

## **An open letter to Philip Morris International CEO André Calantzopoulos**

As government ministers, health professionals, and advocates working to end the world's largest preventable health crisis, we demand your corporation pay for the health care costs associated with the tobacco epidemic and shut down the Foundation for a Smoke-Free World (FSFW), which undermines implementation of Article 5.3 of the World Health Organization Framework Convention on Tobacco Control ([WHO FCTC](#)).

Every year, tobacco kills seven million people—and that number is rising. More than 1 billion people are addicted to tobacco products, and the [WHO attributes \\$1.4 trillion](#) in economic damages to the tobacco industry.

Tobacco corporations like Philip Morris International (PMI) are directly responsible for continuing to drive this epidemic, through a wide variety of well-documented tactics ranging from aggressive marketing and PR campaigns, intimidation through litigation, funding junk science, and [interfering in public policy](#). Your [“Be Marlboro” marketing campaign](#)--which was banned in several countries--and intimidation through litigation in [Uruguay](#) and [Australia](#) (where PMI is responsible for A\$11.5 million in legal costs to the country) are but two recent examples of these tactics.

That's why the global community is unified behind the WHO FCTC, the first international public health and corporate accountability treaty. This document enshrines the world's most effective tobacco control measures, and will save 200 million lives by 2050 when fully implemented. And it includes provisions to protect public health policy from tobacco industry interference, prioritize public health over trade, hold the tobacco industry liable for its abuses, and establish comprehensive bans on tobacco advertising, promotion, and sponsorship.

However, in defiance of this international accord—and contrary to [PMI's professed concern for the tobacco epidemic and public health](#)—your corporation continues to use its economic and political clout to attempt to block internationally sanctioned tobacco control measures. For example, [PMI spent \\$24 million in arbitration against Uruguay's public health policies](#).

Perhaps most insidiously, it is obvious that the FSFW is merely PMI's latest vehicle for influencing science, gaining access to policymakers, and [shaping the public debate on tobacco control](#)—a resurrection of its extensive history of tactics to sow doubt amongst the scientific community, like [“Project Whitecoat.”](#) Analysis of leaked PMI corporate affairs documents, exposed by Reuters, suggests that the establishment of the FSFW is consistent with your [company's corporate strategy](#). It's clear the goal is to further PMI's business interests by promoting your heated tobacco products, a market which PMI seeks to dominate. While PMI and its grantee claim a commitment to reducing harm, reports show that your cigarettes continue to be heavily marketed in ways that [attract children and undermine public health policy](#).

Thankfully, the WHO FCTC, [which PMI has stated it is in favor of](#), has established strong guidance for protecting policymaking from your interference and bolstering public health worldwide. Its recent decisions, approved by governments all over the world, include: [Reminding parties to extend the scope of regulations to heat-not-burn and other novel products as tobacco products; requesting coordination to ensure public reporting on tobacco industry activities including lobbying; and reminding parties of the tactics and history of the industry's attempts to undermine global public health policies.](#)

This is exactly why we've seen the FSFW and its partnerships shunned, and even rejected, by [the World Conference on Tobacco or Health \(WCTOH\)](#), [the WHO FCTC](#), [the WHO](#) itself, and most recently at the [WHO Executive Board meeting](#).

We are part of a growing movement that is demanding that your corporation stop funding the Foundation for a Smoke-Free World. The undersigned policymakers, community leaders, public officials, health professionals, and parents are wise to the tobacco industry's [attempts to manipulate public opinion, sway science, and undermine public health policy](#). [We know that entities like FSFW exist to normalize your operations and allow for business as usual](#). That's why we're calling on Philip Morris International to pay for the health care costs associated with the tobacco epidemic, shut down the Foundation for a Smoke-Free World, and stop interfering with tobacco control policy globally.

Sincerely,

*The undersigned*