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Smoke Out

In this Issue



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- Tobacco is Deadlier than Killer Terrorists
- Doctors Call for Strong Anti-Tobacco Treaty

The Monthly Newsletter

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Khmer Quit Now!
Helping you gain



SEATCA Philip Morris order to pay \$28 billion to smoker

A Los Angeles jury ordered tobacco giant Philip Morris Cos. to pay \$28 billion in punitive damages to a 64-year-old woman suffering from lung cancer. The judgment is the largest punitive award given to an individual in any case in U.S. history. **Continued on Page 3**

TOBACCO IS DEADLIER THAN KILLER TERRORISTS

On Sept 11 last year, the world stood in shock as terrorists hijacked jets and crashed them into the World Trade Center, and the Pentagon, in America. Some 3030 people were killed. We demanded that the perpetrators of this outrage be brought to justice. No expense has been spared to hunt them down, destroy their networks, and prevent them committing such atrocities again. And so it should be. **Continued on Page 2**

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Continued from Page 1

Just a couple of weeks ago, on Oct 12, a horrific bomb blast in Bali killed more than 180 people. Most were from Australia, Indonesia and Britain.

The world was shocked again, and in outrage, we demanded that those responsible be punished. Heavy diplomatic pressure was placed on Indonesia to deal with the issue, and to make it more difficult for the terrorists to act. And so it should be.

But there is another mass crime being carried out continuously in PNG and throughout the world today, and only a few are shocked about it.

Large corporations, both in the past and today, produce a poisonous product which kills millions each year, and deceive the world's masses as to its dangers, sparing no effort to market their product.

Last month, the World Health Organization released revised figures on the death toll. This year, 2002, this product will cause a premature death for 4,900,000 people round the world, 700,000 more than previously thought. This product is tobacco.

Such a death toll, completely preventable, means that every 20 minutes, the same number die from tobacco as died in the Bali Bombing. It is like three Bali Bombings every hour.

It means that every 6 hours, more people die than died in the Sept 11 horror in America. It is like four Sept 11s, every day.

Where is the outrage? Where are the efforts to put a stop to the global massacre? Where are the efforts to bring those responsible to justice?

Continued on Page 5

bnpTAT 1

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Plaintiff Betty Bullock, a Newport Beach resident who also has liver cancer, contended that the firm failed to warn her about the hazards of smoking. Her attorneys introduced reams of internal company documents showing that Phillip Morris knew for years that its products were addictive and hazardous even though the company was publicly denying that.

Phillip Morris said it would ask to have the award, reduce and appeal the entire verdict. The jury of seven women and five men earlier had awarded Bullock \$850,000 in compensatory damages.

Legal experts predicted that the award would be slashed substantially by the judge. In any case, Bullock, who is gravely ill, may not live to see any of the money because appeals could take years.

Nonetheless, Friday's verdict is a reminder that even though the industry paid \$ 246 billion in the late 1990s to settle lawsuits filed by state attorneys general, the cigarette manufacturers still have huge litigation problems.

"This is a bad omen for Philip Morris," he said.

Even Bullock's lawyer, Michael Piuze, who asked the jury for an award ranging from 6.6 billion to \$20 billion, seemed surprised.

"I think this verdict underlies the disgrace, not just for the tobacco industry but for society as a whole for letting this go on as long as it did..... This is long overdue," Piuze said.

Jurors said they believed the massive award was justified by the reprehensibility of Philip Morris's conduct during the last 50 years and the company's profits. **Continued on Page 4**

bnBTAT 1

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Doctors Call for Strong Anti-Tobacco Treaty

GENEVA - Medical associations representing 10 million doctors in 117 countries urged governments Monday to agree on a strong international treaty to curb tobacco use.

The World Medical Association and other groups meeting in Geneva were to present the so-called "Doctors' Manifesto for Global Tobacco Control" to Gro Harlem Brundtland, director-general of the World Health Organization (WHO). Continued on Page 6

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Asked why the panel had punished the company so severely, jury forewoman Jessica Gelson responded: "I don't think it's such a loud message when you consider how long [the company's conduct] when on and when you look at the number of people who die each year from smoking."

According to government figures, 400,000 deaths in the U.S. are attributable to smoking each year.

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Have your say about tobacco use and control in Cambodia! Share your thoughts, your opinions, your ideas, and your questions about cigarettes, tobacco and health. Send letters to : Smoke-Out!

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Where are the financial resources to prevent the killing, destroy the networks, and prevent this on-going and constant atrocity?

The nations of the world were meeting in Geneva few weeks ago to negotiate a worldwide treaty to control the tobacco disaster. The Framework Convention on Tobacco Control (FCTC), sponsored by the World Health Organization, is supposed to be a treaty that will unite the nations of the world to cut down on the tremendous death toll from tobacco.

The treaty should be signed in 2003. But what is happening? Three nations are using their great economic and political influence to block the treaty, or to weaken it: United States, Germany and Japan.

These countries all obtain tremendous profits from the tobacco industry, at the expense of the poorer countries of the world, and are using their power to try to keep up that profit level. People in poorer countries, like PNG, burn a large part of their income in the form of cigarettes, to make rich people richer.

Isn't it ironic that the United States, the nation in the forefront of promoting the war against terrorism and its outrages, is in the forefront of preventing a treaty to protect us from the tobacco outrage? Terrorism has killed a few thousand people in the last 2 years. Tobacco has killed almost 10 million in the same time.

At least the terrorists can claim to be acting for idealistic motives, however twisted those motives may be. The tobacco corporations can claim no such thing: they are killers for money. What is the moral difference between the Bali Bombers and the (tobacco) Corporate Killers?

bnBITBVI 2

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The WHO, a United Nations agency, is hosting two weeks of talks on a proposed Framework Convention on Tobacco Control. The first international public health treaty, the accord is due to be agreed by the WHO 192 member countries by May 2003.

"Physicians see on a daily basis the life-shattering effects of tobacco use for those who smoke and those who inhale the smoke of others," Dr. Delon Human, secretary-general of the World Medical Association, said in a statement.

"Although physicians can play a very important role in preventative and curative care, we must stand together in demanding effective regulation and legislation by governments, to prevent this epidemic," he added.

The statement by doctors, also being issued by the British Medical Association later Monday, called on governments to include measures such as placing a "clear, informative health warning on every packet of tobacco" and ending "misleading claims" that some cigarettes are safer than others.

Other demands are for the 2003 agreement to ban tobacco advertising and to protect non-smokers from smoke, the statement said.

The WHO has revised its estimates of annual deaths caused by smoking-related diseases to 4.9 million people, from a previous estimate 4.2 million, in part because of better research into cardiovascular disease in developing countries, including China and India.

Source: Geneva, Switzerland, 20th October 2002

bnBTBT 4

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