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Source: TFI, WHO

Tobacco Kills. Tobacco reduces fitness. Tobacco and sport don't mix.

Sporting and cultural events should be free of tobacco advertising and sponsorship.

The boat racing of the Water Festival dates back to ancient times marking the strength of the powerful Khmer marine forces during the Khmer empire. Tobacco, having been introduced to Asia during the 17th century was not a part of Khmer life at that time.

Up to a million people from all walks of life and from all over the country flock to the banks of the

Cambodia can be stronger without the influence of the tobacco industry and the disease it brings to its people.

Tonle Sap and Mekong Rivers in Phnom Penh to watch traditional boats racing. This presents an opportunity to the tobacco industry to promote their products, thereby worsening the impact of the disease and death caused by them.

Products that cause disease and death should not be associated well-being and hopes of the Cambodian people for the coming year.

The Cambodian Water Festival should follow the lead of the South East Asian Games, the Olympic Games and the World Cup in declar-

ing these events free of tobacco smoke and tobacco advertising and sponsorship.

Cambodia can be stronger without the influence of the tobacco industry and the disease it brings to its people.

Cambodia has signed the Framework Convention on Tobacco Control (FCTC), a global treaty that will address the epidemic of disease caused by tobacco that is killing 5 million people per year around the world. Ratifying this treaty and passing of the law on tobacco products that has been drafted by an Interministerial Committee would be a sign of Cambodia's commitment to public health, development and poverty reduction.

Source: TFI,WHO

Myth and Reality

Myth

If the demand for tobacco product fell, most countries would see permanent job losses.

Reality

For all but a very few countries heavily dependent on tobacco farming, there would be no net loss of jobs because of declining tobacco

consumption. In some cases, there might even be gains. If people don't buy cigarettes, they will spend their money on other goods and services, replacing the lost jobs with new ones. Even if all tobacco control measures were implemented, the decline of job would be gradual and the economy would have time to adjust.

Source: Government and the Economics of Tobacco Control



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RbPB³The Times

Nicotine Free Monks

Thailand's National Buddhism Of-
fice has suggested that cigarette
packs should carry not only Health
Warnings but also edicts admonish-
ing the public not to give Buddhist
Monks a smoke.

The new label will read: "Donating
cigarettes to monks is a sin."

In Thailand, as in most Buddhist
countries, the public donate food and

money to monks, but smoking is
generally frowned upon among the
Buddhist clergy.

Thailand has recently introduced
stricter controls to public smoking
and the Buddhist leader said he
would ask the government to add
temples to its list of smoke-free
zones, he would also encourage
nicotine addicted monks to enter free
treatment programmes.

*The new warning label
on cigarette package:
" Donating cigarettes to
monks is sin "*

Source: The Times

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Source: General Practitioner
**General Practitioner finds
confiscating cigarettes
helps patients quit**

Dr Harjeev Rai diagnoses one or two people a month with lung cancer, and has to tell many more that they have angina or heart disease. This has given him a straight forward approach to his patients who smoke. If he notices patients in cardiology clinics smoking, he tells them they are 'committing a slow suicide.

"I tell them it is not something that can wait until tomorrow and ask how they would feel if I had to diagnose them with lung cancer today."

Dr Rai always tries to relate his comments about smoking to whatever issue the patients have come to see him about, to a heavy smoking female patient with a breast lump he said that he would refer her but warned her that because she smokes she is always going to be at risk from cancer.

"I talk about why smoking makes their health problem worse, so I always use a clinical scenario and apply it to smoking. I also challenge them about their beliefs of what smoking is actually doing for them."

He says that patients usually reply that they have stress in their lives to which he replies: "people will always have stress in their lives and it will be more stressful if they are diagnosed with cancer."

At this point, Dr Rai will strongly advise the patient to give up their cigarettes, either by taking the packet from them or encouraging the patient to part with it willingly.

Dr Rai will tell patients that if they want their medication they must relinquish their cigarettes:

"That may sound like a bribe, but at the end of the day we are here for their benefit and are concerned about their health and I am fed up of the gentle approach. I have to be blunt".

The basket in Dr Rai's room where he keeps the confiscated cigarettes is filled and emptied every week. A sign above the basket reads: "If you value life, then leave your cigarettes here."

The patient is then referred to a cessation nurse, who says that Dr Rai's candid approach means the patients are more motivated and are more likely to be successful.

Out of the 25 to 30 people who have seen Dr Rai and stopped smoking recently, only one person was unhappy with the method and when Dr Rai became aware of the patient's dissatisfaction, he changed his approach, in order to better preserve the Doctor/Patient relationship.

"Generally speaking, patients are relieved when you take their cigarettes because they feel that someone else is taking responsibility for them. If they are resistant I tell them they should not leave their cigarettes here for my benefit, but to leave them here if they genuinely feel they need to stop."

Source: General Practitioner



**CORPORATE
ACCOUNTABILITY
INTERNATIONAL**

CHALLENGING ABUSE, PROTECTING PEOPLE

formerly **Infact**



an **important** precedent
for **corporate**
accountability.



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R O P B³ Global Link

**Focus on Framework
Convention on Tobacco
Control (FCTC)**

Today (1-12-04) Peru became the 40th country to ratify the global tobacco treaty. **The Framework Convention on Tobacco Control (FCTC) will now become binding international law for participating countries. Congratulations everyone! We did it!**

30 November 2004 is a truly historic day. The FCTC will save millions of lives and change the way the tobacco industry—including transnationals Philip Morris/Altria, BAT and JTI—operates around the world. The FCTC will now enter into force in early 2005.

Now is a time for all of us—in countries that have ratified and those that have not (yet)—to celebrate the tremendous victory we have achieved together. Together

Continued on page 7

Cm វ៉ាក >>> -tmkBIT វ៉ាក!

ក្នុង ឧទាហរណ៍ ខ្លះៗ មនុស្ស ម្នាក់ៗ ទាក់ទង ជាមួយ ជំងឺ ប្រភេទ វ៉ាក ត្រូវ បាន រក ឃើញ ក្នុង ក្រុម ជន កម្រិត ខ្ពស់ បំផុត ក្នុង ចំណោម ជន កម្រិត ទាប បំផុត ។ ការ ប្រឈម ជាមួយ ជំងឺ វ៉ាក អាច កើត ឡើង ក្នុង អំឡុង ពេល ធ្វើ ការ កសិកម្ម ដាំ បារី ឬ ក្នុង អំឡុង ពេល ដាំ បារី ក្នុង ផ្ទះ ។ ការ ប្រឈម ជាមួយ ជំងឺ វ៉ាក អាច កើត ឡើង ក្នុង អំឡុង ពេល ធ្វើ ការ កសិកម្ម ដាំ បារី ឬ ក្នុង អំឡុង ពេល ដាំ បារី ក្នុង ផ្ទះ ។

Green... (Continued from page 1)

leaves. GTS is characterized by symptoms that may include nausea, vomiting, weakness, headache, dizziness, abdominal cramps, and difficulty in breathing, as well as fluctuations in blood pressure and heart rates. Local farmers and health care workers often confuse these symptoms with heat exhaustion or pesticide poisoning, especially if pesticide have recently been applied to the crop. During harvest time, the average field worker may be exposed to up to 600 milliliters of dew or rain on tobacco plants, the rough equivalent of the nicotine content of 36 cigarettes. This moisture collects on the workers' clothing effectively wrapping in a giant continuous nicotine patch.

The exact number of tobacco workers who are affected by green tobacco sickness is unknown: one study by the United State National Institute for Occupational Safety and Health estimated a crude

incidence of 600 milliliters of dew or rain on tobacco plants, the rough equivalent of the nicotine content of 36 cigarettes. This moisture collects on the workers' clothing effectively wrapping in a giant continuous nicotine patch.

incidence as 10 cases per 1,000 workers. But a recent study by Sarah Quandt from the Wake Forest University School of Medicine of Hispanic migrant workers in North Carolina suggests that 41 percent of the workers get green tobacco sickness at least once during harvest season.



Green Tobacco Plant

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Source: Kentucky Regional Poison Center

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Warnings lead to increased awareness of risks AND increased desire to quit.

Many smokers say they would be more motivated to quit by large graphic warning on each cigarette package. [Tandemar Research "Cigarette Packaging Study, March 1996," and Environics Report to Health Canada, March 1999]

Research shows that *teenagers think warnings with pictures are more effective* than those with only text. [Environics Survey, 1999]

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RbPB³SATCA

FCTC (Continued from page 5)

we have confronted the tobacco industry and its deadly abuses, and secured a major success for public health and corporate accountability.

Members of NATT have played a key role in ensuring this treaty's strength and in campaigning for its ratification and implementation around the globe. As we enter the next phase of the FCTC's implementation, NATT will continue to push for effective, worldwide application of all its provisions—from the comprehensive ban on tobacco advertising, promotion and sponsorship to the protection of public health policy from to-

