

# WHO'S LAUGHING NOW?



[www.fairtradetobacco.org](http://www.fairtradetobacco.org)

The announcement in September 2011 by the World Health Organization that “Tobacco Industry Interference” is the theme for the 2012 World No Tobacco Day is a victory for health advocates, researchers and educators. The theme and resources the theme attracts will help draw greater public attention to the strategies Philip Morris, British American Tobacco and other tobacco producing companies deploy to undermine health policy and wellness around the globe.

The real victory is that the WHO gesture is evidence that tobacco control advocates and policymakers are interested to 1) end the imbalance where public health over-emphasizes tobacco-related consumption/demand issues at the expense of production/supply issues (e.g. child labor, deforestation and green tobacco sickness), and 2) increase over the long term scrutiny on practices of Big Tobacco to make absurd and laughable profits from human rights abuses in tobacco growing developing countries.

Contact your WHO country representative and encourage him or her to request the WHO to use the theme “Tobacco Agriculture and Industry Practices that Undermine Human Rights” for World No Tobacco 2013.