

¿No os estaréis
pasando con esto
del tabaco?

F. Javier Ayesta

Alicante, 20.10.2017

1. Gran evolución en s.XXI



Uber Humor

Steve holt!



**Ventas de
cajetillas de
cigarrillos
en España
(menos
Canarias)**

2004		2016
851.902.399	Andalucía	368.142.637
137.343.081	Aragón	73.466.615
104.450.801	Asturias	57.654.892
199.853.146	Balears	90.567.073
59.884.859	Cantabria	32.106.957
236.607.059	Castilla y León	125.960.684
189.392.903	Castilla-La Mancha	105.358.729
865.353.941	Cataluña	428.774.090
594.178.682	Com. Valenciana	283.573.865
109.762.107	Extremadura	57.363.716
232.267.600	Galicia	131.867.919
570.682.584	Madrid	300.512.851
148.857.798	Murcia	81.674.106
91.449.045	Navarra	48.382.686
242.940.095	País Vasco	121.475.324
28.124.031	Rioja	16.568.126
4.663.050.131	Totales	2.323.450.270

One question of great importance is the stability of 'difficulty of quitting'. The concept of dependence implies that it is a more stable characteristic than according to current theories of relapse or stages of the smoking career. More research is needed to provide the answers. Further questions on difficulty of quitting suggest themselves. If it is a relatively stable characteristic, would it be an indicator of some general susceptibility to dependency ('addictive personality')? Drug users and alcoholics are very likely to smoke cigarettes, but so are prisoners, schizophrenics, and Spanish physicians. The relevant question is whether drug users and alcoholics find quitting tobacco more difficult than other comparable smokers.



15



SRNT-European Meetings 2002-2014

How much we have changed!

F. Javier Ayesta

September 18th, 2014

Cambio semanal,
entre lunes y martes



C. La Salle

1 2 2001



I. Pereda

1 2 2001



C. Salesianos

1 2 2001



C. Agustinos



1 2 2001



C. Escolapios

1 2 2001



2002
Febrero

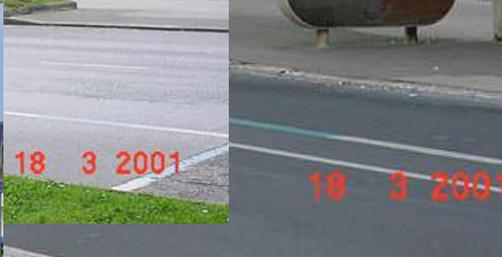
















Abril







22 4 2001



22 4 2001



22 4 2001



22 4 2001



22 4 2001



22 4 2001

22 4 2001



1-7 Mayo

¡NO es de tabaco!

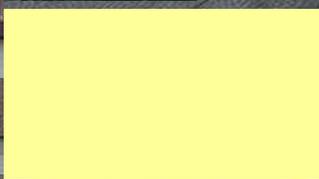


13 5 2001



Mayo













¡Empiezan las vacaciones!

19-25 Junio:	Agua
26 Jun-2 Jul:	Agua
3-9 Julio:	Agua
10-16 Julio:	Agua
17-23 Julio:	???
24-30 Julio:	Tocado (Winston)
31 Jul-6 Ago:	Agua
7-13 Agosto:	Agua
14-20 Agosto:	Agua
21-27 Agosto:	Agua
28 Ago-3 Sept:	Agua

¡Terminan las vacaciones!



9 9 2001



9 9 2001



9 9 2001



9 9 2001



9 9 2001

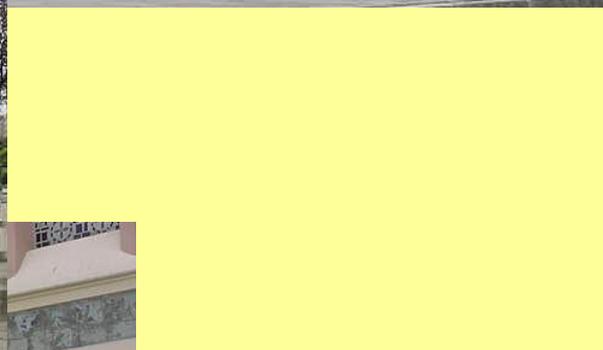
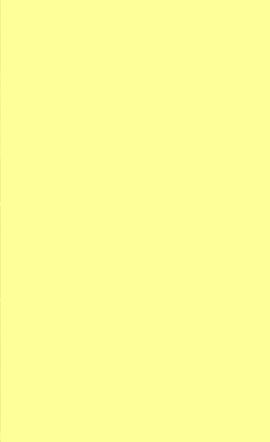


9 9 2001



9 9 2001

Septiembre









Octubre



9-15 Octubre

¡NO es de tabaco!



18 10 2001



18 10 2001



18 10 2001



18 10 2001

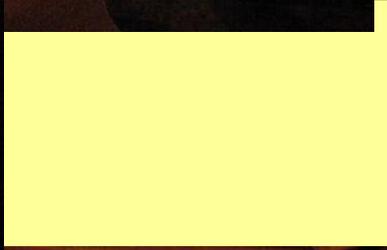
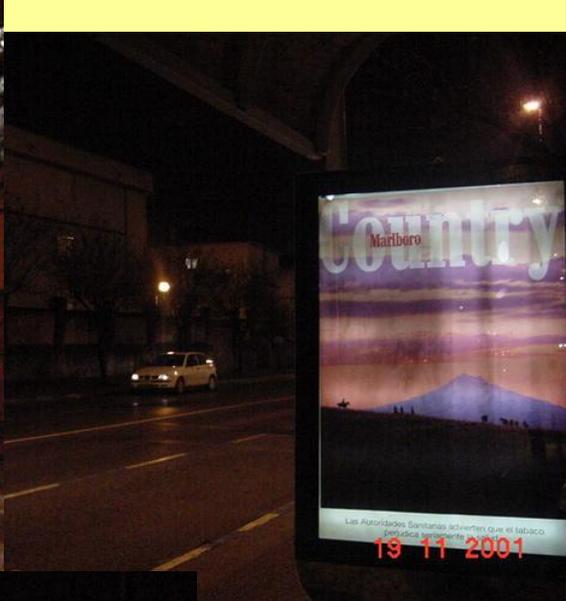


30 Octubre – 5 Noviembre:

¡NO es de tabaco!



Noviembre



En resumen

De febrero a junio, **19 de los 20** anuncios fueron de tabaco.

Durante las vacaciones de verano, **sólo 1 de los 11** fue de tabaco.

De septiembre a noviembre, **10 de los 12** fueron de tabaco.

Después llegaron las navidades con sus anuncios

La probabilidad de que esto ocurra por azar es de $p < 0.0001$ (*Fischer's exact test*).

Obviamente, no es la casualidad la razón subyacente.

Por aquel entonces, en España las compañías de tabaco se habían *auto-impuesto* un código ético de auto-regulación en el que se comprometían a no anunciarse a menos de 200 metros de los centros escolares.

Santander no era la excepción

Si esto ocurría en un país europeo, es fácil de imaginar qué ocurre en naciones o regiones con gobiernos o administraciones más débiles.



2006





2008







WARNING

YOU'RE NOT THE ONLY ONE SMOKING THIS CIGARETTE

The smoke from a cigarette is not just inhaled by the smoker. It becomes second-hand smoke, which contains more than 50 cancer-causing agents.

Health Canada

WARNING

WHERE THERE'S SMOKE THERE'S HYDROGEN CYANIDE

Tobacco smoke contains hydrogen cyanide. It can cause headaches, dizziness, weakness, nausea, vertigo and stomach aches in smokers and non-smokers.

Health Canada

WARNING

CIGARETTES CAUSE LUNG CANCER

Every cigarette you smoke increases your chance of getting lung cancer.

Health Canada

WARNING

CIGARETTES LEAVE YOU BREATHLESS

Tobacco use causes crippling, often fatal lung diseases such as emphysema.

Health Canada

WARNING

TOBACCO USE CAN MAKE YOU IMPOTENT

Cigarettes may cause sexual impotence due to decreased blood flow to the penis. This can prevent you from having an erection.

Health Canada

WARNING

TOBACCO SMOKE HURTS BABIES

Tobacco use during pregnancy increases the risk of preterm birth. Babies born preterm are at an increased risk of infant death, illness and disability.

Health Canada

WARNING

CIGARETTES HURT BABIES

Tobacco use during pregnancy reduces the growth of babies during pregnancy. These smaller babies may not catch up in growth after birth and the risks of infant illness, disability and death are increased.

Health Canada

Estimated Deaths in Canada, 1998

- Murders - 510
- Alcohol - 1,900
- Car accidents - 3,900
- Quackies - 3,000

WARNING

EACH YEAR, THE EQUIVALENT OF A SMALL CITY DIES FROM TOBACCO USE

■ Tobacco - 45,600

Health Canada

WARNING
CIGARETTES HURT BABIES

Tobacco use during pregnancy reduces the growth of babies during pregnancy. These smaller babies may not catch up in growth after birth and the risks of infant illness, disability and death are increased.

Health Canada Lurquer.com



WARNING
YOU'RE NOT THE ONLY ONE SMOKING THIS CIGARETTE

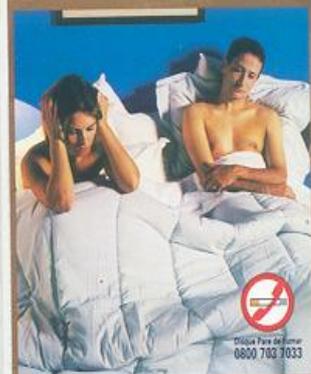
The smoke from a cigarette is not just inhaled by the smoker. It becomes second-hand smoke, which contains more than 50 cancer-causing agents.

Health Canada Lurquer.com



O Ministério da Saúde adverte:

FUMAR CAUSA IMPOTÊNCIA SEXUAL



0800 703 7033

Player's



Filter

25 FILTER CIGARETTES

Player's



Filter

25 FILTER CIGARETTES

WARNING
CIGARETTES ARE HIGHLY ADDICTIVE

Studies have shown that tobacco can be harder to quit than heroin or cocaine.

Health Canada Lurquer.com



Player's



Filter

25 FILTER CIGARETTES



800-888-2223



DERBY



www.derby.com.br
EQIPADO SUPERGRANDES 44 TO
TUAL 44, 48 SUPERGRANDES
NO. 4448 444

INGREDIENTES BÁSICOS:
FOLHA DE TABACO
FOLHA DE TABACO
FOLHA DE TABACO
FOLHA DE TABACO
FOLHA DE TABACO

DERBY

AZUL

PREMIUM QUALITY



O Ministério da Saúde adverte:
**FUMAR CAUSA MAU HÁLITO,
PERDA DOS DENTES
E CÂNCER DE BOCA**



0800 703 7033

The case for the plain packaging of tobacco products



Non-smoking wives of heavy smokers have a higher risk of lung cancer: a study from Japan

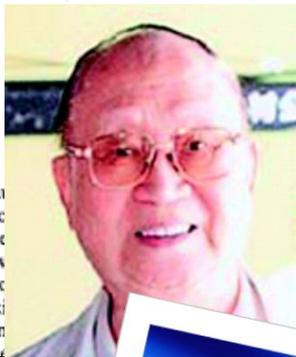
TAKESHI HIRAYAMA

Abstract

In a study in 29 health centre districts in Japan 91 540 non-smoking wives aged 40 and above were followed up for 14 years (1966-79), and standardised mortality rates for lung cancer were assessed according to the smoking habits of their husbands. Wives of heavy smokers were found to have a higher risk of developing lung cancer

be studied thoroughly because hand smoke of cigarettes contains carcinogens.^{1,2} The by the report of small-airway chronically exposed to tobacco

The effect of passive smoking following 91 540 non-smoking and measuring their risk of d



The Health Consequences of Involuntary Exposure to Tobacco Smoke

A Report of the Surgeon General



Department of Health and Human Services



England

Sunday, July 1, 2007

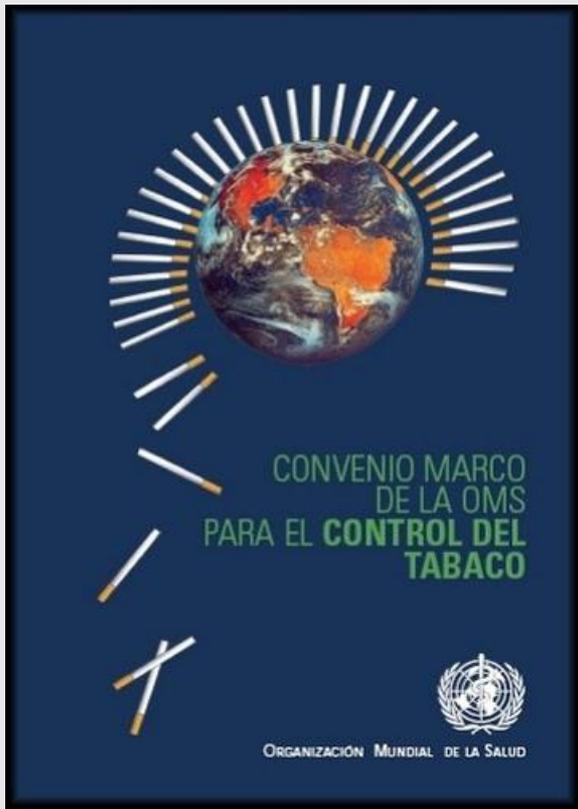
Smoke Free

WhyQuit.com





WHO FRAMEWORK CONVENTION ON TOBACCO CONTROL



27.02.2005



FCTC

WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL

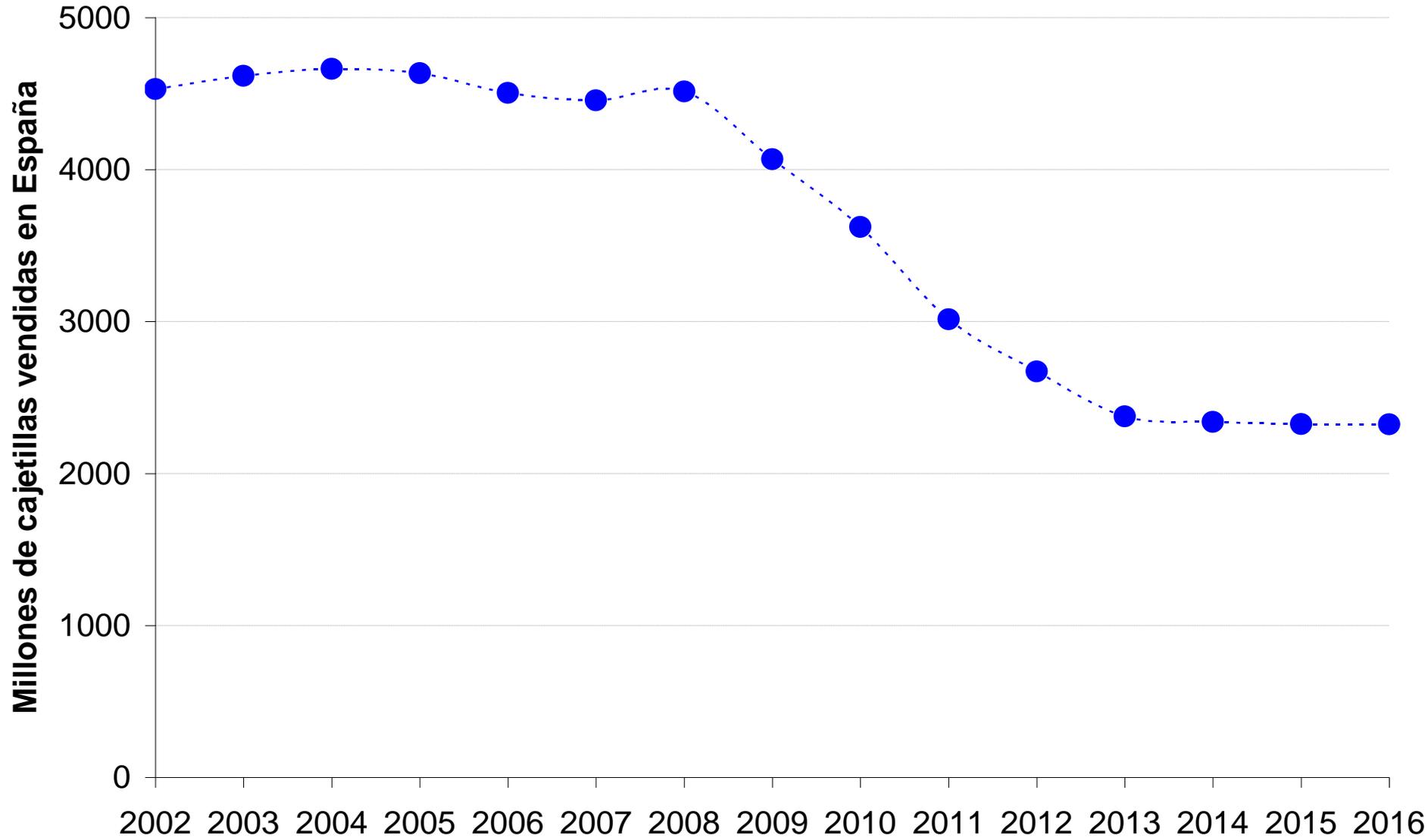
DENORMALIZATION

DESNORMALIZACIÓN

2. ¡Sois insaciables!



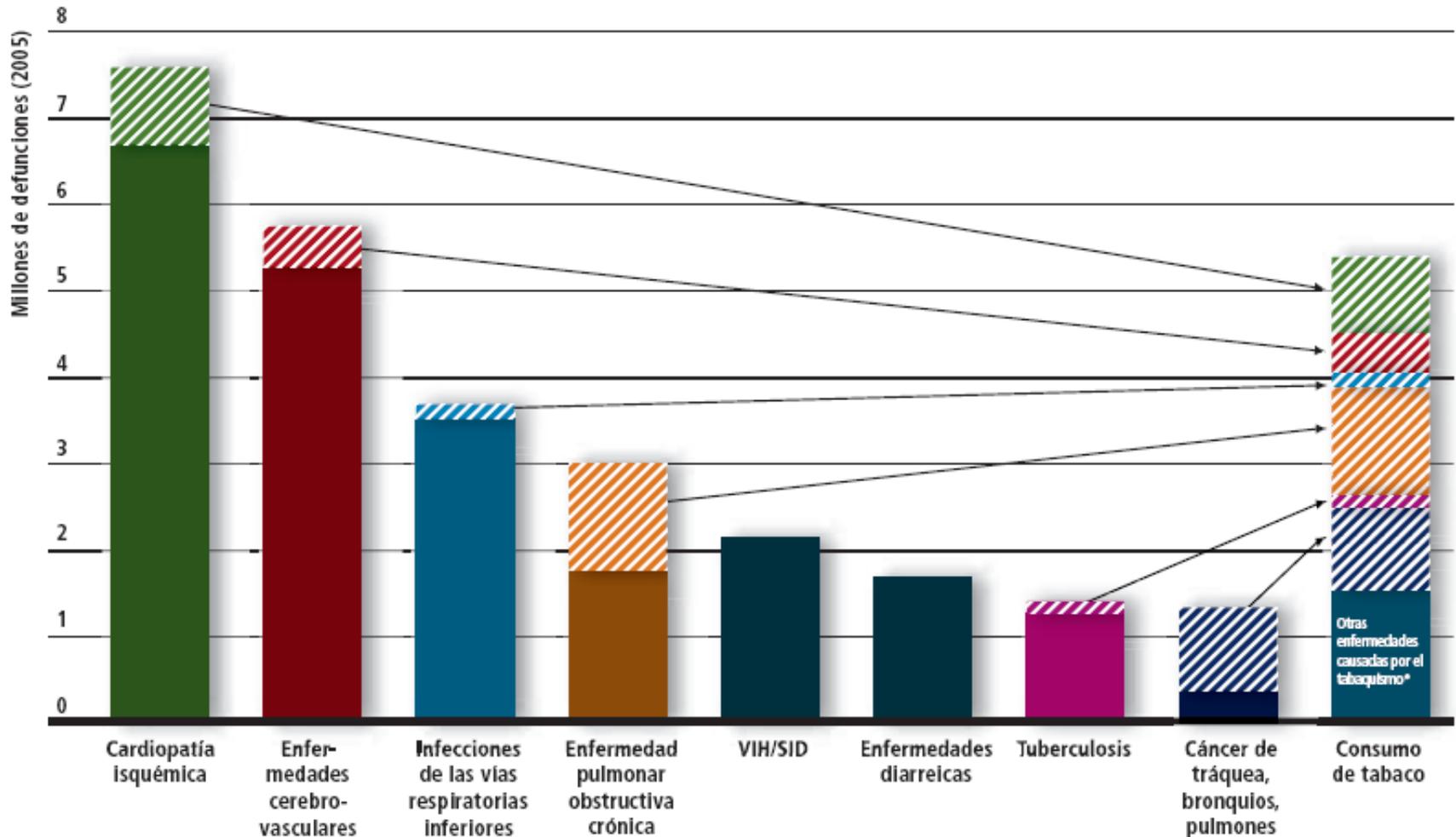




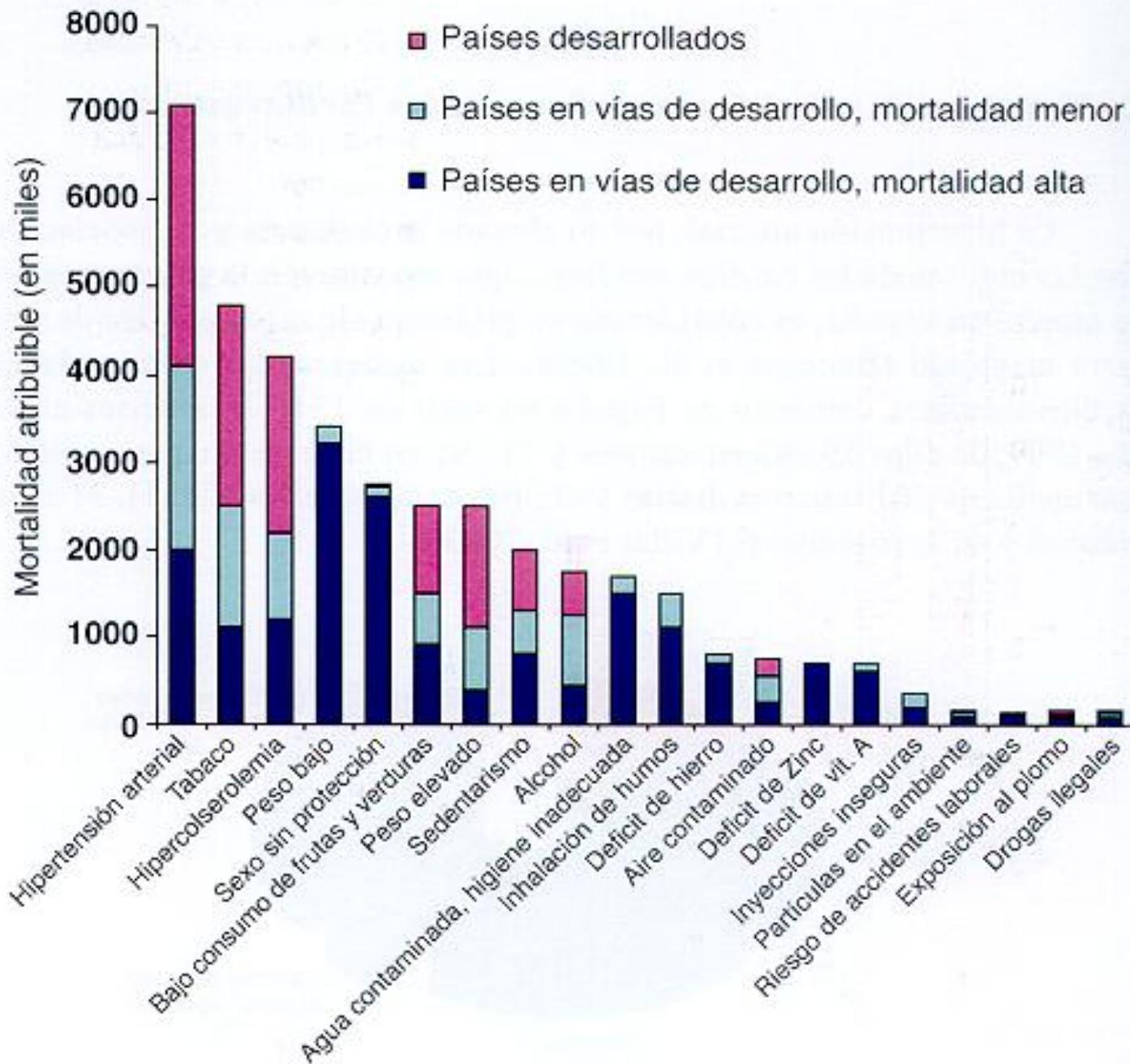




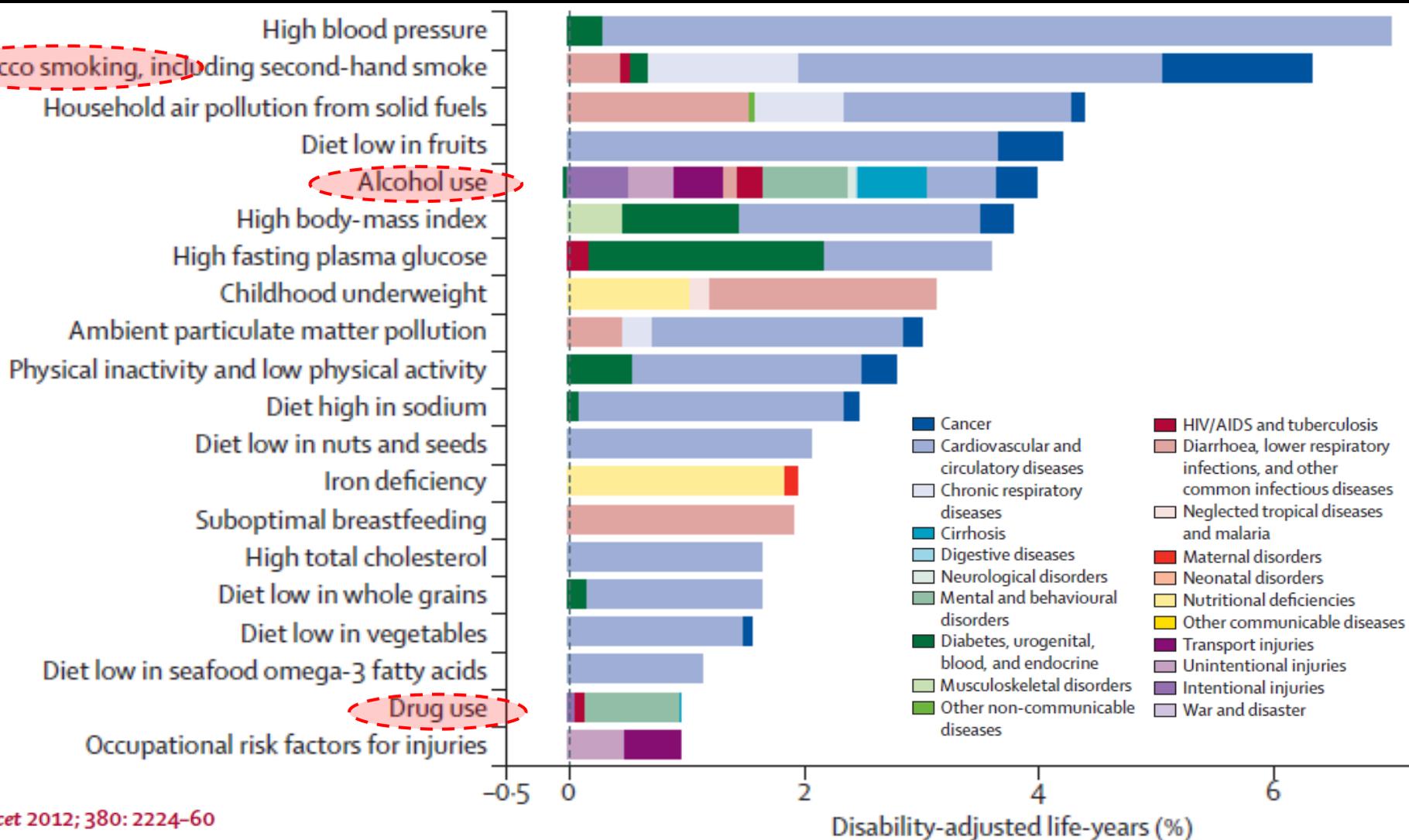
EL CONSUMO DE TABACO ES UN FACTOR DE RIESGO DE SEIS DE LAS OCHO CAUSAS PRINCIPALES DE MORTALIDAD EN EL MUNDO



2002



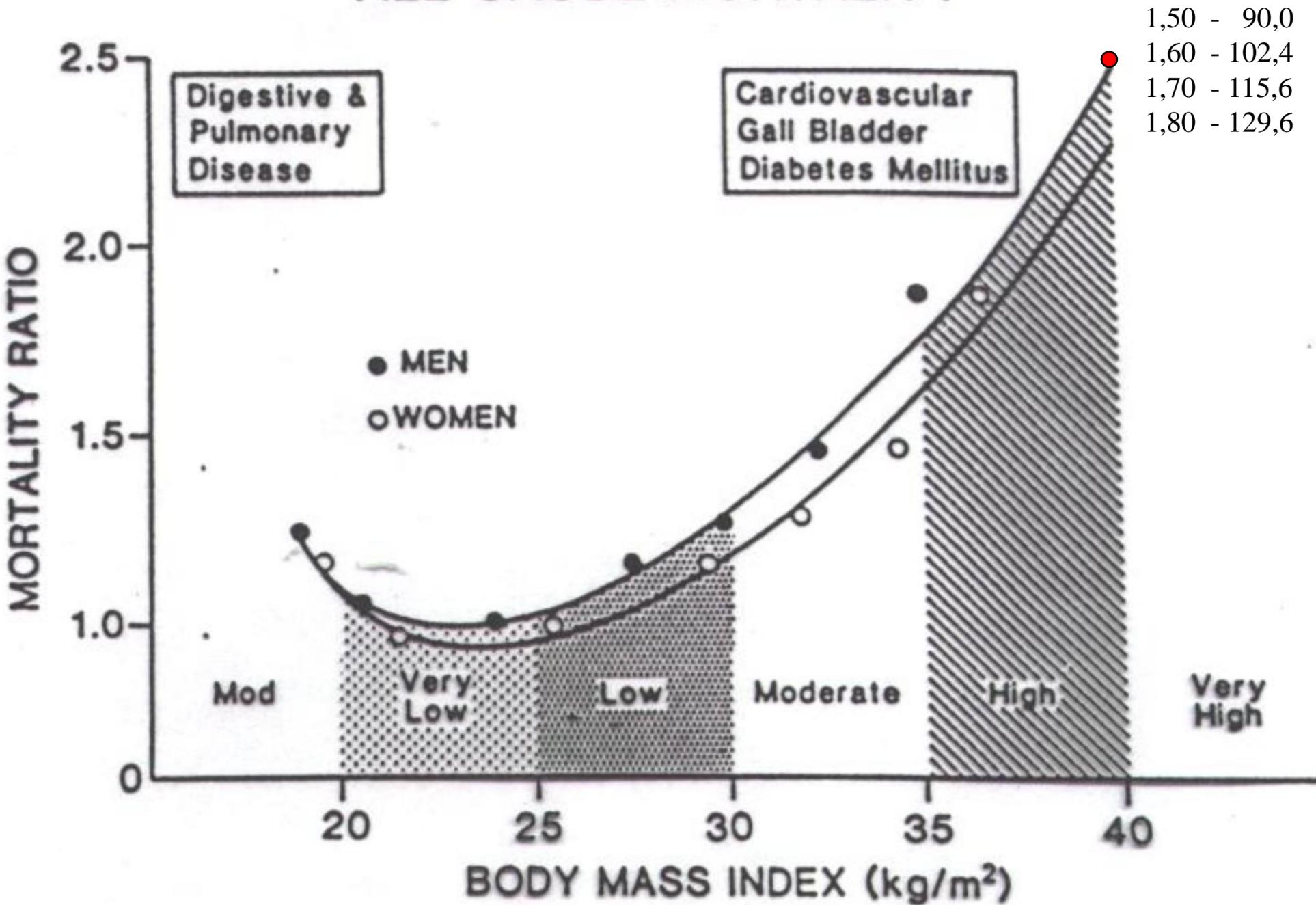
2012



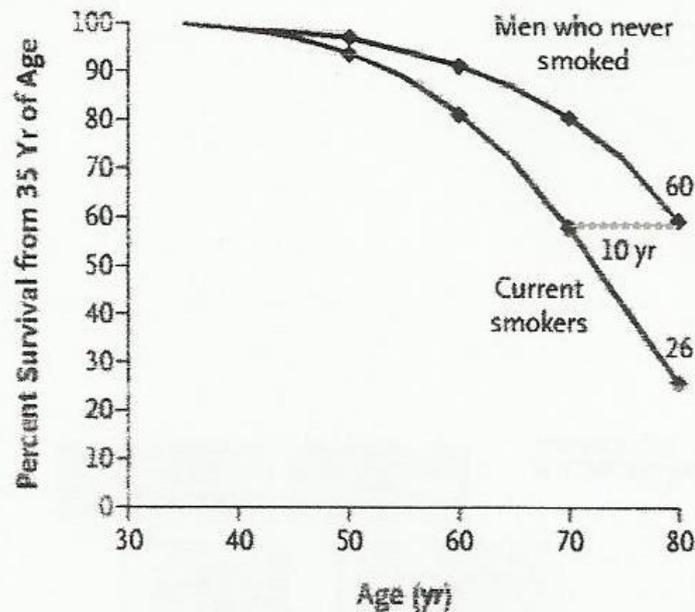
Factor de riesgo:

- Aumenta la tasa de mortalidad por un factor entre 2 y 3
- Causa mortalidad prematura en >50% (10-12 años de pérdida)
- No hay exposición de no-riesgo

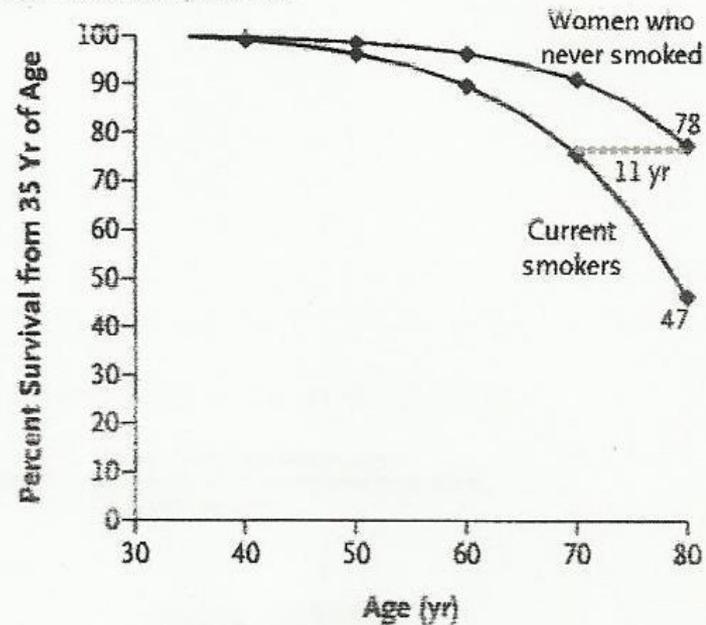
ALL CAUSE MORTALITY



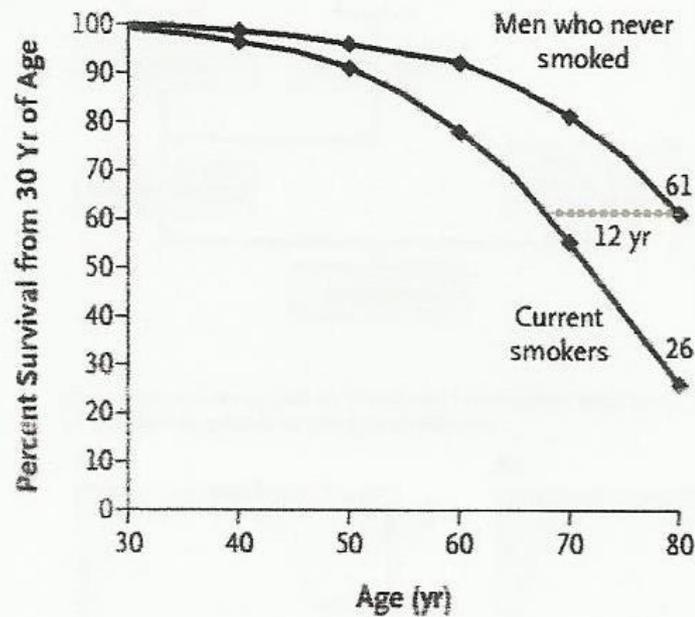
A United Kingdom. Men



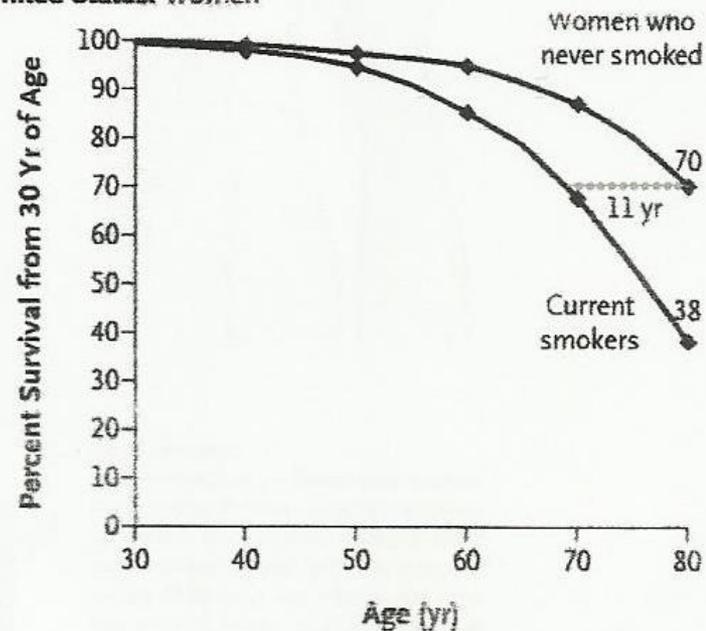
B United Kingdom. Women



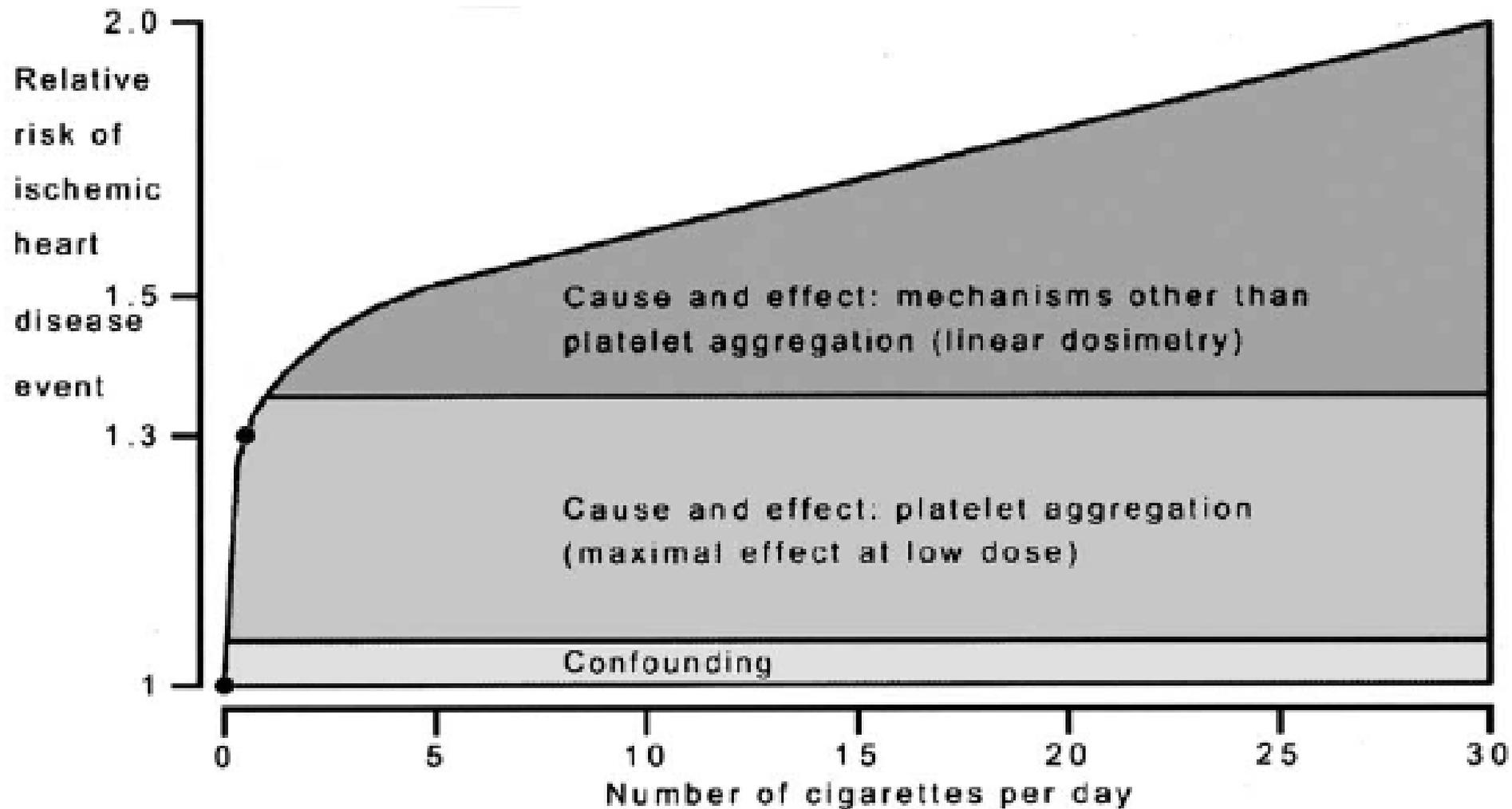
C United States. Men

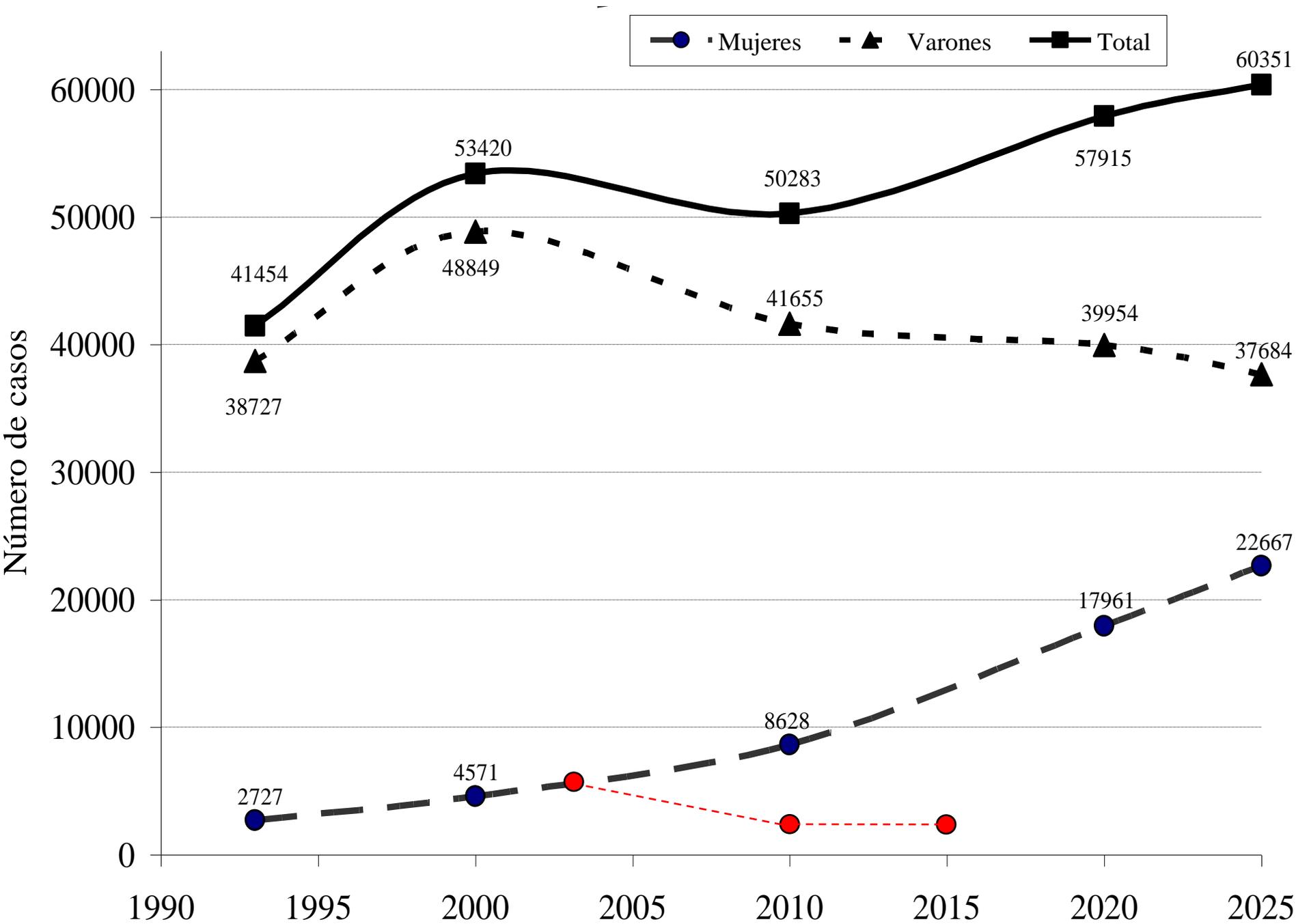


D United States. Women



Relación dosis-respuesta entre consumo de tabaco y eventos coronarios (Law, 2003)





Summary of the global HIV epidemic (2016)

Number of people living with HIV in 2016

Total **36.7 million** [30.8 million – 42.9 million]
Adults 34.5 million [28.8 million – 40.2 million]
Women 17.8 million [15.4 million – 20.3 million]
Men 16.7 million [14.0 million – 19.5 million]
Children (<15 years) 2.1 million [1.7 million – 2.6 million]

People newly infected with HIV in 2016

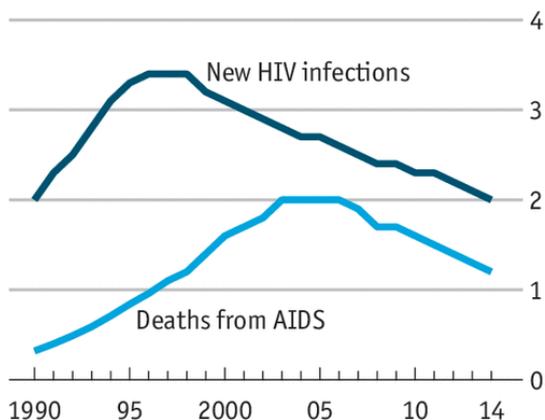
Total **1.8 million** [1.6 million – 2.1 million]
Adults 1.7 million [1.4 million – 1.9 million]
Children (<15 years) 160 000 [100 000 – 220 000]

AIDS deaths in 2016

Total **1.0 million** [830 000 – 1.2 million]
Adults 890 000 [740 000 – 1.1 million]
Children (<15 years) 120 000 [79 000 – 160 000]

What's going down

AIDS worldwide, m



estimates.



World Health Organization

Centro de prensa

Tabaco

Nota descriptiva

Mayo de 2017



Datos y cifras

- El tabaco mata hasta a la mitad de sus consumidores.
- El tabaco mata cada año a más de 7 millones de personas, de las que más de 6 millones son consumidores del producto y alrededor de 890 000 son no fumadores expuestos al humo de tabaco ajeno.
- Casi el 80% de los más de mil millones de fumadores que hay en el mundo viven en países de ingresos bajos o medios.

Una de las principales causas de defunción, enfermedad y empobrecimiento

El tabaco es una de las mayores amenazas para la salud pública que ha tenido que afrontar el mundo. Mata a más de 7 millones de personas al año, de las cuales más de 6 millones son consumidores directos y alrededor de 890 000 son no fumadores expuestos al humo ajeno.

Enlaces conexos



[Día Mundial Sin Tabaco](#)

[Recursos sobre el tabaco](#)

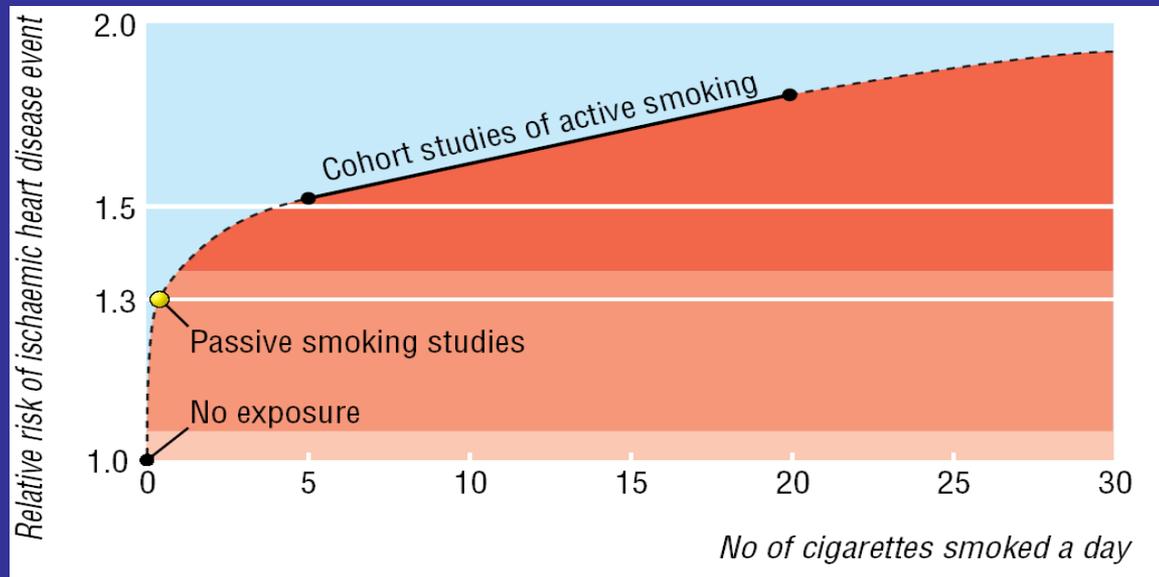
[Iniciativa Liberarse del Tabaco](#)
Programa de la OMS

PASSIVE SMOKING

Enough evidence to infer **causal relationship**:

a) In Adults:

- 1) Lung cancer (Δ 20-30%)
- 2) Coronary morbi-morbidity (Δ 20-30%)
- 3) Nasal irritation



b) In children:

- 1) SIDS
- 2) Low resp. tract diseases (bronchitis & pneumonia)
- 3) Middle ear diseases

Evidence is suggestive (but not conclusive) :

a) In adults:

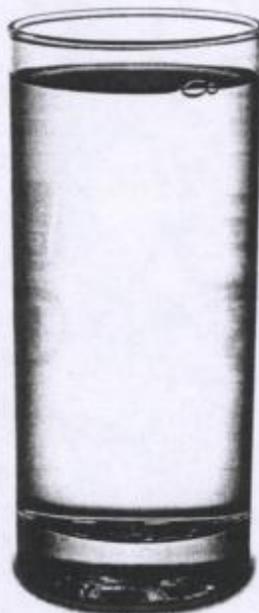
- 1) Cerebro-vascular disease
- 2) Arteriosclerosis
- 3) Respiratorios symptoms & lowering of pulmunor function
- 4) Appearance and worsening os asthma
- 5) COPD
- 6) Nasal sinus Cáncer;
- 7) Breast cancer

b) In children:

- 1) Low weight at birth, preterm delivery (pas. exp. pregnancy)
- 2) Asthma, some tumours

EL HUMO DE TABACO EN EL AMBIENTE VISTO EN PERSPECTIVA

¿Qué riesgos corre usted?



Parece que no pasa un día sin que se descubre que tal cosa o tal otra representa algún tipo de riesgo para la salud.

En un estudio científico, incluso el beber agua con cloro se relacionó con el cáncer.

Sin embargo, como el sentido común sugiere (y los científicos confirman) no todo lo que se describe en las estadísticas como riesgo representa un riesgo significativo.

Por ejemplo, a mucha gente se le ha hecho creer que el humo de tabaco en el ambiente es perjudicial.

¿Qué no sea de extrañar.

Al fin y al cabo, nosotros reconocemos que fumar es sí un factor de riesgo para ciertas enfermedades humanas y que a algunas personas el humo de tabaco en el ambiente les resulta molesto y desagradable.

Pero, ¿qué ocurre con el humo de tabaco en el ambiente? ¿Es realmente un riesgo significativo para la salud de quienes han escogido no fumar?

Nosotros creemos que no, a la vista de los resultados científicos.

Recientemente, la 'Environmental Protection Agency' de los Estados Unidos llevó a cabo una revisión a gran escala de los estudios existentes sobre los riesgos que el humo de tabaco en el ambiente representa para los no fumadores. Por lo general, estos estudios se centran en los no fumadores que viven con

fumadores durante largos periodos de tiempo, talos como 20 años.

Y esta revisión situó el riesgo de cáncer de pulmón por el humo de tabaco en el ambiente en un nivel muy por debajo del riesgo indicado en otros estudios sobre numerosos artículos y actividades cotidianas.

E inferior, incluso, al riesgo para la salud que entraña beber agua con cloro, según otro estudio.

Tal y como muestra el cuadro de abajo, muchas actividades cotidianas se han asociado estadísticamente en algún u otro momento con aparentes riesgos para la salud.

Sin embargo, prestigiosos científicos afirman que las asociaciones débiles no son necesariamente significativas.

Por eso no existe una gran campaña para convencerte de que deje de beber agua con cloro.

Ni hay justificación sólida para una campaña contra el humo de tabaco en el ambiente.

Si quiere formarse su propia opinión, escribanos a Philip Morris Europe S.A., c/o P.O. Box 185, 3000 AC Amsterdam, Países Bajos, o por fax al 01 20 20 871 98 89 o a través de <http://www.info.prima.nl>

Le enviaremos los resultados científicos sobre el tema del humo de tabaco en el ambiente.

Creemos que los encontrará convincentes.

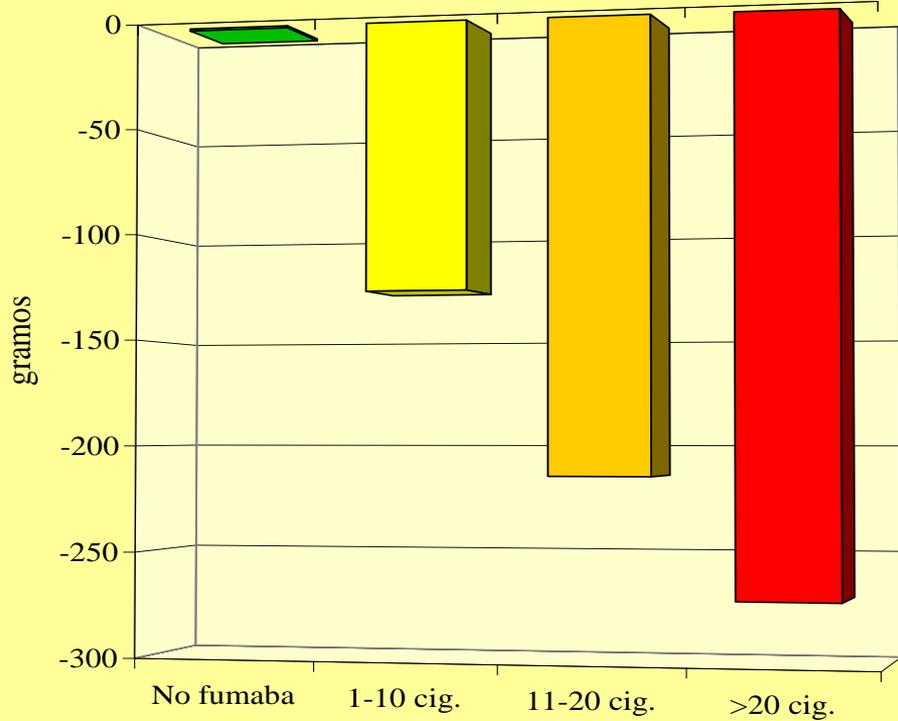
	Actividades Cotidianas	Riesgo Relativo Indicado*	Daño Sobre la Salud Indicado	Referencia del Estudio Científico
Asociado con un riesgo adicional	Dieta muy rica en grasas saturadas	6.14	Cáncer de páncreas	Journal of the National Cancer Institute, Vol. 85, p. 1208 (1993)
	Dieta no vegetariana con respecto a dieta vegetariana	3.08	Enfermedades del corazón	American Journal of Clinical Nutrition, Vol. 31, p. 519 (1979)
	Consumir frecuentemente carnes azules de cordero	2.80	Cáncer de páncreas	International Journal of Cancer, Vol. 40, p. 804 (1987)
Asociado con un riesgo similar al del agua con cloro	Beber 1-2 vasos de leche entera al día	1.62	Cáncer de páncreas	International Journal of Cancer, Vol. 42, p. 608 (1988)
	Consumir una galleta al día	1.49	Enfermedades del corazón	Lancet, Vol. 341, p. 781 (1993)
Asociado con un riesgo reducido	Beber agua con cloro	1.38	Cáncer rectal	American Journal of Public Health, Vol. 82, p. 985 (1992)
	Fumar pasivamente frecuentemente	1.30	Esquizofrenia	American Journal of Epidemiology, Vol. 119, p. 775 (1984)
	Humo de tabaco en el ambiente	1.19	Cáncer de páncreas	U.S. Environmental Protection Agency (1992)
Asociado con un riesgo reducido	Dieta rica en verduras	0.57	Cáncer de páncreas	International Journal of Epidemiology, Vol. 25, Suppl. 1, p. 32 (1996)
	Dieta rica en frutas	0.51	Cáncer de páncreas	American Journal of Epidemiology, Vol. 132, p. 682 (1991)

*El riesgo relativo mide en qué grado el consumo o la exposición a algo incrementa o disminuye el riesgo. De acuerdo con el Instituto Nacional del Cáncer de EE.UU.: "En las investigaciones epidemiológicas, riesgo relativo inferior a 2 se consideran pequeños y con poca utilidad interpretativa. Dichos incrementos pueden responder a la casualidad, y no a un riesgo real, o a los efectos de factores de confusión, que a veces los son también."

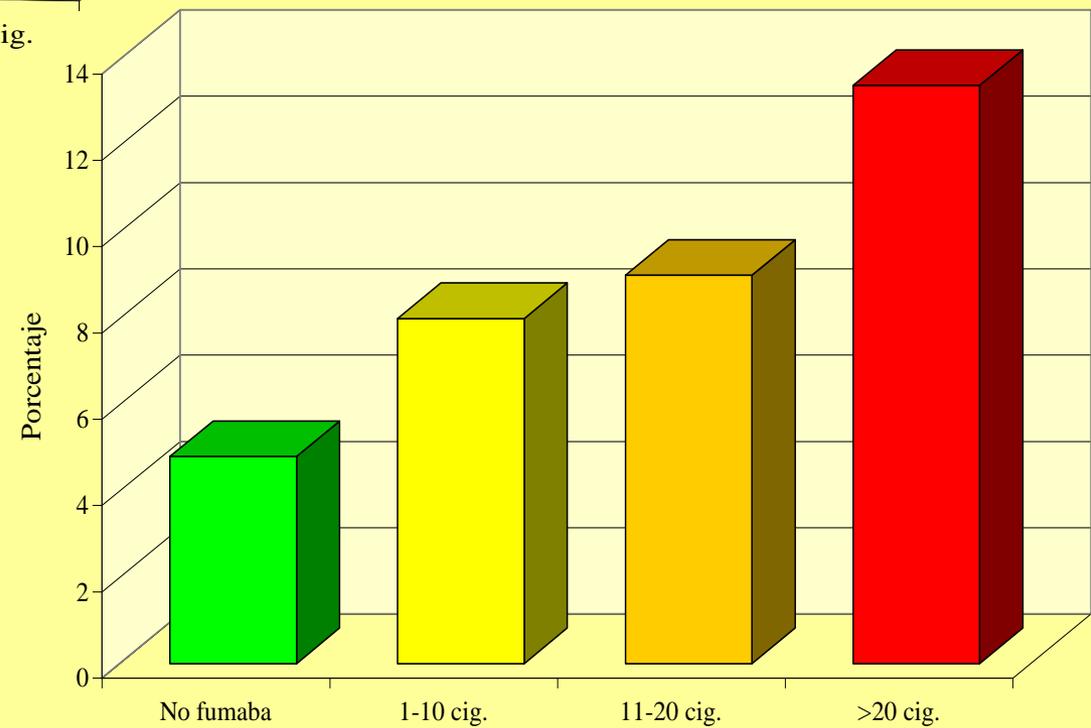
Philip Morris Europe S.A.

El humo de tabaco en el ambiente. Pongamos las cosas en su sitio.

	Efecto sobre la salud	Comentario
Fertilidad	Retraso en la concepción	13% de los embarazos
	Infertilidad femenina	OR: 1,60
	Éxito en reproducción asistida	OR: 0,54
Obstétricos	Embarazo ectópico	OR: 1,5-2,5
	Aborto espontáneo	OR: 1,3
	Pre-eclampsia	OR: 0,6-0,7
	Placenta previa	OR: 1,5
	Desprend. de placenta	OR: 2,0
	Parto pre-término	OR: 1,5
	Rotura prematura de membranas	OR: 2-3 en partos pretérminos
	Muerte perinatal	OR: 1,5-2,0
Fetales	Bajo peso al nacer	OR: 3,0
	Disminución peso	200-300 gr
Neonatales	S. de muerte súbita del lactante	OR: 3-4



Porcentaje de recién nacidos con bajo peso al nacer (<2500g)



**Jumping off buildings when pregnant
harms your baby**

You wouldn't ignore this warning. Why ignore them on cigarette packs?

QUITLINE:
(011) 720 3145



IN FAMOUS



Si fumas, tienes un problema



¡No existen “pobres fumadores”!

Existen personas con un grave factor de riesgo, que acuden a nosotros porque les preocupa su salud o la salud de sus familiares

(...y quizá no el factor de riesgo)

¿QUÉ PUEDO HACER
PARA NO TENER UNAS
RESACAS TAN MALAS,
DOCTOR?

DEJA DE BEBER
ALCOHOL.

10-19

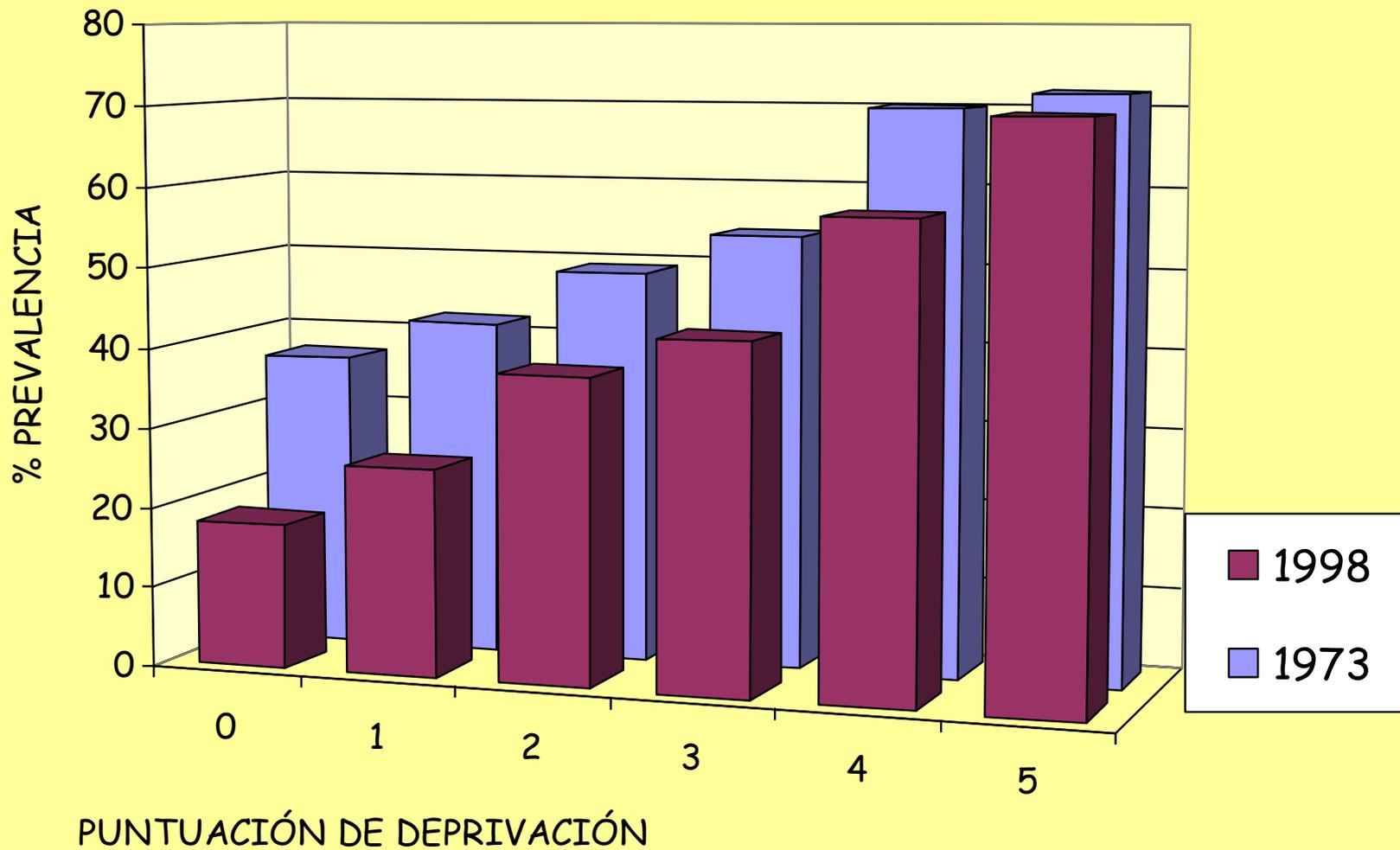
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NO, EN SERIO, ¿QUÉ PUEDO HACER?

CHARLIE
BROWNE

©1988 King Features Syndicate, Inc.





Smoking and mental illness: results from population surveys in Australia and the United States

David Lawrence*^{1,2}, Francis Mitrou^{1,2} and Stephen R Zubrick^{1,2}

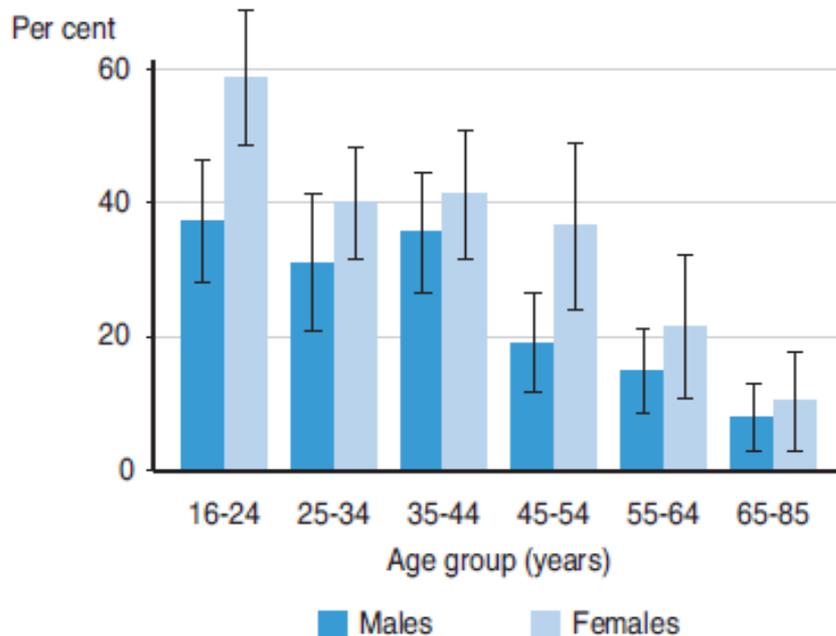


Figure 1
Proportion of Australian smokers with a mental disorder, by age group and sex. Source: 2007 Australian Survey of Mental Health and Wellbeing, customised tables [43].

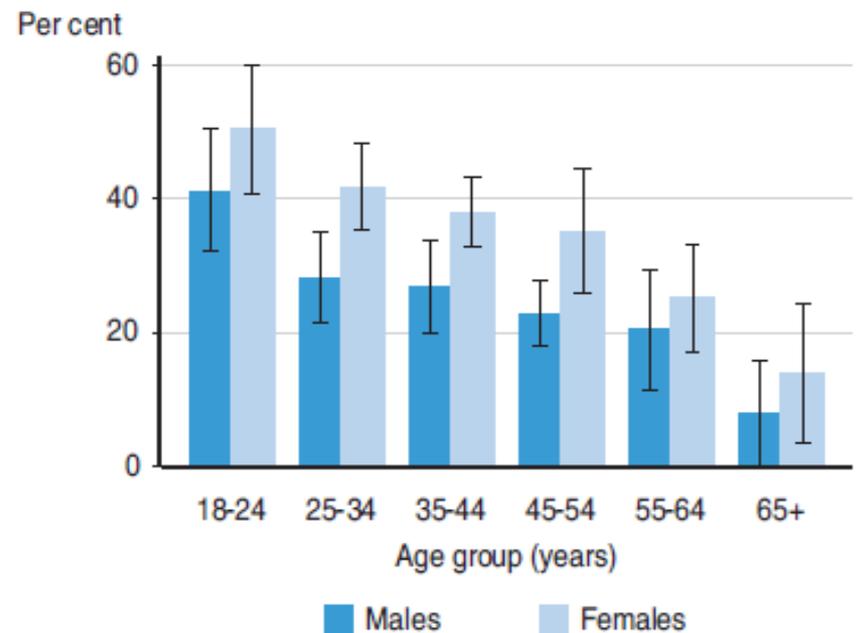
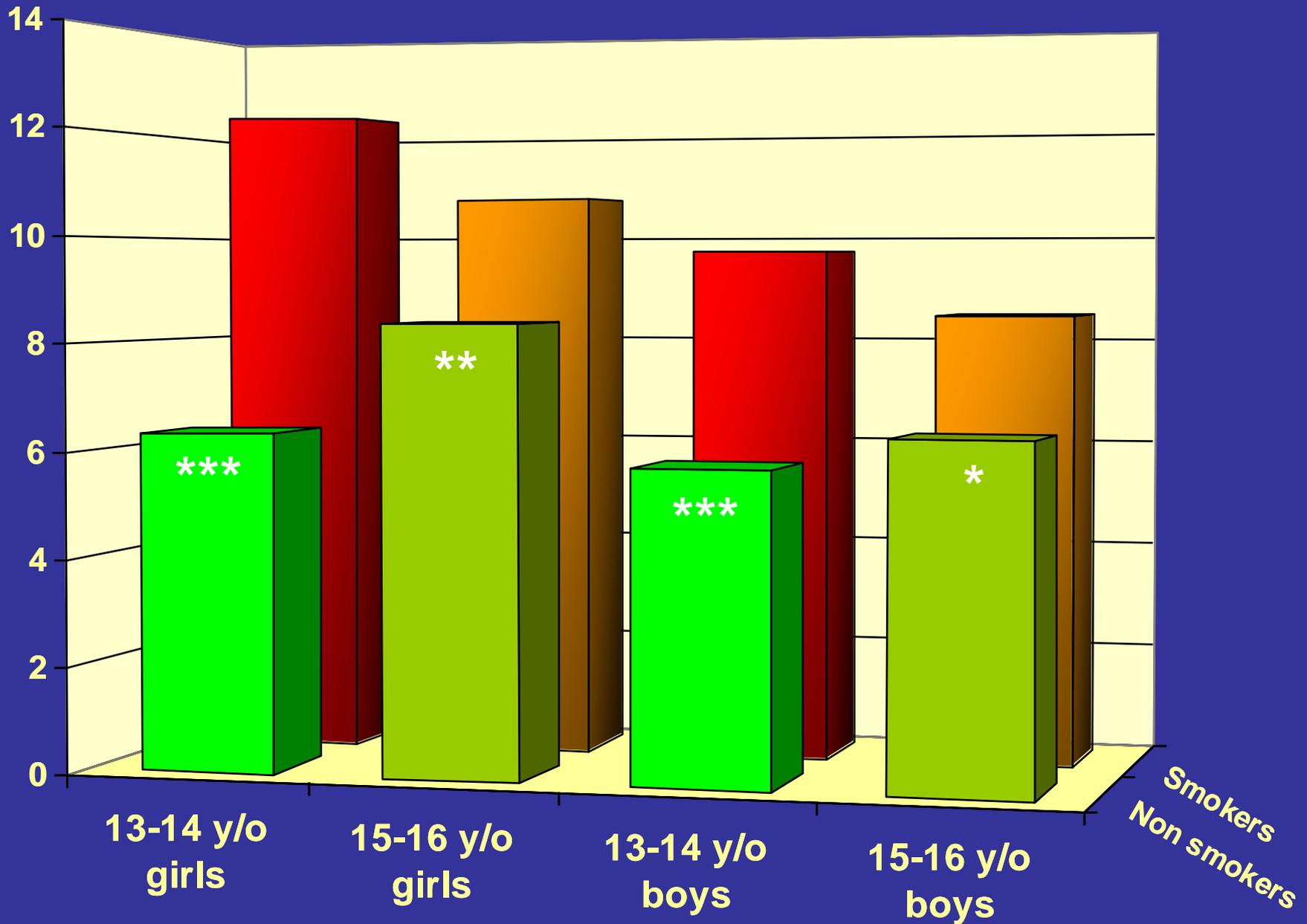
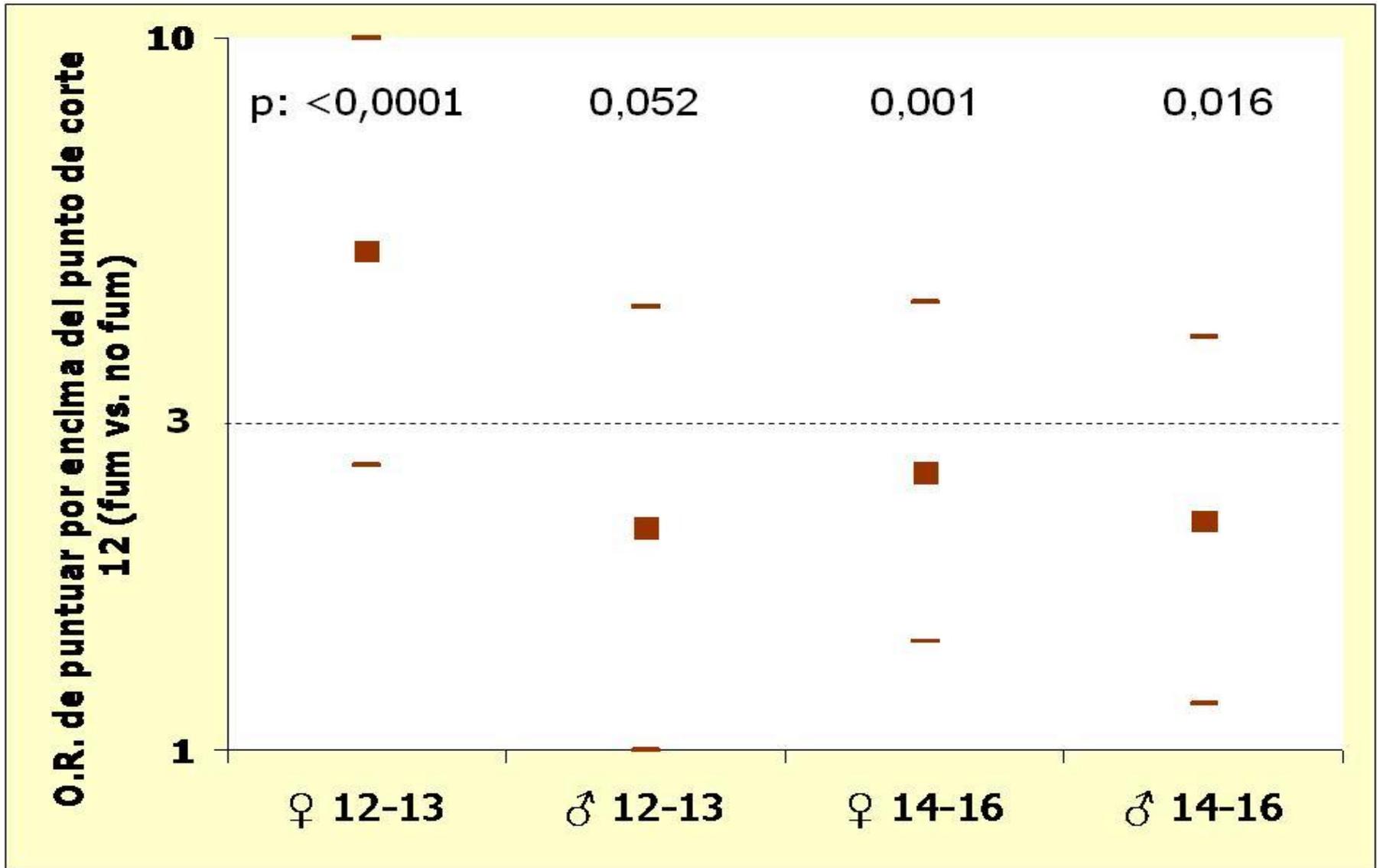


Figure 2
Proportion of United States smokers with a mental disorder, by age group and sex. Source: National Comorbidity Survey-replication [46].

CDI scores

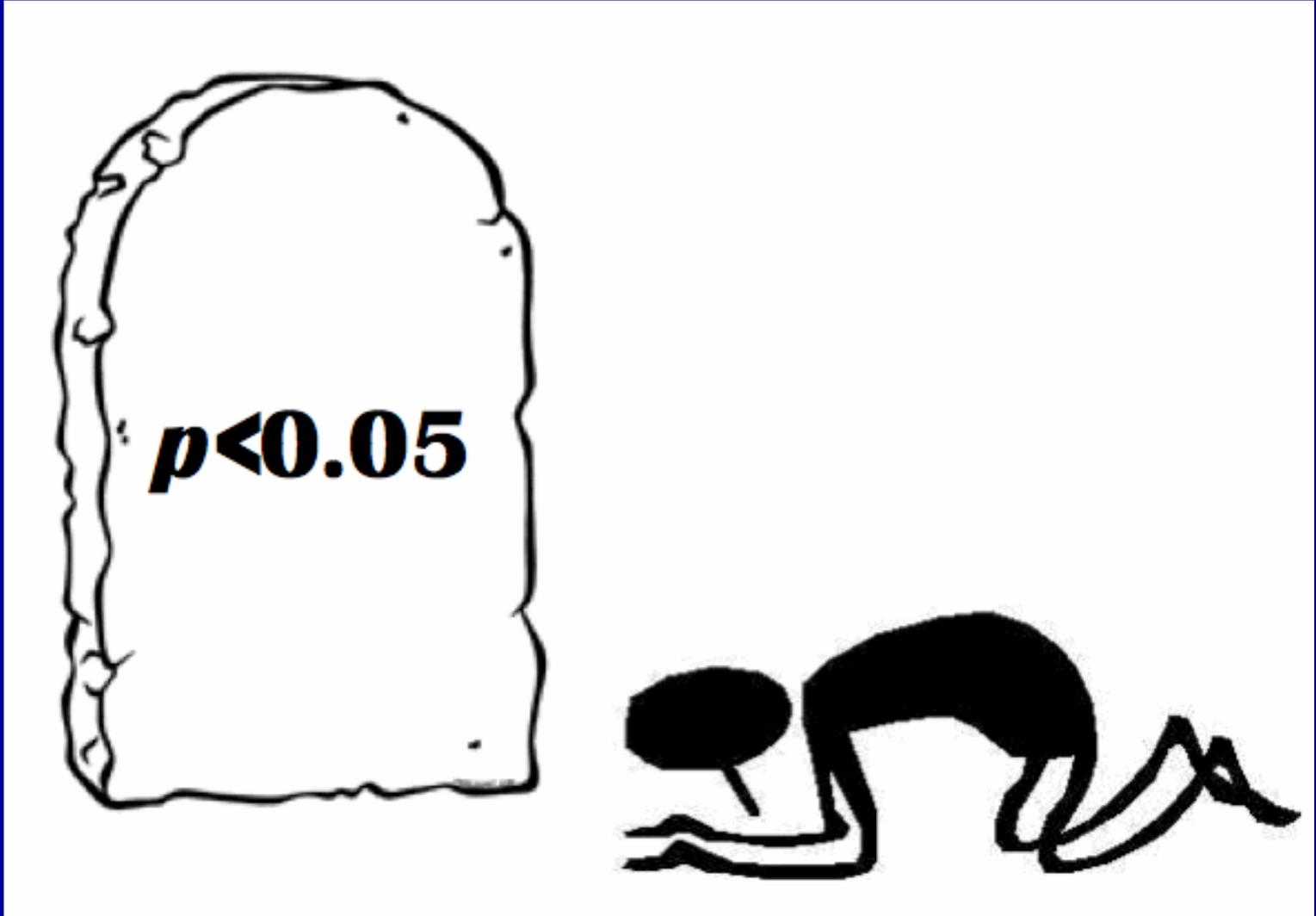




Odds ratios e intervalos de confianza del 95% (fum vs. no-fum) de puntuar por encima del punto de corte que sugiere patología en el test CDI (*Beck's Children Depression Inventory*). Escala logarítmica.



3. Qué podemos hacer



A close-up photograph of Brad Pitt on a balcony. He is looking slightly to the left of the camera with a slight smile. The background shows a blurred outdoor setting with trees and a building.

**TE GUSTA ESA CHICA? SOLO
ACERCATE Y HABLALE**

A MI SIEMPRE ME FUNCIONA

Intervenir

No es complicado

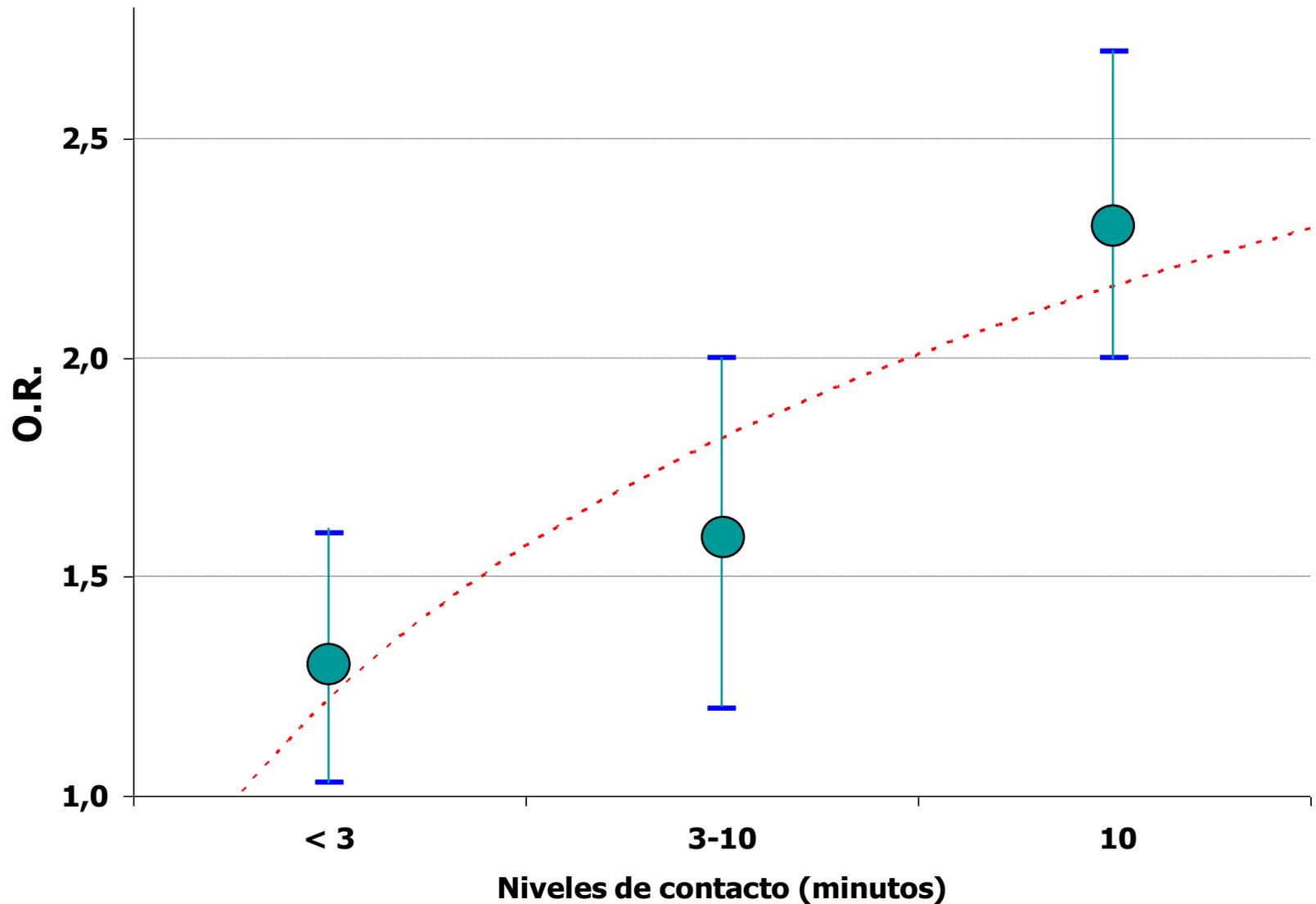
Es muy relevante

TEENS

WHEN YOU'RE YOUNGER

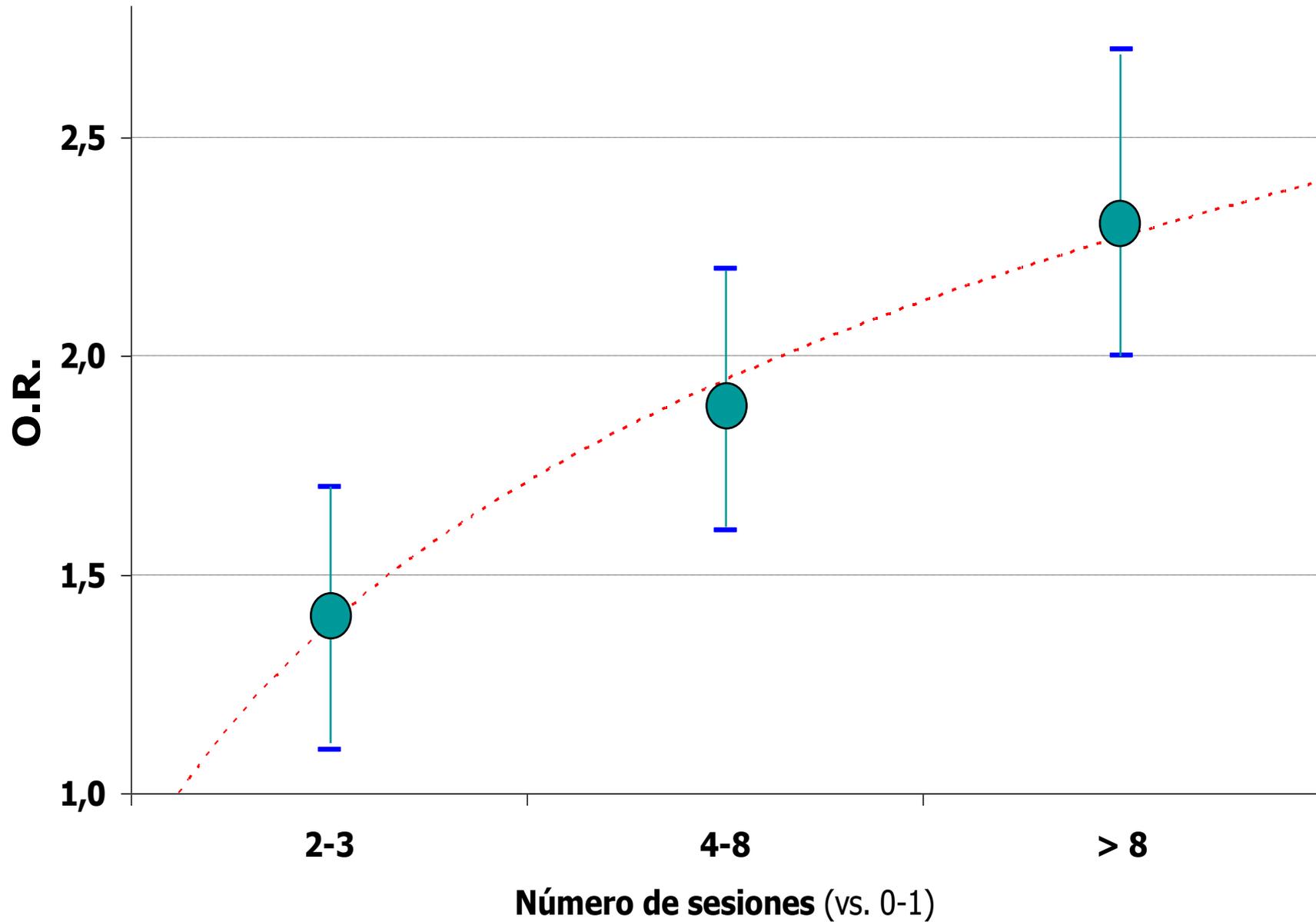
WHEN YOU'RE OLDER





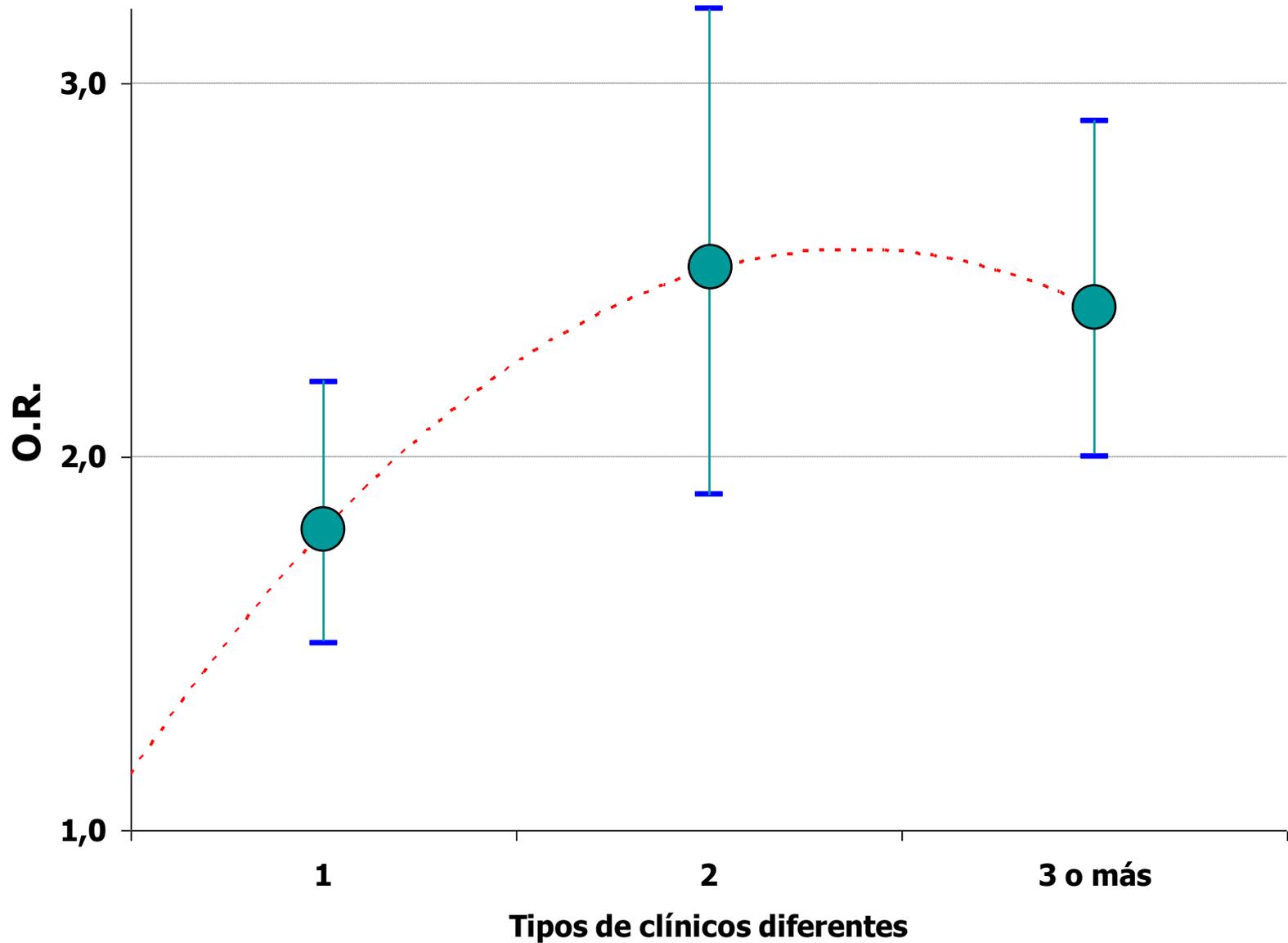
Metanálisis (2000): Efectividad y tasas de abstinencia estimada para varios niveles de intensidad de la duración de las sesiones

Fiore et al., 2008



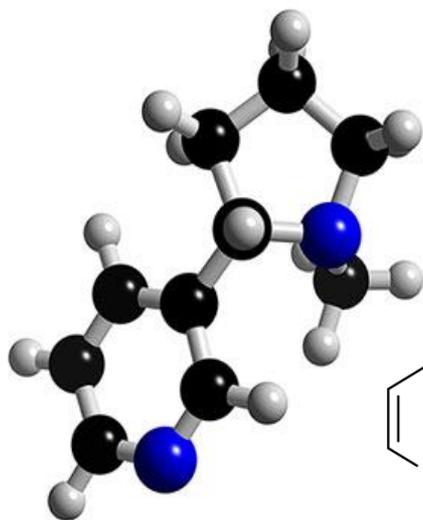
Metanálisis (2000): Efectividad y tasas de abstinencia estimada para el número de sesiones de tratamiento presencial

Fiore et al., 2008

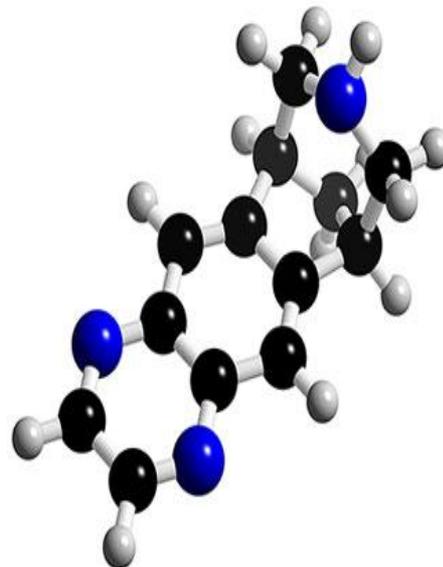
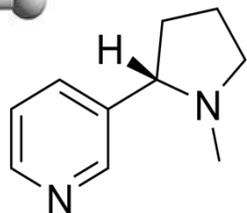


Metanálisis (2000): Efectividad y tasas de abstinencia estimada para intervenciones administradas por varios tipos de clínicos

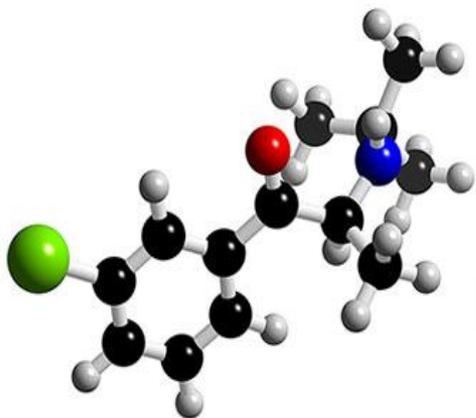
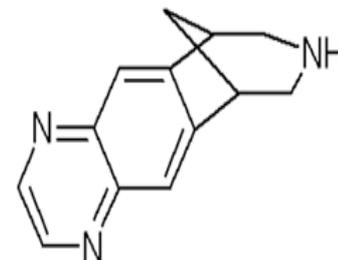
Fiore et al., 2008



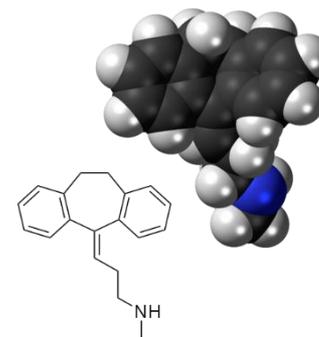
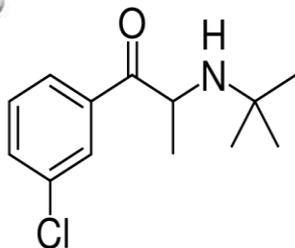
Nicotine (NRT TSN)



Varenicline



Bupropion



Nortriptyline

	GUIA AMERICANA (2008)		COCHRANE (2009-2016)	
	Nº ensayos	OR [IC 95%]	Nº ensayos	OR [IC 95%]
Placebo	80	1	>100	1
TSN Chicle (<14 sem)	15	1,5 [1,2-1,7]	53	1,4 [1,3-1,5]
Parche (<14 sem)	32	1,9 [1,7-1,2]	43	1,6 [1,5-1,8]
Comprimidos	-	-	6	2,0 [1,6-2,5]
Spray nasal	4	2,3 [1,7-3,0]	4	2,0 [1,5-3,7]
Inhalador	6	2,1 [1,5-2,9]	4	1,9 [1,4-2,7]
VARENICLINA 2mg/d	5	3,1 [2,5-3,8]	14	2,3 [2,0-2,6]
BUPROPIÓN	26	2,0 [1,8-2,2]	44	1,6 [1,5-1,8]

Metanálisis de la eficacia de los fármacos en la cesación tabáquica (adaptado de Olano et al. 2011)

Apoyo farmacológico

Tasas de abstinencia al cabo de un año (OYAR)
según intervenciones aplicadas

	Apenas intervención	→	Intervención intensiva
Sin	5	10	20
Con	10	20	35

PIPAS SIN SAL

INGREDIENTES: PIPAS Y SAL.

CADUCIDAD: 22.08.2011
LOTE: 0911

PESO: 150 GRS



R. S. I. n° 21 - 1106 - 2

LOTE N°

PREFERENTE
ANTES DE:

Intervenir

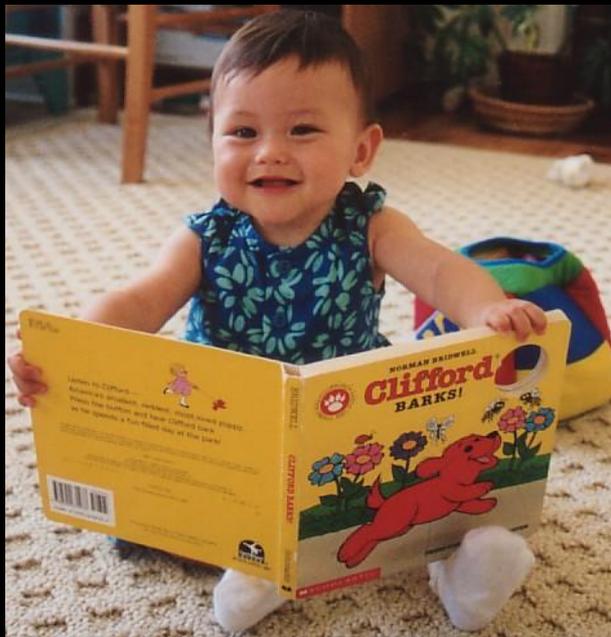
Aprovechar las ventanas
de oportunidad

Fewer KIDS use
when ADULTS
REFUSE

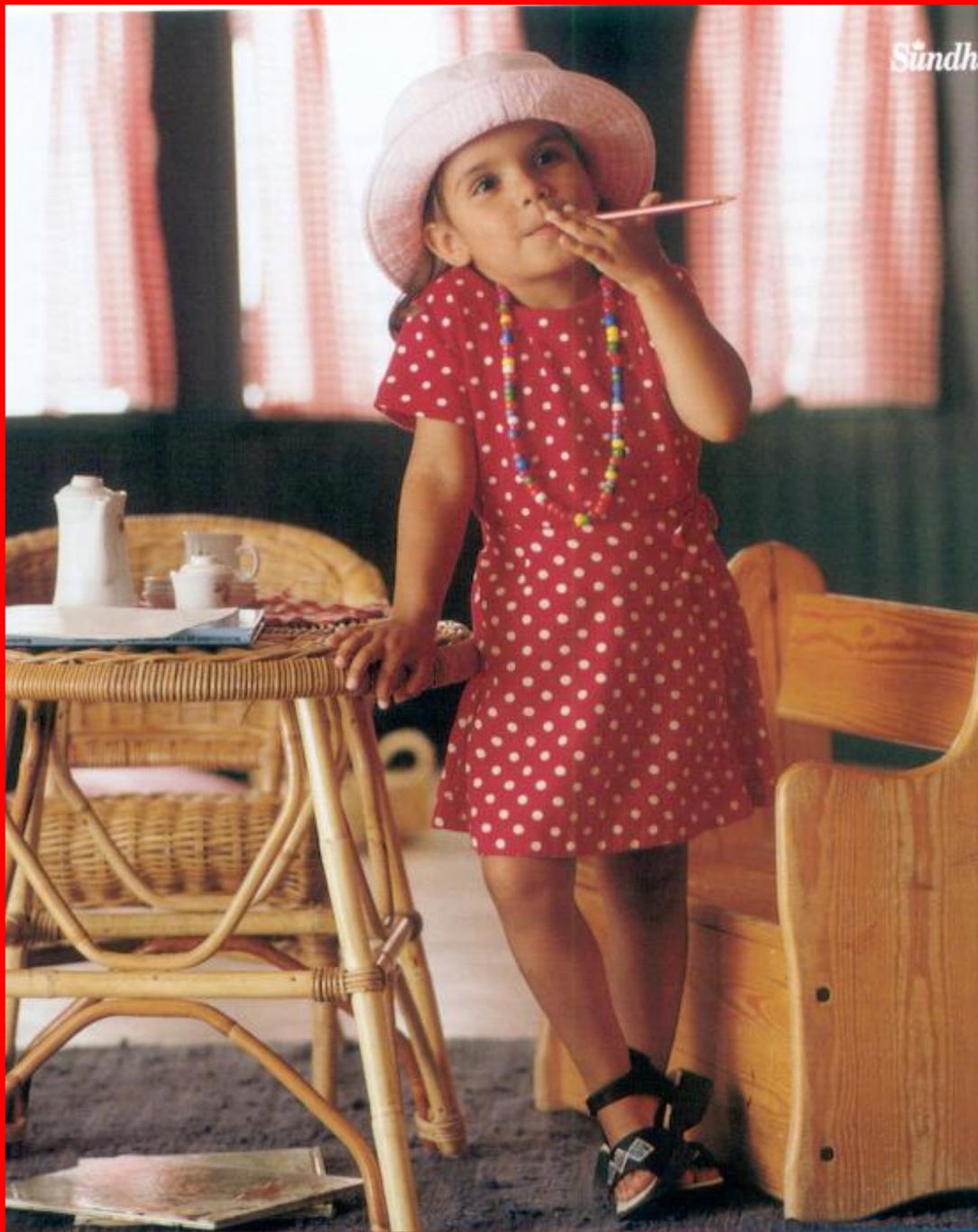
Es muy relevante







Sindh



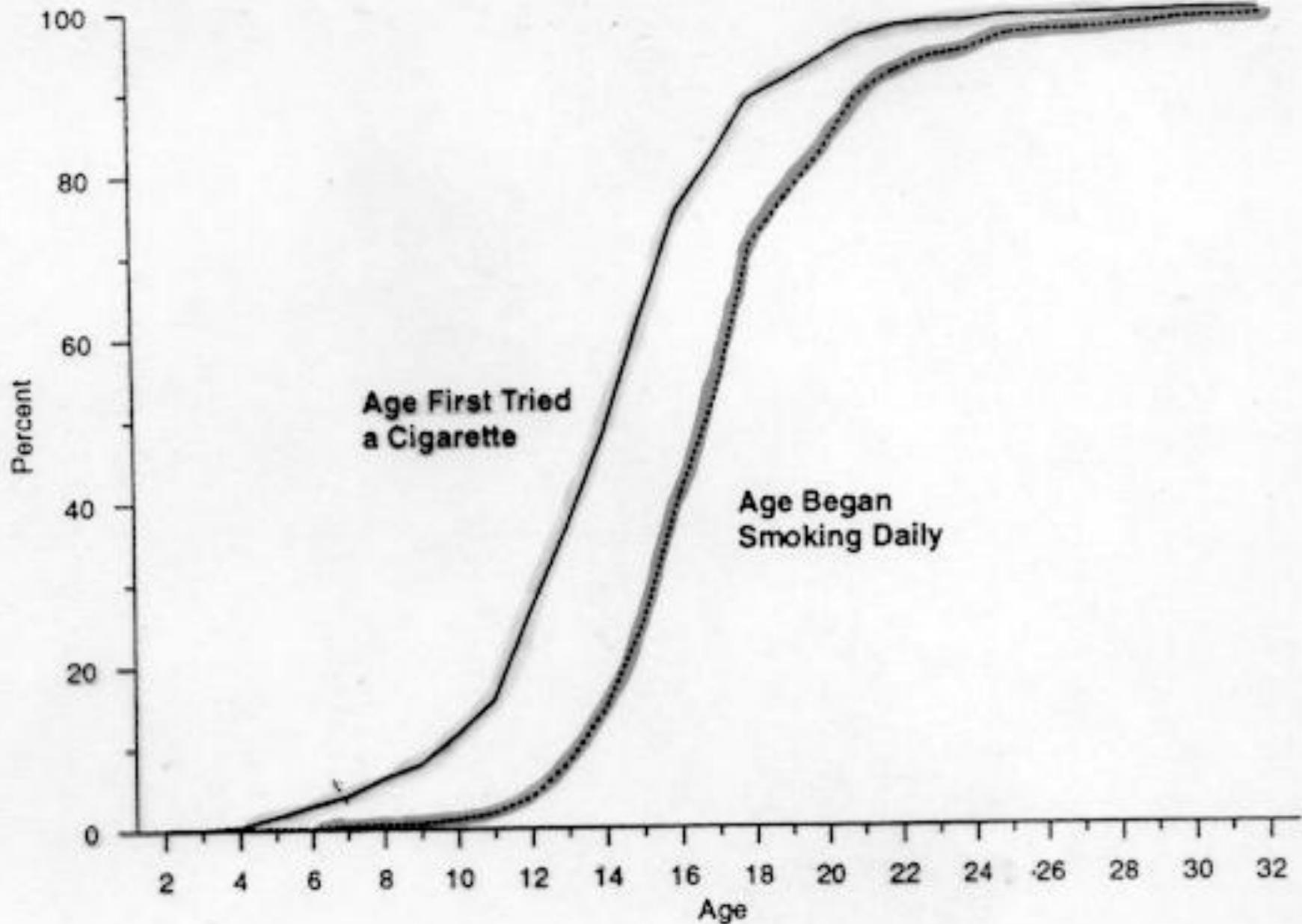
Just like mommy

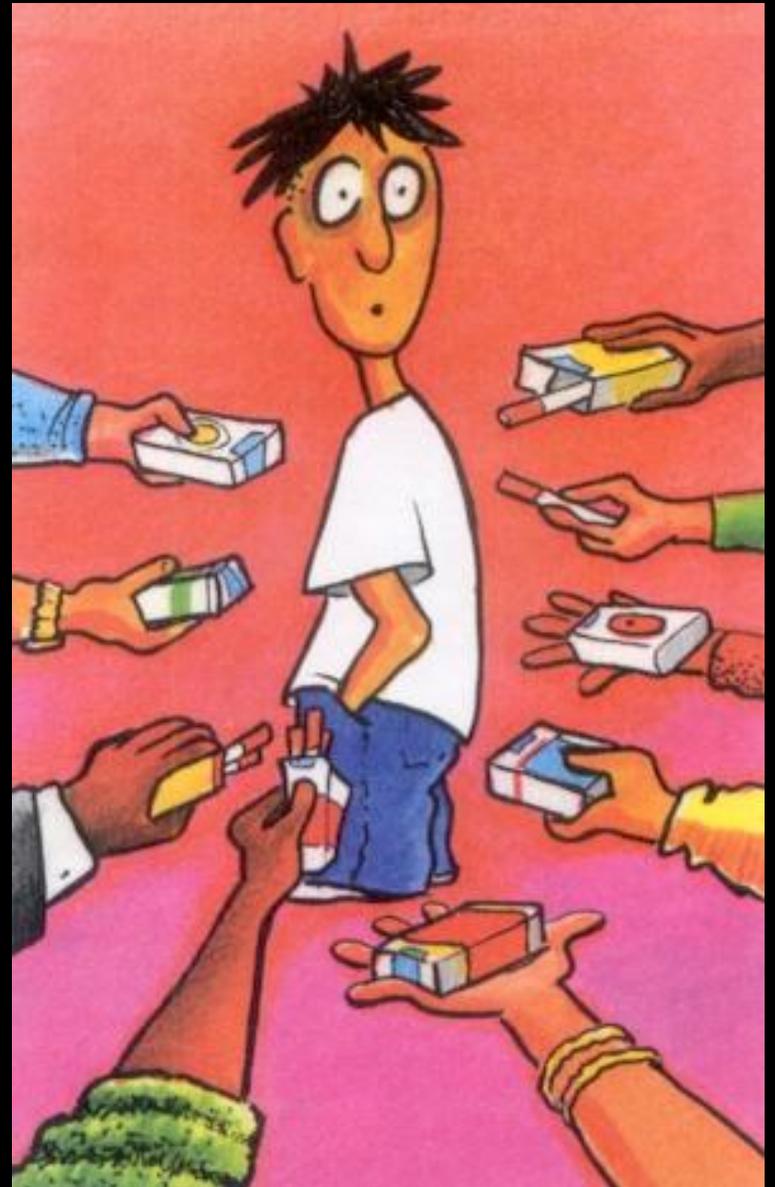
Children whose parents or siblings smoke are three times more likely to smoke than children living in non-smoking households.

Visit www.ash.org to learn more about smoking and health.



ASH
AMERICAN SOCIETY FOR HEALTH CARE
ON CIGARETTES & TOBACCO

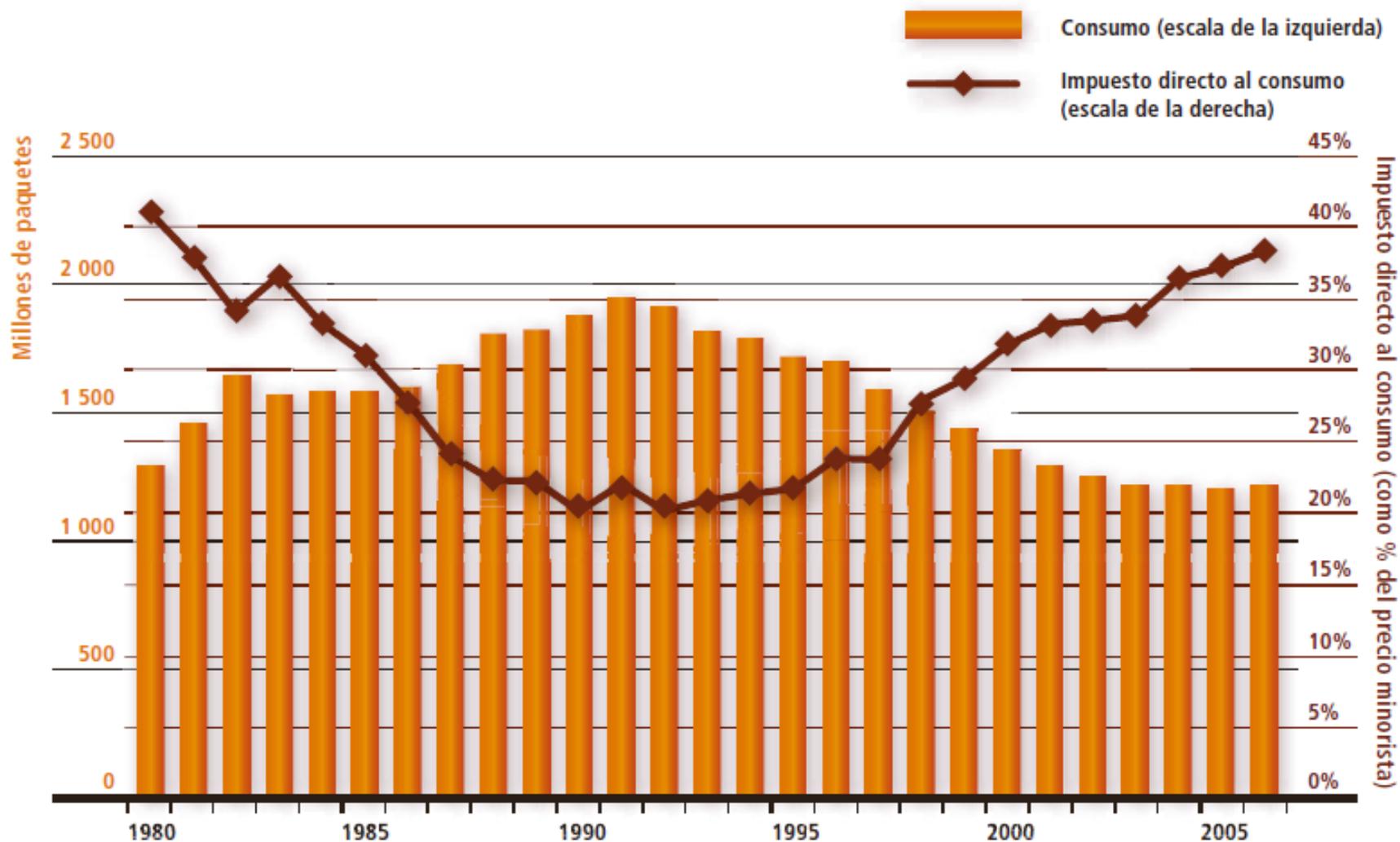




MPOWER

- M** **Monitor** tobacco use and prevention policies.
- P** **Protect** people from tobacco smoke.
- O** **Offer** help to quit tobacco use.
- W** **Warn** about the dangers of tobacco.
- E** **Enforce** bans on tobacco advertising, promotion, and sponsorship.
- R** **Raise** taxes on tobacco.

Relación entre el consumo de cigarrillos y el nivel de impuestos directos al consumo en Sudáfrica



www.cabrasespartanas.com

**MADURAR
ES HABER VISTO MÁS FANTASMAS
ENCIMA DE LA CAMA
QUE DEBAJO**

CABRAS



ESPARTANAS

BERNARD

**DEHYDRATED
WATER**

EMPTY CONTENTS OF CAN
INTO
ONE GALLON OF WATER.
STIR UNTIL DISSOLVED.
CHILL AND SERVE

MANUFACTURED AND DISTRIBUTED BY
The National Food Processing Institute

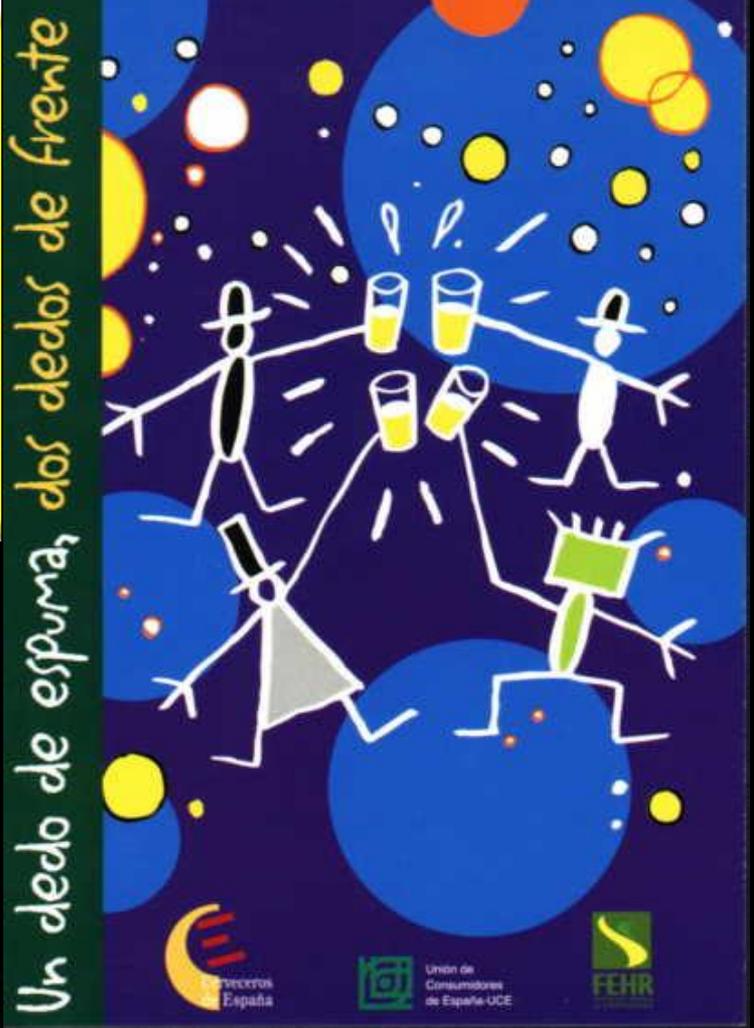
GENERAL OFFICES
CHICAGO, ILL. BERNARD FOOD INDUSTRIES, INC. SAN JOSE, CALIF.

L
N
S
SOYA-LECITHIN
H & BA
1.50





**BE
BERR
EDUCE
TU VISI
BILIDAD**



El tabaquismo no es como las otras amenazas para la salud mundial: las enfermedades infecciosas no tienen empresas multinacionales de relaciones públicas; no hay líderes de opinión para propagar el cólera; los mosquitos no tienen grupos de presión.

Fuente: Tobacco company strategies to undermine tobacco control activities at the World Health Organization, Report of the Committee of Experts on Tobacco Industry Documents, July 2000.

Invertir el sentido de la epidemia de tabaquismo requerirá algo más que luchar contra la adicción y la enfermedad; requerirá vencer a una industria poderosa y decidida, muchas de cuyas más importantes estrategias de resistencia se llevan a cabo en secreto.

Fuente: Tobacco company strategies to undermine tobacco control activities at the World Health Organization, Report of the Committee of Experts on Tobacco Industry Documents, July 2000.

Confíe
en nosotros



Aaron ECKHART Maria BELLO Adam BRODY Elliott HOLMES Katie HOLMES Rob LOWE William H. MACY Robert DUVALL

THANK YOU FOR SMOKING

NOW PLAYING
IN SELECT THEATRES

MASS MURDERER



PROFITEER

BLOODSUCKER

SPIN TOOLS

PIMP

JASON REITMAN'S DIRECTOR'S BLOG

SPIN-CARDS TRAILER SHOWTIMES VIDLIT FEATURE SOUNDTRACK



RESTRICTED
LANGUAGE AND SOME SEXUAL CONTENT
Music ON/OFF

NO ESCONDAS LA VERDAD

"AMORAL Y SOBERBIAMENTE CAUSTICA... TE ANOJARAS DE RISA"

"LA COMEDIA MAS ABRAZ DEL AÑO... DIVERTIDA, ACIDA Y SORPRENDENTEMENTE INTELIGENTE"

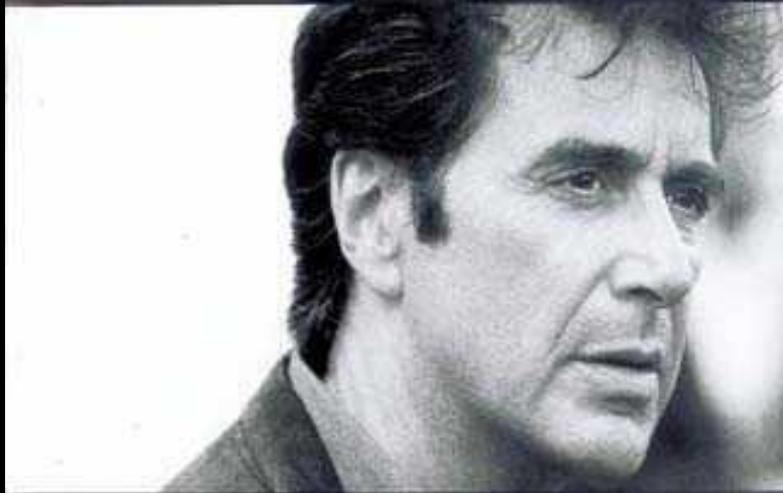


GRACIAS POR FUMAR

SÓLO FILTRA LA

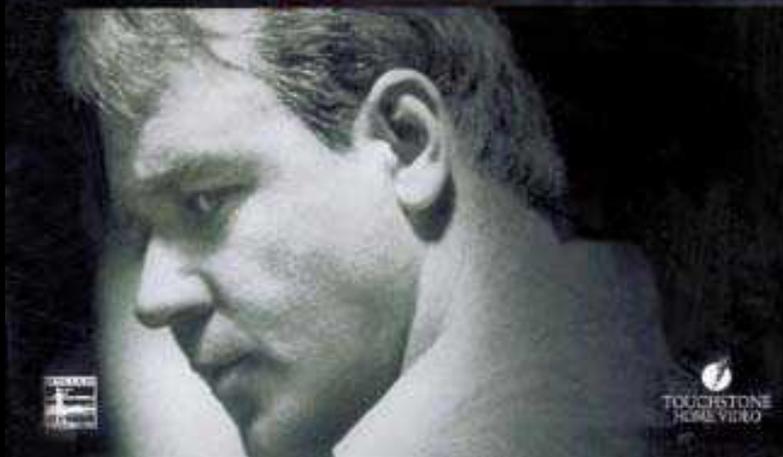
Tobacco industry

NOMINADA A 7 OSCARS® DE LA ACADEMIA
INCLUIDO
EL DE MEJOR PELÍCULA



AL PACINO RUSSELL CROWE

Una Película de Michael Mann
EL DILEMA



AL PACINO RUSSELL CROWE THE INSIDER



THE MOST EXCLUSIVE CIGARETTE.

Davidoff
CLASSIC

FULL FLAVOUR

Davidoff
CLASSIC



LONGBEACH

Nims



20 DEEP BLUE CIGARETTES

CAMEL



No. 9
MENTHE

TURKISH & DOMESTIC BLEND

SURGEON GENERAL'S WARNING:
Quitting Now Greatly Reduces Serious Risks to Your Smoking.



CAMEL
No. 9

100's





https://www.youtube.com/watch?v=sLHoqom-l_8

WHAT COMPANY WOULD STAND FOR THIS?

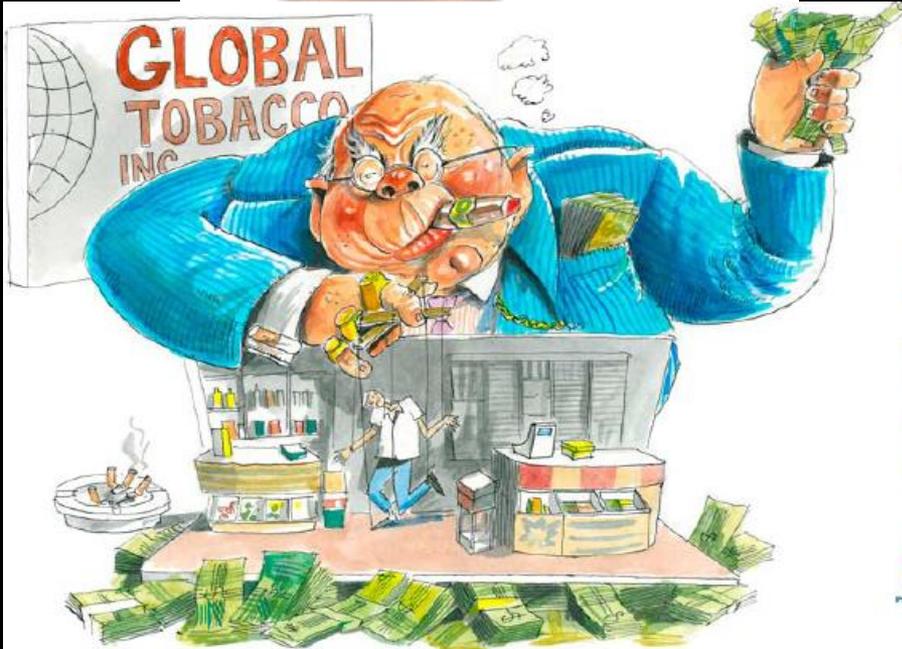


The Tobacco Plain Packaging Bill could destroy brands that are worth millions, if not billions, of dollars.

No company would stand for having its brands taken away and we're no different. And it may infringe international trademark and intellectual property law.

The Government could also end up spending millions in legal fees defending an idea unproven anywhere in the world.

Don't let the taxpayer foot the bill for a bad Bill
PlainPack.com



Advertisement

The campaign against plain cigarette packs. Guess who's pulling the strings.

The so-called Alliance of Australian Retailers was created last month so global tobacco companies can pump a reported \$5m into an ad campaign opposing Australia's introduction of plain cigarette packaging. Both Coles and Woolworths hurriedly distanced themselves from it. Even the spokesperson for the campaign changed in the last week.

The ads say plain packaging won't work. But if it won't work, why spend millions hoodwinking the Australian public with a sham organisation opposing it? Plain packaging will stop children taking up the habit. It will reduce smoking and save Australian lives. And Big Tobacco knows it. Next time you see ads with long-faced retailers saying we shouldn't introduce it, remember who's pulling the strings.

A public health message supported by





CODENTIFY®

**Misleading
& dangerous**

Bridgman's message was that "regulators should resist the urge to apply highly restrictive measures that would have the perverse effect of prolonging cigarette smoking."²



faq



17



7



1584

About Us

A variation to the Voke licence was required to support full commercialisation and we are pleased that this has now been granted. The work towards launch continues but we cannot give any indication on timing at this point.2010

- Nicoventures is established by British American Tobacco to operate as a

- Nicoventures is established by British American Tobacco to operate as a stand-alone business within the BAT Group with the aim of commercialising innovative inhaled nicotine products up to medicines standard



“el efecto perverso de prolongar
el consumo de cigarrillos”

Recent consumer interest in e-cigarettes, combined with relatively low adoption rates, confirms a strong demand for less harmful nicotine and tobacco products, but demonstrates that smokers are not yet finding a taste and sensory experience and a ritual that is close enough to that of traditional cigarettes”

(Informe en la reunión anual de accionistas de Philip Morris International, 8 de mayo de 2013).

IQOS



PHILIP MORRIS



<https://www.smoke-freeworld.org>

WHO Statement on Philip Morris funded Foundation for a Smoke-Free World

WHO statement

28 September 2017

On 13 September 2017, tobacco company Philip Morris International (PMI) announced its support for the establishment of a new entity - the Foundation for a Smoke-Free World. PMI indicated that it expects to support the Foundation by contributing approximately USD 80 million annually over the next 12 years.

The UN General Assembly has recognized a “fundamental conflict of interest between the tobacco industry and public health.” (1) WHO Member States have stated that “WHO does not engage with the tobacco industry or non-State actors that work to further the interests of the tobacco industry”, (2) the Organization will therefore not engage with this new Foundation.

Article 5.3 of the WHO Framework Convention on Tobacco Control (WHO FCTC) obliges Parties to act to protect public health policies from commercial and other vested interests of the tobacco industry in accordance with national law. Guidelines for implementation of Article 5.3 state clearly that governments should limit interactions with the tobacco industry and avoid partnership. These Guidelines are also explicit that Governments should not accept financial or other contributions from the tobacco industry or those working to further its interests, such as this Foundation.

Strengthening implementation of the WHO FCTC for all tobacco products remains the most effective approach to tobacco control. Policies such as tobacco taxes, graphic warning labels, comprehensive bans on advertising, promotion and sponsorship, and offering help to quit tobacco use have been proven to reduce demand for tobacco products. These policies focus not just on helping existing users to quit, but on preventing initiation. If PMI were truly committed to a smoke-free world, the company would support these policies. Instead, PMI opposes them. PMI engages in large scale lobbying and prolonged and expensive litigation against evidence-based tobacco control policies such as those found in the WHO FCTC and WHO's MPOWER tobacco control, which assists in implementation of the WHO FCTC. For example, just last year PMI lost a six year investment treaty arbitration with Uruguay, in which the company spent approximately US\$ 24 million to oppose large graphic health warnings and a ban on misleading packaging in a country with fewer than four million inhabitants.

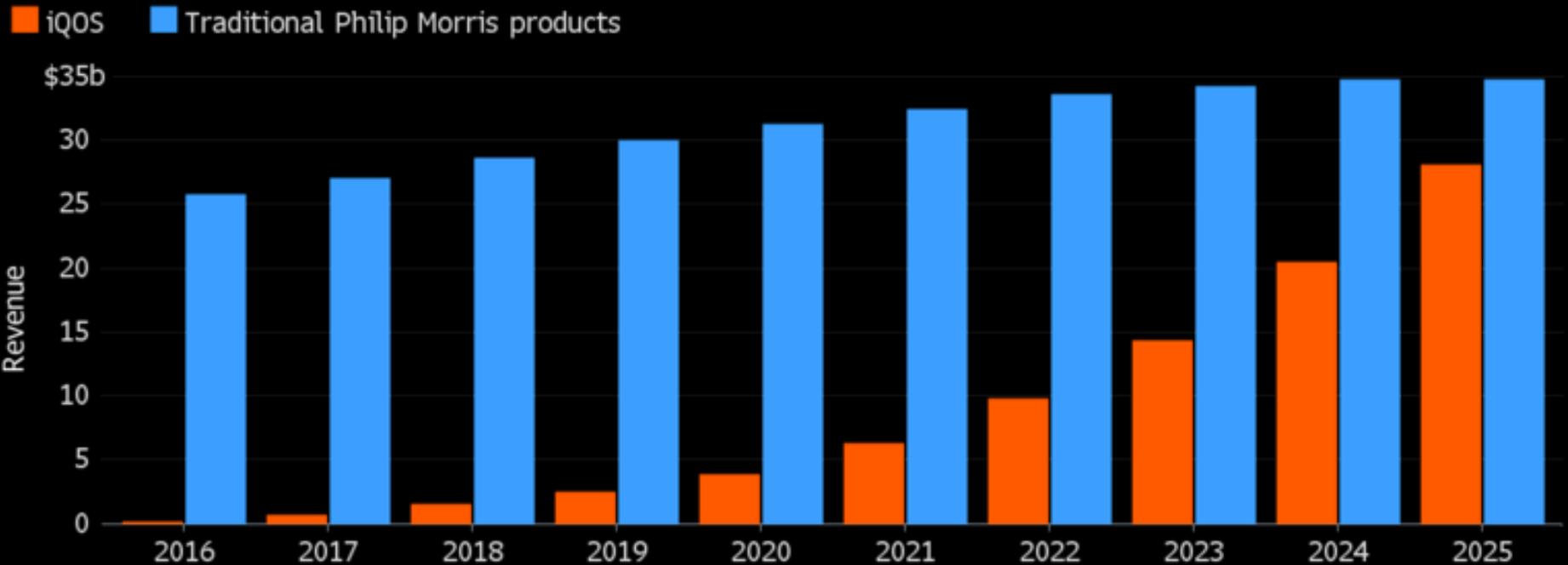
There are many unanswered questions about tobacco harm reduction (3), but the research needed to answer these questions should not be funded by tobacco companies. The tobacco industry and its front groups have misled the public about the risks associated with other tobacco products. This includes promoting so-called light and mild tobacco products as an alternative to quitting, while being fully aware that those products were not less harmful to health. Such misleading conduct continues today with companies, including PMI, marketing tobacco products in ways that misleadingly suggest that some tobacco products are less harmful than others.

This decades-long history means that research and advocacy funded by tobacco companies and their front groups cannot be accepted at face value. When it comes to the Foundation for a Smoke-Free World, there are a number of clear conflicts of interest involved with a tobacco company funding a purported health foundation, particularly if it promotes sale of tobacco and other products found in that company's brand portfolio. WHO will not partner with the Foundation. Governments should not partner with the Foundation and the public health community should follow this lead.

Reducing harm or increasing benefits?

iQOS: I Quit Ordinary Smoking?

Analysts expect iQOS will rejuvenate sales growth despite some cannibalization



Source: Wells Fargo Securities

Bloomberg

**Jornada sobre iQOS y otros productos HNB
Madrid, 19 de enero de 2018**

Jornada técnico-sanitaria sobre iQOS y otros productos HNB

*Objetivos de la industria tabaquera y
posibilidades de respuesta social*

Madrid, 19 de enero de 2018

tabaquismo@unican.es

El uso interesado del concepto de "reducción de daños"

I CONGRESO INTERNACIONAL SOBRE CANNABIS Y SUS DERIVADOS: SALUD, EDUCACIÓN Y LEY

Catoira, 24 - 25 de noviembre de 2017

www.congresocannabis.es

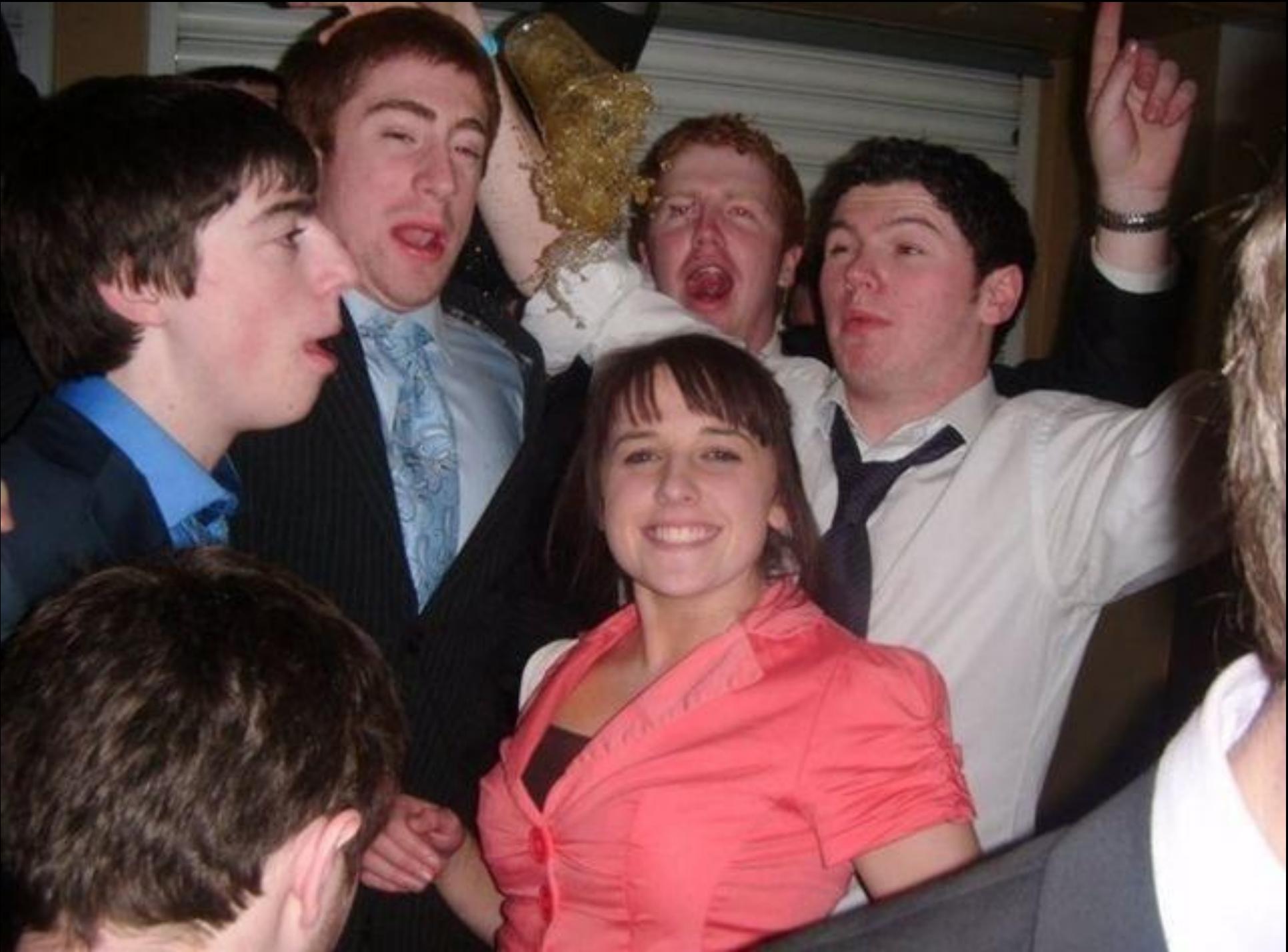


4. ¿Nos estamos pasando?



Es responsabilidad nuestra
(es nuestra responsabilidad)





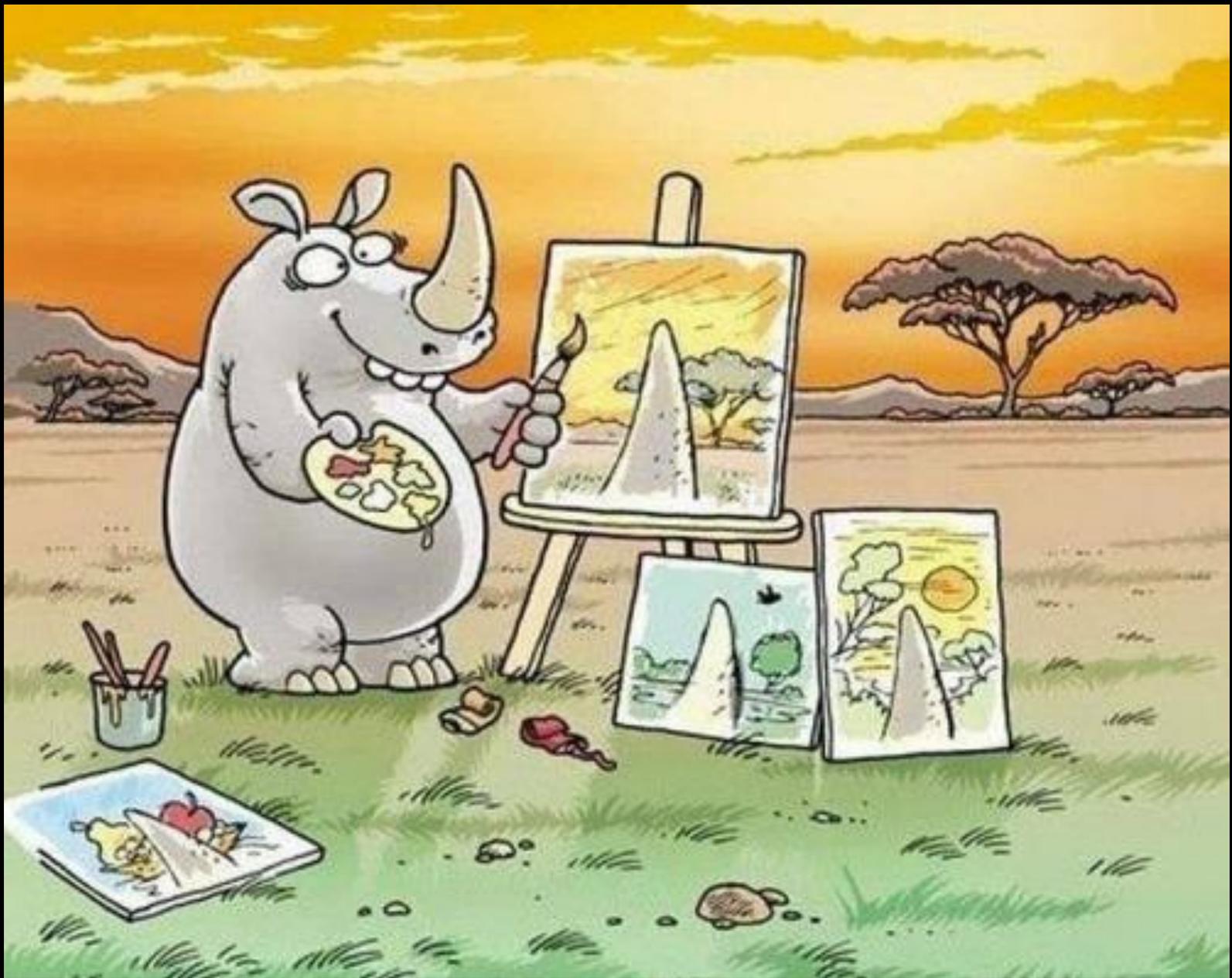


Con intervenciones sencillas
podemos hacer mucho.



Ideas para llevar a casa:

- 1) Si fumas, tienes un problema
- 2) Vulnerabilidad social
- 3) Somos relevantes



Muchas gracias

ayestaf@unican.es