



# Las mujeres y la industria tabacalera

8 de marzo de 2021

## Riesgos específicos de género de los productos de tabaco

- 1. 200 millones de los mil millones de fumadores del mundo son mujeres.<sup>1</sup>**
- 2. 2 millones de mujeres mueren cada año a causa del consumo de tabaco.** De los 8.71 millones de muertes anuales por tabaco, 2.15 millones son mujeres (2019),<sup>2</sup> el 71% de las cuales viven en países de ingresos bajos y medianos.<sup>3</sup>
- 3. 600,000 mujeres son víctimas del humo de tabaco de segunda mano (SHS) cada año.** El 64% de las muertes anuales relacionadas con el humo de tabaco de segunda mano son mujeres.<sup>4, 5</sup>
- 4. El tabaquismo genera riesgos adicionales para la salud reproductiva de la mujer.** Además del mayor riesgo de accidente cerebrovascular, enfermedades cardíacas y pulmonares y cánceres,<sup>6,7,8</sup> las mujeres pueden sufrir problemas de salud reproductiva, como un mayor riesgo de infertilidad y retrasos en la concepción,<sup>9, 10</sup> un mayor riesgo de cáncer de cuello uterino<sup>11, 12</sup> y un mayor riesgo de parto prematuro, mortinato y muerte del recién nacido si fuman durante el embarazo.<sup>13, 14</sup>
- 5. Fumar aumenta la probabilidad de caer en la pobreza, lo que alimenta la violencia doméstica, especialmente contra las mujeres.<sup>15</sup>** La naturaleza adictiva del consumo de tabaco desplaza otros gastos domésticos más productivos, como la compra de alimentos, educación, vivienda, vacaciones y más.<sup>16, 17, 18</sup> Cuando los recursos del hogar son escasos, pueden surgir más fácilmente conflictos en la toma de decisiones del hogar y desequilibrio de género en la toma de decisiones.<sup>19</sup>
- 6. Las trabajadoras del sector del tabaco se ven afectadas de manera desproporcionada por los impactos ambientales, sanitarios y sociales negativos de la manipulación del tabaco.<sup>20</sup>**
  - Las mujeres constituyen casi el 50% de la fuerza laboral agrícola en los países de bajos ingresos.<sup>21</sup>
  - Existe una participación sustancial de las mujeres en la fuerza laboral del tabaco, especialmente en la industria tabacalera no organizada y basada en el hogar.<sup>22</sup> Las mujeres constituyen el 94% de los trabajadores en las fábricas de laminado manual de kretek en Indonesia, mientras que la industria del bidi en India emplea el doble de mujeres que de hombres.<sup>23</sup>

# 01 **La industria tabacalera se dirige a las mujeres con sus campañas de marketing, a menudo dirigidas a mujeres... a través de mujeres.**

Desde la década de 1960, la industria tabacalera ha orientado campañas de marketing ricamente financiadas hacia las mujeres mediante anuncios que se basan en estereotipos de género y vinculan falsamente el consumo de tabaco con conceptos de belleza, delgadez, sofisticación, prestigio, emancipación, libertad, romance y atractivo sexual.<sup>24, 25</sup> Incluso en la actualidad, las compañías tabacaleras utilizan las mismas estrategias para comercializar sus productos, incluidos los nuevos, en todas las plataformas disponibles, incluidas las redes sociales, a través de mujeres influyentes.<sup>27</sup>

- En 2021, el patrocinio de Japan Tobacco International (JTI) de la Copa del Mundo de voleibol y del equipo femenino JT Marvelous en la liga nacional de voleibol de Japón fueron analizados, lo que puso en peligro la candidatura de Japón para los Juegos Olímpicos de 2020.<sup>28</sup> En particular, Marvel es una marca de cigarrillos adquirida por JTI en Filipinas en 2017.<sup>29</sup>
- En 2018, Philip Morris International (PMI)/Altria financió el Independent Women's Forum (IWF),<sup>30, 31</sup> un grupo de expertos de mujeres con sede en los EE. UU., que promovió el nuevo producto de tabaco de PMI, IQOS,<sup>32</sup> un producto de tabaco calentado que no ha demostrado reducir daño en comparación con los cigarrillos combustibles. Sin embargo, se comercializan como "menos dañinos", no "inofensivos", una estrategia plagada de peligros de aceptación por parte de los jóvenes, impacto a largo plazo no comprobado y potencial para inducir a error. (Similar a los cigarrillos "ligeros/suaves")<sup>33, 34, 35</sup>

# 02 **La industria tabacalera utiliza el patrocinio de iniciativas relacionadas con las mujeres para ocultar cómo sus productos dañan y matan de manera única a las mujeres.**

Cada año, las compañías tabacaleras "celebran" el Día Internacional de la Mujer con la promesa de igualdad y equidad de género,<sup>36, 37</sup> pero ignoran las decenas de millones de mujeres perjudicadas por sus productos y prácticas comerciales.<sup>38</sup>

- PMI y British American Tobacco (BAT) invierten mucho en publicitar sus esfuerzos sobre equidad en la compensación de ejecutivos y programas de empoderamiento/liderazgo de mujeres.<sup>39, 40, 41</sup> Mientras tanto, las compañías oscurecen la información sobre el aumento de la prevalencia del tabaquismo y las muertes entre las mujeres, especialmente en los países de ingresos bajos y medios;<sup>42, 43, 44, 45, 46, 47</sup> y dificultan que las mujeres busquen justicia<sup>48</sup> por su marketing engañoso y dirigido; y la adicción y las enfermedades que causa.
- Un informe de 2018 reveló que las campañas de relaciones públicas de PMI sobre "Empoderamiento de las mujeres" se implementaron en unos 30 países, de los cuales la mayoría son países de ingresos bajos y medios, donde se ha observado un aumento significativo en la cantidad número de mujeres que fuman.<sup>49, 50</sup>

## 03 **Las compañías tabacaleras se benefician de las malas condiciones laborales que sufren las mujeres en las fincas tabacaleras, a la vez que promocionan la equidad de género en las prácticas laborales.**<sup>51</sup>

Las compañías tabacaleras son "adictas" a los insumos baratos (materias primas de bajo precio), lo que perpetúa las malas condiciones laborales en las fincas tabacaleras<sup>52</sup> donde casi la mitad de los trabajadores son mujeres.<sup>53</sup> Sin embargo, han evitado el escrutinio sobre la necesidad de compensar no solo a los millones<sup>54</sup> de mujeres víctimas del tabaco, sino también a las miles que trabajan en duras condiciones en las plantaciones de tabaco.<sup>55, 56, 57</sup>

- Las compañías tabacaleras transnacionales utilizaron campañas de relaciones públicas para mostrar cómo están practicando la equidad de género al compensar su empleo estimado de 60,000 trabajadoras,<sup>58, 59, 60</sup> incluso citando los Objetivos de Desarrollo Sostenible (ODS)<sup>61</sup>, pero sin mencionar su responsabilidad por los daños que sus productos causan a las mujeres.
  - Las compañías tabacaleras son conocidas por patrocinar programas sobre los medios de vida de las mujeres para limpiar su imagen.<sup>62</sup>

## 04 **Las compañías tabacaleras transnacionales niegan indemnización a los millones de mujeres que son víctimas del consumo de tabaco, pero pagaron al menos mil millones de dólares en esfuerzos de marketing que ponen a más mujeres en peligro.**<sup>63</sup>

Las demandas de los Estados Unidos presentadas en las décadas de 1980 y 1990 por víctimas se han prolongado durante décadas y siguen pendientes por las compañías tabacaleras que buscan evitar el pago.<sup>64</sup> Aunque las compañías tabacaleras compensaron a una pequeña cantidad de mujeres (en su mayoría auxiliares de vuelo<sup>65</sup>, la mayoría de las cuales son mujeres, por la exposición al humo de tabaco de segunda mano), muchas mujeres en todo el mundo que se encuentran en una situación similar no están empoderadas para buscar justicia. Además, el dinero que podría haberse utilizado para compensar a las mujeres por los daños relacionados con el tabaco<sup>66</sup> se utiliza en cambio para las relaciones públicas y el marketing, incluidos los destinados a las mujeres:

- En 2021, BAT invirtió 1,000 millones de libras esterlinas en la promoción de sus nuevos productos adictivos en TikTok,<sup>67</sup> donde el 60% de los usuarios son mujeres.<sup>68</sup>
- En 2017, PMI financió la Fundación para un Mundo Libre de Humo (FSFW) con un compromiso de mil millones de dólares, una pequeña parte del cual financia iniciativas de mujeres (p. ej., en India, Malawi, Estados Unidos y Nueva Zelanda).<sup>69, 70, 71</sup> La evidencia revelada por un informante sugiere que FSFW "en realidad trabaja para promover los objetivos de PMI y Altria",<sup>72</sup> lo que implica aumentar el valor de la marca y las ventas, incluso a través de las llamadas actividades "socialmente responsables". En 2020, FSFW<sup>73, 74</sup> otorgó pequeñas subvenciones para investigación, incluso para mujeres apisonadoras de *bidi* en India.<sup>75</sup>

# Objetivo de Desarrollo Sostenible (ODS) 5

## Igualdad de género e industria tabacalera

### Cómo la llamada RSE de la industria tabacalera obstaculiza el ODS 5 (Igualdad de género)

Como parte de sus llamadas actividades de responsabilidad social corporativa (RSE), las compañías tabacaleras patrocinan iniciativas de mujeres para lavar su imagen<sup>76</sup> y presionan a los legisladores para socavar las políticas de control del tabaco<sup>77</sup> que protegen a las mujeres, con el objetivo de aumentar tanto las ventas como las ganancias de sus productos letales y adictivos.<sup>78</sup> En los últimos años, la industria tabacalera proclama que su patrocinio de programas para mujeres es un esfuerzo para promover los ODS. Esto es [engañoso](#).

### ¿Cómo interfiere la industria tabacalera con el ODS<sup>79</sup> de empoderar a las mujeres y promocionar la igualdad de género?

- Vender y comercializar continuamente productos que matan a más de 2 millones de mujeres anualmente, así como introducir productos adictivos con un impacto desconocido a largo plazo en las mujeres.<sup>80</sup>
- No proteger a las mujeres y compensar<sup>81</sup> a las mujeres por los [riesgos de salud específicos de género](#) del tabaco, como la carga desproporcionada de exposición al humo de tabaco de segunda mano y su uso durante el embarazo.
- Desviar la atención de la difícil situación de las trabajadoras, así como de las que consumen productos de tabaco o están expuestas a ellos<sup>82</sup>; cambiando la atención a sus propias políticas corporativas de género.<sup>83</sup>
- Participar en programas de empoderamiento de la mujer<sup>84</sup> y el patrocinio de iniciativas de mujeres como un medio para aumentar el valor de la marca, rehabilitar su imagen<sup>85</sup> o interactuar con los legisladores y personas influyentes, mientras se diluyen las medidas de control del tabaco que protegen a las mujeres.
- Alinearse con destacados grupos o personalidades de mujeres para ganar legitimidad y credibilidad para su propia llamada RSE.<sup>86</sup> Esto incluye instancias en las que los ejecutivos tabacaleros aparecen en la misma alineación que destacados expertos en género.<sup>87</sup>
- Financiar [grupos de mujeres](#) que presionan o hablan a favor de sus productos letales y adictivos.
- Causar o permitir la exposición o publicación de sus actividades/contribuciones de patrocinio a través de actividades o foros de mujeres; que puede socavar las prohibiciones de RSE que existen en más de [63 países](#).<sup>88</sup>

### En lugar de invertir en la llamada RSE, la industria tabacalera debería:

- Dejar de comercializar sus productos a mujeres y dejar de presentar a las compañías tabacaleras como beneficiosas para la sociedad, lo que ayuda a las tabacaleras a comercializar sus productos.<sup>89, 90, 91</sup>
- Dejar de contrarrestar los esfuerzos para exigir pagos del tabaco, incluidos impuestos, tarifas y recargos,<sup>92</sup> que redundarían en beneficio de las víctimas o de su atención de la salud. Compensar a las víctimas por los daños causados por el consumo de tabaco.
- Dejar de contrarrestar las medidas de control del tabaco que salvan vidas, como la publicidad total del tabaco y las prohibiciones de patrocinio.
- Detener las llamadas actividades de RSE, ya que pueden brindar oportunidades para interactuar con los responsables de la formulación de políticas y socavar efectivamente el deber del gobierno de proteger la política de salud pública de los intereses comerciales y creados de la industria tabacalera en virtud del artículo 5.3 del Convenio Marco de la OMS para el Control del Tabaco.
- El artículo 5.3 de las Directrices recomienda la desnormalización, incluida la denuncia,<sup>93</sup> de las llamadas actividades de RSE.<sup>94</sup>
- El artículo 13 ordena una prohibición total de toda la publicidad, promoción y patrocinio del tabaco, lo que incluye las llamadas actividades de RSE o su publicación. Los gobiernos no deberían permitir excepciones incluso en el caso de desastres (p. ej., Vietnam<sup>95</sup>) o bajo un régimen de RSE<sup>96</sup> obligatorio como en India,<sup>97, 98</sup> y potencialmente en Filipinas.<sup>99</sup>
- Dejar de publicitar la llamada RSE relacionada con el género, ya que esto da como resultado la promoción de conceptos erróneos sobre el verdadero papel de la industria tabacalera como una grave infractora de los derechos de las mujeres a la salud<sup>i</sup> y a la [compensación](#)/medios de reparación.<sup>ii</sup>

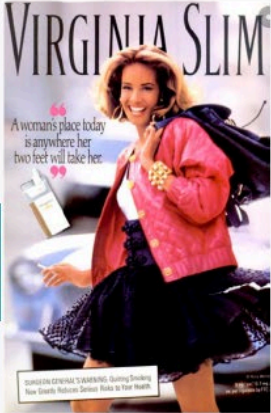
<sup>i</sup> The Danish Institute for Human Rights. 4 May 2017. Human rights assessment in Philip Morris International. Available from: <https://www.humanrights.dk/news/human-rights-assessment-philip-morris-international> (accessed 2 March 2021). – “Tobacco is deeply harmful to human health, and there can be no doubt that the production and marketing of tobacco is irreconcilable with the human right to health. For the tobacco industry, the UNGPs therefore require the cessation of the production and marketing of tobacco.”

<sup>ii</sup> Declaration of Basic Principles of Justice for Victims of Crime and Abuse of Power (1985), Clause 8, 9, 10, 12, 13. Available from: <https://www.ohchr.org/en/professionalinterest/pages/victimsofcrimeandabuseofpower.aspx> (accessed 4 February 2021). United Nations. 1995. Beijing Declaration and Platform For Action. Beijing+5 Political Declaration and Outcome. Available from: [https://www.unwomen.org/-/media/headquarters/attachments/sections/csw/pfa\\_e\\_final\\_web.pdf?la=en&vs=1203](https://www.unwomen.org/-/media/headquarters/attachments/sections/csw/pfa_e_final_web.pdf?la=en&vs=1203) (accessed 26 February 2021).

## ANEXO. El marketing de la industria tabacalera para las mujeres en imágenes

### BOX 7. TOBACCO INDUSTRY MARKETING: SAME TACTICS, NEW PRODUCTS

**Evidence shows** how tobacco companies have targeted young women with its cigarette advertisements from the 1970s to 1990s. E-cigarette advertisements now look much like the cigarette advertisement of the past.



Virginia Slim, 1990, PMI (USA, British Virgin Islands, Brazil, Germany)



Blu, 2017, Imperial Brand (USA, UK, France and Italy)

Image Source: Box 7 (Events marketing by tobacco companies for the youth). In: Global Center for Good Governance in Tobacco Control (GGTC). 26 May 2020. *Tobacco industry: Manipulating the youth into a lifelong addiction.*

Más mujeres que hombres fuman cigarrillos "ligeros" (63% frente al 46%), a menudo con la creencia errónea de que "ligero" significa "más seguro".<sup>100</sup> De hecho, los fumadores "ligeros" a menudo se involucran en el tabaquismo compensatorio, inhalando más profundamente y con más frecuencia para absorber la cantidad deseada de nicotina.<sup>101</sup> La inclinación de las mujeres por los productos "más seguros" sugiere que se trata de un fuerte mercado objetivo para productos novedosos que las compañías tabacaleras comercializan como "más seguros", como los productos de tabaco calentados o los cigarrillos electrónicos. El marketing específico de género para marcas de cigarrillos como Virginia Slims en la década de 1990 se replica en el marketing de los nuevos productos IQOS, Blu, Glo o Vype.



Image Source: Box 6 (Tobacco industry marketing: Tobacco vs. new products). In: Global Center for Good Governance in Tobacco Control (GGTC). 26 May 2020. *Tobacco industry: Manipulating the youth into a lifelong addiction.*

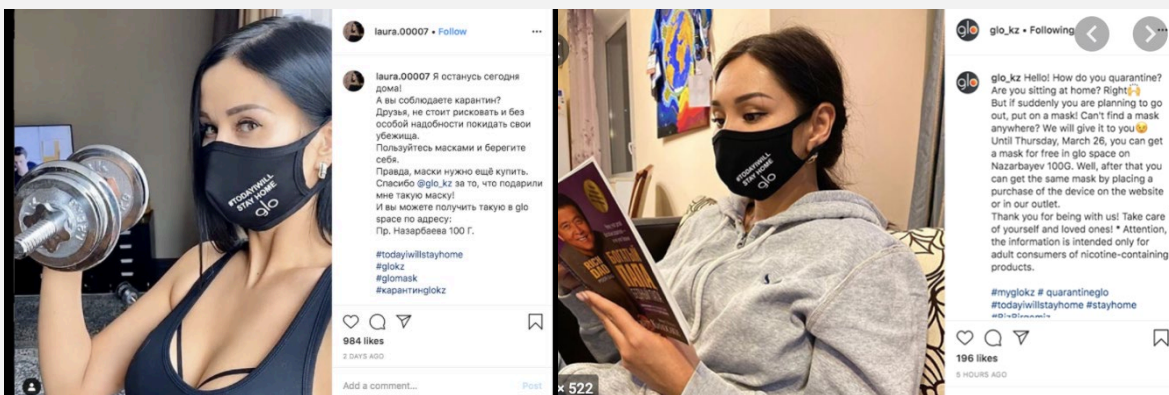
El marketing de PMI de Marlboro para las mujeres a lo largo de los años es paralelo al marketing más reciente de IQOS para las mujeres.



Image Source: Stanford University. Research into the impact of tobacco advertising. Women's Cigarettes. *Glamour*.

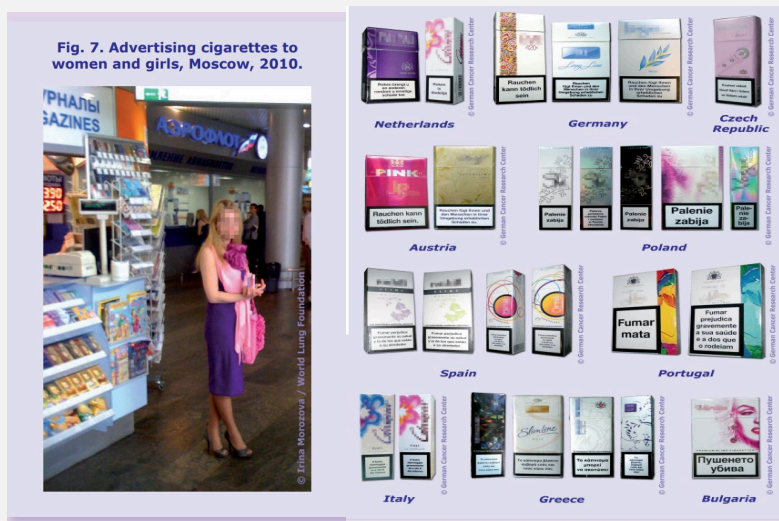
Las compañías tabacaleras comercializan una variedad de marcas de cigarrillos para niñas y mujeres, incluidas las marcas "solo para mujeres" que son largas, extrafinas, bajas en alquitrán, de colores claros, mentolados o con sabor a caramelo‡. En 2005, JTI contribuyó a una campaña sistemática, dirigida por las principales compañías tabacaleras, para promover el consumo de tabaco entre las mujeres. Por ejemplo, JTI lanzó los cigarrillos *Glamour* destinados a mujeres en varios países.<sup>102</sup>

‡ "Feminizing" of tobacco products can also be seen in low and middle income countries. In Bangladesh, *zarda* and *gul* (forms of smokeless tobacco products) are given very attractive female names, such as Shahzadi (Princess), Shobha (beautiful), shurovhi (fragrance, sweet smell), to attract women to the products.<sup>2</sup>



Source: Hickman A. 15 May 2020. "Big Tobacco" using COVID-19 messaging and influencers to market products. PR Week.

La COVID-19 también brindó una oportunidad de marketing única para las compañías tabacaleras. En 2020, BAT promovió su producto *glo* usando mujeres que se mantenían en forma y seguras (en cuarentena) usando cubrebocas con la marca de cigarrillos electrónicos. Según se informa, BAT invirtió 1,000 millones de libras esterlinas para promover sus nuevos productos en medios digitales, incluido el uso de personas influyentes. En particular, se descubrió que las compañías tabacaleras están detrás de la difusión de información errónea sobre cómo la nicotina protege contra la COVID-19,<sup>103, 104,105</sup> confundiendo el hecho de que fumar empeora los resultados para las personas afectadas por la COVID-19 y se ha descubierto que el vapeo aumenta los riesgos de desarrollar COVID-19.<sup>106, 107, 108, 109</sup>



Publicidad de cigarrillos para mujeres y niñas. Moscú, 2010. Ejemplos de paquetes de cigarrillos de varios países europeos dirigidos a mujeres y niñas. Fuente: Organización Mundial de la Salud 2010. Empower women: Combating tobacco industry marketing in the WHO European Region.

Otras actividades de promoción dirigidas a las mujeres incluyen: publicidad en los medios de comunicación y patrocinio de eventos culturales y deportivos; material promocional de punto de venta en tiendas y quioscos; distribución gratuita de productos de tabaco; estiramiento de marca (es decir, marketing de otros productos como ropa con marcas de tabaco); promociones en internet; diseños de precios y paquetes que atraen especialmente a mujeres y niñas; y financiación de grupos de mujeres y organizaciones benéficas.<sup>110</sup>

### Agradecimiento y autoría

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A GLOBAL  
TOBACCO  
INDUSTRY  
WATCHDOG

### About STOP (Stopping Tobacco Organizations and Products)

STOP is a global tobacco industry watchdog whose mission is to expose the tobacco industry strategies and tactics that undermine public health. STOP is funded by Bloomberg Philanthropies and comprised of a partnership between The Tobacco Control Research Group at the [University of Bath](#), [The Global Center for Good Governance in Tobacco Control \(GGTC\)](#), the International Union Against Tuberculosis and Lung Disease (The Union) and [Vital Strategies](#). For more information, visit [exposetobacco.org](http://exposetobacco.org).

- <sup>1</sup> World Health Organization. 2010. 10 Facts on gender and tobacco. Geneva, Switzerland: WHO Department of Gender, Women and Health; 2010. Available from: [http://www.who.int/gender/documents/10facts\\_gender\\_tobacco\\_en.pdf](http://www.who.int/gender/documents/10facts_gender_tobacco_en.pdf) (accessed 19 February 2021).
- <sup>2</sup> Global Health Metrics. Tobacco-Level 2 risk. Global burden of disease 2019 risk factor summaries. <https://www.thelancet.com/pb-assets/Lancet/gbd/summaries/risks/tobacco-smoke.pdf> (accessed 24 February 2021).
- <sup>3</sup> Institute for Health Metrics and Evaluation, University of Washington. 2021. GBD Compare / IHME Viz Hub. Global Burden of Disease 2019. Available from: <https://vizhub.healthdata.org/gbd-compare/> (accessed 24 February 2021).  
*See 2010 figures:* World Health Organization, *supra* note 1.
- <sup>4</sup> World Health Organization, *supra* note 1.
- <sup>5</sup> World Health Organization, *supra* note 1.
- <sup>6</sup> For example, cancer, heart disease and stroke, chronic obstructive pulmonary disease, and much more.
- <sup>7</sup> World Health Organization. 2010. Empower women: Combating tobacco industry marketing in the WHO European Region. Available from: [https://www.euro.who.int/\\_data/assets/pdf\\_file/0014/128120/e93852.pdf](https://www.euro.who.int/_data/assets/pdf_file/0014/128120/e93852.pdf) (accessed 24 February 2021).
- <sup>8</sup> World Health Organization. 2021. Through a gender lens: women and tobacco in the WHO European Region. Copenhagen: WHO Regional Office for Europe; 2021. Licence: CC BY-NC-SA 3.0 IGO. Available from: <https://apps.who.int/iris/bitstream/handle/10665/339328/WHO-EURO-2021-1847-41598-56811-eng.pdf> (accessed 2 March 2021).
- <sup>9</sup> World Health Organization, *supra* note 1.
- <sup>10</sup> World Health Organization, *supra* note 7.
- <sup>11</sup> World Health Organization, *supra* note 1.
- <sup>12</sup> World Health Organization, *supra* note 7.
- <sup>13</sup> World Health Organization, *supra* note 1.
- <sup>14</sup> World Health Organization, *supra* note 7.
- <sup>15</sup> Slabbert, I. 8 August 2016. Domestic Violence and Poverty: Some Women's Experiences. *Research on Social Work Practice* [Online]. 2017;27(2):223-230. <https://doi.org/10.1177/1049731516662321>. Available from: [https://www.researchgate.net/publication/306002724\\_Domestic\\_Violence\\_and\\_Poverty\\_Some\\_Womens\\_Experiences](https://www.researchgate.net/publication/306002724_Domestic_Violence_and_Poverty_Some_Womens_Experiences) (accessed 27 February 2021).
- <sup>16</sup> Jha P, Renu J, Li D, et al. November 2012. Tobacco Taxes: A Win-Win Measure for Fiscal Space and Health. Mandaluyong City, Philippines: Asian Development Bank; 2012. Available from: <https://www.adb.org/sites/default/files/publication/30046/tobacco-taxes-health-matters.pdf> (accessed 19 February 2021).
- <sup>17</sup> *Ibid.*
- <sup>18</sup> The amount spent on tobacco is comparable to that spent by the poor on key food items such as vegetables, and six times more than what was spent on eggs and milk.
- <sup>19</sup> Jha P, et al., *supra* note 16.
- <sup>20</sup> Lecours N, Almeida GEG, Abdallah JM, Novotny TE. 16 February 2012. Environmental health impacts of tobacco farming: A review of the literature. *Tobacco Control*. 2012;21:191-196. doi:10.1136/tobaccocontrol-2011-050318. Available from: <https://tobaccocontrol.bmj.com/content/21/2/191> (accessed 19 February 2021).
- <sup>21</sup> International Labour Organization. 2019. Background report for the technical meeting to promote an exchange of views on the further development and implementation of the integrated strategy to address decent work deficits in the tobacco sector. Available from: [https://www.ilo.org/wcmsp5/groups/public/---ed\\_dialogue/---sector/documents/meetingdocument/wcms\\_709808.pdf](https://www.ilo.org/wcmsp5/groups/public/---ed_dialogue/---sector/documents/meetingdocument/wcms_709808.pdf) (accessed 26 February 2021). – According to International Labour Organization (ILO) in 2019, about 49 million workers are employed in tobacco growing and processing, located primarily in Asia, sub-Saharan Africa, Brazil, and the US
- <sup>22</sup> *Ibid.*
- <sup>23</sup> *Ibid.*
- <sup>24</sup> Tobacco Control Research Group – University of Bath. 21 December 2020. Targeting Women and Girls. *Tobacco Tactics*. Available from: <https://tobaccotactics.org/wiki/targeting-women-and-girls/> (accessed 19 February 2021).
- <sup>25</sup> Maitin-Shepard M, Correll-Carlyle R and Shaikh S. 7 April 2020. Tobacco Industry Targets Women and Girls as Next Generation of Smokers. *The Tobacco Atlas*. Available from: <https://tobaccoatlas.org/2020/04/07/female-targets/> (accessed 19 February 2021).
- <sup>26</sup> Southeast Asia Tobacco Control Alliance. 7 March 2019. Tobacco industry targets women in Asia. Available from: <https://seatca.org/women-in-the-sights-of-the-tobacco-industry/> (accessed 19 February 2021).
- <sup>27</sup> World Health Organization, *supra* note 8.
- <sup>28</sup> Johnson C. 1 December 2011. Tobacco sponsorship of sports could doom Japan's Olympic bid. *The Washington Times*. Available from: <http://www.washingtontimes.com/news/2011/dec/1/tobacco-sponsorship-of-sports-could-doom-olympic-b/> (accessed 19 February 2021).
- <sup>29</sup> Philippine Daily Inquirer. 9 September 2017. JTI completes purchase of Mighty assets. 9 September 2017. *Inquirer.net*. Available from: <https://business.inquirer.net/236493/jti-completes-purchase-mighty-assets> (accessed 26 February 2021).  
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- <sup>36</sup> e.g. Foundation for a Smoke-Free World (FSFW) issued a statement for International Women's Day, praising "the strength and diversity of women" and affirming its "commitment to achieving gender equality and ensuring gender equity" in its programs and research. British American Tobacco (BAT) and Philip Morris International (PMI) likewise issued statements marking that day.
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- <sup>38</sup> Public Health Law Center (2021). United States v. Philip Morris (D.O.J. Lawsuit). Available from: <https://www.publichealthlawcenter.org/topics/commercial-tobacco-control/commercial-tobacco-control-litigation/united-states-v-philip> (accessed 4 February 2021). See also: United States v. Philip Morris USA Inc., 449 F. Supp. 2d 1 (D.D.C. 2006), aff'd in part & vacated in part, 566 F.3d 1095 (D.C. Cir. 2009) (per curiam), cert. denied, 561 U.S. \_\_\_, 130 S. Ct. 3501 (2010). In: US Department of Justice. 2 December 2014. Litigation against tobacco companies home. Available from: <https://www.justice.gov/civil/case-4> (accessed 25 January 2021).
- <sup>39</sup> British American Tobacco. Women in Leadership. Diversity Initiatives. Available from: [https://www.bat.com/group/sites/UK\\_9D9KCY.nsf/vwPagesWebLive/DOBDRSBC](https://www.bat.com/group/sites/UK_9D9KCY.nsf/vwPagesWebLive/DOBDRSBC) (accessed 27 February 2021); British American Tobacco. Introducing our Women in STEM initiative. Available from: [https://www.bat.com/group/sites/UK\\_9D9KCY.nsf/vwPagesWebLive/DOBDYFPO](https://www.bat.com/group/sites/UK_9D9KCY.nsf/vwPagesWebLive/DOBDYFPO) (accessed 27 February 2021); British American Tobacco. 20 November 2019. British American Tobacco named as a Diversity Leader by the Financial Times. Available from: [https://www.bat.com/group/sites/UK\\_9D9KCY.nsf/vwPagesWebLive/DOB3JMA2](https://www.bat.com/group/sites/UK_9D9KCY.nsf/vwPagesWebLive/DOB3JMA2) (accessed 27 February 2021); British American Tobacco. BAT hailed for IWD best practice. Available from: [https://www.bat.com/group/sites/UK\\_9D9KCY.nsf/vwPagesWebLive/DOBHDT8](https://www.bat.com/group/sites/UK_9D9KCY.nsf/vwPagesWebLive/DOBHDT8) (accessed 27 February 2021);
- <sup>40</sup> Japan Tobacco International. Empowering a new generation of business women in Turkey. Available from: <https://www.jti.com/middle-east/turkey/empowering-new-generation-business-women-turkey> (accessed 27 February 2021).
- <sup>41</sup> Philip Morris International. Creating an inclusive workplace. Available from: <https://www.pmi.com/inclusion-diversity> (accessed 25 February 2021).
- <sup>42</sup> World Health Organization Framework Convention on Tobacco Control (2003), preamble. Available from: <https://apps.who.int/iris/bitstream/handle/10665/42811/9241591013.pdf;jsessionid=50E2440E3B088A712DFF8DB0E3C3C78D?sequence=1> (accessed 4 February 2021).
- <sup>43</sup> World Health Organization, *supra* note 1.
- <sup>44</sup> Tobacco Control Research Group – University of Bath, *supra* note 24.
- <sup>45</sup> Maitin-Shepard M, et al., *supra* note 25.
- <sup>46</sup> Southeast Asia Tobacco Control Alliance, *supra* note 26.
- <sup>47</sup> World Health Organization. 2010. Gender, women, and the tobacco epidemic. Manila, Philippines: World Health Organization; 2010. Available from: [https://www.who.int/tobacco/publications/gender/women\\_tob\\_epidemic/en/](https://www.who.int/tobacco/publications/gender/women_tob_epidemic/en/) (accessed 28 February 2021).
- <sup>48</sup> Declaration of Basic Principles of Justice for Victims of Crime and Abuse of Power (1985), Clause 8, 9, 10, 12, 13. Available from: <https://www.ohchr.org/en/professionalinterest/pages/victimsofcrimeandabuseofpower.aspx> (accessed 4 February 2021). United Nations. 1995. Beijing Declaration and Platform for Action. Beijing+5 Political Declaration and Outcome. Available from: [https://www.unwomen.org/-/media/headquarters/attachments/sections/csw/pfa\\_e\\_final\\_web.pdf?la=en&vs=1203](https://www.unwomen.org/-/media/headquarters/attachments/sections/csw/pfa_e_final_web.pdf?la=en&vs=1203) (accessed 26 February 2021).
- <sup>49</sup> 16% of all monetary charitable contributions were spent on "Empowering women" in Hong Kong, Indonesia, Japan, Malaysia, Pakistan, Philippines, Thailand, Vietnam; Israel, Jordan, Morocco, South Africa, Turkey, Ukraine; Austria, Czech Republic, Estonia, Germany, Greece, Italy, Slovakia, Switzerland; Argentina, Brazil, El Salvador, Panama, Canada, Colombia, Dominican Republic, Mexico. See: Philip Morris International. 2018. 2018 Charitable contributions at a glance. Available from: [https://www.pmi.com/resources/docs/default-source/our\\_company/transparency/charitable-2018.pdf?sfvrsn=d97d91b5\\_2](https://www.pmi.com/resources/docs/default-source/our_company/transparency/charitable-2018.pdf?sfvrsn=d97d91b5_2) (accessed 19 February 2021).
- <sup>50</sup> *Ibid.*
- <sup>51</sup> International Labour Organization, *supra* note 21. – The International Labour Organization (ILO) estimates that about 49 million workers are employed in tobacco growing and processing, located primarily in Asia, sub-Saharan Africa, Brazil, and the US. It further notes that women make up nearly 50% of the agriculture labor force in low-income countries while highlighting that evidence shows the substantial involvement of women in the tobacco labor force, especially in the unorganized and home-based tobacco industry. It was found that women constitute 94% of workers in the kretek hand-rolling factories in Indonesia and that the bidi industry in India employs twice as many women as men.
- <sup>52</sup> Unfairtobacco. 2021. Child labour in tobacco growing. Available from: <https://unfairtobacco.org/en/child-labour-in-tobacco-growing/> (accessed 28 February 2021). Rowe M, Hennig B. 10 May 2019. Dossier: Tobacco's big child labour problem. Available from: <https://geographical.co.uk/people/development/item/3172-dossier> (accessed 28 February 2021). McGill A. 12 May 2015. From slavery to debt bondage: Big Tobacco's addiction to cheap labor. Available from: <https://laborrights.org/blog/201505/slavery-debt-bondage-big-tobacco%E2%80%99s-addiction-cheap-labor> (accessed 28 February 2021). – "Cigarette manufacturers and leaf buyers perpetuate a global system of inequity that bolsters corporate profits at the expense of those who labor at the bottom of the tobacco supply chain".
- <sup>53</sup> International Labour Organization, *supra* note 21.
- <sup>54</sup> Global Health Metrics, *supra* note 2. – This refers to the disease burden on females of tobacco as the risk factor, measured in Disability Adjusted Life Years (DALYs).
- <sup>55</sup> United Nations Development Programme. May 2017. Discussion paper. The WHO Framework Convention on Tobacco Control: An accelerator for sustainable development. Available from: <https://www.who.int/ctc/implementation/publications/who-ftcc-accelerator-for-sustainable-development/en/> (accessed 28 February 2021). Global Center for Good Governance in Tobacco Control, Stopping Tobacco Organizations & Products. 2019. Tobacco control and its role in attaining the sustainable development goals. Available from: <https://exposestobacco.org/wp-content/uploads/2019/09/UNGA-SDGs-and-TC-Chart.pdf> (accessed 28 February 2021).
- <sup>56</sup> World Health Organization. 2017. Tobacco control for sustainable development. New Delhi: World Health Organization, Regional Office for South-East Asia; 2017. Available from: <https://apps.who.int/iris/handle/10665/255509> (accessed 28 February 2021).
- <sup>57</sup> Global Center for Good Governance in Tobacco Control, Stopping Tobacco Organizations & Products, *supra* note 55.
- <sup>58</sup> Philip Morris International. Who we are. Available from: <https://www.pmi.com/who-we-are/overview> (accessed 25 February 2021). – Philip Morris has approximately 73,500 employees.  
See also: Philip Morris International, *supra* note 41. – Women make up 42% of PMI's workforce; approximately, 31,000 female employees.



- <sup>59</sup> British American Tobacco. 2021. 2019 key Group statistics. Available from: [https://www.bat.com/group/sites/UK\\_9D9KCY.nsf/vwPagesWebLive/DO6LMNZV](https://www.bat.com/group/sites/UK_9D9KCY.nsf/vwPagesWebLive/DO6LMNZV) (accessed 25 February 2021). – **BAT has approximately 53,000 employees.**  
 See also: British American Tobacco. Annual Report and Form 20-F 2019. Available from: [https://www.bat.com/ar/2019/pdf/BAT\\_Annual\\_Report\\_and\\_Form\\_20-F\\_2019.pdf](https://www.bat.com/ar/2019/pdf/BAT_Annual_Report_and_Form_20-F_2019.pdf) (accessed 25 February 2021).  
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- <sup>60</sup> Japan Tobacco International. Who is JTI? Available from: <https://www.jti.com/> (accessed 25 February 2021). – JTI has 44,000 employees around the world.  
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 See also: Japan Tobacco Inc. Company Overview. Corporate profile. Available from: <https://www.jti.com/about/outline/index.html> (accessed 25 February 2021). – JTI has 61,975 employees  
 See also: Japan Tobacco Inc. FY 2017 JT Group Sustainability Report. Available from: [https://www.jti.com/sites/default/files/global-files/documents/iti-pdf/JT\\_Group\\_Sustainability\\_Report\\_FY2017\\_web\\_HQ.pdf](https://www.jti.com/sites/default/files/global-files/documents/iti-pdf/JT_Group_Sustainability_Report_FY2017_web_HQ.pdf) (accessed 26 February 2021). – No data on number or percentage of females represented in the workforce in 2018 to 2020, but only with respect to the directors and executive offices. As of 2017, when JT had about 55,000 employees, 22% thereof were women, equal to approximately 12,000 female employees. **Assuming that there is the same percentage of female employees in 2021 (22%), there would be approximately 14,000 female employees.**
- <sup>61</sup> Philip Morris International. Integrated Report 2019. Available from: <https://pmidotcom3-prd.s3.amazonaws.com/docs/default-source/sustainability-reports-and-policies/pmi-integrated-report-2019.pdf> (accessed 28 February 2021); British American Tobacco. Sustainability Strategy Report 2019. Available from: [https://www.bat.com/group/sites/UK\\_9D9KCY.nsf/vwPagesWebLive/DOAWWEKR/\\$file/BAT\\_Sustainability\\_Strategy\\_Report\\_2019.pdf](https://www.bat.com/group/sites/UK_9D9KCY.nsf/vwPagesWebLive/DOAWWEKR/$file/BAT_Sustainability_Strategy_Report_2019.pdf) (accessed 27 February 2021);
- <sup>62</sup> <https://apps.who.int/iris/bitstream/handle/10665/339328/WHO-EURO-2021-1847-41598-56811-eng.pdf>
- <sup>63</sup> For examples, see: Hopkinson N. 13 November 2020. Nick Hopkinson: Tobacco industry collaborators sending equality up in smoke. BMJ Opinion. Available from: <https://blogs.bmj.com/bmj/2020/11/13/nick-hopkinson-tobacco-industry-collaborators-sending-equality-up-in-smoke/> (accessed 19 February 2021). Amcham held gender equality forum to promote more labour participation of women. 1 April 2019 Apr 1. Available from: <https://bit.ly/2Eyo18B>. In: Assunta M. November 2020. Global Tobacco Industry Interference Index 2020. Bangkok, Thailand: Global Center for Good Governance in Tobacco Control (GGTC); 2020. Available from: [https://exposetobacco.org/wp-content/uploads/GlobalTIIIndex2020\\_Report.pdf](https://exposetobacco.org/wp-content/uploads/GlobalTIIIndex2020_Report.pdf) (accessed 19 February 2021). Stopping Tobacco Organizations and Products. Costa Rica. Available from: <https://exposetobacco.org/country/costa-rica/> (accessed 1 March 2021). PMI, Industrias del Tabaco, Alimentos y Bebidas S.A. (ITABSA, PMI affiliate in Ecuador). Vicepresident.gob.ec. Vice President of the Republic: In the National Government the most difficult and important positions are led by brave women. 2019 Sep 25. Accessed on 2020 Jul 17. Available from: <https://bit.ly/39yL3k>. In: Assunta M. November 2020. Global Tobacco Industry Interference Index 2020. Bangkok, Thailand: Global Center for Good Governance in Tobacco Control (GGTC); 2020. Available from: [https://exposetobacco.org/wp-content/uploads/GlobalTIIIndex2020\\_Report.pdf](https://exposetobacco.org/wp-content/uploads/GlobalTIIIndex2020_Report.pdf) (accessed 19 February 2021). The Women's Foundation 15th Anniversary, Hong Kong. Thank you Advertisement. South China Morning Post. 9 November 2019. British American Tobacco. Introducing our Women in STEM initiative. Available from: [https://www.bat.com/group/sites/UK\\_9D9KCY.nsf/vwPagesWebLive/DOBDYFPQ](https://www.bat.com/group/sites/UK_9D9KCY.nsf/vwPagesWebLive/DOBDYFPQ) (accessed 27 February 2021). WISE. Available from: <https://www.wisecampaign.org.uk/> (accessed 27 February 2021). British American Tobacco. 20 November 2019. British American Tobacco named as a Diversity Leader by the Financial Times. Available from: [https://www.bat.com/group/sites/UK\\_9D9KCY.nsf/vwPagesWebLive/DOBJ3MA2](https://www.bat.com/group/sites/UK_9D9KCY.nsf/vwPagesWebLive/DOBJ3MA2) (accessed 27 February 2021). Kelly M. 18 November 2020. Europe's most inclusive companies – as ranked by employees. Special Report Diversity Leaders. Financial Times. Available from: <https://www.ft.com/content/cb8978ea-f901-4842-9957-cca03b3fe7cc> (accessed 27 February 2021). British American Tobacco. BAT hailed for IWD best practice. Available from: [https://www.bat.com/group/sites/UK\\_9D9KCY.nsf/vwPagesWebLive/DOBHDT8](https://www.bat.com/group/sites/UK_9D9KCY.nsf/vwPagesWebLive/DOBHDT8) (accessed 27 February 2021). International Women's Day. 2021. About International Women's Day. Available from: <https://www.internationalwomensday.com/About> (accessed 27 February 2021); British American Tobacco Global Careers. Available from: <https://web.facebook.com/BATcareers/posts/1212005218998852> (accessed 1 March 2021). British American Tobacco. Sustainability Strategy Report 2019. Available from: [https://www.bat.com/group/sites/UK\\_9D9KCY.nsf/vwPagesWebLive/DOAWWEKR/\\$file/BAT\\_Sustainability\\_Strategy\\_Report\\_2019.pdf](https://www.bat.com/group/sites/UK_9D9KCY.nsf/vwPagesWebLive/DOAWWEKR/$file/BAT_Sustainability_Strategy_Report_2019.pdf) (accessed 27 February 2021). British American Tobacco. ESG Report 2019. Available from: [https://www.bat.com/group/sites/UK\\_9D9KCY.nsf/vwPagesWebLive/DOAWWEKR/\\$file/BAT\\_ESG\\_Report\\_2019.pdf](https://www.bat.com/group/sites/UK_9D9KCY.nsf/vwPagesWebLive/DOAWWEKR/$file/BAT_ESG_Report_2019.pdf) (accessed 27 February 2021). Japan Tobacco International. Empowering a new generation of business women in Turkey. Available from: <https://www.jti.com/middle-east/turkey/empowering-new-generation-business-women-turkey> (accessed 27 February 2021).
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- <sup>65</sup> Broin v. Philip Morris Companies, et al., 641 So.2d 888 (Fla. App. 1994). In: Campaign for Tobacco-Free Kids. 2021. Litigation by country: United States. Broin v. Philip Morris Companies, Inc. Available from: <https://www.tobaccocontrol.org/litigation/decisions/us-19940315-broin-et-al.-v.-philip-morris> (accessed 4 February 2021).
- <sup>66</sup> Despite numerous US lawsuits filed in the 1980s to the 1990s, tobacco companies (such as PMI, RJ Reynolds (now British American Tobacco), among others) have compensated thus far only a small number of victims of its products. This included flight attendants exposed to SHS, most of whom are women. Risks and harms to women continue across the world but they are not empowered to seek justice.
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- <sup>71</sup> Foundation for a Smoke-Free World. 2019 Annual Report. Available from: [https://annualreport2019.smokefreeworld.org/pdf/Annual\\_Report\\_2019.pdf](https://annualreport2019.smokefreeworld.org/pdf/Annual_Report_2019.pdf) (accessed 25 February 2021).
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- <sup>75</sup> Grant to AF Development Care LLP in: Foundation for a Smoke-Free World (FSFW). 2019. Awarded grants. Available from: <https://www.smokefreeworld.org/awarded-grants/af-development-care-llp/> (accessed 22 February 2021).
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