

News Event Announcement

For immediate Release

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A COALITION IS FORMED TO SEARCH FOR SOLUTIONS FOR THE PROBLEMS RELATED TO TOBACCO THE COALITION SEEKS TO PROVIDE PERMANENT SOLUTIONS AND REDUCE REGIONAL PROBLEMS RELATED TO TOBACCO

WHAT: A coalition of diverse community groups, government and non-government organizations will sign an agreement to unite their efforts in order to reduce the tobacco related problems in the region. The coalition will look for permanent solutions through the implementation of a prevention model based on the community, which will integrate different sectors of the community, the authorities, using statistical data and diffusion methods, and impulse the implementation and development of public strategies to change the environment in which the use of tobacco proliferates.

WHEN: Tuesday, 25 of June of 2002 at 10:30 A.M.

WHERE: Centros de Integración Juvenil
Av. Lic. Martín Careaga #2264
Fracc. Las Palmeras
Tijuana, México

WHY:

- There are more than 13 million smokers and 48 million passive smokers in Mexico.
- 44,000 deaths are associated with tobacco use every year, having a devastating impact in the affected families, the community and society as a whole.
- Tobacco contributes to illnesses such as: malignant tumors, heart disease and vascular disease, chronic bronchitis, pulmonary emphysema, cancer of the trachea, bronchi and lungs, stomach cancer and cervical cancer.
- Heart disease is the main cause of death in Mexico, almost 68,677 deaths in 1998 (which represents 15.4% of all deaths); more than half of these cases (62.4%) correspond to ischemic heart disease, a pathology associated directly with tobacco use.
- The Death rate due to lung cancer has increased in both sexes during the last few years.
- The existing laws against tobacco are not implemented accordingly.
- Most of the cigarettes produced in Mexico are from Mexican companies that are subsidiaries of tobacco companies from the United States, these companies have increased their marketing and promotions in Mexico, being that they are encountering a strong anti-tobacco campaign in the U.S.

WHO:

Dr. Raúl Rafael Palacios Lazos
Director Tobacco Treatment Center
Center for Juvenile Integration

Prof. Orlando Raya A.
State Coordinator for Crime Prevention
and Community Services
General Attorney's Office of the Republic

Avelino Jiménez
Prevention Specialist
Institute for Public Strategies

