



The Global Perspective

Background

Although the number of smokers quitting is increasing in high-income regions of the world, for example the USA and UK there are growing concerns from governments that the numbers of smokers are actually increasing in places like Malawi, Zimbabwe and other low and middle-income countries. There is ever increasing evidence to suggest that this discrepancy in trends is due to differing policies and legislation regulating advertising, promotion and sponsorship as well as less awareness of the health risks. Alongside this are concerns about the exploitation of tobacco farmers and the continued practice of child labour, particularly in Africa.

The following activity aims to raise awareness among young people of these concerns and encourage them to take a global perspective of the issue.



Where in the World?

Aim

To raise awareness and promote discussion about the Tobacco Industry in the developing world.

Resources Required

Statement cards - 'Where in the World?' cards for each group

Method

1. Divide into small groups. Each group looks through the pack of the cards and sorts them through discussion matching the countries to the statements given.
2. Allow about 10 minutes for each group to agree their cards and then feedback as a whole group, encouraging discussion and questions.

3. To find out more about the issues raised encourage the young people to go to www.ash.org.uk or www.who.int/tobacco

Sources: Brazil, China, Egypt, India – ASH Research Report, Tobacco: Global Trends (August 2007)

Argentina, Chile, Nigeria, Vietnam – ASH You've got to be kidding – how BAT promotes its brands to young people around the world Malawi, Rwanda, – BAT's African Footprint – ASH

www.ash.org.uk

Reference Smoke and Mirrors Vanessa Rogers (2009) produced for Smoke Free North West www.seethroughtheillusion.co.uk



Where in the World Cards?



CHINA	This country is the largest tobacco-consuming nation in the world.
INDIA	In this country much of the tobacco is consumed in hand rolled cigarettes known as 'bidis'
BRAZIL	In this country it would take a tobacco farmer 6 years to earn what a tobacco company director earns in 1 day
EGYPT	In this country it is estimated that families spend 10% of their household income on tobacco
NIGERIA	In this country it is still possible to buy single cigarettes (in the UK this was made illegal in 1991)
MALAWI	This country has one of the highest rates of deforestation in the world, and tobacco production is one of the reasons. In 1999 over 26% of deforestation was related to tobacco production
RWANDA	In this country British American Tobacco runs high profile HIV programmes to deflect criticism
ARGENTINA	In this country British American Tobacco advertise their cigarettes on customised websites that are designed with youth appeal
CHILE	In 2007 a cigarette pack was launched in this country that open like a book – inside is a phone number that you call to find out the venue for a series of secret' parties at summer hot spots.
VIETNAM	In this country some cafes have been decorated in the colours of cigarette brands and attractive young women are employed to sell cigarettes to customers.

