



February 2022

**Change their future,
stop the tobacco industry**

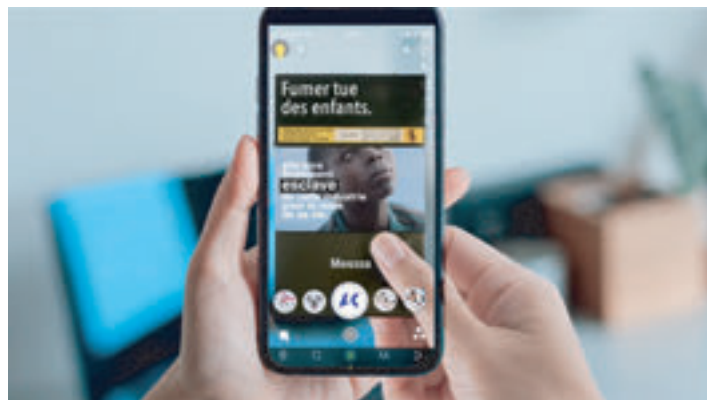
AC ALLIANCE
CONTRE
LE TABAC

The campaign “change their future, stop the tobacco industry” it’s :

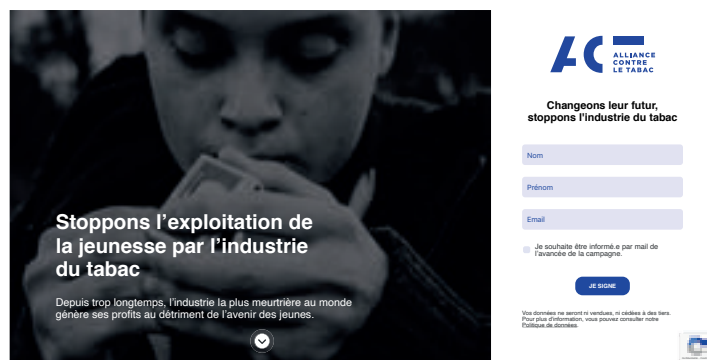
A **video spot** broadcast on social networks and the web to expose the exploitation of children by the tobacco industry worldwide. An industry that needs their lives to continue to make profits.



A **Snapchat filter** that allows young smokers to grasp the hidden truth behind their cigarette packs: an industry that exploits more than a million children in tobacco fields at the cost of their health and future.



A **petition** to call on the presidential candidates to commit to 3 measures to protect our teenagers and to stop France from endorsing the exploitation of children in tobacco fields.



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THE FUTURE OF THE YOUTH IN THE HANDS OF THE PRESIDENTIAL CANDIDATES

The tobacco industry relentlessly relies on the youth to ensure its profits.

By not implementing stronger tobacco control measures, the French government is allowing this deadly industry to generate profits at the expense of the lives of children in France and around the world.

In France, the average age of the first cigarette is 14 years old¹. 90% of daily smokers started smoking before the age of 18². These young people will be the adult smokers of tomorrow and half of them will die from tobacco related diseases and cancers. Every year, 75,000 lives are ruined³ and countless families are shattered in our country because of the sale of a deadly product.

For its production, **1,300,000 children are exploited in tobacco fields⁴, at the expense of their health and future.** They are also exposed to nicotine poisoning and highly toxic agrochemicals, which affect their development.

ACT, through the “Change Their Future” campaign, is alerting the public of the urgent need to put an end to this scourge that is destroying the future of young people worldwide. With the support of 18 other organizations, ACT demands that the incoming president ensure the best possible future for our children: a tobacco-free future, achieved by strong measures to progressively ban the sale of this deadly product.

ACT reaffirms that we have the power to protect future generations from cancer and other tobacco-related diseases in France and to refuse to be part of the exploitation of children around the world in tobacco fields.

More than 8 out of 10 French people are in favor of a smoke-free generation⁵.

1. El-Khoury Lesueur F, Bolze C, Melchior M. Les adolescents face au tabac : émergence précoce des inégalités sociales. L'étude nationale DePICT (2016) Bull Epidemiol Hebd. 2018;(14-15):283-90. http://beh.santepubliquefrance.fr/beh/2018/14-15/2018_14-15_3.html

2. Syed S, Hammond R, Initiative WTF. Tobacco and the rights of the child. 2001 Available on: <https://apps.who.int/iris/handle/10665/66740>

3. Bonaldi C, Boussac M, Nguyen-Thanh V. Estimation du nombre de décès attribuables au tabagisme, en France de 2000 à 2015. Bull Epidemiol Hebd. 2019; (15):278-84.

4. The guardian “Child labour: the tobacco industry's smoking gun”; 2011 Available on: <https://www.theguardian.com/global-development/2011/sep/14/malawi-child-labour-tobacco-industry>

5. Les indicateurs de l'ACT #3 – quarterly survey conducted in September 2021 by BVA for ACT on the perception of tobacco in France among people aged 17 and over.

01

ENSURE THE NEXT GENERATION A LIFE FREE OF CANCER AND OTHER TOBACCO-RELATED DISEASES

Our country loses 75,000 people every year⁶ by allowing the sale of a highly addictive product that kills 1 out of 2 consumers⁷. Many lives and families could be spared if this product was no longer sold to teenagers.

Smoking begins in adolescence and continues into adulthood, sustained by the addiction to nicotine contained in tobacco products⁸. **The first experimentations with tobacco are done in middle or high school and more than two thirds of teenagers who try cigarettes will become regular smokers afterwards⁹.**

It is estimated that 200,000 young people start smoking every year in France¹⁰. These minors are the future victims of tobacco.

90%

of daily smokers
became smokers before
they turned 18¹¹

Discover the spot on
alliancecontrelatabac.org



6. Bonaldi C, Boussac M, Nguyen-Thanh V. Estimation du nombre de décès attribuables au tabagisme, en France de 2000 à 2015. *Bull Epidemiol Hebd.* 2019; (15):278-84.

7. WHO Report on the Global Tobacco Epidemic, 2011: The MPOWER package. Geneva: World Health Organization; 2011.

8. Toebes B, Gispén ME, Been JV, Sheikh A. A missing voice: the human rights of children to a tobacco-free environment. *Tob Control.* 1 janv 2018;27(1):3.

9. Syed S, Hammond R, Initiative WTF. Tobacco and the rights of the child. 2001 ; Available on: <https://apps.who.int/iris/handle/10665/66740>

10. Arrêter de fumer et ne pas rechuter : la recommandation 2014 de la HAS [Internet]. Haute Autorité de Santé. Available on: https://www.has-sante.fr/jcms/c_1719643/fr/arreter-de-fumer-et-ne-pas-rechuter-la-recommandation-2014-de-la-has

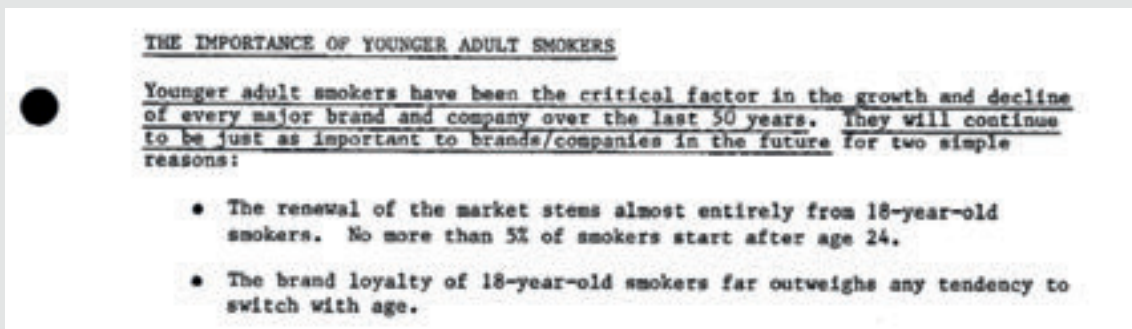
11. Toebes B, Gispén ME, Been JV, Sheikh A. A missing voice: the human rights of children to a tobacco-free environment. *Tob Control.* 1 janv 2018;27(1):3.

If the current trend continues, 250 million children currently living will die directly or indirectly from the effects of tobacco worldwide¹².

The industry at the root of the pandemic | Children have been key targets of the tobacco industry for a long time. As early as 1957, the tobacco industry observed in its market research that:

“Hitting the youth can be more efficient even though the cost to reach them is higher, because they are willing to experiment, they have more influence over others in their age group than they will later in life, and they are far more loyal to their starting brand.”¹³

The RJ Reynolds firm went so far as to refer to “replacement smokers” needed to offset the “loss rate.”¹⁴ These documents, which were released as a result of U.S. lawsuits, make it abundantly clear that the tobacco industry has deliberately targeted and continues to target children as its primary source of replacement smokers¹⁵.



Strategic research report. Younger adults smokers: strategies and opportunities” publié le 29 février 1984 par le département Marketing de R.J. Reynolds Tobacco Company, Winston-Salem, N.C. 27102

→ **Tobacco companies have polished their brands image to appeal to young people** by conveying the idea that smoking is associated with independence, rebellion, a spirit of adventure, confidence, self-assurance and being part of a movement¹⁶.

12. Murray C.J. and Lopez A.D., eds. *The Global Burden of Disease: A Comprehensive Assessment of Mortality and Disability from Disease, Injuries and Risk Factors in 1990 and Projected to 2020* (Cambridge, MA: Harvard School of Public Health, 1996)

13. Hilts P.J. *Smokescreen: the truth behind the tobacco industry cover-up*. Boston (MA): Addison-Wesley; 1996.

14. RJ Reynolds. Records 1984. *Strategic research report. Younger adults smokers: strategies and opportunities*. Bates 508783540/3629.. Available on: <https://www.industrydocuments.ucsf.edu/docs/ptpj0100>] dans Thomas D. L'enfant et l'adolescent, cibles de l'industrie du tabac. *Bulletin de l'Académie Nationale de Médecine*. 1 oct 2019;203(7):5418.

15. Slade J, Bero L A, Hanauer P, Barnes D E, Glantz S A. Nicotine and addiction. *The Brown and Williamson documents*. *JAMA* 1995;274:225-33 <https://pubmed.ncbi.nlm.nih.gov/7609231/>

16. R.W. Pollay, “How Cigarette Advertising Works: Rich Imagery and Poor Information,” *History of Advertising Archives Working Paper no. 98* (Vancouver: University of British Columbia, Faculty of Commerce, 1998). <https://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.533.5920&rep=rep1&type=pdf>

02

BEHIND THE CIGARETTE PACKS: THE LIVES OF MORE THAN A MILLION CHILDREN ARE BEING PUT AT RISK IN TOBACCO FIELDS

International debates focus mainly on the health impacts of tobacco on its active or passive consumers, omitting another reality that lies behind this product.

Today, 80% of French people do not know that tobacco is being produced outside Europe, and 2 out of 3 French people do not know that children are involved in the tobacco production process¹⁷.

Yet an estimated **1.3 million children work in tobacco fields¹⁸**. In reality, this figure is even higher, as informal work within families is not covered by labor inspections.

1,3
million children
work in tobacco fields



The Guardian

- **In their quest to reduce production costs, these multinationals are moving to less regulated countries** such as Argentina, Brazil, China, India, Indonesia, Malawi, and Zimbabwe, where they can negotiate for extremely low prices that result, for the most part, in the use of child labor by producers.
- **Children working in tobacco fields are directly exposed to a large number of highly toxic agrochemicals.** These chemicals cause damage to their eyes, skin, respiratory tract and other organs, and are potentially carcinogenic and mutagenic¹⁹.

17. Les indicateurs de l'ACT #3 – quarterly survey conducted in September 2021 by BVA for ACT on the perception of tobacco in France among people aged 17 and over.

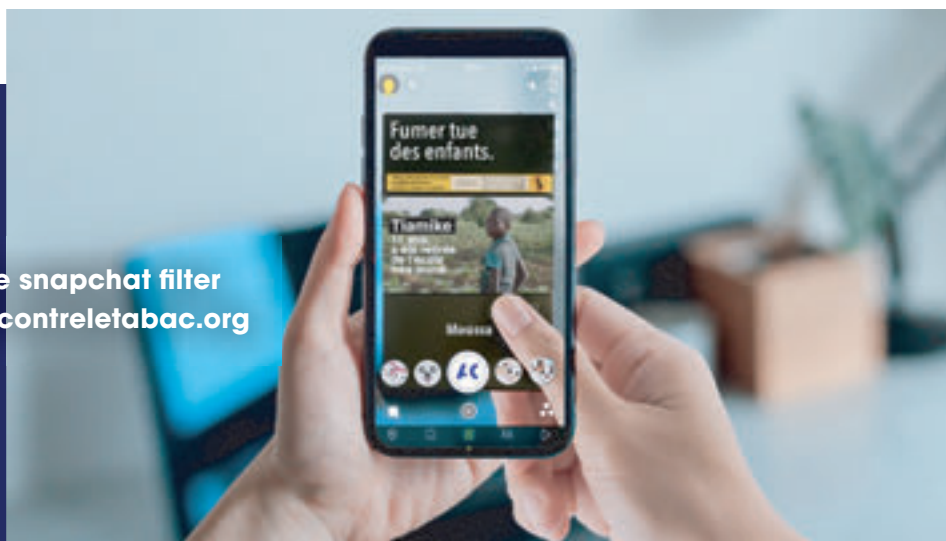
18. The guardian "Child labour: the tobacco industry's smoking gun"; 2011 <https://www.theguardian.com/global-development/2011/sep/14/malawi-child-labour-tobacco-industry>

19. Inter Press Service, "Child Labor Rampant In Tobacco Industry," 4 February 1999 in Syed S, Hammond R, Initiative WTF. Tobacco and the rights of the child.2001; Available on: <https://apps.who.int/iris/handle/10665/66740>

02 BEHIND THE CIGARETTE PACKS: THE LIVES OF MORE THAN A MILLION CHILDREN ARE BEING PUT AT RISK IN TOBACCO FIELDS

- This exposure poses a **significantly higher risk to children than to adults** because in the early years of life it can lead to a greater risk of cancer, damage the child's developing nervous system and cause immune system dysfunction²⁰.
- **In addition, children who collect tobacco can suffer from “green tobacco sickness”**, a form of nicotine intoxication that is caused by its absorption through the skin. It is characterized by symptoms such as nausea, vomiting, weakness, headaches, dizziness, abdominal cramps, breathing difficulties, and fluctuations in blood pressure and heart rate²¹.
- **According to the WHO, every day a tobacco worker who plants, grows, and harvests tobacco can absorb as much nicotine through the skin as the amount contained in 50 cigarettes²².**

Discover the snapchat filter
on alliancecontreletabac.org



Marion Catellin, Director of ACT- Alliance Contre le Tabac.

Through this Snapchat campaign, we want the pack that young people hold in their hands to be the last. We want them to understand that behind their pack is an even uglier reality : not only do they put their own lives at risk, but also the ones of more than a million young people their age, around the world, who are exploited by the industry in tobacco fields.

20. Inter Press Service, "Health-Brazil: Kids at Risk from Agrochemicals on Tobacco Farms" 17 February 1999; A. Cordeiro, F. Marochi and J.M.Tardin, "A Poison Crop — Tobacco in Brazil," Global Pesticide Campaigner, June 1998. In *Tobacco and the rights of the child*. 2001 ; Available on: <https://apps.who.int/iris/handle/10665/66740>

21. McBride JS, Altman DG, Klein M, White W. Review Article: Green Tobacco Sickness. *Tobacco Control*. 1998;7(3):2948.

22. M.C. Kulik, S.A. Bialous, S. Munthall and W. Max, *Tobacco growing and the sustainable development goals, Malawi, Bulletin of the World Health Organisation*, 19 February 2017.

03

MEASURES TO STOP THE DAMAGE CAUSED BY ONE OF THE WORLD'S DEADLIEST PRODUCTS: TOBACCO

19 associations call on the future President to put an end to years of fight against tobacco and related diseases, through 3 measures aiming at the progressive end of tobacco in France.

01

Tobacco endgame in France from 2032.

ACT and 18 other organizations, including the Ligue Contre le Cancer, the ARC Foundation, the CNCT and DNF, are proposing to permanently put an end to the sale of tobacco to young people born in 2014 or later.

The proposed measure does not target adults who are already using tobacco products, but those who have never or rarely used them. It is not a measure designed to punish consumers of tobacco products, but rather those who market this deadly product.

In order to guarantee its effectiveness, it will also be necessary to foresee the reinforcement of the enforceable sanctions for not observing the obligation to verify the ID of a person wishing to buy tobacco.



Tobacco shops must be allies of the Tobacco Free Generation | Today the interdiction of sales to minors is globally not respected: according to the latest CNCT survey dating from 2019 nearly **10% of tobacco shops sell tobacco to 12 year old and 2 out of 3 tobacco shops sell it to 17 year old²³. Despite the legal requirement to ask for ID before the sale, less than 20% of tobacco shops ask their ID to a teenager wishing to purchase tobacco²⁴.**

To protect the health of young people, tobacco shops which already receive government subsidies to support their transition to tobacco-free operations need to be more accountable for their obligations to enforce existing laws and take a stand as allies for the emergence of this first tobacco-free generation by 2032.

23. Comité national contre le tabagisme (CNCT). Interdiction de vente de tabac aux mineurs, 10 ans après l'adoption de la mesure, où en est-on ? <https://cnct.fr/wp-content/uploads/2019/10/Pour-consulter-notre-dossier-de-presse.pdf>

24. CNCT : Interdiction de vente de tabac aux mineurs, 10 ans après l'adoption de la mesure, où en est-on ? <https://cnct.fr/wp-content/uploads/2019/10/Pour-consulter-notre-dossier-de-presse.pdf>

The New Zealand government is planning to adopt a similar measure in 2022, through its “Smokefree Aotearoa 2025” program, which seeks to ban the sale, delivery and supply of smoking tobacco products to people born after a certain date²⁵.

**France is ready:
7 out of 10 French
people are in favor
of ending tobacco sales²⁶.**



Professor Loïc Josseran, President of the ACT-Alliance Contre le Tabac, physician and researcher in public health, professor of public health at the University of Versailles-Saint-Quentin.

Our government must act by gradually ending the sale of this product and by establishing smoke-free areas around all French schools, colleges and high schools to protect the future of our youth. This will ensure the emergence of the first tobacco-free generation by 2032, the first to be protected from cancer and other tobacco-related diseases.

02

Ensure smoke-free spaces around all schools...

...So that school, the pillar of young people's future, is no longer a place where they can become addicted to tobacco and be exposed to its dangers.

- **The presence of tobacco in the surroundings of schools exposes young French people to the dangers caused by passive smoking on their health.**
- **This presence also normalizes the act of smoking among children and teenagers** who are particularly sensitive to peer pressure and mimicry at this time of their lives, and therefore goes against the government's prerogatives in terms of education and health protection, which are supposed to guarantee the best possible future for the youth.
- **ACT believes that it is essential to expand smoke-free zones, particularly in areas frequented by minors.** Many communities in France already have smoke free areas around schools (Bordeaux, Solesmes, Yvetot, Belfort, Arras...). The success of the initiatives of the “Espaces Sans Tabac” of the Ligue Contre le Cancer has led the association, during the national event “Le Mois Sans Tabac” in 2021 (the French “Stopober”), to ask the government to act to generalize this ban.

25. New Zealand, Ministry of Health, “Smokefree Aotearoa 2025 Action Plan”, Available on: <https://www.health.govt.nz/system/files/documents/pages/smokefree-aotearoa-2025-action-plan-focus-area-5-factsheet-web.pdf>

26. Les indicateurs de l'ACT #3 – quarterly survey conducted in September 2021 by BVA for ACT on the perception of tobacco in France among people aged 17 and over.



Professor Daniel Nizri, president of the Ligue Contre le Cancer.

*The goal of a tobacco-free generation by 2032, which is part of the government's decadal strategy, is ambitious but not unattainable: **it must be followed by concrete decisions and actions.***

*For example, with the French National Education system, La Ligue contre le cancer intervenes directly with the kids to enable them to acquire personal, social and civic knowledge and skills **to resist the marketing pressure of the tobacco industry.***

*As we know, the French are largely in favor of measures to reduce tobacco consumption and protect young people from its devastating effects. The Ligue contre le cancer is campaigning for **the generalized creation of tobacco-free areas around the 61,510 French schools.** We call on the candidates of the upcoming elections to commit themselves to reach **this objective.***

7 out of 10 French people support the creation of more smoke-free areas in public spaces²⁷.

9 out of 10 teenagers would like to live in a smoke-free world²⁸.

03

Demand more transparency from the exchanges between the tobacco industry and policy makers...

...So that this industry's interests no longer hinder the fight against tobacco related cancers and diseases.

- **Every year, representatives of the tobacco industry approach decision-makers to encourage them to adopt measures that will benefit the regulation of their products**, which considerably hinders tobacco control policies and especially measures that could limit the exposure of children to tobacco products.



27. Les indicateurs de l'ACT #3 – quarterly survey conducted in September 2021 by BVA for ACT on the perception of tobacco in France among people aged 17 and over.

28. Idem

- Despite France's ratification in 2004 of the WHO Framework Convention on Tobacco Control (FCTC), which aims at limiting the tobacco industry's influence on governments, **the industry's lobby continues to exert illegitimate pressure on public decision-makers**. The provisions of this international treaty, which are nonetheless applicable in French law, are today too rarely known and poorly applied.
- **It is therefore necessary to create two provisions in national law to effectively prevent tobacco lobbies from interfering in prevention and tobacco control policies in France:**
 - **A first measure requiring parliamentarians to declare the authors and instigators of the amendments they submit, meaning that the name of the entity behind an amendment must be published.**
 - **A second measure imposing transparency of meetings between decision-makers and the tobacco industry to expose publicly the existence of such meetings and to impose the publication of a report of these exchanges.**
- All of these transparency obligations must be applicable not only to the tobacco industry, but also to consulting firms mandated by the industry. It is also necessary that these measures can be applied in the context of discussions not only with parliamentarians, but also with all public decision-makers, ministerial offices, members of the government, administrative authorities, etc.

Why will the government benefit from gradually ending tobacco sales?

With such a measure, not only will the government preserve the lives of thousands of French people, but it will also help restore its public finances. Tobacco sales cost the state far more than they bring in: smoking accounts for 26 billion euros in health care expenditures²⁹ compared to 16 billion euros in revenue per year from taxes on the sale of tobacco products in France³⁰.

Moreover, since France has almost stopped tobacco production on its territory, the gradual end of tobacco sales in our country will not involve social issues related to possible job losses. Moreover, tobacco shops have been receiving government subsidies for several years to enable them to make a transition towards activities that do not include the sale of tobacco products.

The government therefore has nothing to lose, but on the opposite, everything to win by progressively putting an end to the commercialization of one of the most dangerous products in the world.

29. Pierre-Alexandre Kopp, *Le coût social des drogues en France*, OFDT, 2015
<http://www.ofdt.fr/publications/collections/notes/le-cout-social-des-drogues-en-france/>

30. *Rapport d'informations relative à l'évolution de la consommation de tabac et du rendement de la fiscalité applicable aux produits du tabac pendant le confinement et aux enseignements pouvant en être tirés, Septembre 2021*,
https://www.assemblee-nationale.fr/dyn/15/rapports/cion_fin/115b4498_rapport-information#

Why will this progressive ban not cause the illicit trade to explode?

We are asking for a gradual, rather than a total ban on tobacco sales, which will only affect young people who have never or rarely smoked. There will therefore be little or no transfer to illicit circuits.

Moreover, just as price increases do not significantly increase illicit trade, a gradual ban on tobacco sales targeting young people will not lead to an explosion of illicit sales in France.

Although the illicit tobacco trade, which includes counterfeiting and smuggling, is a real problem for which the government must provide concrete solutions, it has nevertheless not increased in the last 20 years³¹.

These 3 measures are supported by:

- L'**ACT**-Alliance contre le tabac
- La **Ligue contre le cancer**
- La **Fondation ARC** pour la Recherche contre le cancer
- Le **CNCT** – Comité National contre le Tabagisme
- La **FFC** – Fédération Française de Cardiologie
- **SFT** – Société Francophone de Tabacologie
- **DNF** – Demain sera non fumeur
- La **Fondation du souffle**
- L'**IRAAT** – L'Institut Rhône Alpes Auvergne de Tabacologie
- **Hauts-de-France Addictions**
- **Santé Respiratoire France**
- **ANSFT** – Association nationale des sages-femmes tabacologues
- **APPRI** - Association Périnatalité Prévention Recherche Information
- **Paris Sans Tabac**
- **AALT** – Association des Acteurs Lorrains en Tabacologie
- **GEST** – Grand Est Sans Tabac
- **Capitole Stop Tabac**
- **SFSP** – Société Française de Santé Publique
- **AFIT&A** – Association Francophone des Infirmières en Tabacologie & Addictologie



31. *Rapport parlementaire : stabilité des marchés parallèles de tabac en France, Génération sans tabac – Septembre 2021, <https://www.generationsanstabac.org/actualites/rapport-woerth-stabilite-marches-paralleles-tabac-france/>*

04

A PETITION TO CHANGE THEIR FUTURE

By failing to implement stronger measures, the French government is allowing the world's deadliest industry to generate profits at the expense of the lives of children in France, and worldwide.

8 out of 10 French people are in favor of a tobacco-free generation³².

It is the responsibility of the future president to ensure children a healthy future by allowing them to live a life free from addiction and suffering. So that today's children are no longer tomorrow's victims, let's stop supporting the sale of the deadliest product in France, and let's refuse to contribute to the exploitation of children throughout the world.

**Change their future, stop the tobacco industry
with the petition:**

act-change-their-future.org



**Une pétition
peut stopper
l'industrie
la plus
meurtrière
au monde.**



32. Les indicateurs de l'ACT #3 – quarterly survey conducted in September 2021 by BVA for ACT on the perception of tobacco in France among people aged 17 and over.

ABOUT US

ACT - Alliance Contre le Tabac

The ACT-Alliance Contre le Tabac is a collective of associations, recognized of general interest, committed to public health.

Since the implementation of the Evin Law in 1991, ACT has been working for more than thirty years to defend the well-being of all people against the interests of the tobacco industry. As the voice of its member associations, ACT is committed to shed light on the industry's manipulations and to influence the public debate for a more sustainable future.

ACT's determination in the fight against tobacco has enabled decisive steps to be taken for public health in France. Through awareness and advocacy campaigns, ACT continues to fight against manufacturers who are intensifying their efforts to normalize the consumption of their addictive products in various forms.

Through its federative action, ACT mobilizes decision-makers, public health, environmental, human rights and financial stakeholders, as well as the media, to achieve the first tobacco-free generation in France by 2032.



www.alliancecontreletabac.org



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