

# Tobacco Free Sports

towards a Tobacco Free Generation



منظمة الصحة العالمية  
المكتب الإقليمي للشرق المتوسط



**World No Tobacco Day 2002**  
**Tobacco Free Sports**  
**towards a**  
**Tobacco Free Generation**  
<http://www.emro.who.int/tfi/tfi.htm>

# 31 Mai/May

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## The World No Tobacco Day



World No Tobacco Day is celebrated around the world every year on May 31. The Member States of the World Health Organization (WHO) created World No Tobacco Day in 1987 to draw global attention to the tobacco epidemic and the preventable death and disease it causes. This yearly celebration informs the public on the dangers of using tobacco, the business practices of tobacco companies, what WHO is doing to fight the tobacco epidemic, and what people around the world can do to claim their right to health and healthy living and to protect future generations.

## **Tobacco Free Sports towards a Tobacco Free Generation**



In response to the global appeal for action, WHO and its partners have launched a campaign to clean sports of all forms of tobacco consumption, and exposure to second-hand smoke, tobacco advertising, promotion and sponsorship. The United States Centers for Disease Control and Prevention (CDC), International Olympic Committee (IOC), Fédération Internationale de Football Association (FIFA), Fédération Internationale de L'Automobile Association (FIA), Olympic Aid and other regional and local sports organizations have joined WHO in this campaign for Tobacco Free Sports.



Tobacco-free events have been organized all over the world, including the 2002 Salt Lake City Winter Olympic Games in the USA and the 2002 FIFA World Cup in the Republic of Korea and Japan.

Athletes, sports organizations, national and local sports authorities, school and university sports teams, sports media and everyone interested in physical activity must join this campaign for Tobacco Free Sports. WHO urges people everywhere to take back their right to health and healthy living and to protect future generations from the preventable death and disease caused by tobacco.

World No Tobacco Day 2002

In the Name of God, the Compassionate,  
the Merciful

**Message from  
Dr Hussein A. Gezairy  
Regional Director  
WHO Eastern Mediterranean Region  
on the occasion of  
World No Tobacco Day 2002**

**EMRO, Cairo, Egypt, 31 May 2002**

The dangers of tobacco, both for smokers, and non-smokers who inhale smoke produced by others, have been well documented scientifically. In 1987, the World Health Assembly established World No Tobacco Day, to take place on 31 May every year. Its aim is to discourage tobacco users from consuming tobacco, and to encourage governments, communities, groups and individuals to become aware of the problem and to take appropriate action. World No Tobacco Day has a different theme and message each year.



This year, the World Health Organization (WHO) is celebrating World No Tobacco Day 2002 under the theme "Tobacco Free Sports." The Regional Office for the Eastern Mediterranean has expanded upon this theme and is using the slogan "Tobacco Free Sports towards a Tobacco Free Generation." It is appropriate that the Tobacco Free World Cup kicks-off in South Korea on the same day and this will hopefully strengthen our message and contribute to a wider distribution of it.



The Tobacco Free Sports campaign was launched in Geneva, Switzerland, on 22 November 2001 at the Geneva International Conference Center, by WHO and top officials from the Fédération Internationale de Football Association (FIFA) and the International Olympic Committee (IOC). At the same time, an international coalition of twelve athletes was formed, two from each region of WHO, all renowned for their sports achievements within their regions. The two athletes chosen to represent the Eastern Mediterranean Region are Mr Mahmoud El-Khatib from Egypt and Mr Imran Khan from Pakistan. This team will take forth the message that sports and tobacco do not mix.



It is well known by now that tobacco kills more than four million people every year. Between 2000 and 2030, tobacco-related diseases will cause ten million deaths. Sport, however, is about life and healthy living and it is one of the main tools in promoting both healthy lifestyle and healthy living. Unfortunately, the tobacco industry has turned sport into an advertising machine for tobacco products, taking advantage of its popularity and appeal to make tobacco use more and more attractive to the public, and to young people in particular. Tobacco use has become an "infectious" disease, through marketing, advertising, sponsorship and promotion and this has to change. Sports should in no way be associated with tobacco consumption. advertising, marketing or promotion.

Thanks to the unstinting effort of WHO and its partners the rate of sponsorship by the tobacco industry in the world is declining, but in this, the Eastern Mediterranean Region, it is on the rise. People think that tobacco money is essential for certain sports events to survive. This is untrue.



There are good examples from all around the world which prove that sports can survive without tobacco money. For example in South Africa, cricket, which is the most popular sport there, was totally dependent on the money provided by the tobacco industry. Yet, in 1996, cricket voluntarily ended its association with tobacco and all sponsorship by the tobacco industry; cricket survived and became healthier. The real truth is that tobacco products needed sports to survive not the opposite. In the countries of this Region, the tobacco industry sponsors many sports events, such as car rallies and football matches. I hope that decision-makers in the Region will address this challenge so that we may see our sports totally free of tobacco.

We have a commitment and obligation to ourselves and to our children to help them achieve the best possible life in terms of health and opportunities and also to support them in choosing a healthy lifestyle, as well as healthy habits based on solid scientific information. Our children and future generations will not be able to make an informed decision if the notions of health and healthy living are not implanted in them at an early age. They



must be made aware of two facts: the harmful effects of tobacco, and the extent to which they are targeted by the tobacco industry.

Today, I urge each of you to take a leading role in promoting the message of World No Tobacco Day in our communities. Let us all work to make our favourite sports tobacco-free and help in creating a tobacco-free generation.

Finally, I thank Mr Mahmoud El-Khatib and Mr Imran Khan, on behalf of WHO and the Tobacco Free Initiative, for their tremendous generosity in contributing their own time and effort to promote the message of Tobacco Free Sports. They are already role models for the children of the Region in their chosen fields; now they will be role models for Tobacco Free Sports. I hope that we can all take this message forward throughout the year, not just for a day.

Thank you



## In the Name of God, the Compassionate, the Merciful

### Mr Mahmoud El-Khatib's Statement

Today, I would first like to start by personally thanking each and every one of you for the great trust that you bestowed upon me when you nominated me a participant in this event.

It is extremely apparent to me that today we are at the core of discussing a detrimental issue that not only threatens societies worldwide but also the well-being of children. A well-being that could and should be directly transformed into efforts to be exerted in building and constructing blocks within their societies. Needless to say, of course, the issue at hand today is not a new one. Sorrowfully and strangely enough, every smoker fully acknowledges what is awaiting and slowly approaching him. He knows - maybe even more so than non-smokers - how much every cigarette diminishes from each day in his life and how much it paralyzes his bodily cells and functions. It is as though every smoker is adamant on committing suicide and slowly



withdrawing from life in a manner that is, more usually than not, sad and disastrous.

Therefore, if we want to fight this terrible beast that is eating away at our children and threatening the efforts that they could have otherwise directed more beneficially into their societies then, we must start at the level of the child. And in order for us to start with the child we must begin at home. Parents must learn about the importance of the role they need to play in shaping all aspects of their children's lives especially and including the health aspect.

Therefore, the questions we now need to ask ourselves are:

- How can parents position themselves as role models that can influence their children's actions and mould their personalities?
- How can it be embedded within children's hearts and minds that the key block in building a stronger, more solid future where they can grow and flourish in order to take their active roles in becoming prosperous individuals within their societies is to first and foremost focus on the essential element of health? An element



that they will need to use in order to service the society within which they inhabit.

Consequently, this is why this should be viewed as an issue bearing two folds on the child ..... On the one hand, the child's patriotism and love for his society and, on the other hand, the child's love for his own health and self for the sake and well-being of that society.

Furthermore, addressing this issue cannot be complete without addressing the role of the school, which is another key element that comes into light right after the role of the home. At school, all forms of awareness should be adopted and implemented through all possible and attainable routes starting with:

- Utilizing the teacher as an important role model and,
- Ending with displaying the harmful effects and dangers that eventually lead the smoker's life to a painful finale.



Finally, society as a whole also needs to play an integral role regarding this issue through utilizing all forms of communication tools as well as looking for alternatives ..... After all; our slogan today is Tobacco Free Sports towards a Tobacco Free Generation. And, that is why it is extremely crucial to have predominantly strong, continuous and persistent campaigns in order to achieve the desired effect.

We must all protect our youth as they are the fruits of the future and the hopes of tomorrow.

May God Bless Us All

Thank you



## Career Highlights

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- The Arab sportsman of the 20th century.
- Considered the best Egyptian player ever by most people/critics.
- The only Egyptian ever to win African footballer of the year - Ballon D'Or - by France Football magazine in 1983.
- Played for El-Ahly football team from 1972 to 1988.
- First match ever was in the second week of 1972 - League vs. Tairan - on 13/10/1972.
- Played for the Egypt National Team from 1974 to 1986.
- Scored 108 goals for El-Ahly in the Egyptian League.
- A two-time top Egyptian League scorer in 1977/78 and 1980/81.
- Scored two goals in the African Cup of Nations.
- Scored 27 goals for Egypt National Team.
- Scored 37 goals in the African Club Competition (top African scorer).
- Led Egypt to the Olympic Games in 1980 and 1984.
- Played in the Los Angeles Olympics in 1984.





## Awards and Felicitations Received

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- Ten Egyptian League Championships.
- Five Egyptian Cups.
- One African Nations Cup in 1986.
- Two African Champions Cups in 1982 and 1987.
- Three African Winners Cups in 1984, 1985 and 1986.
- Seven-time winner of the Best Egyptian Footballer.
- One-time winner of the Best African Footballer in 1983 - the only Egyptian player to ever be awarded this title.
- African Teams Champions scorer - 37 goals.
- African Cup Of Nations for Egypt National Team in 1986.
- Eleven titles of the Egyptian League for El-Ahly football team.
- Six titles of the Egyptian Cup for El-Ahly football team.
- Two titles of the African League Championships for El-Ahly football team in 1982 and 1987.
- Three titles of the African Cup for El-Ahly football team in 1984, 1985 and 1986.



## Mr Imran Khan's Statement

### **A call to the international sports world to become 'tobacco free' by not accepting sponsorships from tobacco companies**

In relation to the theme Tobacco Free Sports for World No Tobacco Day 2002, I want to urge all the sportspersons including sports organizers and their respective governments to make sports across the globe free from tobacco by not accepting sponsorships from the tobacco companies.

Having played international cricket for twenty-one years and having established the largest cancer hospital in Pakistan, Shoukat Khanum Memorial Hospital, which is providing free medical services to the poor suffering from cancers, I have witnessed from close the power and pervasiveness of tobacco promotion through sports and its disastrous health consequences in the form of cancers and deaths. Approximately 90% of the lung cancer in Pakistan is attributable to cigarette smoking. The fact that sports people are used as promoters of this killer and that disease and death caused by smoking is absolutely avoidable saddens me.



Around four million people die annually in this world due to tobacco-related diseases, which makes 11,000 deaths per day. This also means that tobacco companies require at least 11,000 new smokers every day to maintain their business. In reality much more people take up the deadly habit and the majority of new smokers are young people - two-thirds of current smokers started smoking in their teen ages.



Tobacco companies know this well and direct their advertisements and promotions towards young people. Internal tobacco industry documents disclosed in 1998 make clear that for decades the industry has systematically targeted children as an important market, carefully studying their smoking habits and developing products and marketing campaigns aimed at them. Sponsorships of popular sports like, motor racing, cricket and football are among the most common examples. By sponsoring individual sportsmen or women, sporting events and teams, the companies establish a link at a subliminal level between their products and health and athletic prowess.

Research in our part of the world has shown that watching the cricket matches sponsored by tobacco

companies creates a "wrong perception in the children's (13-16 years) minds that smoking gives more strength, improves batting and fielding and ultimately increases the chance of winning." A survey some years ago by the Australian Medical Association showed that 87% of young people in Western Australia believed that cricketers promote cigarettes.



According to WHO, "children around the world are surrounded by advertisements portraying tobacco use as fun ... many young people do not take the risks of smoking seriously partly because advertising portrays smoking as innocent and benign ... by the time they are old enough to make an informed choice, their addiction undermines their freedom of choice."

As tobacco control is tightening in the West, transnational tobacco companies are becoming more active in developing countries, the result is that tobacco use is declining at the rate of 1.5% in the West but at the same time it is increasing at the rate of 1.7% in the developing countries. Governments in developing countries should realize this and introduce effective anti-tobacco measures including banning all kinds of advertisements, promotion and sports sponsorships.

Sports symbolize health and vitality and tobacco causes disease and death. These two cannot be associated. However, sometimes inadvertently, sports people become a source of promotion of the killer. Also sometimes the sports organizers think that they cannot organize sports events without the backing of tobacco companies. This is a wrong perception. The recent dissociation of the South Asian Federation Games from tobacco money is one such example where sports was declared 'Tobacco Free.' Wherever sports managements rejected tobacco sponsorships they could easily find the alternative sponsors. Tobacco companies need us, we don't need them.

Wherever and whatever you are playing, as sportsmen or women, let's make a personal resolution on this World No Tobacco Day that we will not accept any tobacco sponsorships either personally or as teams. We will not play in any such events, which directly or indirectly promote tobacco - the killer, and hence we will not contribute to millions of avoidable deaths every year in the world due to tobacco.

Thank you





## Academic Qualifications

- B.A. Honors in PPE, Keble College, Oxford University.
- Fellow of Keble College.
- Only Pakistani to be in the Oxford Hall of Fame.

## Career Highlights

- Member Pakistan Cricket Team from 1971 to 1992 - longest playing career of any cricketer since World War II.
- Captain of the Pakistani Cricket Team from 1982 to 1992 - longest tenure of any Pakistani Captain.
- Captain of the Pakistani Team that won the 1992 World Cup at Melbourne.
- Rated according to the Deloittes as the best fast bowler in 1982, 1983 and 1987.
- Rated as an all-time great bowler and all-rounder in cricket.
- Ranked #1 in the Deloittes as best all-rounder in cricket.

- Ranked #10 as the all-time great cricketer of the world in the last millennium.  
Elected by the people of Pakistan as the player of the millennium.



## **Awards and Felicitations Received**

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- UNICEF Special Representative for Sports.
- Pride of Pakistan.
- Hilal-e-Pakistan (the highest civil award in Pakistan).
- Only sportsman to be included in the Oxford University's Hall of Fame.
- Only sportsman to be awarded an honorary fellowship of Keble College, Oxford University.

## **Books Authored**

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- Imran: An Auto Biography.
- All Round View.
- Indus Journey.
- Warrior Race.

## Shoukat Khanum Memorial Cancer Hospital and Research Center

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Conceived, planned, and subsequently mobilized the people of Pakistan to build the only state of the art cancer hospital of the country where 90% of the patients receive free treatment.





## Global Deception

What must you do to market a product that kills half of its regular users? What enticements must you resort to in order to addict those regular users early, sometimes as early as nine years old? How do you package death as life, disease as health and deadly addiction as the taste of freedom and a celebration of life?

Look no further than your nearest playground or the shirt on your favorite athlete's back or the shoe, bag, or jacket. Look no further than tobacco companies' own documents that tell you how they promote death in the playground to unsuspecting children. The tobacco companies say they don't want to market cigarettes to young people, and even lecture parents and teachers to become more involved in tackling youth smoking. But whose examples will teenagers follow - teachers' or race car drivers'? parents' or cricket superstars'?

The World Health Organization (WHO) says tobacco use is a communicated disease - communicated through advertising and sponsorship. Perhaps the most pernicious form of that marketing pitch is to be found in stadia and sports arenas worldwide.



Tobacco companies pump hundreds of millions of dollars every year into sponsoring sports events worldwide. In the United States alone, according to the Federal Trade Commission, the major domestic cigarette companies reported spending US\$ 113.6 million on sports and sporting events in 1999. In countries where direct tobacco advertising is banned by law, sponsorship of sports amounts to a cynical manipulation of national laws. Despite a federal ban on tobacco advertising on television, it is estimated that tobacco companies achieve the equivalent of more than US\$ 150 million in television advertising every year in the USA through their sponsorship of motor sports events. Formula One motor racing has been described as "... the ideal sport for sponsorship. It's got glamour and worldwide television coverage. It's a 10-month activity involving 16 races in 14 countries with drivers from 16 nationalities. After football it's the number one multinational sport. It's got total global exposure, total global hospitality, total media coverage and 600 million people watching it on TV every fortnight ... It's macho, it's excitement, it's color, it's international, it's glamour ... They're there to get visibility. They're there to sell cigarettes."



Tobacco companies claim they are sponsoring sports out of a sense of philanthropic duty. Their internal documents, however, tell another story.

An internal R.J. Reynolds memo from 1989 has this to say: "We're in the cigarette business. We're not in the sports business. We use sports as an avenue for advertising our products. We can go into an area when we're marketing an event, measure sales during an event and measure sales after the event, and see an increase in sales."

That is no idle boast. When an Indian associate of the British American Tobacco (BAT) group sponsored the Indian World Cup Cricket in 1996, a survey showed that smoking among Indian teenagers increased five-fold. There was also marked increase in false perceptions about athletic excellence and smoking. Tobacco companies think that if they can place their logos, their branding, on enough sportsmen and women, in enough stadia, then people will be fooled into thinking that smoking can't really be all that bad. If it is associated closely enough with sport, people will think it must stand for all the same things as sport stands for - health, excitement, fitness.



The deception is for the public. The profits are for the companies. And the death and disease burden is for countries to cope with. Tobacco companies know exactly how many smokers they can get for every dollar spent on advertising in the sports arena. "We're not handing out money for nothing. We have gone into this very thoroughly and the entire ... publicity is built around motor racing seen as a fast, exciting and trendy sport for the young and, if you like, the young at heart. That's who we are aiming at in the local market and early indications are that we are on target," said Gordon Watson, BAT official quoted in the South China Morning Post in 1984.

The company is on target, but so are the death rates. Some twenty years after that early addiction set in, new studies show that one-third of Chinese men currently under 29 years of age will die prematurely due to a tobacco-related disease. Of the 8.4 million tobacco deaths that will occur by 2020, seven out of ten will occur in the developing countries.



## Global Appeal

Sport is a celebration of life. From the impromptu game in the park to school teams and local leagues to national championships, world cups and the Olympics - sports inspire healthy living, healthy competition and fun.

Tobacco products, on the other hand, do not celebrate life - they cause disease and death. Tobacco kills more than four million people every year, and is estimated to kill 8.4 million people every year by 2020.

For the professional athlete, tobacco use lowers performance level and can end a career. Even for people who play sport at a less intense level - simply playing frisbee with their children, taking part in weekend football with friends or doing a charity fun-run - smoking can affect their ability to perform. In one study, of 4,100 regular joggers who took part in a yearly 16km race, smokers were consistently slower than non-smokers. It was estimated that for every cigarette smoked per day, the time to complete the run was increased by 40 seconds. Smoking reduces lung capacity, increases recovery time and destroys the benefits of exercise and sport.



For the spectator at sports events, tobacco use and exposure to second-hand smoke contributes to the development of disease and reduces their enjoyment of the game. For sports teams and facilities, tobacco advertising and sponsorship run counter to the ideals of health and fair play embodied in sports. For the companies who co-sponsor sports events along with tobacco companies, the reputation of the hazard merchants becomes indelibly associated with their products. In short, tobacco and sports do not mix.

Many athletes, sports fans and spectators are young people. Recent data suggest that one-third of young smokers start before the age of ten, and the vast majority of adult smokers started before the age of eighteen. Youth consumption of tobacco is up in many parts of the world. Most people who start so young become addicted to nicotine very early in life.

Tobacco companies claim that they do not target youth, but in practice they ensure that sponsorship and advertising flourish at events attended by and attractive to youth. Team jerseys and caps, tote bags and t-shirts, fields and stadia, cars and sports equipment bearing tobacco brand logos create a positive association



between tobacco and the strength, speed, grace, success, fun and excitement of sports.

In 2000, a BBC investigation in the Gambia, found that BAT sponsored beach volleyball during the school holidays, and handed out free cigarettes and branded merchandise for its Benson & Hedges brand - the promotion was clearly designed to promote a youthful exciting beach sports culture around its product. In Colombia, Marlboro - the world's highest selling cigarette - sponsors kart racing, a sport where almost all of the participants are children and teenagers.

The tobacco industry spends hundreds of millions of dollars a year sponsoring sports around the world, mainly on high-profile, exciting sports which receive a lot of television coverage. In their internal documents, they are remarkably frank about the real reasons why they do this. The reasons why tobacco companies sponsor sporting events include: trying to get around advertising restrictions; wanting to associate their cigarettes with healthy, active pursuits; and trying to create an image of respectability for companies rocked by accusations of smuggling and racketeering.



Sports sponsorship has become increasingly important to the tobacco industry as other promotional routes have been cut off by governments around the world. In particular, sponsorship has substantially increased since tobacco advertising on television has been banned in most countries.



Tobacco multinationals sponsor sporting events around the world. Here are just a couple of examples:

## Pakistan

The BAT brand John Player Gold Leaf has sponsored an ocean-going sailing boat, the "Voyage of Discovery" to undertake a tour around the Indian sub-continent. This boat, the same type as those used in long-distance sailing races, was marketed as being part of an exciting, sporting lifestyle. After being banned from Bangladesh and Sri Lanka, the boat arrived for a promotional visit to Karachi. BAT gave a gift of Rs 4.5 million (approx. US\$ 75,000) to a local radio station for a live broadcast of the climax of the event, a concert for local young people. Health groups again believe that this donation helped to improve the publicity and to dull criticism of the activities.



## Worldwide

Formula One Motor racing is the sport most closely associated with tobacco sponsorship. Tobacco sponsorship accounted for around two-thirds of the sponsorship of the sport up to 1999.

In 1999, around US\$ 250 million was invested by tobacco companies in Formula One teams, with British American Racing (BAR) (US\$ 75 million), McLaren (US\$ 45 million) and Ferrari (US\$ 63 million) the most sponsored teams. The Fédération Internationale de l'Automobile Association (FIA), Formula One's governing body have, however, undertaken voluntarily to end tobacco sponsorship of the sport by 2006. As a result, the prevalence of tobacco sponsorship, while still extremely high, is beginning to fall.



## Tobacco Use Affects Sporting Performance and Physical Fitness

It is well-known that tobacco kills. In fact it kills half its long-term users. What is less well-known, however, is the effect that smoking can have on people's ability to live their daily lives to the full - especially when it comes to taking part in sport or other kinds of physical activity. In addition to its long-term effects on health, tobacco use can have short-term effects, especially on lung function, but also on muscular strength and sleep patterns. Many studies have shown that smokers are less able than non-smokers to take part in sport at all levels, from the international elite to the weekend amateur, and these effects also make it more difficult to live a normal active daily life, when activities such as climbing the stairs or running for a bus become more difficult.

Numerous studies have shown that smokers are simply less fit than non-smokers. For example, in a large study of young army recruits, smokers were twice as likely to fail to complete basic training compared with non-smokers. In studies of endurance exercise, smokers reach exhaustion earlier than non-smokers and derive



less benefit from training. In one study of 6,500 19-year old army conscripts, smokers ran a significantly shorter distance in 12 minutes compared with non-smokers, and the more cigarettes smoked per day and the longer the duration of smoking, the shorter the distance run. The same non-smoking recruits ran an 80 meter sprint in a significantly shorter time than smokers. In the same study, of 4,100 regular joggers who took part in a yearly 16km race, smokers were consistently slower. It was estimated that for every cigarette smoked per day, the time to complete the run was increased by 40 seconds. The authors suggested that smoking 20 cigarettes a day increased the time taken to run the 16km race by the equivalent of 12 age-years (i.e. a 30 year-old smoker took, on average, the same time to complete the race as a 42 year-old non-smoker) or destroys the endurance enhancing effect of running 20km per week.

Other studies have shown that short-term exercise is also affected by smoking. Regular smokers are twice as likely to discontinue exercise treadmill tests because of symptoms of exhaustion, fatigue, breathlessness, and leg pain than non-smokers. These disadvantages are directly related to the duration of smoking and the number of cigarettes smoked.



In addition to the effects of tobacco use on lung function, studies have also found other effects on the ability to perform well at sport. For instance, a 1998 study showed that young adult smokers (age 19-30) had less muscular strength and flexibility than non-smokers. Another study in 1982 found that sportspeople who smoked also had disturbed sleep patterns, and other complaints of ill-health.



Not only does smoking affect short-term fitness, but studies have shown that smoking also exerts a long-term consequence on physical performance. A study of 1,393 middle-aged Norwegian men examined the association between smoking and decline in physical fitness over a period of seven years. It found that the decline in physical fitness and lung function among healthy middle aged men was considerably greater among smokers than among non-smokers and could not be explained by differences in age and physical activity.

For the lungs and heart to work efficiently they require oxygen-rich blood. Carbon monoxide in tobacco smoke binds with haemoglobin, the oxygen-carrying molecule in the blood, to form carboxyhaemoglobin. This means

that there is less haemoglobin to carry and deliver oxygen to the body's cells and less oxygen reaches the heart and lungs.

Smoking also reduces the lungs' ability to absorb oxygen. Smoking destroys the alveoli, the tiny air sacs where the air exchange takes place, making the lungs less elastic and less able to exchange oxygen. Smokers' lungs also have decreased surface area and fewer capillaries, resulting in less blood flow. Consequently, the lungs receive fewer nutrients and oxygen needed to make them healthy and function normally. Every inhalation of smoke causes the airways to constrict. Over time, more prolonged airway narrowing occurs and lung damage may be irreversible.

In addition, all tobacco use, including smokeless tobacco (chewing tobacco, snuff, snuss, etc) as well as cigarettes, increases the speed of smokers' resting heart rate, which reduces endurance.



## Short- and Long-term Effects of Tobacco Use on Health and Physical Fitness

Unlike cancer and heart disease which may take many years to develop, the effects of smoking on the respiratory system can occur within a year or two of taking up smoking. The Royal College of Physicians report, *Smoking and the Young*, notes that of studies covering more than 50,000 subjects in the 10-20 year age range, nearly every report has been able to demonstrate increases in the rates of cough, sputum, wheeze and shortness of breath among smokers, usually of the order of between two and six times the non-smoking rate.

Young smokers are also at increased risk of acute bronchitis. A ten-year study in Sydney, Australia, found more episodes of bronchitis in smoking children, particularly among girls. Another study of 2,885 young people, 12-13 years old, found that minor ailments and time off from school were greater in smokers.



## The Advertising Story

Tobacco advertising helps persuade non-smokers to start smoking, and helps dissuade smokers from quitting. The overwhelming majority of independent research into the effect of tobacco advertising and sponsorship on tobacco consumption shows that there is a link and that this link works across cultures.

The tobacco industry has always maintained that the only function of advertising is to persuade smokers to switch between brands and that advertising does not affect overall consumption. Clive Turner from the Tobacco Advisory Council - a body set up by the tobacco industry - reiterates the industry line: "Certainly no tobacco advertising is concerned with encouraging non-smokers to start or existing smokers to smoke more and it seems blindingly obvious that, unless you are a smoker, tobacco advertising or sponsorship has absolutely no influence whatsoever in persuading or motivating a purchase." (1986)

But according to advertising executive Emerson Foote, former CEO of McCann-Erickson, which has handled millions of dollars in tobacco industry accounts: "The



cigarette industry has been artfully maintaining that cigarette advertising has nothing to do with total sales. This is complete and utter nonsense. The industry knows it is nonsense. I am always amused by the suggestion that advertising, a function that has been shown to increase consumption of virtually every other product, somehow miraculously fails to work for tobacco products." (1981)

In fact, the consensus is that, while there is no doubt that tobacco advertising can have an effect on the brand of cigarettes chosen by smokers, it also has an effect on the overall size of the market - whether or not non-smokers choose to start smoking, and whether smokers will attempt to stop. In addition, advertising is used to maintain brand equity - the proportion of the product's price which has less to do with the intrinsic value of the product than with the branding that it represents. The cost of producing premium cigarettes is similar to that of producing budget brands. However, people are willing to pay more for a premium product because of the positive associations which the brand has for them. Without advertising, this brand equity will gradually erode, and brands will cease to be fashionable and begin to look more old-fashioned. This will reduce the





ability of tobacco companies to charge a premium for certain brands, reducing companies' profitability.

A number of economic studies have shown that comprehensive bans on tobacco advertising can have an effect in reducing the prevalence of smoking in society. Internal tobacco industry documents show that both the tobacco and advertising industries have been aware for many years that tobacco advertising affects overall consumption, as well as market share.

The tobacco industry and the advertising agencies they work with are particularly concerned with increasing the number of smokers, as well as the share of the market occupied by individual brands.

The New York advertising agency, Ted Bates, presented advice to a tobacco company on how to reach teenagers: "In the young smoker's mind, a cigarette falls into the same category with wine, beer, shaving, wearing a bra (or purposely not wearing one), declaration of independence and striving for self-identity .... Thus, an attempt to reach young smokers, starters, should be based, among others, on the



following major parameters:

- Present the cigarette as one of the few initiations into the adult world;

Present the cigarette as part of the illicit pleasure category of products and activities.”



## Sports Without Tobacco

Some people fear that a withdrawal of tobacco sponsorship will harm sports which are currently heavily sponsored by cigarette brands. However, all the evidence shows that this is not the case - many sports have voluntarily given up tobacco sponsorship money, including both the Olympic Games and the FIFA World Cup Football - the world's two biggest sporting events. They have not suffered financially as a result.

There are also many examples of sports teams, sports federations and countries, who have decided voluntarily to do away with tobacco sponsorship. Since the late 1980s, the Olympic movement has been tobacco-free. The Fédération Internationale de Football Association, FIFA, the world football governing body, has refused to take tobacco sponsorship at any of its events since 1987. UEFA, Football's European Governing Body, has taken a similar stance. In both of these cases, there has been no discernable difference to the financial viability of the events, with football in particular enjoying unprecedented financial success in the 1990s.



In India, the National Cricket Team has recently ended its long-term association with Wills Cigarettes (a subsidiary of BAT), who were, for many years, the team's sponsor. This is a significant step, given the growing importance of India as a television market for cricket.

In 1992, the Australian federal government, passed legislation banning tobacco sponsorship of national and state sporting events.

There is no evidence that the bans on tobacco company advertising and sponsorship through sport has harmed Australian sportspeople or sporting organizations from either the perspective of raising revenue or of sporting achievement.

Rather than harming sport, all of the evidence points in the other direction, with Australian corporate sponsorship of sport at record and rising levels. Since the federal ban on tobacco advertising and sponsorship became effective in 1996, corporate support for Australian sport has risen from US\$ 350 million annually to US\$ 700 million in 2000 - excluding Olympic sponsorships, an increase of 45%.



The most prominent sponsorship of Australian sport has been the Benson & Hedges sponsorship of the Australian Cricket Team. Since Benson & Hedges stopped sponsoring Australian cricket, revenues to the Australian Cricket Board have increased and the on-field success of the Australian Cricket Team, in both One Day and Test Matches, has been at an all-time high.



Far from harming sport, the exodus of the “easy tobacco money” has caused sporting administrators to need to know the real commercial value of their sports and to be more creative in marketing their sports to commercial sponsors.

There is no evidence to support the idea that banning tobacco sponsorship would harm sport - indeed, the success of sports that have ended their associations with tobacco show that sport simply does not need tobacco money.

The tobacco industry uses sports sponsorship as a way of getting around national restrictions on tobacco advertising. As the examples show, tobacco companies simply cannot be trusted to regulate themselves responsibly. The only effective way forward is for

governments to legislate to ban tobacco sponsorship of sport.

The moment has come to remove tobacco from sports. A comprehensive ban on tobacco advertising, promotion and sponsorship is one way to reach this goal. WHO's 191 Member States are currently negotiating these and other crucial issues in the development of the world's first legally enforceable treaty on tobacco, the Framework Convention on Tobacco Control.



## Reclaiming Health

Sports federations and sportspeople around the world know tobacco is incompatible with their values and their health. Athletes take pride in their strength, skills, and dedication and in their ability to act as positive role models for all of society. They want to put an end to tobacco's manipulation of sports.

Countries want to reclaim their right to protect public health. WHO's 191 Member States are negotiating a global public health treaty to bring down tobacco-related deaths. The Framework Convention on Tobacco Control (FCTC) will mesh science and economics with legislation and regulation and in some cases, litigation. It will seek global and national solutions for problems such as global tobacco advertising or smuggling - issues that cut across national boundaries, cultures, age groups and socio-economic strata. In fact, the FCTC is a call for international scrutiny and responsibility that normally accompanies a freely available consumer product in the international marketplace.



Under pressure by this global call for an end to the deception and the resulting death, tobacco companies are unleashing yet another attempt to derail meaningful regulation of their corporate activity. In this round of recycled arguments, companies such as British American Tobacco, Philip Morris and Japan Tobacco now promise to enforce "International Tobacco Marketing Standards." They propose to enforce these standards voluntarily and to target advertising only at adult smokers. WHO says no country has succeeded in designing regulations - especially voluntary ones - that eliminate children's exposure to tobacco advertising while allowing advertising aimed only at adults who use tobacco. Self-regulation invariably fails because it was never meant to succeed - tobacco companies know this and now so does the rest of the world.

