ISO Tobacco Standardization: Current Challenges and Prescriptions for Change

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Tobacco Product Regulation and its Ramifications for Implementation

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VOICE is a registered Voluntary Consumer Organisation based in India, member of Consumers International, working since 1983 to promote, protect and educate the consumers on their rights and responsibilities through its activities focused on:

- Research & Development
- Advocacy & Campaign
- Comparative Testing
- Education & Public Interest Litigation
The UN Guidelines for Consumer Protection were adopted by the UN General Assembly in 1985, and expanded in 1999

- the right to satisfaction of basic needs
- the right to safety
- the right to be informed
- the right to choose
- the right to be heard
- the right to redress
- the right to consumer education
- the right to a healthy environment
Article 9 of the WHO Framework Convention on Tobacco Control

• Article 9: Regulation of the contents and emissions of tobacco products.

• Specifically, Article 9 binds Parties to require tobacco manufacturers to test the contents and emissions of their products.
What is ISO?
- The International Organization for Standardization recommends standards for states to adopt voluntarily. These standards regulate everything from asparagus storage to machine gun noise.
- National standards institutes are the building blocks of ISO— they set meeting agendas, direct discussions and ultimately vote upon what resolutions and standards emerge from ISO.

What is ISO TC 126? ISO Technical Committee 126 (TC 126) is responsible for the regulation of tobacco and tobacco products.
Proof of the Industry's Knowing Manipulation of ISO TC 126 testing standards

*Quote from a released industry memo:* “You already know about the EEC mandate to reduce all deliveries to 15 mg. As we knew this was going to happen as early as 1988, we began to develop a strategy to react... The 3 year effort resulted in a new method (now known as the ‘new ISO’) which reduces the smoke delivery results by about 1 mg at the 16 mg level. The Marlboro sold in the EEC was initially delivering about 15.5 mg prior to any analytical new technology change. When the new system was implemented, the deliveries were around 14.5 mg, but remember, no product change ever took place...”
Key observations

Testing of contents and emissions of tobacco products (Article 9 of FCTC) is concerned, guidelines have still to be developed and adopted by the COP. Against this vacuum, the default standards are developed by CORESTA and ISO TC 126.

CORESTA is 100% controlled by the Industry and ISO Technical Committee 126 is made of approximately 80% tobacco industry. Of the 31 voting members of ISO TC 126, only around 7 of these voting members where able to send public health scientists or regulators as part of their delegation to TC 126 meetings.
Recommendations

WHO should be made pro-active to recognize that inclusion of public health concerns in ISO standard setting policies and work programmes on tobacco products is essential.

Consumers International must initiate capacity building activities within their members to become technically competent to compel the tobacco industry to provide full information about contents and emissions of tobacco products and public disclosure of information about the toxic constituents of the tobacco products and emissions that they may produce.
What Can Contracting Parties Do?
(continued)

- Is your country already a member of ISO TC 126?
  - Work from within your national standardization body to promote the public health perspective;
  - Ensure that delegates from your country are not all tobacco industry representatives.
Voting Members (P) to ISO TC 126

- WHO FCTC Contracting Parties:
  Belgium, Brazil, Canada, China, Denmark, Egypt, France, Germany, Greece, Hungary, India, Kenya, Korea (Republic of), Luxemburg, Norway, Portugal, Romania, Slovakia, South Africa, Spain, Turkey, UK

- Non-contracting Parties:
  Cuba, Czech Republic, Italy, Poland, Russian Federation, Switzerland, USA
Non-Voting Members (O) to ISO TC 126

- Non-Voting Members (O) to ISO TC 126 that are Contracting Parties:
  - Austria, Azerbaijan, Bulgaria, Indonesia, Iran, Ireland, Japan, Jordan, Lebanon, Malaysia, Mongolia, New Zealand, Philippines, Saudi Arabia, Singapore, Sri Lanka, Sweden, Syrian Arab Republic, Thailand, Uruguay, Vietnam

- Non-Contracting Parties:
  - Algeria, Croatia, Ecuador, Ethiopia, Ivory Coast, DPR of Korea, Republic of Moldova, Serbia and Montenegro, Tanzania, Tunisia
The Way Forward—What Can NGOs Do?

- NGOs can provide invaluable support for the anti-tobacco movement by: 1) voicing their point of view; and, 2) serving in a 'watchdog' capacity by monitoring and reporting the behaviour of industry representatives.

- If you do not already have a liaison status to ISO TC 126, consider applying for liaison status to better enable your voice to be heard.
To obtain or upgrade liaison status, please contact the TC 126 Secretariat, Deutsches Institut für Normung (DIN):

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Thank You for listening

I Am Now Open to Questions

Public Health should always prevail over Profit