

## Global Tobacco Control: International Collaborations

Thomas Glynn, PhD, Director of Cancer Science and Trends, American Cancer Society

Slide 1:

**Text:** Global Tobacco Control: International Collaborations

Thomas J. Glynn, Ph.D., American Cancer Society

Interagency Committee on Smoking and Health:

*Addressing the Global Tobacco Epidemic*

April 13, 2005

**Graphic:** Logo for American Cancer Society

Slide 2:

**Text:** Soccer Ad from British American Tobacco

**Graphic:** Poster from British American Tobacco with young boy holding a soccer ball. Background images of other healthy activities he may be involved in such as: martial arts, and hiking

Slide 3:

**Text:** International Tobacco Control Collaboration Potential:

- Governments
- Private Sector
- Non-Governmental Organizations/NGOs

Slide 4:

**Text:**

Start Developing Brand Loyalty Early

**Graphic:** Picture of a young man wearing a hat with an L&M logo

Slide 5:

**Text:**

“Tobacco use is unlike other threats to global health. Infectious diseases do not employ multinational public relations firms. There are no front groups to promote the spread of cholera. Mosquitoes have no lobbyists.”

*WHO Zeltner Report 2000*

Slide 6:

**Text:** Benefits of International Tobacco Control Collaborations:

- Increased political power
- Maximization of limited resources
- Maximization of intellectual resources
- Increased opportunity for capacity development

Slide 7:

**Text:** Benefits of International Tobacco Control Collaborations:

- More rapid agreement on change strategies
- More efficient agreement on change strategies
- More efficient administrative processes
- Greater ability to identify and promote global tobacco control leaders

Slide 8:

**Text:**

In Some Cases, Very Early

**Graphic:** Picture of a mother holding her very young son, who is wearing a Marlboro 2 piece jogging suite

Slide 9:

**Text:** In International Tobacco Control Collaborations, NGOs bring:

- Wide range of interests/disciplines
- Expertise
- Range of resources
- Science/policy-based information and advice

Slide 10:

**Text:**

Market Saturation

**Graphics:** John Player Gold Leaf venders and advertisements

Slide 11:

**Graphics:** Picture of a person in the morgue with a price tag of \$1,277 on big toe. This price represents how much a study sponsored by Philip Morris said the Czech Republic saves on health care, pensions and housing every time a smoker dies.