



NEWSLETTER



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ABOUT ACT

In the beginning of the 21st century, tobacco consumption needed to be controlled, as the harms it caused to health, economy, and to the environment, as well as to society as a whole, were undeniable. To control tobacco use, the World Health Organization (WHO) created the first international treaty regarding health, which was adopted by the World Health Assembly in 2003 - the Framework Convention on Tobacco Control (FCTC).

People who already faced this issue in Brazil created the *Rede Tabaco Zero*, which would eventually become ACT, to organize initiatives, strengthen civil society's role, and support the ratification of the convention throughout Brazil.

The tobacco industry made a strong opposition, but the advocacy in favor of public health prevailed, and FCTC was approved by the end of 2005 and published in 2006.

Aiming to monitor the implementation and compliance of the FCTC measures and its protocols, as well as help developing tobacco control in all regions of Brazil, ACT was created, firstly named *Aliança de Controle do Tabagismo* (Alliance for Tobacco Control) and it is now known as *ACT Promoção da Saúde* (ACT Health Promotion).

Our network now include over one thousand members, committed with tobacco control, healthy food, alcohol control, and physical activity promotion actions. The experience we gained building alliances and advocating for public health policies allowed us to expand our scope to the prevention and control of noncommunicable diseases in Brazil in 2013. We then became the Alliance for Tobacco Control and Health.



ACT team - December/2016



To celebrate our 10th anniversary, in 2016 we reworked our brand. ACT Health Promotion is now a comprehensive brand that includes all the areas we act on: Tobacco Control, Alcohol Control, Healthy Foods, and Physical Activity.

We would like to thank our network, partners, collaborators, staff, funders, family, and friends for all the support we received in the past 10 years.

"Persistence" may be the word that best represents ACT's network history. We go on seasoning life with flavours from all regions of Brazil, union, and the goal of a healthier, fairer, and more sustainable world for everyone.

ACHIEVEMENTS AND ACTIONS

ACT has worked hard to make its slogan a reality: Healthy environments promote healthy choices.

Smokefree Laws

ACT began advocating for smokefree laws while the Senate discussed a bill to ban smoking areas in enclosed spaces. Lobby from the tobacco industry caused the bill to be delayed several times, so our strategy was to encourage the creation of a regional law in São Paulo. ACT took part in all the process of São Paulo's smokefree law, including creation, approval, and enforcement.

This achievement served as an example to other states, brought awareness to the population and eventually caused the federal government to approve the national smokefree law, in 2011. Once again, ACT network was fundamental to the enforcement of the measure, which was adopted in 2014.



Approval of MP 540 without industries' measures

In 2011, during the process of a bill (MP 540), the tobacco industry tried to approve measures that would represent a regression to tobacco control efforts in Brazil. MP 540 regarded mainly fiscal regulations of industrialized products.

Due to ACT's advocacy, the measure was approved without the regression and including the creation of smokefree environments in all country, ban of advertising in points of sale, and increase in taxes.

Additives ban

In 2012, Brazil's National Health Surveillance Agency (Anvisa) released a public survey about this. ACT network actively took part in the discussion, bringing awareness and mobilization to the population through campaigns.



Anvisa has approved resolution RDC 14/2012 to ban additives from tobacco products in 2013, but this measure hasn't been enforced yet because the tobacco industry filled a complaint that is since then waiting to be judged by the Supreme Court.

ACT has become an amicus curiae of the cause and has encouraged his networks members to do the same.

Standard packaging discussion

Several countries - such as Australia, Ireland, and New Zealand - have already adopted standard packaging as a measure to make tobacco products less attractive to consumers. Brazil has been discussing this through two bills, which were created with support from ACT, and that are currently being analyzed by the National Congress.

ACT network is advocating for the approval of the bill, as well as promoting awareness campaigns about the issue.



Protocol to Eliminate Illicit Trade goes to Congress

One of the main tools to face illegal market is the Protocol to Eliminate Illicit Trade in Tobacco Products, that once adopted, will demand a compromise from the government to implement more measures to end traffic and falsification.

Our network has been monitoring industries' actions and supporting the protocol through letters, audiences, and campaigns with the government.

Advocacy courses

One of ACT's greatest achievements was São Paulo's smokefree law. We have been spreading our expertise acquired on our advocacy actions - that lead to the approval of the law - to our network and other organizations through courses and lectures. We have already organized 12 courses (open courses or in company).

We believe that strengthening civil society to promote public policies with the government is very important to change social contexts.



Advocacy course given by ACT

Creation of the Alliance for Healthy Foods

ACT is proud to be a part of the creation of the Alliance for Healthy Foods, that aims to unite civil society representatives - such as organizations and institutions - to promote public policies on healthy foods.



Judicial victories against the industry

ACT has achieved significant judicial victories against tobacco industry.

In one of them, a report from ACT and other international organizations was used in a lawsuit against Philip Morris' abusive campaign "Don't be a Maybe", aimed at teenagers and children. The company was condemned to pay over 1 million BRL.

ACT was also sued by Souza Cruz, Brazil largest tobacco company, who demanded that a video from ACT's campaign *Limite Tabaco* (Tobacco Limit) was removed from the internet. The video talked about industry strategies such as flavoured cigarettes and point-of-sale marketing. The decision, issued after ACT presented its defense, favoured ACT by saying that the company wasn't directly mentioned and also that they should deal with the onus of selling an unhealthy product.

Acknowledgments and prizes

During its 10 years, ACT has been gathering prizes and recognitions for our dedication and the result of our work in advocacy to promote public health.

In 2008, we received a prize from World Health Organization during No Tobacco Day.

In 2011, ACT was the only Brazilian NGO officially invited by the United Nations to attend the high-level meeting on non-communicable diseases, in New York.

Among our most recent acknowledgments is a prize received from the Pan American Health Organization during the celebration of World No Tobacco Day in Washington, in the WHO headquarters, in 2016.

Paula Johns, executive director of ACT, was one of the nominees to a prize from Claudia Magazine on the Public Policies category, in 2016.

CAMPAIGNS

Our communication area is, along with advocacy, fundamental to help us to build awareness about the harms tobacco causes, NCDs risk factors, and industries' strategies and practices.

Our goal, besides spreading up-to-date scientific finds and supporting effective public health policies, is to disclose and discuss the actions of companies that make unhealthy products, such as tobacco, alcohol, ultraprocessed foods, and sugary drinks.

Some of our campaigns can be checked below:



All enclosed spaces are too small for tobacco

This campaign was released in 2008 and aimed to promote smokefree enclosed environments.

The main concept was to protect the health of passive smokers, mainly workers frequently exposed to tobacco in their workplaces.

Non-smokers shouldn't have to smoke

The campaign was a partnership with the Cancer National Institute made in 2009. It discussed the harms of passive smoking in public places such as pubs and restaurants.

The main focus was that passive smoking is harmful not only to the people who visited these places, but also to workers.



Additives ban

Campaign for the adoption of a resolution to ban additives in cigarettes and other tobacco products.

Tobacco industry needs limits

The main message was that we need to limit the industry's freedom of promoting actions to attract teenagers to the use of tobacco.



There is no maybe. Tobacco kills.

Philip Morris released a campaign associating smoking with a young, free, and daring lifestyle. The slogan used was "Don't be a Maybe. Be Marlboro".

Along with other organizations, ACT created an answer with the slogan "There is no maybe. Tobacco kills."