



Perempuan dan Industri Tembakau

8 Maret 2021

Risiko khas gender produk tembakau

- 1.** 200 juta dari semiliar perokok di seluruh dunia adalah perempuan.¹
- 2.** **2 juta perempuan meninggal karena pemakaian tembakau setiap tahun.** Dari 8,71 kematian akibat tembakau setiap tahun, 2,15 juta di antaranya perempuan (2019),² dan 71% nya berasal dari negara berpendapatan rendah dan menengah.³
- 3.** **700,000 perempuan menjadi korban sebagai perokok sekunder setiap tahun.** 53% kematian terkait perokok sekunder adalah perempuan.^{4,5}
- 4.** **Merokok mengakibatkan risiko tambahan terhadap kesehatan reproduktif perempuan.** Selain meningkatnya risiko stroke, penyakit paru-paru dan jantung, dan kanker^{6,7,8} perempuan mungkin menderita masalah kesehatan reproduktif seperti meningkatnya risiko infertilitas dan keterlambatan kehamilan,^{9,10} meningkatnya risiko kanker serviks^{11,12} dan peningkatan risiko kelahiran prematur, bayi meninggal dalam kandungan dan kematian bayi jika perempuan merokok selama kehamilan.^{13,14}
- 5.** **Merokok meningkatkan kemungkinan jatuh dalam kemiskinan, yang memicu kekerasan domestik, terutama terhadap perempuan.**¹⁵ Sifat pemakaian tembakau yang adiktif membuat belanja rumah tangga yang lebih produktif seperti membeli makanan, pendidikan, perumahan, liburan dan lain-lain terkesampingkan.^{16,17,18} Jika sumberdaya rumah tangga langka, konflik dalam pengambilan keputusan rumah tangga dan ketidak-seimbangan gender dalam pengambilan keputusan mudah timbul.¹⁹
- 6.** **Buruh perempuan di sektor tembakau terimbas secara tidak proporsional oleh dampak negatif lingkungan, kesehatan dan sosial akibat bersentuhan dengan tembakau.**²⁰
 - Hampir 50 persen tenaga buruh pertanian di negara berpendapatan rendah terdiri dari perempuan.²¹
 - Perempuan memiliki keterlibatan substansial dalam hal tenaga buruh tembakau, terutama di industri tembakau masyarakat atau rumahan.²² Tenaga buruh di pabrik rokok kretek linting di Indonesia terdiri dari 94% perempuan, sementara industri bidi di India mempekerjakan dua kali lebih banyak tenaga perempuan daripada pria.²³

01

Industri tembakau menyasar perempuan dengan kampanye pemasarannya, dan sering membidik perempuan... dengan senjata perempuan.

Sejak tahun 1960-an, industri tembakau telah menujukan kampanye pemasaran berdama besar kepada perempuan melalui iklan yang menonjolkan stereotip gender dan secara menyesatkan mengaitkan pemakaian tembakau dengan konsep kecantikan, kerampingan, kecerdasan, prestise, emansipasi, kebebasan, romansa, dan daya pikat seksual.^{24,25,26} Bahkan sampai saat ini, perusahaan tembakau menggunakan strategi yang sama untuk memasarkan produk-produk mereka, termasuk produk-produk baru, di seluruh platform yang tersedia termasuk media sosial melalui influencer perempuan.²⁷

- Tahun 2021, kesponsoran Japan Tobacco International (JTI) terhadap Piala Dunia bola voli, dan untuk tim bola voli perempuan nasional Jepang yaitu JT Marvelous menjadi sorotan, dan mengancam posisi Jepang sebagai peserta lelang untuk menjadi tuan rumah Olimpiade 2020.²⁸ Perlu dicatat bahwa Marvel adalah merk rokok yang diakuisisi JTI di Filipina pada tahun 2017.²⁹
- Tahun 2018, Philip Morris International (PMI)/Altria mendanai Independent Women Forum (IWF)^{30,31} forum perempuan yang berbasis di Amerika Serikat, yang mempromosikan produk baru PMI yaitu IQOS³² produk tembakau berpemanas yang tidak terbukti mengurangi bahaya pemakaian tembakau jika dibandingkan rokok yang disulut. Meskipun demikian, IQOS tetap dipasarkan sebagai produk tembakau yang "lebih aman," bukan "aman", sebuah strategi yang berbahaya karena memicu pemakaian di kalangan pemuda, dampak jangka panjang yang belum terbukti, dan berpotensi menyesatkan (seperti halnya rokok "light/mild").^{33, 34, 35}

02

Industri tembakau mensponsori berbagai inisiatif terkait perempuan untuk mengaburkan betapa produk-produknya membayakan dan membunuh perempuan.

Setiap tahun perusahaan tembakau "merayakan" Hari Perempuan Internasional dengan janji kesetaraan dan keadilan gender,^{36, 37} namun mengabaikan puluhan juta perempuan yang menjadi korban produk dan praktik bisnis mereka.³⁸

- PMI dan British American Tobacco (BAT) berinvestasi dalam jumlah besar untuk mengiklankan upaya memberikan keadilan dengan memberikan kompensasi eksekutif dalam hal pemberdayaan /program kepemimpinan perempuan.^{39, 40, 41} Sementara itu, perusahaan-perusahaan tersebut mengaburkan informasi mengenai peningkatan prevalensi merokok dan

kematian di kalangan perempuan, terutama di negara berpendapatan rendah dan menengah^{42, 43, 44, 45, 46, 47} dan mempersulit perempuan dalam mencari keadilan⁴⁸ terhadap program pemasaran yang menipu, dan spesifik, dan kecanduan serta penyakit yang ditimbulkan.

- Sebuah laporan di tahun 2018 mengungkapkan bahwa kampanye humas PMI yang bertajuk "Empowering Women"(Memberdayakan Perempuan), dilaksanakan di 30 negara, yagn mayoritasnya terdiri dari negara berpendapatan rendah dan menengah, dimana didapati peningkatan signifikan jumlah perempuan yang merokok.^{49, 50}

03

Perusahaan tembakau mendapat keuntungan dari lingkungan kerja buruk yang harus dijalani perempuan di perkebunan tembakau, sambil menggembor-gemborkan keadilan gender dalam praktik perburuhan.⁵¹

Perusahaan tembakau "kecanduan" terhadap biaya murah (bahan baku berharga rendah) yang mengabadikan lingkungan kerja yang buruk di perkebunan tembakau⁵² di mana hampir setengah buruhnya terdiri dari perempuan.⁵³ Namun mereka terhindar dari kewajibamn untuk memberi kompensasi terhadap tidak hanya jutaan⁵⁴ korban perempuan tembakau, namun juga ribuan buruh perempuan yang terpaksa bekerja dalam kondisi yang berat di perkebunan tembakau.^{55, 56, 57}

- Perusahaan tembakau trans-nasional menggunakan kampanye humas untuk menunjukkan betapa mereka mempraktikkan keadilan gender untuk mengompensasi sekitar 60.000 pekerja perempuan^{58, 59, 60} bahkan menyatakan tujuan pembangunan berkelanjutan (SDGs),⁶¹ namun sama sekali tidak menyebutkan pertanggungjawaban mereka terhadap kerugian yang ditimbulkan terhadap perempuan.
- Perusahaan tembakau terkenal sering menyponsori program peningkatan taraf hidup perempuan untuk membersihkan citranya.⁶²

04

Perusahaan tembakau transnasional menolak memberikan kompensasi kepada jutaan perempuan yang menjadi korban konsumsi tembakau, namun mengeluarkan setidaknya 1 miliar dolar AS untuk upaya pemasaran yang justru membahayakan lebih banyak lagi perempuan.⁶³

Tuntutan hukum yang diajukan di AS tahun 1980 dan 1990-an oleh para korban sudah berlarut-larut selama puluhan tahun dan masih terkatung-katung karena perusahaan tembakau berusaha menghindari pembayaran.⁶⁴ Meskipun perusahaan tembakau memberikan kompensasi kepada sejumlah kecil perempuan (sebagian besar awak kabin pesawat⁶⁵ yang mayoritasnya perempuan karena menjadi perokok sekunder), banyak perempuan di seluruh

dunia yang tertimpa situasi yang sama tidak diberdayakan untuk mencari keadilan. Selain itu, uang yang seharusnya dapat digunakan untuk mengompensasi perempuan karena kerugian terkait tembakau⁶⁶ malah digunakan untuk humas dan pemasaran, termasuk yang menyasar perempuan:

- Tahun 2021, BAT menginvestasikan 1 miliar poundsterling untuk mempromosikan produk adiktif baru di TikTok,⁶⁷ yang 60% pemakainya adalah perempuan.⁶⁸
- Tahun 2017, PMI mendanai Foundation for a Smoke-Free World (FSFW - Yayasan Dunia Bebas Asap) dengan komitmen sebesar 1 miliar dolar AS, dan sebagian kecilnya mendanai inisiatif perempuan (misalnya di India, Malawi, AS dan Selandia Baru).^{69, 70, 71} Bukti-bukti yang diungkapkan orang dalam menunjukkan bahwa FSFW "sesungguhnya bertujuan untuk memajukan sasaran PMI dan Altria,"⁷² yang termasuk meningkatkan nilai dan penjualan brand melalui kegiatan yang dianggap "bertanggung-jawab sosial." Di tahun 2020, FSFW^{73, 74} memberikan sejumlah kecil dana hibah untuk riset termasuk para pelinting bidi perempuan di India.⁷⁵

Tujuan Pembangunan Berkelanjutan: Sustainable Development Goal (SDG) 5

Kesetaraan Gender dan Industri Tembakau

Pengabdian Masyarakat Industri Tembakau Menghambat SDG 5 (Kesetaraan Gender)

Sebagai bagian dari kegiatan yang dianggap sebagai pengabdian masyarakat (CSR), perusahaan tembakau menyponsori inisiatif perempuan untuk membersihkan citra di mata masyarakat⁷⁶ dan melobi pembuat kebijakan untuk menghambat kebijakan pengendalian tembakau⁷⁷ yang melindungi perempuan - dengan sasaran meningkatkan penjualan dan keuntungan dari produk-produknya yang mematikan dan adiktif.⁷⁸ Di tahun-tahun terakhir, industri tembakau menyatakan bahwa kesponsoran terhadap program perempuan dalam upaya untuk memajukan SDG. Ini menyesatkan.

Bagaimana cara industri tembakau campur tangan⁷⁹ untuk memberdayakan perempuan dan mempromosikan kesetaraan gender?

- Terus menerus menjual dan memasarkan produk yang membunuh 2 juta perempuan setiap tahun, sekaligus memperkenalkan produk adiktif dengan dampak jangka panjang yang belum diketahui kepada perempuan.⁸⁰
- Gagal melindungi perempuan dan memberi kompensasi kepada⁸¹ perempuan atas risiko kesehatan spesifik gender yang ditimbulkan tembakau, seperti beban tak seimbang akibat menjadi perokok sekunder dan penggunaan tembakau selama kehamilan.
- Mengalihkan perhatian dari seruan buruh perempuan, sekaligus mereka yang menggunakan produk tembakau atau terekspos produk tembakau,⁸² dengan lebih menonjolkan kebijakan gender perusahaan.⁸³
- Melibatkan program pemberdayaan perempuan⁸⁴ dan menyponsori inisiatif perempuan sebagai sarana meningkatkan nilai brand, merehabilitasi citra⁸⁵ dan/atau terlibat dengan pembuat kebijakan dan orang-orang berpengaruh, sambil melonggarkan upaya pengendalian tembakau yang melindungi perempuan.
- Bersekutu dengan kelompok atau tokoh perempuan terkemuka untuk memperoleh legitimasi dan kredibilitas terhadap kegiatan "pengabdian masyarakat" mereka sendiri.⁸⁶ Termasuk saat eksekutif perusahaan tembakau muncul di jajaran yang sama ahli gender terkemuka.⁸⁷
- Mendarai kelompok perempuan yang melobi atau membela produk-produknya yang mematikan dan adiktif.
- Menimbulkan atau membiarkan eksposur atau publikasi kegiatan sponsor/kontribusi melalui kegiatan atau forum perempuan, yang menghambat larangan CSR yang terdapat di 63 negara.⁸⁸

Alih-alih berinvestasi dalam "kegiatan pengabdian masyarakat" industri tembakau seharusnya:

- Menghentikan pemasaran produk kepada perempuan dan berhenti menggambarkan perusahaan tembakau sebagai pihak yang bermanfaat terhadap masyarakat, yang membantu perusahaan tembakau memasarkan produknya.^{89, 90, 91}
- Berhenti melawan upaya untuk menarik pembayaran dari tembakau termasuk pajak, bea dan bea tambahan,⁹² yang akan banyak bermanfaat bagi para korban atau biaya perawatan kesehatan. Memberi kompensasi kepada para korban atas kerugian yang ditimbulkan oleh pemakaian tembakau.
- Berhenti melawan upaya pengendalian tembakau yang menyelamatkan nyawa manusia, seperti larangan iklan dan sponsor tembakau secara komprehensif.
- Menghentikan kegiatan pengabdian masyarakat, karena memberi peluang untuk terlibat dengan pembuat kebijakan dan secara efektif menghambat tugas pemerintah untuk melindungi kesehatan masyarakat dari kepentingan komersial dan kepentingan tersembunyi industri tembakau berdasarkan pasal 5.3 WHO Framework Convention on Tobacco Control (Kerangka Kerja WHO terhadap Pengendalian Tembakau).
- Panduan Pasal 5.3 merekomendasikan denormalisasi, termasuk pelarangan⁹³ kegiatan berkedok pengabdian masuarakat.⁹⁴
- Pasal 13 memandatkan larangan komprehensif terhadap semua iklan, promosi dan sponsor tembakau, yang termasuk kegiatan pengabdian masyarakat atau publikasinya. Pemerintah tidak boleh memberikan pengecualian bahkan dalam hal bencana alam (misalnya Vietnam⁹⁵) atau dalam kasus pengabdian masyarakat bersifat wajib⁹⁶ seperti di India,^{97, 98} dan, secara potensial di Filipina.⁹⁹
- Berhenti mempublikasikan kegiatan CSR yang terkait gender karena berakibat melanjutkan miskonsepsi tentang peran sejati industri tembakau sebagai pelanggar hak perempuan untuk memperoleh kesehatan danⁱ mendapat kompensarin/sarana penghindaran.ⁱⁱ

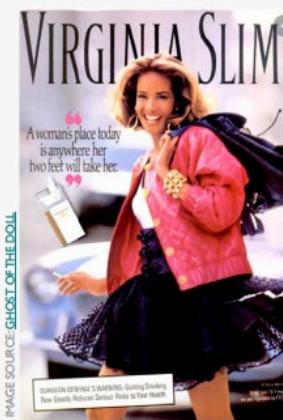
ⁱ The Danish Institute for Human Rights. 4 May 2017. Human rights assessment in Philip Morris International. Available from: <https://www.humanrights.dk/news/human-rights-assessment-philip-morris-international> (accessed 2 March 2021). – “Tobacco is deeply harmful to human health, and there can be no 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.”

ⁱⁱ 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 (accessed 26 February 2021).

ANNEX. Pemasaran Industri Tembakau kepada Perempuan dalam Gambar

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)

Sumber gambar: Boks 7 (Acara pemasaran oleh perusahaan tembakau untuk pemuda) In: Global Center for Good Governance in Tobacco Control (GGTC). 26 Mei 2020. Industri Tembakau: Memanipulasi pemuda untuk adiksi seumur hidup.

Lebih banyak perempuan mengisap rokok "light" (63% perempuan dibandingkan 46% pria), seringkali karena keyakinan yang salah bahwa "light" berarti lebih aman.¹⁰⁰ Bahkan, pengisap rokok "light" sering mengisap rokok lebih dalam dan lebih sering sebagai kompensasi untuk mendapatkan jumlah nikotin yang diinginkan.¹⁰¹ Kecenderungan perempuan untuk mencari produk yang "lebih aman" menunjukkan bahwa mereka adalah sasaran mudah untuk prosuk baru yang dipasarkan perusahaan tembakau sebagai produk yang "lebih aman", seperti produk tembakau berpemanas, atau rokok elektrik. Pemasaran yang spesifik gender untuk merk rokok seperti Virginia Slims di tahun 1990an diaplikasikan kembali dalam pemasaran produk baru IQOS, Blu, glo atau Vype.



Sumber gambar: Boks 6 (Pemasaran industri tembakau: Tembakau vs. produk baru). In: Global Center for Good Governance in Tobacco Control (GGTC). 26 Mei 2020. Industri Tembakau: Memanipulasi pemuda untuk adiksi seumur hidup.

Pemasaran Marlboro kepada perempuan paralel dengan pemasaran IQOS kepada perempuan.



Sumber gambar: Stanford University. Riset terhadap dampak iklan tembakau. Rokok Perempuan. Glamour.

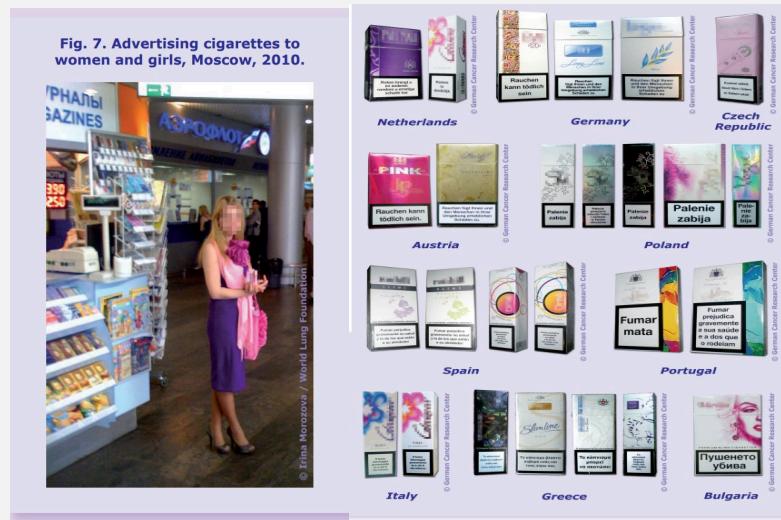
Perusahaan tembakau memasarkan berbagai merk rokok untuk perempuan dewasa dan remaja, termasuk merk "perempuan" yang berbentuk panjang, sangat ramping, rendah tar, berwarna terang, mengandung menthol atau berperisa permen.[‡] Tahun 2005, JTI berkontribusi terhadap kampanye sistematis, yang dilakukan oleh perusahaan-perusahaan tembakau besar, untuk mempromosikan pemakaian tembakau di kalangan perempuan. Misalnya, JTI meluncurkan rokok *Glamour* yang menyasar perempuan di sejumlah negara.¹⁰²

[‡] "Feminisasi" produk tembakau yang dapat dilihat di negara berpendapatan rendah dan menengah. Di Bangladesh, zarda dangul (produk tembakau tanpa asap) diberi nama perempuan yang sangat menarik seperti Shahzadi (Puteri), Shobha (cantik), shurovhi (wangi, harum), untuk menarik perempuan memakai produknya.



Sumber: Hickman A. 15 Mei 2020. "Perusahaan Tembakau Besar" menggunakan pesan COVID-19 dan influencer untuk memasarkan produk. PR Week.

COVID-19 juga memberikan peluang pemasaran yang unik untuk perusahaan tembakau. Tahun 2020, BAT memasarkan produk glo menggunakan perempuan yang tetap fit dan aman (selama karantina) dengan masker yang menampilkan nama merk rokok elektrik tersebut. BAT dilaporkan menginvestasikan GBP £1 miliar untuk mempromosikan produknya di media digital termasuk memanfaatkan influencer. Perlu dicatat bahwa perusahaan tembakau menjadi dalang penyebaran misinformasi tentang bagaimana nikotin memberikan perlindungan terhadap COVID-19,^{103, 104,105} yang mengaburkan fakta bahwa merokok memperparah gejala mereka yang terjangkit COVID-19, dan vaping terbukti meningkatkan risiko terkena COVID-19.^{106, 107, 108, 109}



Mengiklanlkan rokok kepada perempuan dewasa dan remaja. Moskow, 2010. Contoh kemasan rokok dari berbagai negara Eropa yang menyasar perempuan dewasa dan remaja. Sumber: World Health Organization 2010. Memberdayakan perempuan: Memerangi pemasaran industri tembakau di Wilayah WHO Eropa.

Kegiatan promosi lain yang menyasar perempuan termasuk: iklan media masa dan sponsor acara budaya dan olahraga; materi promosi di titik penjualan di toko dan warung; pembagian produk tembakau gratis; brand-stretching (pemasaran produk lain seperti pakaian dengan merk produk tembakau); promosi internet; harga dan desain kemasan yang menarik minat perempuan dewasa dan remaja; dan pendanaan kelompok dan badan amal perempuan.¹¹⁰

Ucapan Terima Kasih dan Daftar Penyusun

Lembar fakta ini disusun oleh Deborah Sy dan Judith Mackay untuk Global Center for Good Governance in Tobacco Control (GGTC). Proofreading, penyuntingan dan dukungan riset oleh Diana Trivino. Pemeriksa aksara oleh Erin Sandberg



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.

¹ 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 (accessed 19 February 2021).

² 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).

³ 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.

⁴ Institute for Health Metrics and Evaluation, University of Washington. 2021. GBD Results Tool. Available from: <http://ghdx.healthdata.org/gbd-results-tool?params=gbd-api-2019-permalink%2d55e4e64e0e55b5cde1ac2d0f288b> (accessed 26 March 2021).

⁵ See also: World Health Organization, *supra* note 1.

⁶ For example, cancer, heart disease and stroke, chronic obstructive pulmonary disease, and much more.

⁷ World Health Organization. 2010. Memberdayakan perempuan: Combating tobacco industry marketing in the WHO European Region.

Available from: https://www.euro.who.int/_data/assets/pdf_file/0014/128120/e93852.pdf (accessed 24 February 2021).

⁸ 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).

⁹ World Health Organization, *supra* note 1.

¹⁰ World Health Organization, *supra* note 7.

¹¹ World Health Organization, *supra* note 1.

¹² World Health Organization, *supra* note 7.

¹³ World Health Organization, *supra* note 1.

¹⁴ World Health Organization, *supra* note 7.

¹⁵ Slabbert, I. 8 August 2016. Domestic Violence and Poverty: Some Women's Experiences. Research on Social Work Practice [Online]. 2017;27(2):223-230.

Available from: <https://doi.org/10.1177/1047931516662321>. Available from: https://www.researchgate.net/publication/306002724_Domestic_Violence_and_Poverty_Some_Womens_Experiences (accessed 27 February 2021).

¹⁶ 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).

¹⁷ *Ibid.*

¹⁸ 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.

¹⁹ Jha P, et al., *supra* note 16.

²⁰ 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.bmjjournals.org/content/21/2/191> (accessed 19 February 2021).

²¹ 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 (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

²² *Ibid.*

²³ *Ibid.*

²⁴ 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).

²⁵ 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).

²⁶ 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).

²⁷ World Health Organization, *supra* note 8.

²⁸ 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).

²⁹ 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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Although there is no sufficient evidence of the same and there is no assurance from tobacco companies to compensate for future harms of the experimental product. FDA papers show that products may addict youth, adults.

³⁴ US Food and Drug Administration. 7 July 2020. FDA authorizes marketing of IQOS tobacco heating system with "reduced exposure" information. FDA News Release. Available from: <https://www.fda.gov/news-events/press-announcements/fda-authorizes-marketing-iqos-tobacco-heating-system-reduced-exposure-information> (accessed 26 February 2021).

See also: US Food and Drug Administration. 30 April 2019. FDA permits sale of IQOS Tobacco Heating System through premarket tobacco product application pathway. FDA News Release. Available from: <https://www.fda.gov/news-events/press-announcements/fda-permits-sale-iqos-tobacco-heating-system-through-premarket-tobacco-product-application-pathway> (accessed 26 February 2021).

- ³⁵Glantz SA. 7 December 2017. PMI's MRTP application for IQOS does not consider IQOS's appeal to youth or adolescents. Available from: <https://tobacco.ucsf.edu/pmi%E2%80%99s-mrtp-application-iqos-does-not-consider-iqos%E2%80%99s-appeal-youth-or-adolescents> (accessed 26 February 2021). See also: Lempert LK and Glantz S. 29 June 2020. Analysis of FDA's IQOS marketing authorization and its policy impacts. *Tobacco Control* [online]. doi: 10.1136/tobaccocontrol-2019-055585. Available from: <https://tobaccocontrol.bmjjournals.org/content/early/2020/06/29/tobaccocontrol-2019-055585> (accessed 26 February 2021).
- ³⁶e.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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- ³⁸Public 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). n:N 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).
- ³⁹British American Tobacco. Women in Leadership. Diversity Initiatives. Available from: 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/DOBDYFPQ (accessed 27 February 2021); British American Tobacco named as a Diversity Leader by the Financial Times. Available from: https://www.bat.com/group/sites/UK_9D9KCY.nsf/vwPagesWebLive/DOB3M2A2 (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/DOBHTDT8 (accessed 27 February 2021);
- ⁴⁰Japan 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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- ⁴²World 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).
- ⁴³World Health Organization, *supra* note 1.
- ⁴⁴Tobacco Control Research Group – University of Bath, *supra* note 24.
- ⁴⁵Maitin-Shepard M, et al., *supra* note 25.
- ⁴⁶Southeast Asia Tobacco Control Alliance, *supra* note 26.
- ⁴⁷World 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/ (accessed 28 February 2021).
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- ⁵⁰*Ibid.*
- ⁵¹International 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.
- ⁵²Unfairtobacco. 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".
- ⁵³International Labour Organization, *supra* note 21.
- ⁵⁴Global 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).
- ⁵⁵United 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/fctc/implementation/publications/who-fctc-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://exposetobacco.org/wp-content/uploads/2019/09/UNGA-SDGs-and-TC-Chart.pdf> (accessed 28 February 2021).
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- ⁵⁷Global Center for Good Governance in Tobacco Control, Stopping Tobacco Organizations & Products, *supra* note 55.
- ⁵⁸Philip 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.**
- ⁵⁹British American Tobacco. 2021. 2019 key Group statistics. Available from: 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 (accessed 25 February 2021).
- See also: 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 25 February 2021). – **Female representation among all employees group-wide is 28%, equal to approximately 15,000 female employees worldwide.**
- ⁶⁰Japan Tobacco International. Who is JTI? Available from: <https://www.jti.com/> (accessed 25 February 2021). – JTI has 44,000 employees around the world.
- See also: Japan Tobacco Inc. 9 February 2021. 2020 Earnings Report. Available from: https://www.jti.com/investors/results/forecast/pdf/2020/Full_Year/20210209_10.pdf (accessed 25 February 2021). – **JTI has 62,000 employees worldwide.**
- 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/jti-pfd/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.**
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- ⁶⁷ Davies R and Chapman M. 20 February 2021. Tobacco giant bets £1bn on influencers to boost 'more lung-friendly' sales. The Guardian. Available from: <https://www.theguardian.com/business/2021/feb/20/tobacco-giant-bets-1bn-on-social-media-influencers-to-boost-lung-friendly-sales> (accessed 25 February 2021).
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- ⁷⁸ See: Hopkinson N. 13 November 2020. Nick Hopkinson: Tobacco industry collaborators sending equality up in smoke. BMJ Opinion. Available from: <https://blogs.bmjjournals.org/bmjjournals/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>. n:N 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 (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. (ITABA, PMI affiliate in Ecuador). 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>. n:N 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 (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 (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/DOB3MA2 (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-cca0cb3fe7cc> (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/DOBHTDT8 (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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