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## Working with the media

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*Whoever controls the media...  
controls the culture.*

— Allen Ginsberg\*

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**T**HE MEDIA are obviously key players in any tobacco control campaign and, often, the most practical channels through which to disseminate information and tobacco control messages rapidly to a large population. Media is the vehicle that shapes public opinion and influences policy leaders. Frequently, repeated news coverage of an issue can guide a government's policy agenda. Thus, developing good working relationships with media professionals is essential.

Some departments of health are fortunate to have a public information or media relations officer. If this is the case, then the tobacco control programme staff should

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**The more an issue is reported in the news, the more people will be concerned about it, and the more the government will take notice. If you have no direct access to your country's policy-makers, one effective way to reach them is through the media.**

— Emma Must and Debra Efroymson,  
PATH Canada, 2002

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work closely with this individual when planning, developing, testing, implementing and evaluating media campaigns. However, in developing countries, and in a number of smaller countries, programme staff has to fulfil the liaison role with the media. To work effectively with media professionals observe the following guidelines (and see Boxes 1–4).

### **Develop and maintain a media directory**

Have a file of individual journalists and other media professionals that contains detailed contact information, their field of interest, their area of coverage, and the newspapers/magazines/journals/TV stations/radio stations/web sites with which they are affiliated. When searching for media contacts, use the Internet, the yellow pages and the chamber of commerce to identify media outlets in your area. If employing the services of a public relations (PR) firm or consultant, request a media list; most PR companies have access to databases of reporters and editors (1). In countries with diverse populations, develop separate lists of media professionals that reach out to specific ethnic communities and groups.

### **Know and provide them with what they want**

The end goal of the media is to attract more viewers, readers, listeners and advertisers. This prompts them to favour selectively information that is attractive to their audience and to their advertisers. Newsworthy information is:

- new;
- unusual or unexpected;
- entertaining, or has high emotional value;
- related to another emerging trend or breaking news;
- essential information that everyone needs to know;
- accompanied by vivid and graphic visuals;
- supported by scientific evidence.



When providing the media with a news story, ensure that it satisfies one or more of the criteria above. Frame your story so that it has a “hook” that will interest the media. For example, in China, public health professionals used the SARS epidemic to reinforce the message that smoking weakens the lungs and lowers the resistance to respiratory infections. In the United States, having supermodel Christy Turlington speak up about the benefits of cessation grabbed media attention. When new information becomes available, such as through the release of a new study, provide the media with the information immediately. Timing is key.

Keep in mind that most media professionals work on a daily production cycle. This means they usually do not have much lead time when preparing a story. Consequently, requests for information may come on short notice and interviews may have to be done by phone or e-mail, etc. This requires programme officers to:

- be prompt in responding to requests for information on possible stories, a delay in response may mean that the story goes unpublished;
- be flexible about working within the limits of the media’s daily production cycle, understanding that it is not the journalist or media professional’s lack of organization, but the dynamics of their work that dictates the short lead time and the need for rapid responses (2, 3).

### Box 1. Responding to unsolicited media inquiries

Sometimes, reporters will come to you for information when you least expect it. Remember the following:

**1. Get all the vital information.** This includes:

- the full and complete contact details for the reporter;
- the news outlet represented;
- what story has been planned;
- what information is needed from your programme;
- who else will be interviewed;
- deadlines for submitting the required information.

**2. Check out the news outlet that the reporter represents.** This can be done by checking your media lists, inquiring from news services in your country and through the Internet. Occasionally, reporters working for tobacco industry-funded publications may contact you for information or opinions. Knowing the affiliation of the news outlet can help prepare you for the encounter, if you choose to respond positively to the request.

**3. Be prepared.** Have all the relevant information at hand and collect your thoughts before responding.

**4. Always call back.** Even if you choose to decline an interview or request for information, inform the reporter, respecting deadlines and returning calls promptly.

Source: Adapted from (7)



## Cultivate good media relationships

Through personal connections, messages and stories can get published. Developing good working relationships with the media can result in free publicity or coverage for the campaign. Remember to:

- treat media professionals with respect and courtesy;
- be prepared with background material, resource people and references;
- respond to their requests for information immediately or as soon as possible;
- respect their deadlines;
- develop an ongoing professional relationship. One strategy to achieve this is to have regular informal meetings with media where new information on tobacco control can be shared. Regular meetings also provide opportunities to tap media expertise on communications strategies. In Brazil, for example, regular breakfast meetings

### Box 2. Tips for TV interviews

The spokesperson should be comfortable when doing interviews, especially on television. Some helpful hints include the following:

- **Ask a reporter ahead of time what material will be covered in a televised interview, and inform him or her as to what areas you will or will not provide comments on.** If a reporter refuses to provide this information, you can always decline the interview.
- **Dress appropriately.** When dressing for television, colour is fine, but tone it down. Vertical lines, subdued colours and simple jewellery lend authority and seriousness to your remarks. Wear clothing that fits comfortably. Women should be wary of short skirts. Men should avoid short socks.
- **Sit up straight.** If you wear a suit coat or jacket, sit on the tail to prevent it from 'riding up' on your neck.
- **Watch your body language.** Television reporters routinely nod their head during an interview, as if nodding in agreement with the speaker. This can be hypnotic if you are being interviewed, and you may start nodding your head. You may be saying "no," but your head may be saying "yes."
- **Keep yourself focused on the interview.** Avoid getting too 'cosy' with the interviewer or the setting. Some of the most embarrassing mistakes in TV interviews occur not because of tough questions, but because the speaker loses his or her focus and begins to babble. Stay 'on the message'.
- **Be on time.** Unlike an interview with a print reporter, you cannot call back later when it comes to an interview with the electronic media.
- **If possible, speak with the interviewer before going on camera to make sure that you both have the expectations of the material to be discussed.** It may help if you can provide the interviewer with a brief paragraph outlining the subject in question and your viewpoints about it.
- **If possible, find out about other participation, in the event of panel discussions and group interviews.** Check whether the tobacco industry is represented.

Source: University at Buffalo (4)



between tobacco control programme staff and media professionals helped to lay the foundation for an effective channel to relay tobacco control updates and messages to the public.

### Have a designated spokesperson

Make it convenient for the media to contact your organization by having a spokesperson. Usually, but not always, the spokesperson is the national focal point. The spokesperson should possess the following:

- capability of representing the message, campaign and programme;
- credibility: to be acceptable to the target audience(s), and capable of commanding respect and projecting sincerity and authority when communicating;
- the ability to be articulate;
- knowledge of the programme;
- the ability to use sound judgment when releasing information, and capability of thinking quickly during unexpected media encounters;
- preferably, experience in working with media;
- accessibility: the spokesperson should be reachable by phone, fax and e-mail;
- discretion;
- the ability to be diplomatic.

#### Box 3. Tips for radio interviews

Unlike TV interviews, radio interviews do not permit visual feedback to the audience. Hence, your speaking voice will be critical. Here are some tips for an effective radio interview:

- **Study the interview style and personality of the radio host.** Listen to previously recorded interviews to get a 'feel' for the style of interviewing and the types of questions that are likely to be asked.
- **Come prepared.** The benefit of a radio interview over a televised interview is that it allows you to use references, such as cue cards. Write down your key talking points and essential statistics, and keep these in front of you when doing the interview. Use these to stay focused during the interview.
- **Avoid prolonged silences.** Radio hosts will not allow 'dead air' or periods of prolonged silences. By preparing for the interview, you can avoid 'dead air'.
- **Speak clearly.** Sit with your mouth about 2–3 inches from the microphone and speak directly into it. Be careful not to create unpleasant sounds by speaking carefully and enunciating each word. Avoid accentuating your 'Ps' and whistling on your 'Ss'.
- **Use time effectively.** Some radio interviews can be conducted over the phone, saving you time and the need to travel to a radio station. Determine beforehand if this arrangement is appropriate for you.

**Box 4. Tips for print interviews**

- **Prepare for the interview.** Find out why you were selected for the interview, and who will be doing the interviewing. Read up on any background information or related news stories that may have prompted the request for an interview. Have printed material ready for the reporter to verify facts and figures.
- **Control the environment.** If the interview is to be conducted at your office, rid your table of clutter and ensure that only the relevant documents are on your desk. Keep sensitive material out of sight. Have someone else take your phone calls and ensure that you are not disturbed during the interview.
- **Respond to questions with direct, simple answers.** Use layman's terms, and keep your answers brief.
- **Know your message.** Decide beforehand what key points you wish to emphasize during the interview, and come back to these core messages throughout the conversation.
- **Be honest.** If you are unable to answer the question, say so. Avoid phrases like 'no comment'.
- **Be prudent.** 'Off the record' comments and personal or judgemental opinions should be avoided. Do not say anything to the interviewer that you would not like to see in print.

## USING MEDIA INNOVATIVELY

Countries with large budgets for information and advocacy campaigns can afford to use paid media placements. These are often costly because they require a considerable investment in creative development and the sufficient use of paid media space to generate adequate reach and to ensure audience saturation. Many developing countries do not have the resources to conduct paid media campaigns. However, through the use of innovative strategies, free media coverage for tobacco control is possible.

### **Consider using government-owned media**

Many countries have radio and television stations that are predominantly or wholly owned by the government. These stations offer free airtime for government programmes. Using government-owned media channels is one way to obtain media coverage for tobacco control at little or no cost to the department of health. (Note that the cost of materials development should be considered separately.) The drawback to using government-owned media is that there may be limits to the ability to reach all the intended audiences. Moreover, in certain situations, messages from government-owned channels may not be as credible, because individuals may perceive these as overly prescriptive.



## Use forms of communication that do not require payment for publication

- **Opinion editorials (op-eds), letters to the editor, and, in some countries, press releases** are published in newspapers free of charge. The key is to frame your messages creatively so that they catch the editor's interest. (See the discussion of what is newsworthy in the previous section and see Boxes 6, 7 and 8 below for tips on writing effective op-eds, letters to the editor and press releases.)
- **Some media channels will air public service announcements for free**, usually as a form of public service. It is important to inquire at all potential media outlets if free space or airtime is available for important health messages that need to reach the general public. If you do not ask, you may miss this opportunity.
- **Explore regular features in newspapers, radio and television that solicit contributions from the public.** For example, the *Pacific Daily News* on the island of Guam has a feature called *Islandstyle* that accepts interesting submissions, including photographs, from anyone. Guam's Department of Mental Health and Substance Abuse used *Islandstyle* to announce the start of cessation counselling services, at no cost to the department.

## Make news

By creating newsworthy events and activities, free media coverage can be obtained. Make sure that your event has an interesting angle that will capture the interest of journalists and radio and TV newscasters. Announce the event through a press conference, and ensure that all relevant media contacts are invited ahead of time (see Box 5). (Note that sometimes the press conference is in itself an event.) Events can also be announced through a media advisory, which should be sent out to all relevant media contacts ahead of time.

### If resources allow, consider using paid media

Ideally, tobacco control programmes should allocate a reasonable budget for paid media placements. Perhaps the media campaign most renowned for decreasing tobacco use in youth recently is Florida's "Truth" campaign, launched in 1998. It has been largely credited with reducing the percentage of youth using tobacco over a 30-day period by 7.4% (from 18.5% to 11.1%) in middle school and 4.8% (from 27.4% to 22.6%) in high school from 1998 to 2001 (5, 6). One key element of this successful campaign was the use of paid media,

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**The access to considerable funding had the greatest impact on media. Where traditional anti-tobacco efforts used remainder and public service discount weight, the Florida programme bought media on the open market with a year one budget of more than US\$ 15 million. Rather than run for free at midnight or in programming with little teen viewership, "truth" aired on MTV, during the broadcasting of the Super Bowl (the United States football premiership), and in those programmes that youth most wanted to see.**

— Jeffrey J Hicks

Crispin, Porter & Bogusky, Miami, Florida, USA

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made possible by a considerable budget for media placements (e.g. US\$ 15 million for year one of the campaign) (7).

Most countries, especially those in the developing world, may not have access to large sums of money. However, when resources permit, programme staff should consider the strategic use of paid media space for communicating essential tobacco control messages to the public. The use of paid advertisements, PSAs and news releases in print, broadcast and electronic media, can reinforce the communications campaign for tobacco control.

### **Box 5. Conducting a press conference<sup>1</sup>**

- Choose a location that is accessible, adequately equipped and large enough to accommodate all invited attendees.
- Set the date and time.
- Prepare an agenda and a briefing note. The briefing note should contain a list of speakers with titles and the key points to be covered by the press conference. Have copies of the briefing note available for distribution to attendees.
- Keep the press conference short, usually no more than 30 to 45 minutes. One hour is the absolute maximum time. To ensure availability, reserve the room for one hour.
- Select speakers, assign topics and set time limits for each speaker. In general, have someone make an opening statement, followed by other speakers who can share different perspectives or provide additional information. Limit each speaker to a few minutes each. Apportion most of the time for a question and answer session at the end.
- Assign a moderator to facilitate the open forum and to maintain order.
- Invite public figures. VIPs tend to draw reporters to an event, and having important public figures can enhance your programme's credibility. Because VIPs have busy schedules, be sure to invite them well ahead of time and follow up regularly with their staff to ensure their attendance.
- Choose attractive graphic display materials to convey your message.
- Prepare a news advisory. Include a contact person and phone number. Mail, e-mail and fax this to reporters on your media list at least 1 week before the event.
- Follow up on your invitations to media. Call them and encourage them to attend.
- Prepare media kits and handouts. These should contain a summary of the topic being presented, prepared statements to be read by the speakers, and photos and graphics depicting the topic of the conference.
- Set up the press conference room before the actual date. Check to ensure that equipment (microphones, audiovisual equipment and facilities for recording and translation, if applicable) are working properly. Make sure that there are electrical outlets available for TV cameras at the sides or in the back of the room.
- On the day of the conference, have the members of the media sign in. Provide them with a copy of the media kit, agenda and other handouts.
- Start and end on time.
- Remember to thank the media and guests for attending.
- Follow up and contact reporters who request additional information.

<sup>1</sup> Adapted from Department of Health and Human Services, Atlanta, 2002



## CREATING MATERIALS FOR THE MEDIA<sup>2</sup>

During important events, such as a programme launch, it is wise to invest in a media kit, which provides key written information to media professionals covering the event. Presenting critical information, and messages, in a convenient manner facilitates a reporter's job, and can increase the likelihood of media coverage.

Public relations firms often refer to the 'media kit' or 'press kit'. Information is organized in a standard way, and materials are created that make it very easy for the media to find and use. A media kit often consists of a major press release, and supporting elements that provide additional information. The information is arranged in order of importance, avoiding redundancy. Media kits are often packaged in folders, which are labelled with the subject matter and details of the organization or programme releasing the information.

The elements of a media kit include:

- Table of contents.
- Pitch letter – This is designed to convince news reporters to cover a specific story. It outlines what your programme is doing and why it is newsworthy. Aim for a short and succinct letter, certainly not longer than one page. Use the programme's official letterhead, and ensure that contact details are included.
- Media advisory – This is a condensed version of information about an upcoming event. It must be very brief, and preferably uses bullet points to describe the 'who, what, when, where, why', contact person, contact details and date. Usually, this is issued in advance of the media kit, but if the materials in it are under embargo, the media advisory can accompany the kit.
- News release.
- Fact sheet or backgrounder on the topic and on the programme or organization
- Appropriate photos with captions.
- Business card or label with contact information for the programme's spokesperson or main media contact.
- Additional information, as available and appropriate, such as:
  - printed brochure;
  - reprints of key speeches or articles by leaders of the organization;
  - biographies of key personnel;
  - press clippings from previous coverage of the organization;
  - other advocacy materials.

Effective media kits contain all the essential information, and present the information in an attractive, direct and interesting manner. If resources permit, have the kits professionally printed. Finally, ensure that the kits are widely disseminated in a timely manner to the proper recipients.



## **Box 6. Elements of an effective press release**

### **Organizational logo**

An organizational logo quickly identifies the source of the news release to the press. It is an important, but often overlooked, element of a press release. Remember that the press often receives many press releases simultaneously from different organizations. Noting the logo of the source of the news item is usually the first thing a journalist or editor does to decide if the press release is worth reading and publishing.

### **The title**

The title provides the focus and must be able to grab attention. It should describe succinctly what the press release is about. It needs to be eye-catching, and interesting but must be kept as short as possible. One strategy to make a title interesting is to use a critical statistic in the title (e.g. "Smoking kills one person every 6 seconds worldwide"). Keep titles to a maximum of two lines, preferably fewer.

### **Embargo date**

An embargo is the earliest date and time at which the press release can be published. Since the press generally have to plan what stories to cover in advance, it is helpful to send them information ahead of time. If you are providing a press release but do not want it published before a certain date and time (perhaps because it is timed to coincide with a specific event), you must include an embargo. Otherwise, the press may use the story at any time.

Bear in mind that the press may not always honour the embargo, although they usually do. The media often will use the information contained in a press release immediately after an embargo, with the aim of being the first to disseminate new information. On the other hand, you may write "For immediate release" at the top of the press release if you do not require a delay before publication, and if the press release is related to a current issue.

### **Well-structured first paragraph**

The first paragraph of a press release should answer the questions 'What?', 'Why?', 'When?', 'Where?', 'Who?' and 'How?' regarding the information you are providing. It should entice the reader to continue reading while conveying all the key information should the reader choose not to proceed any further. It should be written in short, clear sentences, and should be limited to two to three lines.

### **Contact details**

To avoid cluttering up the main body of the press release, provide information for editors at the end of the press release. Contact information should contain the names, e-mail addresses and phone numbers of spokespersons who may be contacted for further information. Be sure to include the hours during which these spokespersons may be reached. If queries from the international media are anticipated, indicate the location and time zone of the spokespersons. List at least two contact persons, and ensure that the phone numbers provided are accurate.

Details such as the full address of a press conference venue (more important for media advisories) or the full title and author names of a report mentioned in the main text are best left to footnotes. Web site addresses where further information about the press release can be found may also be included as a footnote.

### **Photo opportunity box**

This is an optional element in a press release. The 'photo opportunity' box should be situated near the top of the press release. It should be captioned with the day, time, place and brief details about an event or activity. Its presence will indicate to media that they should send a photographer to cover an event. If you include a photo opportunity box, fax the press release to both the copy and photo editors. (For an example of an actual press release sent out by WHO see Annex 1.)

Source: Adapted from (7)



### Box 7. Creating effective op-eds

Opinion editorials, or op-eds, are short essays written by outside contributors to a newspaper. These essays often provide a unique perspective on a particular issue, and are frequently run opposite the main editorial page (8). Op-eds are more detailed than letters to the editor, express a clear and forceful opinion on relevant issues and often cite several key points documented by scientific research (1).

- **Timing is key.** Op-eds should be strategically published in connection with an important community event, the release of new information from surveys or research, or in response to a recent article. For example, the WHO Director-General and Regional Directors often release op-eds related to the theme for World No Tobacco Day shortly before 31 May of each year.
- **Conform to the newspaper's required format.** Contact the editor to obtain the exact specifications for an op-ed. Most op-eds contain from 500–800 words.
- **Use local data, if available.** Use local data and stories that communicate the message. This strategy ensures that the op-ed is an effective attention-grabber, and increases the likelihood of publication.
- **Choose the author with care.** Carefully select the person whose name will appear as author of the op-ed. Prominent personalities who are credible sources for the message you want to communicate can make the difference in the editor's decision to accept an op-ed for printing.
- **Follow-up.** Call the editor several days after submitting the op-ed to find out if it is being considered for publication.

Source: Adapted from (1)

## FINALLY, THE MEDIA AS A STAKEHOLDER IN TOBACCO CONTROL

The media should be viewed not only as a channel to communicate messages to the broader audience, but also as a potential partner and stakeholder in tobacco control. Many media personnel are smokers, or reformed smokers, and are aware first hand of the addictive power of nicotine. Non-smoking media professionals are often victims of second-hand smoke exposure. With the proper encouragement and guidance, they could become advocates for cessation services and smoke-free workplaces. Media people are also very much aware of the profit motive of the tobacco industry, and of the tactics the industry can employ; legal and otherwise, to promote their deadly products. Media who are active partners and advocates for tobacco control constitute a formidable presence to counter the tobacco industry's attempts to maintain tobacco use through advertising and marketing and disinformation. Tobacco control programme staff should use every opportunity to educate and motivate media to support effective tobacco control policies and support a smoke-free workplace policy in media facilities such as television, radio and newspaper offices.



### Box 8. Writing an effective letter to the editor

Most newspapers devote an entire page to letters from readers. Today, many newspapers even publish electronic letters, making it easier for individuals and organizations to send in their contributions. Using the Letters section of newspapers can be a strategic means to communicate tobacco control messages.

- **Timing is key.** Like op-eds, letters to the editor need to be positioned to respond to recently published news, stories, editorials or other letters.
- **Generate public debate around relevant issues.** Letters can create public debate over issues because other contributors can respond to previously published letters. Thus, a conversation in print can be sustained, and interest in a particular tobacco control topic can mount as the discussion intensifies.
- **Be simple and direct.** Letters have to be shorter than op-eds, and generally are capped at 200–300 words. Some newspapers may edit a letter to maintain certain length requirements; if this is the case, remember that the editing may not be to your liking. To avoid this, keep your message brief, simple and straight to the point.
- **Grab the reader's attention.** Be compelling, even controversial. Keep the letter interesting by using local data, citing local sources or telling local stories.
- **Include contact information.** Some journalists may be interested enough to want to do a follow-up story based on an interesting letter. Having accurate and complete contact information ensures that they can reach you.
- **Follow up.** After submission, follow up with the editorial staff to check on the status of the letter. And never give up. Sometimes, a letter that is not accepted at the first submission just needs revisions to present a different 'hook' or angle. (For an example of a letter to the editor see Annex 2.)

Source: Adapted from (7)

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## ANNEX 1



# WORLD HEALTH ORGANIZATION

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17 October 2003  
For immediate release

## MEDIA RELEASE

### WHO congratulates South Africa on tobacco control efforts

*Pretoria* - The World Health Organization (WHO) has praised the South African Government for its Bill, which proposes amendments to the Tobacco Products Control Act of 1993, hailing the amendments as visionary and a move forward in protecting the public's health from the impacts of tobacco consumption.

"I am very proud of the country's strong tobacco control efforts, and this Bill raises the bar in terms of tobacco control legislature globally. The country is an example to others in terms of political commitment for the tobacco epidemic," said Dr Welile Shasha, WHO's representative in South Africa.

The amended Tobacco Products Control Act will be in line with the WHO Framework Convention on Tobacco Control (FCTC), a global public health tool to fight the worldwide threat of tobacco.

"South Africa was one of the first signatories of the FCTC in June, and has indicated its intention to ratify it. We wish the country well in the forthcoming legislative process, which will prepare the way for South Africa's early ratification of the FCTC," said Dr Vera da Costa e Silva, head of WHO's Tobacco Free Initiative in Geneva.

The FCTC has provisions on advertising and sponsorship, tax and price increases, labelling, smuggling and second-hand smoke. As soon as 40 countries ratify the Convention, it becomes law for those countries. The FCTC is the first international treaty ever to be negotiated by WHO, the principal health agency of the United Nations.

The Bill proposes substantial increases in fines for those who break the law, particularly with regard to allowing smoking in public places; larger health warnings on packaging, including picture messages; bans on false descriptors such as "low-tar" or "mild"; a ban on duty-free cigarettes; and prohibiting any person under 18 years to be in a designated smoking area in a public place.

The Bill was published today in the Government Gazette, and is open to public comment until 17 November 2003.

**E n d s**

Issued by the World Health Organization, Pretoria

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**Updated status of the WHO Framework Convention on Tobacco Control:**  
[http://www.who.int/tobacco/fctc/signing\\_ceremony/countrylist/en/](http://www.who.int/tobacco/fctc/signing_ceremony/countrylist/en/)

**Text of FCTC (in 6 languages):**  
<http://www.who.int/tobacco/fctc/text/final/en/>



## **ANNEX 2**

### **Letter to the Editor**

*Thursday, June 26, 2003*  
*Pacific Daily News*  
*Guam, United States of America*

#### **Facts louder than fear in tobacco ban woes**

(On June 23) the *Pacific Daily News* published an article from Honolulu, titled “Smoking ban worries businesses”. But fears must be separated from facts, and the evidence is clear and compelling: whether in Florida or New York, Hong Kong [SAR] or Australia, smoke-free restaurants do not lose money. In fact, in many cases, they attract more customers, who are happy to enjoy their meals in a healthy, smoke-free environment.

The most recent study I am aware of was published in the June 2003 issue of the *Cornell Hotel and Restaurant Administration Quarterly*. It documented that smoke-free regulations were not associated with adverse economic outcomes in New York restaurants and hotels.

Even on Guam, ask any maitre’d which section is requested and filled, and more often and invariably, they’ll point to the non-smoking section. Businesses need to listen to the real voice of the greater majority of their customers, who want breathable, odour-free, non-hazardous, smoke-free air in the establishments they patronize.

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