"The Tobacco Atlas highlights, in an educational and creative fashion, diverse features of this important global epidemic."

- Dr Gro Harlem Brundtland, Director-General, World Health Organization

Full-colour maps and graphics illustrate in a clear and accessible format the wide range of tobacco issues, revealing similarities and differences between countries, and exposing the behaviour of the tobacco companies. It also examines solutions and predicts the future course of the epidemic.

Topics include:

- History of tobacco
- Prevalence and consumption
- Youth smoking
- Economics of tobacco
- Farming and manufacturing
- Smuggling
- Tobacco industry
- Promotion, profits, trade
- Smokers’ rights
- Legislative action
- Smoke-free areas, ad bans
- Health warnings
- Quitting
- Price and tax, litigation
- The future of the epidemic

Dr Judith Mackay & Dr Michael Eriksen

THE TOBACCO ATLAS

World Health Organization

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World Health Organization

World Health Organization
“When one has a thorough knowledge of both the enemy and oneself, victory is assured. When one has a thorough knowledge of both heaven and earth, victory will be complete.”

— General Sun Tzu

*The Art of War: A Treatise on Chinese Military Science*

c. 500 B.C.
The Tobacco Atlas

Dr Judith Mackay
and Dr Michael Eriksen
1 The History of Tobacco
The global spread of tobacco from the Americas to the rest of the world. Historical highlights of key events and action taken to curb the epidemic.

2 Types of Tobacco Use
Different forms of smoking and other forms of tobacco, including cigarettes, pipes, bidis, kreteks.

3 Male Smoking

4 Female Smoking
Smoking prevalence among women. Trends in selected countries. Where women smoke as much as men. Where men smoke ten times as much as women. Tobacco industry quote.

5 Youth

6 Cigarette Consumption
Annual cigarette consumption per person. Top 5 countries. Global increases from 1880 to 2000. Increases in the average number of cigarettes smoked in China between 1952 and 1996.

7 Health Risks

8 Passive Smoking
Harm caused by passive smoking. Children exposed to passive smoking. Numbers affected by passive smoking. Tobacco industry quotes.

9 Deaths
Deaths from tobacco use in men and women. Dying in your prime: 35–69-year-olds who die from tobacco. Past and future deaths from tobacco: 1950 to 2030. Deaths in developed and developing countries. Number of people alive today who will eventually die from tobacco. Tobacco industry quote.

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A message from
Dr Gro Harlem Brundtland
Director-General
World Health Organization

“More people smoke today than at any other time in human history. One person dies every ten seconds due to smoking-related diseases.

Research evidence in the past five years shows a bleaker picture of the health danger of smoking than previously realised. Tobacco is the biggest killer, much bigger in dimension than all other forms of pollution.

Children are the most vulnerable. Habits start in youth. The tobacco industry knows it and acts accordingly. This is a medical challenge, but also a cultural challenge. Let us all speak out: tobacco is a killer. It should not be advertised, subsidised or glamourised.

Adolescents should not be allowed to mortgage their lives to the seductive advertisements of the industry. Girls and women are being targeted all over the world by expensive and seductive tobacco advertising images of freedom, emancipation, slimness, glamour and wealth. Tobacco companies should be accountable for the harm caused by tobacco use.

The day I took office I launched the Tobacco Free Initiative (TFI) to spearhead the struggle to reverse the worsening trends in health caused by tobacco and to add momentum to a critical public health struggle. The initiative aims at heightening global awareness of the need to address tobacco consumption. It also seeks to build new partnerships and strengthen existing partnerships for action against tobacco; to commission policy research to fill gaps; and, to accelerate national and global policy to implement strategies.

The way it works illustrates the way we wish WHO to work in the future making the most of our own resources and knowledge and drawing heavily on the knowledge and experience of others.

Our goals are to:
• build “a vibrant alliance” between WHO, UNICEF, the World Bank, and “partnerships with a purpose” with non governmental organisations, the private sector, academic/research institutions and donors.
• try to get more people to work on and support tobacco control activities and ensure that more resources are committed to tobacco research, policy and control.
• develop the Framework Convention on Tobacco Control (FCTC), the world’s first public health treaty. The treaty will only be effective if it works in conjunction with, and builds upon, sound domestic interventions.

The good news is that the epidemic does not have to continue this way. There is a political solution to tobacco – a solution routed through ministries of finance and agriculture as well as health and education.

We know that tobacco control measures can lead to a reduction in smoking as witnessed among some member states. WHO, the World Bank and public health experts have identified a combination of the following as having a measurable and sustained impact on tobacco use:
• increased excise taxes;
• bans on tobacco advertising, sponsorship and
These must all be implemented if the predicted expansion of the epidemic as outlined in this atlas is to be prevented.

The picture is far from bleak. Globally, we have seen a sea change over the past few years. A groundswell of local, national and global actions is moving the public health agenda ahead.

DR GRO HARLEM BRUNDTLAND
Geneva
June 2002

“...I kissed my first woman and smoked my first cigarette on the same day. Believe me, never since have I wasted any more time on tobacco.”

— Arturo Toscanini (1867-1957)

This book is intended for anyone concerned with personal or political health, governance, politics, economics, big business, corporate behaviour, smuggling, tax, religion, internet, allocation of resources, human development and the future.

The atlas maps the history, current situation and some predictions for the future of the tobacco epidemic up to the year 2050.

It illustrates how tobacco is not just a simple health issue, but involves economics, big business, politics, trade and crimes such as smuggling, litigation and deceit.

The atlas also shows the importance of a multifaceted approach to reducing the epidemic – by WHO, other UN agencies, NGOs, the private sector and, in fact, the whole of civil society.

The publication of this atlas marks a critical time in the epidemic. We stand at a crossroads, with the future in our hands. We can choose to stand aside; or to take weak and ineffective measures; or to implement robust and enduring measures to protect the health and wealth of nations.

JUDITH MACKAY, Hong Kong
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Boy smoking, Seychelles
Credit: Harry Anenden © WHO

back cover:
Boy in the road selling packs to drivers and passengers, Philippines
Credit: Daniel Tan

Man smoking water pipes, Saudi Arabia
Photo: Garrett Mehl © WHO

Part 1 Prevalence and Health
Man and child smoking, China
Credit: Carol Betson

Part 2 The Cost of Tobacco
Tobacco leaves, Thailand
Credit: Judith Mackay

Part 3 The Tobacco Trade
Woman tagging tobacco, tobacco factory, Virginia, USA
Credit: Ken Hammond © USDA

Part 4 Promotion
Boy in the road selling packs to drivers and passengers, Philippines
Credit: Daniel Tan

Part 5 Taking Action
“Smoking is Ugly” poster, created by Christy Turlington and reprinted courtesy of the Centers for Disease Control and Prevention (CDC)

Part 6 World Tables
Old Man, Sri Lanka
Credit: Garrett Mehl
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"In ancient times, when the land was barren and the people were starving, the Great Spirit sent forth a woman to save humanity. As she travelled across the world, everywhere her right hand touched the soil, there grew potatoes. And everywhere her left hand touched the soil, there grew tobacco." Huron Indian myth

The Spanish upon their journey met with great multitudes of people, men and women with firebrands in their hands and hands to smoke after their custom. - Christopher Columbus’ journal, 9 November 1492

"Smoking is a custom loathsome to the eye, hateful to the nose, harmful to the brain, dangerous to the lungs, and in the mouth of the pit that is bottomless." - A Counterblaste to Tobacco

Within 150 years of Columbus’s finding "strange leaves" in the New World, tobacco began being used around the globe. Its rapid spread and widespread acceptance characterise the addiction to the plant Nicotiana tabacum. Only the mode of delivery has changed. In the 18th century, snuff was used; the 19th century was the age of the cigar; the 20th century saw the rise of the manufactured cigarette, and with it a greatly increased number of smokers. At the beginning of the 21st century about one third of adults in the world, including increasing numbers of women, use tobacco. Despite thousands of studies showing that tobacco in all its forms kills its users, and smoking cigarettes kills non-users, people continue to smoke, and deaths from tobacco use continue to increase.

**The History of Tobacco**
“... tobacco is the only legally available consumer product which kills people when it is entirely used as intended.”

The Oxford Medical Companion, 1994
Types of Tobacco Use

Smoking tobacco
Manufactured cigarettes consist of shredded or reconstituted tobacco processed with hundreds of chemicals. Often with a filter, they are manufactured by a machine, and are the predominant form of tobacco used worldwide.

Bidis consist of a small amount of tobacco, hand-rolled in dried tendernuri leaf and tied with string. Despite their small size, their tar and carbon monoxide deliveries can be higher than manufactured cigarettes because of the need to puff harder to keep the bidis lit.

Cigars are made of air-cured and fermented tobacco with a tobacco wrapper, and come in many shapes and sizes, from cigarette-sized cigarillos, double coronas, cheroots, stumpen, charuto and dhumbis. In reverse calutta and dhumbi smoking, the ignited end of the cigar is placed inside the mouth. There was a revival of cigar smoking at the end of the 20th century, among both men and women.

Kreteks are clove-flavoured cigarettes. They contain a wide range of exotic flavourings and eugenol, which has an anaestheticising effect, allowing for deeper smoke inhalation.

Pipes are made of briar, slate, clay or other substance – tobacco is placed in the bowl and inhaled through the stem, sometimes through water.

Sticks are made from sun-cured tobacco known as brus and wrapped in cigarette paper.

Chewing tobacco is also known as plug, loose-leaf, and twist.

Pan masala, or betel quid consists of tobacco, areca nuts and staked lime wrapped in a betel leaf. They can also contain other sweetenings and flavouring agents. Varieties of pan include kaddipudi, hogesoppu, gundi, kadapam, zarda, pattiwala, kowas, mishri, and pills.

Moist snuff is taken orally. A small amount of ground tobacco is held in the mouth between the cheek and gum. Increasingly, manufacturers are pre-packaging moist snuff into small paper or cloth packets, to make the product easier to use. Other products include khaini, shammaah and nas wa.

Dry snuff is powdered tobacco that is inhaled through the nose or taken by mouth. Once widespread, its use is now in decline.

Other tobacco
Cigarettes are available throughout the world. Filter-tipped cigarettes are usually more popular than unfiltered cigarettes. Hand-rolled cigarettes are also widely smoked in many countries.

The water pipe, also known as shisha or hookah, is commonly used in north Africa, the Mediterranean region and parts of Asia.

Bidis are found throughout south-east Asia, and are India’s most used type of tobacco.

Kreteks are clove-flavoured cigarettes widely smoked in Indonesia.

In Southeast Asia clay pipes known as suipa, chilum and hookli are widely used.

Whether it is inhaled, sniffed, sucked or chewed, or whether it is mixed with other ingredients, there is no safe way of using tobacco.
Smoking has been portrayed by its sellers as a manly, masculine habit, linked to health, happiness, fitness, wealth, power and sexual success. In reality, it leads to sickness, premature death and sexual problems.

Almost one billion men in the world smoke – about 35 percent of men in developed countries and 50 percent of men in developing countries. Trends in both developed and developing countries show that male smoking rates have now peaked and, slowly but surely, are declining. However, this is an extremely slow trend over decades, and in the meantime men are dying in their millions from tobacco. In general, the educated man is giving up the habit first, so that smoking is becoming a habit of poorer, less educated males.

China deserves special mention because of the enormity of the problem. Comprising over 100 million male smokers, this huge market is, according to Philip Morris, “the most important feature on the landscape.”

*Thinking about Chinese smoking: as always it is trying to think about the limits of space.*

Rothman, 1992

---

**Male Smoking**

---

**Smoking trends**

- Percentage of male smokers 1980–2000 selected countries

- Japan
  - 1960: 87%
  - 1970: 78%
  - 1970: 61%
  - 1980: 54%
  - 1990: 42%
  - 1990: 33%
  - 2000: 28%

- UK
  - 1960: 61%
  - 1970: 55%
  - 1980: 52%
  - 1990: 44%
  - 1990: 39%
  - 2000: 26%

- USA
  - 1960: 87%
  - 1970: 70%
  - 1980: 69%
  - 1990: 52%
  - 2000: 44%
  - 2000: 39%
  - 2000: 28%
About 250 million women in the world are daily smokers. About 22 percent of women in developed countries and 9 percent of women in developing countries smoke tobacco. In addition, many women in south Asia chew tobacco.

Cigarette smoking among women is declining in many developed countries, notably Australia, Canada, the UK and the USA. But this trend is not found in all developed countries. In several southern, central and eastern European countries cigarette smoking is either still increasing among women or has not shown any decline.

The tobacco industry promotes cigarettes to women using seductive but false images of vitality, slimness, modernity, emancipation, sophistication, and sexual allure. In reality, it causes disease and death. Tobacco companies have now produced a range of brands aimed at women. Most notable are the “women-only” brands: these “feminised” cigarettes are long, extra-slim, low-tar, light-coloured or menthol.

“Smoking behaviour of women differs from that of men. more highly motivated to smoke, they find it harder to stop smoking. Women are more neurasthenic than men—there may be a case for launching a female oriented cigarette with relatively high deliveries of nicotine.”

1976 research report, British American Tobacco
The overwhelming majority of smokers begin tobacco use before they reach adulthood. Among those young people who smoke, nearly one-quarter smoked their first cigarette before they reached the age of ten.

Several factors increase the risk of youth smoking. These include tobacco industry advertising and promotion, easy access to tobacco products, and low prices. Peer pressure plays an important role through friends’ and siblings’ smoking. Other risk factors associated with youth smoking include having a lower self-image than peers, and perceiving that tobacco use is normal or “cool.” Many studies show that parental smoking is associated with higher youth smoking.

While the most serious effects of tobacco use normally occur after decades of smoking, there are also immediate negative health effects for young smokers. Most teenage smokers are already addicted while in adolescence. The younger a person begins to smoke, the greater the risk of eventually contracting smoking-caused diseases such as cancer or heart disease.

The highest youth smoking rates can be found in Central and Eastern Europe, sections of India, and some of the Western Pacific islands.

Over 50% of young people who continue to smoke will die from smoking.

Over 40% of young people in Fijian, Ghana, Malawi, Nigeria, South Africa, Sri Lanka and Zimbabwe think boys who smoke have more friends.

Fewer than 5% of young people in Bahamas, Barbados, Costa Rica, Indonesia, Malawi, Montserrat, Poland, Russia, Singapore, Ukraine and Venezuela think girls who smoke look more attractive.

40% of children worldwide are exposed to passive smoking at home.
Global consumption of cigarettes has been rising steadily since manufactured cigarettes were introduced at the beginning of the 20th century. While consumption is levelling off and even decreasing in some countries, worldwide more people are smoking, and smokers are smoking more cigarettes.

The numbers of smokers will increase mainly due to expansion of the world’s population. By 2030 there will be at least another 2 billion people in the world. Even if prevalence rates fall, the absolute number of smokers will increase. The expected continuing decrease in male smoking prevalence will be offset by the increase in female smoking rates, especially in developing countries.

The consumption of tobacco has reached the proportions of a global epidemic. Tobacco companies are cranking out cigarettes at the rate of five and a half trillion a year – nearly 1,000 cigarettes for every man, woman, and child on the planet.

Cigarettes account for the largest share of manufactured tobacco products, 96 percent of total value sales. Asia, Australia and the Far East are by far the largest consumers (2,715 billion cigarettes), followed by the Americas (745 billion), Eastern Europe and Former Soviet Economies (631 billion) and Western Europe (606 billion).
Tobacco is packed with harmful and addictive substances. Scientific evidence has shown conclusively that all forms of tobacco cause health problems throughout life, frequently resulting in death or disability. Smokers have markedly increased risks of multiple cancers, particularly lung cancer, and are at far greater risk of heart disease, strokes, emphysema and many other fatal and non-fatal diseases. If they chew tobacco, they risk cancer of the lip, tongue and mouth.

Women suffer additional health risks. Smoking in pregnancy is dangerous to the mother as well as to the foetus, especially in poor countries where health facilities are inadequate. Maternal smoking is not only harmful during pregnancy, but has long-term effects on the baby after birth. This is often compounded by exposure to passive smoking from the mother, father or other adults smoking.

While tobacco kills millions more than it helps, research is underway examining any possible health benefits of nicotine and also trying to find a safe use for tobacco, particularly in the field of genetic modification. The aim is to produce vaccines or human to clean up soil that has been contaminated with explosives.

<table>
<thead>
<tr>
<th>Deadly chemicals</th>
<th>Tobacco smoke contains over 4,000 chemicals, some of which have marked important properties and some 60 are known or suspected carcinogens.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acetone</td>
<td>Hydrogen cyanide</td>
</tr>
<tr>
<td>Ammonia</td>
<td>Methanol</td>
</tr>
<tr>
<td>Arsenic</td>
<td>Napthalene</td>
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<tr>
<td>Butane</td>
<td>Toluene</td>
</tr>
<tr>
<td>Carbon monoxide</td>
<td>Vinyl chloride</td>
</tr>
<tr>
<td>DDT</td>
<td>as found in paint stripper</td>
</tr>
<tr>
<td>Hydrogen cyanide</td>
<td>flour cleaner</td>
</tr>
<tr>
<td>Methanol</td>
<td>ant poison</td>
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<tr>
<td>Naphthalene</td>
<td>lighter fuel</td>
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<tr>
<td>Toluene</td>
<td>car batteries</td>
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<tr>
<td>Vinyl chloride</td>
<td>car exhaust fumes</td>
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<td></td>
<td>insecticide</td>
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<td></td>
<td>gas chambers</td>
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<td></td>
<td>rocket fuel</td>
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<tr>
<td></td>
<td>moth balls</td>
</tr>
<tr>
<td></td>
<td>industrial solvent</td>
</tr>
<tr>
<td></td>
<td>plastics</td>
</tr>
</tbody>
</table>

**Babes in the womb Smoking in pregnancy**

- **Increased risks:** Spontaneous abortion / miscarriage, Ectopic pregnancy, Abruptio placenta, Placenta prævia, Premature rupture of the membranes, Premature birth.
- **Fetus:** Smaller infant (for gestational age), Stillborn infant, Birth defects, eg congenital heart defect, Increased nicotine receptors in baby’s brain, Increased likelihood of infant smoking as a teenager, Possible physical and mental long-term effects.

**Time ticks away**

Every cigarette takes 7 minutes off your life.

**How smoking harms you**

- **HAIR**
  - Smell and staining
- **EYES**
  - Eyes Sting, water and blink more
  - Blindness (macular degeneration)
  - Cataracts
- **SKIN**
  - Wrinkles
  - Premature ageing
- **HANDBS**
  - Poor circulation (cold fingers), peripheral vascular disease
  - Tar stained fingers
- **HEART**
  - Harms, blocks and weakens arteries of the heart
  - Heart attack
- **CHEST**
  - Cancer of oesophagus
- **ABDOMEN**
  - Stomach and duodenal ulcers
  - Cancer of stomach, pancreas, colon
  - Aortic aneurysm
- **BONES**
  - Osteoporosis
  - Spine and hip fractures
- **FEMALE REPRODUCTION**
  - Fibroids
  - Premature menopause
  - Cancer of cervix, uterus, ovaries
  - Infertility and delay in conception
- **BLOOD**
  - Leukaemia
- **IMMUNE SYSTEM**
  - Weakened

**Smoking is responsible for**

- **90%** of all lung cancer of chronic bronchitis and emphysema
- **75%** of cases of non-smoker’s heart disease
- **25%** of all strokes
The first conclusive evidence on the danger of passive smoking came from Takeshi Hirayama’s study in 1981 on lung cancer in non-smoking Japanese women married to men who smoked. Although the tobacco industry immediately launched a multi-million dollar campaign to discredit the evidence, dozens of further studies have confirmed it. New scientific evidence continues to accumulate.

A complex mixture of chemicals is generated from the burning and smoking of tobacco. As a passive smoker, the non-smoker breathes “sidestream” smoke from the burning tip of the cigarette and “mainstream” smoke that has been inhaled and then exhaled by the smoker.

The risk of lung cancer in non-smokers exposed to passive smoking is increased by between 20 and 30 percent, and the excess risk of heart disease is 23 percent.

Children are at particular risk from adults’ smoking. Adverse health effects include pneumonia and bronchitis, coughing and wheezing, worsening of asthma, middle ear disease, and possibly neuro-behavioural impairment and cardiovascular disease in adulthood.

A pregnant woman’s exposure to other people’s smoking can harm her foetus. The effects are compounded when the child is exposed to passive smoking after birth.
Deaths

Cigarettes kill half of all lifetime users. Half die in middle age between 35 and 69 years old. No other consumer product is as dangerous, or kills as many people. Tobacco kills more than AIDS, legal drugs, illegal drugs, road accidents, murder, and suicide combined.

Tobacco already kills more men in developing countries than in industrialised countries, and it is likely that deaths among women will soon be the same.

While 0.1 billion people died from tobacco use in the 20th century, ten times as many will die in the 21st century. Maternal smoking during pregnancy is responsible for many foetal deaths and is also a major cause of Sudden Infant Death Syndrome. Passive smoking in the home, workplace, or in public places also kills, although in lower numbers. However, those killed do not die from their own habit, but from someone else’s. Children are at particular risk from adults smoking, and even smoking by other adults around a pregnant woman has a harmful effect on a foetus.

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Past and future Annual deaths due to tobacco estimated worldwide 1950–2030 projected

Deaths from tobacco use as percentage of total deaths among men and women over 35 2000 regional estimates

Dying in your prime more than 25% of 35 – 69 year olds living above these lines will die from tobacco use

500,000,000
will eventually be killed by tobacco

of everyone alive today

WOMEN

MEN
"I'll tell you why I like the cigarette business. It costs a penny to make. Sell it for a dollar. It's addictive. And there's fantastic brand loyalty."

Warren Buffet, investor, 1990s
The tobacco industry uses economic arguments to persuade governments, the media and the general population that smoking benefits the economy. It claims that if tobacco control measures are introduced, tax revenues will fall, jobs will be lost and there will be great hardship to the economy.

But the industry greatly exaggerates the economic losses, if any, which tobacco control measures will cause and they never mention the economic costs which tobacco inflicts upon every country.

Tobacco’s cost to governments, to employers and to the environment includes social, welfare and health care spending, loss of foreign exchange in importing cigarettes, loss of land that could grow food, costs of fires and damage to buildings caused by careless smoking; environmental costs ranging from deforestation to collection of smokers’ litter, absenteeism, decreased productivity, higher numbers of accidents and higher insurance premiums.

Costs to the Economy

Smoking accounted for over 6% of total health care expenses in the USA in 1999

Health-care costs

Health care costs attributable to tobacco 2002 or latest available estimates selected countries

USA $76 billion
Canada $1.6 billion
UK $2.25 billion
Germany $14.7 billion
China $3.5 billion
Philippines $600 million
New Zealand $84 million
Australia $6 billion
China 1987: World’s worst forest fire caused by cigarettes 300 killed, 5,000 made homeless, 1.3 million hectares of land destroyed

China 1987: World’s worst forest fire caused by cigarettes

300 killed
5,000 made homeless
1.3 million hectares of land destroyed

Cost of fires caused by smoking annual global estimates 2000
- percentage of all fire deaths: 10%
- total killed by fires caused by smoking: 300,000
- total cost of fires caused by smoking: US$27 billion
Costs to the Smoker

The economic costs of smoking to smokers and their families include money spent on buying tobacco, which could otherwise be used on food, clothing and shelter, family holidays or a car. As smoking kills a quarter of all smokers in their working years, smoking deprives the smoker’s family of many years of income. Smokers also suffer loss of income through illness. Following a smoker’s premature death, a partner, children or elderly parents can be left destitute. Family members of smokers also have to shoulder higher health insurance premiums, and many other miscellaneous costs, such as increased wear and tear on their home, as well as increased fire risk.

A hard day’s smoke

<table>
<thead>
<tr>
<th>City</th>
<th>Minutes of Labour</th>
<th>International Brand</th>
<th>Local Brand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abu Dhabi</td>
<td>11</td>
<td>77</td>
<td>38</td>
</tr>
<tr>
<td>Copenhagen</td>
<td>20</td>
<td>102</td>
<td>158</td>
</tr>
<tr>
<td>Jakarta</td>
<td>23</td>
<td>92</td>
<td>62</td>
</tr>
<tr>
<td>Johannesburg</td>
<td>20</td>
<td>43</td>
<td>62</td>
</tr>
<tr>
<td>Montréal</td>
<td>19</td>
<td>56</td>
<td>56</td>
</tr>
<tr>
<td>Mumbai</td>
<td>16</td>
<td>62</td>
<td>40</td>
</tr>
<tr>
<td>Nairobi</td>
<td>12</td>
<td>38</td>
<td>62</td>
</tr>
<tr>
<td>Santiago</td>
<td>158</td>
<td>62</td>
<td>40</td>
</tr>
</tbody>
</table>

A pack of Marlboro or equivalent international brand will buy...

- For the price of 20 Marlboro cigarettes, you could buy...
- one and a half kilograms of cucumbers in Georgia
- a dozen eggs in China
- a dozen coconut in Papua New Guinea
- one kilogram of fish in France, Ghana or Moldova

...six kilograms of rice in Bangladesh

60% of their personal income on cigarettes

The cost of smoking

Cost of a pack of 20 Marlboro cigarettes or an equivalent international brand
US$ selected countries 2001 or latest available data

- $5 and above
- $4 - $4.99
- $3 - $3.99
- $2 - $2.99
- $1 - $1.99
- less than $1
- no data
“Lying is done with words and also with silence.”
Adrienne Rich, 1975
Growing Tobacco

Tobacco is grown in over 125 countries, on over 4 million hectares of land, a third of which is in China alone. The global tobacco crop is worth approximately US$210 billion, a small fraction of the total amount generated from the sale of manufactured tobacco products.

Tobacco is grown on less than one percent of the world's agricultural land, and on a wide variety of soils and climates. Since the 1960s, the bulk of production has moved from the Americas to Africa and Asia: land devoted to tobacco growing has been halved in the USA, Canada and Mexico, but has almost doubled in China, Malawi and United Republic of Tanzania.

The production of tobacco leaves has more than doubled since the 1960s, totalling nearly 7 million metric tons in 2000. The greater use of fertilisers and pesticides, as well as the increased mechanisation, that have produced these higher yields are environmentally damaging. The problem does not end with growing tobacco: the processes used in curing tobacco leaves cause massive deforestation.

There are millions of tobacco farmers worldwide. The tobacco industry exploits them by contributing to their debt burden, while using their economic plight to argue against efforts to control tobacco. In the USA, the bond between the tobacco industry and the tobacco farmer finally is beginning to break down, and partnerships are developing between the farmers and the public health community.

Leading producers of tobacco leaves

<table>
<thead>
<tr>
<th>Country</th>
<th>Thousands of metric tons 2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>701</td>
</tr>
<tr>
<td>India</td>
<td>568</td>
</tr>
<tr>
<td>Brazil</td>
<td>450</td>
</tr>
<tr>
<td>USA</td>
<td>260</td>
</tr>
<tr>
<td>Turkey</td>
<td>175</td>
</tr>
<tr>
<td>Zimbabwe</td>
<td>147</td>
</tr>
<tr>
<td>Indonesia</td>
<td>132</td>
</tr>
<tr>
<td>Italy</td>
<td>130</td>
</tr>
<tr>
<td>Greece</td>
<td>120</td>
</tr>
<tr>
<td>Malawi</td>
<td>103</td>
</tr>
<tr>
<td>Pakistan</td>
<td>101</td>
</tr>
<tr>
<td>Argentina</td>
<td>151</td>
</tr>
</tbody>
</table>

Deforestation

Proportion of total annual deforestation attributable to tobacco

1999 selected countries
Each year, over five trillion cigarettes are manufactured. China is by far the largest cigarette manufacturer, followed by the USA. Chinese cigarette production increased from 225 billion cigarettes annually in 1960 to 1.7 trillion a year in 1995, a seven-fold increase. The economic value of tobacco products is vast, totalling hundreds of billions of US dollars a year. Very little of this money is spent on tobacco itself. More is spent on paper, filters, and packaging than on tobacco.

Hundreds of chemicals are added to tobacco in the manufacture of cigarettes. Additives make smoke easier to inhale into the lungs and allow for less tobacco to be used in each cigarette. Today’s cigarettes are highly engineered, exquisitely designed “nicotine delivery devices.”

Besides using less tobacco per cigarette, the composition of the cigarette is also changing. Manufacturers are using more reconstituted tobacco, which makes it easier to add chemicals and to include leaf stems and dust which had previously been discarded.

Where the tobacco dollar goes

For every dollar spent on tobacco in the USA...

<table>
<thead>
<tr>
<th>4¢</th>
<th>7¢</th>
<th>43¢</th>
<th>21¢</th>
<th>11¢</th>
<th>15¢</th>
<th>21¢</th>
</tr>
</thead>
<tbody>
<tr>
<td>is for tobacco itself</td>
<td>is for non-tobacco materials</td>
<td>is for manufacturing</td>
<td>is for wholesale, retail &amp; transport</td>
<td>is for federal tax</td>
<td>is for state and local tax</td>
<td>is for health and environmental costs</td>
</tr>
</tbody>
</table>

India: 6 million children, ages 4 to 14, work full time in the bidi industry.

Manufacturing Tobacco
Philip Morris is the world’s largest transnational tobacco company, whose Marlboro brand is the world leader. In 1999 the company had sales of over US$47 billion. However, excluding the US domestic market, BAT sells the most cigarettes worldwide and has the largest network in the most countries.

The tobacco industry is a mixture of some of the most powerful transnational commercial companies in the world. Tobacco companies, which frequently merge, own other huge industries and run an intricate variety of joint ventures.

State tobacco monopolies have been in decline since the 1980s. About 7,000 medium to large state-owned enterprises were privatised in the 1980s and a further 60,000 in the 1990s after the collapse of the former Soviet Union. From the late 1990s, the IMF has pressurised countries such as the Republic of Korea, the Republic of Moldova, Thailand and Turkey to privatise their state tobacco industry as a condition of loans.

The remaining monopolies represent a combined consumption of 2 billion cigarettes or 40 percent of the world’s total cigarette consumption.

Since the early 1990s, the cigarette companies have massively increased their manufacturing capacity in developing countries and eastern Europe. Where once the rich countries exported “death and disease”, increasingly these are manufactured locally.

**Leading manufacturer by country**

- Philip Morris
- British American Tobacco (BAT)
- Japan Tobacco International (JTI)
- Reemsta
- Altadis

**The Big Five**

Leading transnational tobacco companies

<table>
<thead>
<tr>
<th>Company</th>
<th>Revenue</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Philip Morris</td>
<td>$47.1 billion</td>
<td>16.4%</td>
</tr>
<tr>
<td>BAT</td>
<td>$31.1 billion</td>
<td>15.4%</td>
</tr>
<tr>
<td>JTI</td>
<td>$21.6 billion</td>
<td>7.2%</td>
</tr>
<tr>
<td>Reemsta</td>
<td>$6.1 billion</td>
<td>2.6%</td>
</tr>
<tr>
<td>Altadis</td>
<td>$2.3 billion</td>
<td>0.9%</td>
</tr>
</tbody>
</table>

**We see the new markets opening up in Central Asia and the Commonwealth of Independent States as really being the future of BAT well into the next century.**

BAT, 1994
Tobacco Trade

Tobacco trade is big business, for both the raw material (tobacco leaves) and the finished product (manufactured cigarettes).

Manufactured cigarettes are also traded globally. Again, the USA is the largest exporter of manufactured cigarettes, accounting for nearly 20 percent of the world total. Japan is the largest importer of cigarettes. According to government reports, $66 billion cigarettes were exported, but only $0.1 billion were reported to be imported. Statistics such as these provide a sense of the size of the cigarette smuggling problem.

China is quietly emerging as a significant cigarette exporter, increasing from virtually no exports in 1980 to over 20 billion cigarettes exported in 2001, worth about US$120 million. In 2001 the value of China’s export trade in cigarettes is predicted to be US$1600 million.
Between 100 and 400 billion cigarettes were smuggled in 1995, equal to about one third of all the legally imported cigarettes. Cigarettes are the world's most widely smuggled legal consumer product. They are smuggled across almost every national border by constantly changing routes.

Cigarette smuggling causes immeasurable harm. International brands become affordable to low-income consumers and to image-conscious young people in developing countries. Illegal cigarettes evade legal restrictions and health regulations, and while the tobacco companies reap their profits, governments lose tax revenue. Some governments are now suing tobacco companies for revenue lost due to smuggling activities allegedly condoned by the companies. Measures needed to control smuggling should include monitoring cigarette routes, using technologically sophisticated tax-paid markings on tobacco products, printing unique serial numbers on all packages of tobacco products, and increasing penalties.

Lost revenue

Tax revenue lost for each lorry load smuggled into the European Union US$ 1997

- Live animals $24,000
- Meat / butter $54,000
- Alcohol $480,000
- Cigarettes $1,200,000

"...price is only one of many factors that influence smuggling rates. Other more important factors include: the tobacco industry's own role in facilitating smuggling; the lack of appropriate controls on tobacco products in international trade; and the existence of entrenched smuggling networks, unlicensed distribution, lax anti-smuggling laws, weak enforcement and official corruption." WHO, 2000
“Smoking a cigarette for the beginner is a symbolic act. I am no longer my mother’s child, I’m tough, I am an adventurer, I’m not square. Whatever the individual talent, the act of smoking remains a symbolic declaration of personal identity… As the force from the psychological symbolism subsides, the pharmacological effect takes over to sustain the habit.”

Cigarettes are possibly the most marketed product in the world. While there is no reliable estimate of global cigarette marketing expenditures, it is clearly in the tens of billions of US dollars a year.

In the USA alone over $10 billion is spent a year on marketing cigarettes, and this at a time when advertising is prohibited on television and radio, when there are limitations on certain types of outdoor advertising and sponsorship, and when cigarette sales are falling.

Annual marketing expenditure is over $200 per smoker, and over 46 cents for every pack sold. Promotional allowances, that is payments made to retailers to facilitate sales, account for 41 percent of the total expenditure on cigarette marketing.

Cigarette marketing is older and more aggressive in developing countries than it is in the developed world. Cigarette advertising on television and radio is common, and a variety of other venues are exploited. These include sports, arts, pop, fashion and street events, adventure tours, contests, give-aways and the internet.

There are also the hidden advertisements such as the placement of cigarette smoking and tobacco products in films. In addition there is sponsorship of universities, good-will donations for community events, and advertising of other goods and products bearing the cigarette name. Such marketing is seen throughout both the developed and the developing world.

How the marketing dollar is spent in the USA 2000 US$ million

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>$13.59m</td>
</tr>
<tr>
<td>Print</td>
<td>$9.06m</td>
</tr>
<tr>
<td>Broadcast</td>
<td>$4.05m</td>
</tr>
<tr>
<td>Outdoor</td>
<td>$3.86m</td>
</tr>
<tr>
<td>Direct mail advertising</td>
<td>$3.40m</td>
</tr>
<tr>
<td>Other advertising</td>
<td>$2.87m</td>
</tr>
<tr>
<td>Retail promotion</td>
<td>$2.63m</td>
</tr>
<tr>
<td>Distribution</td>
<td>$1.75m</td>
</tr>
<tr>
<td>Total</td>
<td>$13.59m</td>
</tr>
</tbody>
</table>

Changes in cigarette marketing expenditure in the USA 1970-99

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount spent US $million</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>$361m</td>
</tr>
<tr>
<td>1975</td>
<td>$491m</td>
</tr>
<tr>
<td>1980</td>
<td>$1,242m</td>
</tr>
<tr>
<td>1985</td>
<td>$2,070m</td>
</tr>
<tr>
<td>1990</td>
<td>$3,000m</td>
</tr>
<tr>
<td>1995</td>
<td>$4,095m</td>
</tr>
<tr>
<td>2000</td>
<td>$5,075m</td>
</tr>
</tbody>
</table>

Most popular cigarette brand by country

<table>
<thead>
<tr>
<th>Country</th>
<th>Brand</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Kingdom</td>
<td>Marlboro</td>
</tr>
<tr>
<td>France</td>
<td>Rothmans</td>
</tr>
<tr>
<td>Germany</td>
<td>Marlboro</td>
</tr>
<tr>
<td>Italy</td>
<td>Marlboro</td>
</tr>
<tr>
<td>Spain</td>
<td>Marlboro</td>
</tr>
<tr>
<td>Russia</td>
<td>Marlboro</td>
</tr>
<tr>
<td>China</td>
<td>Marlboro</td>
</tr>
<tr>
<td>Japan</td>
<td>Marlboro</td>
</tr>
<tr>
<td>Brazil</td>
<td>Campos</td>
</tr>
<tr>
<td>Argentina</td>
<td>Camel</td>
</tr>
<tr>
<td>Mexico</td>
<td>Campos</td>
</tr>
</tbody>
</table>

The Marlboro Man was the top ad icon of the 20th century Advertising Age.
Cigarette vendors are very easy to locate online by the simplest search mechanisms. This mode of purchase translates into global penetration of tobacco products, unprecedented access of cigarettes to minors, cheap cigarettes through tax avoidance and smuggling, and un berned advertising, marketing and promotion. It is often impossible to identify the country of origin of such vendors. The majority appear to be in Europe and the USA, but countries as varied as Cyprus and Panama also offer internet sales. Strangely, some vendors take credit card details from prospective purchasers but then neither charge nor dispatch any cigarettes.

The internet is also used by tobacco interests to undertake sophisticated public relations, to denigrate pro-health organisations and individuals, to undermine the science of tobacco, and to attack tobacco control legislation (see map 20). Legislation has not yet caught up with this new threat to health.

Sales of cigarettes and other forms of tobacco over the internet started in earnest in the mid-1990s, and are predicted to rise in future.

“Most sites offering cheap cigarettes are a rip off. All cigarettes bought via the Internet must bear UK taxes. There are no allowances or loopholes. Cigarettes bought from sites that do not arrange payment of UK taxes are liable to forfeiture. In the last year Customs have destroyed over 10 million such cigarettes.”

HM Customs and Excise, UK 2000

“Philip Morris admits being behind Wavesnet website, an Internet company set up to run fashion parades and rave parties where cigarettes are sold at a discount.”

Australian Associated Press, 2000

“Wow!!!!!!!!!!!!!!! What a great website for cigs. I can’t believe I have been looking all over the web for cheap cigs and here you were all the time........with a complete list of companies. Thanks a lot!”

User comment posted on discount cigarette site, 2002

WHERE ARE THE GOODS?

Test ordering from 12 websites which claim to offer low price cigarettes to the UK market 2001

- 3 sites sent cigarettes
- 1 site charged but did not send cigarettes
- 8 sites took no money and sent no cigarettes

Prices quoted for 200 cigarettes

- £10 – £27
- £38.60
- £38.75

Retail price in UK

Price in UK if intercepted by Customs

INTERNET CIGARETTE VENDORS, USA 2000

- internet cigarette vendor sites 88%
- sites with Surgeon-General’s warning 24%
- sites selling bids 8%
- sites with special promotions 23%
- sites with age warning 81%
- types of age verification required:
  - customer self-reporting they are over 18 49%
  - typing in a birth date 15%
  - entering driving license information 9%
  - US teenagers with internet access Over 50%

INTERNET CIGARETTE SEARCH Google, 2002

Search term

- discount cigarette 9,070
- cheap cigarette 5,510
- tax free cigarette 1,540
- mail order cigarette 374
The tobacco industry spends millions of dollars trying to influence public policy. It makes major contributions to elected officials and political parties, payments to governments to support infrastructure such as mass transit and large investments in sophisticated public relations campaigns. The industry also gives money to civic, educational and charitable organisations and a host of others.

Since 1995 US tobacco companies have donated more than $32 million in political contributions to state and federal candidates and political parties in the USA, with over 80 percent of this paid to influence federal elections and officeholders. From 1995 to 2000 current members of the US Congress have received nearly six out of ten tobacco contributions from tobacco companies, and nearly six out of ten have accepted tobacco money.

The tobacco industry, in addition, conducts direct lobbying and sophisticated public relations campaigns, donating paid media, to influence the opinions of political decision-makers. Comprehensive tobacco legislation was defeated in the US Senate in 1998. Those who voted against the legislation had received nearly four times as much money from the tobacco industry in the two years before their last election, as those who voted in favour of the bill.

Buying influence and favours through political contributions is common practice; however, most countries do not require mandatory reporting.

Since 1995 US tobacco companies have donated more than $32 million in political contributions to state and federal candidates and political parties in the USA. Tobacco companies also attempt to influence the political process, by subsidising the air travel of candidates and their staff, funding political conventions and inaugurations, and hosting fundraisers. As well as campaign contributions, tobacco companies conduct direct lobbying and sophisticated public relations campaigns, including paid media, to influence the opinions of political decision-makers.

Comprehensive tobacco legislation was defeated in the US Senate in 1998. Those who voted against the legislation had received on average, nearly four times as much money from the tobacco industry in the two years before their last election, as those who voted in favour of the bill.

Buying influence and favours through political contributions is common practice; however, most countries do not require mandatory reporting.

Total: $35.5 million

 Philip Morris, 1990

RJ Reynolds, 1978

Philip Morris, 1985

Philip Morris and the industry are positively impacting the government decisions of Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the UAE through the creative use of market specific studies, position papers, well briefed distributors who lobby, media owners and consultants.

Philip Morris, 1987

Philip Morris, 1990

Philip Morris, 1995

Philip Morris, 1998
The tobacco industry has long appreciated the importance and difficulty of mobilising smokers to speak out on behalf of smokers’ rights. Consequently, the tobacco companies have investigated ways that they could “stimulate” the development of groups of smokers, so as to have the support, or at least the appearance of support from smokers and other “natural or third party allies.”

There are fewer than two dozen smokers’ rights organisations in the world, and all are in the developed world. The tobacco industry documents illustrate that while many of these organisations purport to be independent of the tobacco industry, at least some are dependent on tobacco company funding. In a 1988 document, the head of Philip Morris said, “Should we strive to set up FOREST type organisations throughout our regions?”

At the request of Philip Morris, the public relations firm of Burson-Marsteller formed the National Smokers Alliance, a smokers rights group, in 1991. Philip Morris initially provided the National Smokers Alliance with $4 million in seed funding. Documents show that Philip Morris formed similar groups throughout Europe. These “grassroots” groups, with their facades of “independence” from the industry, allowed them to do and say things publicly that tobacco companies could not.

Smokers are not a constituency that can be easily rallied. They are defensive, often self-deprecating, somewhat ashamed. May saw themselves engaged in a habit they wish they could quit. They are a passive group. Expressing very little anger or resentment. There is no sign among them of any significant determination to assert their rights as smokers.”

RJ Reynolds, 1978

“First we must work harder at getting smokers to help the industry. If we are to have any success at changing the climate of opinion, we must have to get the smokers more on our side, or at least enough of them to start to make a difference.”

Philip Morris, 1993

“Says we try to keep Philip Morris out of media issues like taxation, smoking bans and marketing restrictions. Instead, we try to provide the media with statements in support of our positions from third party sources, which carry more credibility than our company and have no apparent vested interest.”

Phil Morris, 1993

“...to sum up, then, on using our natural allies. We have made a start; we have proved that it can be done; we have found that they can be a very effective force; and we intend to do more in the future.”

Philip Morris, 1985

“...first, we must work harder at getting smokers to help the industry. If we are to have any success at changing the climate of opinion, we have to get the smokers more on our side. This is of the utmost importance. We have to start to make a difference.”

Philip Morris, 1985

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“...to sum up, then, on using our natural allies. We have made a start; we have proved that it can be done; we have found that they can be a very effective force; and we intend to do more in the future.”

Philip Morris, 1985
"On May 12, 1994, an unboxed box of what appeared to be tobacco company documents was delivered to Professor Stanton Glantz. The documents in the box dated from the early 1950’s to the early 1980’s. They consisted primarily of confidential internal memoranda related to Brown & Williamson Tobacco Corporation’s (B&W) and BAT, and many of the documents contained internal discussions of the tobacco industry’s public relations and legal strategies over the years, and were often labelled "confidential" or "privileged." The return address on the box was simply "56 Botts.""

So starts The Cigarette Papers, the first report chronicling the release of previously secret tobacco industry documents. Public release of these documents clearly illustrated their power in exposing tobacco industry corporate behavior, and they profoundly influenced public opinion.

Following the release of the BAT documents and as a result of litigation and legal settlement agreements in the USA, documents introduced through legal discovery have had to be made publicly available by the tobacco industry in physical depositories in Minneapolis, USA and Guildford, UK.

As a result of the 1998 Master Settlement Agreement between 46 states and the tobacco industry, the documents of the Minnesota Depository are to be duplicated online via searchable websites maintained by each of the companies.

"Our work in Senegal resulted in a new advertising decree which reversed a total advertising ban."  
Philip Morris, 1986

"Work to develop a system by which Philip Morris can measure trends on the issue of Smoking and Islam. Identify Islamic religious leader who opposes interpretations of the Quran which would ban the use of tobacco and encourage support for these leaders."  
Philip Morris, 1987

"A law prohibiting tobacco advertising was passed in Ecuador but, after a mobilization of journalists from throughout Latin America and numerous international organizations, it was vetoed by the President."  
Philip Morris, 1986

"Asia is now the priority target for the world anti-tobacco movement. We should remember that as U.S. cigarette exports to Asian account for close to 70% of our volume and 97% of our profits. The implications for our business are significant."  
Philip Morris, 1989

"Naturally, some people will suspect that we at the Tobacco Institute have spent so long fighting the cigarette controversy that we have become a little paranoid. But let me assure you that paranoia is justified. They are out there; they are out to get us."  
Tobacco Institute, USA, 1979

"Document retention policy."  
BAT’s description of the policy under which thousands of incriminating documents were destroyed.  
Australia, 2002