

Yuji Matsuzawa



From the President's Desk: September/October 2017

World Heart Federation

Following up on my earlier message about The World Heart Federation (WHF) 2nd Global Summit on Circulatory Health, held in Singapore, July 12-13, 2017, I would like to share with you the comments and concerns of the WHF regarding a new initiative funded solely by Philip Morris International.

The WHF has invited the leadership of all the professional societies who attended the Global Summit for Circulatory Health in Singapore earlier this year to sign the letter below addressed to the Editor of *The Lancet*. It condemns the launch of the new Foundation for a Smoke Free World, entirely funded by Philip Morris International, and a vehicle for the whole tobacco industry. The IAS is a proud signatory of this letter and encourages all of you, our members, to reach out to the WHF in support of its efforts. This is an ideal opportunity for the circulatory community to come together and speak with one voice in condemnation of this initiative.

Please see the Letter from the WHF to *The Lancet* below.

Dear Editor,

The World Heart Federation, alongside its partners in the Global Coalition for Circulatory Health, condemns outright the launch of the [Foundation for a Smoke-Free World](#), which is a vehicle for the tobacco industry.

Despite funding a foundation that claims its goal is to ‘eliminate smoking’, Philip Morris International (PMI) continues to invest billions of dollars in marketing cigarettes worldwide, focusing many of these efforts in low- and middle-income countries to gain new customers.

Throughout previous decades, the tobacco industry – including PMI – has sought to maintain its profits by sowing misinformation among the public and blocking policies designed to protect public health. PMI’s recent failed attempt to sue the government of Uruguay for implementing anti-smoking legislation is just one recent example of these efforts to protect their markets and profits.

Tobacco is one of the leading causes of premature CVD mortality, in some regions accounting for 25-30% of all cardiovascular deaths. According to current WHO projections, tobacco use will kill one billion people this century.

Alongside our colleagues at the [WHO Framework Convention on Tobacco Control \(FCTC\)](#) and [the Union](#), the Global Coalition for Circulatory Health condemns this newly-formed Foundation as an attempt by the tobacco industry and subvert public policy for a tobacco free world. We urge all parties with an interest in public health to do the same and support all legitimate and honest efforts to protect people from the harm of tobacco and smoking.

The best way to tackle the smoking epidemic and achieve a smoke-free world is by implementing policies set out in the WHO FCTC – not by engaging with an industry whose disingenuity shows it cannot be trusted with people’s health.

Yours sincerely,



David Wood
President, WHF



Jean-Luc Eiselé
CEO, WHF

On behalf of the Global Coalition for Circulatory Health