women and Girls

Women now account for 39 percent of all smoking-related deaths each year in the United States, a proportion that has more than doubled since 1965, according to a report on women and smoking recently released by US Surgeon General David Satcher. The report concludes that the increased likelihood of lung cancer, cardiovascular disease, and reproductive health problems among female smokers makes tobacco use a serious women's health issue.

Meanwhile, increased marketing by tobacco companies has stalled progress in smoking cessation by women and recent increases in smoking among teenage girls threaten to wipe out any progress that has been made in the last few decades.

Women and Smoking: A Report of the Surgeon General summarizes patterns of tobacco use among women, factors associated with starting and continuing to smoke, the health consequences of smoking, tobacco marketing targeted at women, and cessation and prevention interventions.



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Are You Still A Member?



With this issue, you will find your INWAT membership update form. In the past, we have maintained membership even if the form was not updated, but with our growing membership and the rising cost of postage, that is no longer possible. You **MUST** respond to this update notice to renew your INWAT membership and continue to receive *The Net*.

This issue was due to be on press several months ago, so the deadline for updates has been extended to June 1st. If you have not responded to a request for updated information in the last three years and we do not hear from you by June 1st we will assume you are no longer interested in membership in INWAT.

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Spotlight on

Vera Luiza da Costa e Silva, M. D., PhD.



Long-time INWAT member and former Vice President, Dr. Vera Luiza da Costa e Silva recently assumed the role of Executive Director, Noncommunicable Diseases and Mental Health at the World Health Organization, a position that was formerly held by Derek Yach.

Dr. Costa e Silva was born in São Paulo, Brazil and has dedicated her career to tobacco control activities. During her 13 years in tobacco control, she has coordinated meetings, conferences and training programs in all 27 states of Brazil, has published many articles in scientific journals, books and newspapers, and received many prestigious awards. Her career highlights include:

- During the 1970s and 1980s, she worked as a specialist in lung diseases at the National Cancer Institute. In 1986, her interest in Public Health began in earnest when she was a member of the Tobacco Control Committee of the Brazilian Medical Association and of the Brazilian Tobacco Control Program of the Health Ministry.
- Since 1994, she has headed the Primary Cancer Prevention Program at the National Cancer Institute of the Health Ministry, coordinating national policies on tobacco control and public health, including areas of legislation, economics and education, health care and workplace-based programs, and the Nicotine Dependence Research Centre.
- Starting in 1998, she has headed the National Coordination for Tobacco Control, Prevention and Surveillance of Cancer at the National Cancer Institute of the Health Ministry, expanding her activities to early detection programs and cancer surveillance.
- As part of the Brazilian Commission at the International Framework Convention on Tobacco Control, Dr. Costa e Silva was designated as Executive Secretary.
- In 1999, she informed the National Agency for Health Surveillance to help them create legislation to establish regulation, control, and surveillance of cigarettes, cigarillos, cigars, and all other tobacco and non-tobacco smoking products.
- Very recently, she supplied the facts to Brazil's House of Deputies to help create a law banning all tobacco advertising and sponsorship in the country. She is also planning and organizing the Tobacco Product Analysis Laboratory in Brazil.

If you'd like to contact Dr. Costa e Silva, she can be reached by email at costaesilvav@who.int

The WHO report on Women and Tobacco is expected to be released on World No Tobacco Day, May 31st.

The First INWAT Award: Promoting the Leadership of Women

One of the objectives of INWAT is to promote the leadership of women and the award is one way of doing that. Margaretha Haglund, President of INWAT, said when she presented the award, "By promoting women's leadership we will dramatically increase the pool of expertise and commitment available for tobacco control. After all, women not only form half of the world's population, but they are also strongly represented in health care, education and other professions in the front line of the campaign against tobacco disease."

The first INWAT award was presented to Cristina Martinez Martinez from Spain at the advocacy plenary session at the Chicago conference. The awards committee faced a difficult choice with many well-deserving nominees. After much discussion the committee decided that instead of giving the award to someone who has been working in tobacco control for many years, this was an opportunity to recognize the efforts of, and

support a "new" face in tobacco control, thereby developing and promoting women's leadership in tobacco control. The INWAT award recognized Cristina's contribution to raising the profile of tobacco control in Spain, and particularly for her work in addressing the issue among nurses and midwives.

Cristina Martinez Martinez is a nurse from Barcelona. She is also involved with the training of new nurses and she is a member of the Catalan Council of Nurses. Cristina is also a local politician.

Cristina has been active in addressing the issue of smoking among nurses in Spain. She has also worked with the European Network of Nurses Against Tobacco since its inception and started a national network among nurses in Spain. With her work she has shown how to inspire and involve members of her own profession also in the wider

issues of women's smoking.
Congratulations Cristina!



INWAT President Margaretha Haglund (left) with the first INWAT award recipient, Cristina Martinez Martinez at the World Conference on Tobacco OR Health.

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WHAT WOULD YOU LIKE TO SEE ON OUR WEBSITE?



Please contact Bonnie Kantor
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with your ideas.

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.

You can send a suggestion or comment directly from the website.
Just click on "Let us know what you think"

Looking back at the 11th World Conference on Tobacco OR Health

... thoughts of a representative from a developing country

The Director General of WHO, Gro Harlem Brundtland in her opening remarks at the 11th World Conference on Tobacco or Health in Chicago said "Tobacco is not only a human tragedy. Tobacco also burdens our health systems. It costs taxpayers money. It hampers the productivity of our economies. We have seen this happening in the U.S. and in Europe. But now, these burdens are hitting developing countries, countries which need all their resources to build their social and physical infrastructure. They have no money to spend on the unnecessary costs of a man-made epidemic."

Dr Brundtland's words resonated with me as a representative from a developing country. Those of us working in tobacco control are often confronted with the question: Why tobacco control when there is an HIV/AIDS epidemic and many other diseases and challenges facing countries like mine? Dr Brundtland's words set a positive tone for the conference.

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

This was my first Tobacco or Health Conference and I was overwhelmed by the size and scope of the conference. There were over 5,000 participants and the program included over 2,500 sessions scheduled in two venues, with more than 500 speakers, moderators and presenters. On several occasions I found myself rushing from one venue to another to sit in on a session that was of particular interest or to present. Some sessions were poorly attended—it was clearly difficult for people to choose between the many sessions running concurrently. It was satisfying to see so many sessions addressing the issue of women and tobacco from diverse perspectives.

There were 127 speakers, moderators and presenters from developing countries, a feather in the cap of the organizers! However, some regions and many countries within those regions were not well represented—this is no fault of the conference organizers but reflects a



(Top left) Dr. C. Everett Koop, former US Surgeon General, with INWAT President, Margaretha Haglund. (Top right) WCTOH Program Chair, Nancy Kaufman. (Center) INWAT members Nobuko Nakano and Mira Aghi. at our booth. (Lower left) INWAT Network Manager, Bonnie Kantor flanked by Vice President Patti White (left) and Secretary Jerie Jordan. (Lower right) Founding member and INWAT's first President, Deborah McLellan.

broader issue — that tobacco control needs to be encouraged and supported in many countries through building the capacity of individuals and organizations in these countries because without addressing the current distribution of resources we will not see steps being taken towards tobacco control in these countries.

In several sessions, we did explore how the tobacco control movement can be expanded, an important and challenging task in developing nations in the light of competing health priorities and limited access to resources. One of the options discussed was to look towards women's organizations. After all, women are more likely to be affected by second-hand smoke and less likely to be smokers themselves — if one looks at the global picture. We need to take a stand now against the exploitation by the tobacco industry that is facing a shrinking market in industrialized nations and moving its focus towards women in developing countries. In this, INWAT has a key role to play!

The tobacco control conference concluded with the passing of resolutions,

including:

- That all governments, as part of a comprehensive tobacco control program, include effective cessation methods, and that these be made available and affordable in all countries;
- That the Framework Convention on Tobacco Control (FCTC) be strong, driven by public health considerations, not preclude nations from adopting stronger measures and fully integrate NGOs working for tobacco control in the process;
- That the international tobacco control community work vigorously to exclude and remove tobacco and tobacco products from bilateral and multilateral trade agreements that would have negative public health consequences;
- That all national health ministries should have full-time staff charged with overall responsibility for ensuring sustained country tobacco control programs.

—Nicola Christofides

To increase communication, I would strongly recommend those who are not yet members of Globalink, the UICC free “tobacco control network,” to sign up for a free membership. As a member you can keep up with the latest in every aspect of tobacco control and participate in our special discussion on women and smoking.

At the membership meeting, we announced the result of our election. The proposed ballot was approved: I, Patti White and Jerie Jordan will continue as president, vice president and the secretary until the next election just before the next World Conference in Finland in August 2003. The new treasurer is Bung-On Ritthinphakdee and I would like to welcome Bung-On as a member of the board. To Nobuko Nakano from Japan, who resigned after ten years, I would like to express my sincere thanks for all the passion you have shown INWAT. Even though Nobuko has left the board, we all know she will work as hard as possible for women and tobacco issues. And to those who elected me for another term, I want to express my thanks. With your support I will do my best to continue to develop our organization.

I would also like to welcome our new regional representatives: Jane Martin, Asia Pacific, Nicola Christofides, Africa and Michele Bloch, North America. It is also a great pleasure for me to inform you that in March this year, our former vice president Dr Vera Luiza Costa e Silva from Brazil, replaced Derek Yach as head of the Tobacco Free Initiative at WHO in Geneva. On behalf of all INWAT members, I wish Vera Luiza all the best in this new challenge. For those who will take part in the FCTC Negotiations in May you will see Vera in her new role!

INWAT's statement at the FCTC hearings in Geneva, in October 2000, was presented by Nancy Kaufman (see the full statement to the right). I asked Nancy to do this in her role as an INWAT member as I had to wear my civil servant hat as I am part of the Swedish delegation at these negotiations. (Her comments start in the next column.) For INWAT, it is important that gender screening will take place in all parts of the FCTC. Please make sure that you work to influence your own country representatives!

In my other role, as Swedish civil servant, I had the pleasure of taking a three-week visit to Vietnam, as a consultant to the Ministry of Health, in November last year. I must say, I didn't know much about tobacco control in Vietnam before I went there, but I am very pleased to report that the Government of Vietnam has introduced strong action against tobacco. Just as Thailand has, Vietnam also has highlighted the need to focus on action to prevent a rise in smoking among women. The present prevalence there is about 3% in comparison with 50% among men. Thailand has really shown that early-introduced action targeting young women prevents the smoking epidemic from developing as it has among women in western countries. With this I wish you all the best for a successful 2001.

—Margaretha Haglund



INWAT FCTC Statement

Hello, my name is Nancy Kaufman. I am Vice-President of the Robert Wood Johnson Foundation in the United States of America. Today I am representing the International Network of Women Against Tobacco (INWAT), a global network with over a thousand members in 70 countries.

INWAT's goal is to support women to:

- counter the cynical and ruthless promotion of tobacco to girls and women by the international tobacco companies;
- develop gender sensitive tobacco control policies;
- promote women's leadership in public health.

But I am also making this representation on behalf of the girls and women now alive and those yet unborn who will be the victims of tobacco.

By the year 2025 the number of women smokers globally is expected to nearly triple to about 500 million. Of these women—our daughters and granddaughters—about 200 million will die because they smoked tobacco. These figures are all the more alarming because they do not take into account the millions of women who use traditional forms of tobacco such as pan chewing or bidi smoking.

But tobacco's destruction does not stop there. Women and children comprise the majority of the world's passive smokers. Children especially are vulnerable to the effects of environmental tobacco smoke from the time they are in utero through infancy, childhood and adolescence.

Our world faces so many perils in the next generation—we cannot afford to lose our youth, intelligence and talent to a man-made epidemic. The time to say “Stop!” is now and we can only do that by acting together.

We need a strong and enforceable international convention that both holds the tobacco companies accountable for their actions and supports national governments in their tobacco control efforts. We need a convention that supports the transfer of skills and financial support from the developed to the developing world, because it is the developing world that will be bearing the brunt of the tobacco epidemic in this century. We need a convention that will give commitments to negotiate measures that need international cooperation to be effective.

INWAT recognizes that there will be many complex measures to negotiate but would point out three that will have significant importance in the health of future generations.

Advertising/Marketing: The manipulation of women's aspirations and fears to create a women's tobacco market which began in the 1920s in the United States has spread through the richest countries and now finally into the developing world.

Today, as 80 years ago, tobacco promotion beckons women to become part of a world where the cigarette symbolizes modernity, Western cultural values, beauty, athleticism, and independence. This is particularly true in countries experiencing economic growth. In Germany for example, a country where still the tobacco industry has such an enormous political influence, women have become a prime target of cigarette ads. In between 1993 and 1997 the smoking rates

among 12 to 25 year old women in East Germany nearly doubled from 27 % to 45 %. Tragically the German Government does not seem to care!

Regulation of cigarettes: The promotion of low tar or 'light' cigarettes has been highly successful among women. For example, in the European Union nearly half of all female smokers - some 20 million women - choose 'lights'. There is some evidence that women smoke these brands because they perceive them as 'safer'. This is precisely the message conveyed by the advertising for these brands, but we now know from the industry's own documents what a massive con this has been. The international health community must never allow the wool to be pulled over its eyes in this way again. We must have new standards for measuring toxins in cigarettes, full disclosure of additives and a ban on misleading 'light' and 'mild' branding.

Smuggling: Smuggling undermines national tobacco control efforts and disproportionately affects the most vulnerable groups. In countries like the United Kingdom which have been targeted by smugglers, it is in the neighborhoods of the poor and places where young people gather that the tobacco drug dealers peddle their wares. Thus governments' intentions of curtailing youth access or using price policy are circumvented. This is perhaps the most serious problem facing tobacco control today and it cannot be solved on an individual country basis. We need a convention that will ban duty free imports and sales of tobacco, set a standard for mandatory machine-readable pack markings that show the origin and date of manufacture of packs and international cooperation between customs authorities to shut down these criminal gangs.

Conclusion: These are just some of the issues, although extremely important ones, that will determine if the tobacco pandemic will rage through future generations of women. INWAT believes that a Framework Convention for Tobacco Control is an essential step in ending this public health disaster. We further endorse the Kobe Declaration which calls on the Convention to be gender sensitive throughout and to framed with the differential impact of policies on women and men in mind. Only if we act now and act together can we prevent the completely pointless sacrifice of the health of our daughters and granddaughters, of our sons and grandsons and untold generations.

WHO FCTC Hearings 12 October 2000

Surgeon General's Report

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The report calls for increasing public awareness of the devastating impact of smoking on women's health; exposing and countering the tobacco industry's targeting of women; encouraging public health policy makers, educators, medical professionals, and women's organizations to work for policies and programs that deglamorize and discourage tobacco use; reducing disparities related to tobacco use and its health effects among different ethnic/racial populations; decreasing nonsmokers' exposure to environmental tobacco smoke; and mounting comprehensive statewide tobacco control programs proven to be effective in reducing and preventing tobacco use.

Developed by HHS' Centers for Disease Control and Prevention (CDC) to document the impact of smoking on women's health in the United States, the report also provides analysis of the global impact of smoking on women.

"We estimate that smoking prevalence among women varies markedly worldwide from as low as 7 percent in developing countries to 24 percent in developed countries," CDC Director Dr. Jeffrey P. Koplan said. "The rise in smoking among women around the world has coincided with aggressive Western-style tobacco advertising. One of the most common themes used in developing countries is that smoking is both a passport to and a symbol of a woman's emancipation, independence, and success."

A full copy of Women and Smoking: A Report of the Surgeon General and other related information is available on the CDC's Web site: A special consumer-focused section on quitting smoking is now available on the National Women's Health Information Center Web site, <http://www.4woman.gov>, sponsored by the HHS Office on Women's Health.

NEXT TIME YOU ARE ON LINE...

...become a member of Globalink, join the discussion on women and tobacco and receive international tobacco control news.

Go to the Globalink website: www.globalink.org

...get information about the World Health Organization's Tobacco Free Initiative. **Visit <http://tobacco.who.int/>**

...increase your knowledge about the Framework Convention.

Check out <http://tobacco.who.int/en/fctc/index.html> and www.fctc.org/

...join the INFACt Kraft Boycott and support an effective Framework Convention on Tobacco Control.

Go to the INFACt website: www.infact.org

...find out what's going on in tobacco control news.

Log onto www.tobacco.org/

