

M. Luc Hafner, President
Musée International de la Croix-Rouge et du Croissant-Rouge
avenue de la Paix 17
1202 Genève

20.07.12

Dear M. Hafner,

As health professionals and/or representatives of organizations committed to protecting public health, we are disturbed to learn that the International Red Cross/Red Crescent Museum is partnering with Japan Tobacco International (JTI) Foundation around the current transformation of the museum. The partnership was featured on the JTI Foundation website (<http://jtifoundation.org/partners/museum-of-the-international-red-cross-and-red-crescent/>).

According to the World Health Organization, tobacco use kills some 6 million people each year. It is the leading completely preventable cause of death worldwide. Tobacco is the only legal product which, when used as intended, kills a significant proportion (up to 1/3rd) of its users. Exposure to tobacco smoke kills more than 600,000 nonsmokers each year, many of whom are children.

The Framework Convention on Tobacco Control (FCTC) sets out the policy measures to reduce the human toll of tobacco use and exposure, and has established international standards for tobacco control. To date, the FCTC has been ratified by 176 countries: Switzerland has signed the treaty, confirming its intention to ratify when national legislation is adjusted accordingly. The full implementation of the FCTC was given top priority in the Political Declaration on the Prevention and Control of Non-communicable Diseases issued at the 66th General Assembly of the United Nations in New York in September 2011 (http://www.un.org/ga/search/view_doc.asp?symbol=A/66/L.1).

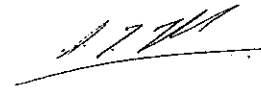
The tobacco industry invests considerable resources to counter the enactment and implementation of effective tobacco control policy measures set out in the FCTC. One key element of industry efforts is “social investment”, which aims to win the goodwill of the public and policymakers by masking the lethal nature of the tobacco business. The alliances forged by these investments are used to undermine effective tobacco control measures.

The FCTC requires that Parties protect health policy from commercial and other vested interests of the tobacco industry (Article 5.3). The guidelines for implementing Article 5.3 of the FCTC (http://www.who.int/fctc/guidelines/article_5_3.pdf), agreed by the Conference of Parties, state that “there is a fundamental and irreconcilable conflict between the tobacco industry’s interests and public health policy interests” and recommends to “reject partnerships and non-binding or non-enforceable agreements with the tobacco industry”.

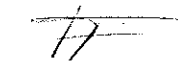
The Red Cross/Red Crescent Movement is respected around the world for protecting life, health and human dignity. To lend its enormous credibility to an industry which has as its core business the direct manufacture and sale of products publicly known to be deleterious to the health (killing more people than do weapons), contravenes Red Cross Movement Principles for Corporate Partnership. Even more seriously, it violates the Red Cross Fundamental Principle to “prevent and alleviate human suffering

wherever it may be found” and to “protect life and health.” We urge that, in deference to the Fundamental Principles and in defense of the human right to the highest attainable standard of health, codified in the 1966 International Covenant of Economic, Social and Cultural Rights, the Museum of the Red Cross/Red Crescent reconsider its partnership with JTI Foundation and renounce all relations with the tobacco industry.

With best regards,



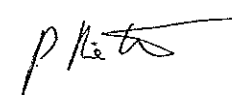
Archie Turnbull, Executive Director, European Respiratory Society
4, Avenue St-Luce, 1003 Lausanne



Jean-Luc Forni, Président de l'APRET-CIPRET-Genève (prévention du tabagisme)
Président des pharmaciens genevois



Jean-Charles Rielle, médecin responsable du CIPRET-Genève (prévention du tabagisme)



Pascal Diethelm, Président, OxyRomandie



Cary Adams, Chief Executive Officer, Union for International Cancer Control, Geneva



Johanna Ralston, Chief Executive Officer, World Heart Federation, Geneva



Jacques Cornuz, Directeur, Polyclinique Médicale Universitaire, UNIL



Fred Paccaud, Professeur et Directeur, Institut universitaire de médecine sociale et préventive, UNIL



Pascal Bovet, Professeur associé, Médecine Sociale et Préventive, UNIL

cc. M. Roger Mayou, Mme Christine Beerli, M. Yves Daccord