



TV

# UNITED NATIONS NATIONS UNIES

## UN IN ACTION

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### LIGHTING UP: GLOBAL CRISIS

#### VIDEO

TANGO DANCERS

DOWNTOWN MONTEVIDEO

DR. ROBALLO IN MEETING

DR. ROBALLO ON CAMERA

VARIOUS RESTAURANT SHOTS

#### AUDIO

##### NARRATION

A typical Friday night in downtown Montevideo, Uruguay's capital city. In this Latin American country, tango is part of the culture. So was smoking – until recently. (19")

In a move that set a precedent for the continent and for much of the rest of the world, in 2006, smoking was banned in every enclosed public space in Uruguay. (10.5")

##### NARRATION

Dr. Laura Roballo is a heart specialist and member of CIET, Uruguay's Centre for Investigation into the Tobacco Epidemic. (9")

DR. ROBALLO: (Spanish) **F**

*"In our country, smoking is the primary cause of preventable death."* (5")

##### NARRATION

Uruguay now has some of the strictest anti-smoking laws in the world and is the first country

in Latin America to impose such a stringent ban on smoking in public places. (10.5")

Getting the message out on the health dangers to smokers came next. And in this macho culture, there were no holds barred. (8.5")

NAT SOT: DVD "IMPOTENCE"

ANTI-SMOKING PSA 1

*"Mas hombre o menos?"*

ENGL: "More man or less?" (2")

NARRATION

ANTI-SMOKING PSA 2

These aggressive national and international information campaigns counterbalance the slick publicity from tobacco companies, who fear the erosion of their most lucrative markets. (13")

ANTI-SMOKING PSA 3

"BREAK THE NET" PSA

NARRATION

PEOPLE SMOKING IN THE STREET

In late 2008, the Uruguayan government opened a new front in the battle against smoking – the total banning of any cigarette advertising in all media, including on the street. (13")

STREET SHOTS

But, advertising hasn't gone away. Eduardo Dreifus, an anti-smoking activist and member of CIET, says tobacco companies continue to advertise their product on the streets – subliminally. (15")

MAGAZINE KIOSKS

EDUARDO DREIFUS: (Spanish) **M**

DREIFUS ON CAMERA

*"It's interesting to see how the colours and the design in the billboards that we've found today*

*are immediately identifiable with the adverts that used to be used on the street, especially on the kiosks.” (11.5”)*

NARRATION

KIOSK / CIGARETTE PACK  
MONTAGE

Carmela runs this kiosk, selling Nevada cigarettes, Uruguay’s most popular brand. (6”)

CARMELA: (Spanish) **F**

CARMELA ON CAMERA

*“It doesn’t say Nevada anywhere, but people aren’t stupid!”*

NARRATION

VAZQUEZ VISITS HOSPITAL

Tabare Vazquez is not only one of Uruguay’s top cancer specialists; he is also the President of the country and the driving force behind the anti-smoking campaign. (11”)

PRESIDENT VAZQUEZ: (Spanish) **M**

VAZQUEZ ON CAMERA

*“At first, it seemed that we were on a mission impossible but now there’s been a noticeable reduction in the consumption of cigarettes.” (9”)*

NARRATION

SMOKERS AROUND THE WORLD

But how many other countries have taken strict measures to protect their populations from smoking-related dangers? The World Health Organisation estimates that only five percent of the world’s population is protected by the kind of comprehensive legislation they have in Uruguay. And the developing world is lagging dangerously behind. (23”)

DR. ROSES ON CAMERA

DR. MIRTE ROSES: (Spanish) **F**

*"So what we are seeing now is that smoking is going down in developed countries, but it's on the increase in developing countries."* (7")

ROSES ATTENDS CONFERENCE

NARRATION

Dr. Mirte Roses is Director of the Pan American Health Organisation. (4")

DR. ROSES ON CAMERA

DR. MIRTE ROSES: (Spanish) **F**

*"We have noticed that where policies of tobacco control are being introduced, in line with the World Tobacco Convention, then there's a reduction in the number of smokers."* (10.5")

TANGO DANCERS / FAMILIES IN RESTAURANTS

NARRATION

The World Health Organisation's global Tobacco Convention requires governments to enforce anti-smoking legislation. To date, 164 countries have signed. But unless more countries follow Uruguay's example, millions of both adults and children could die from a tobacco-related disease – the next generation included. (25")

PSA

NAT SOT PSA *"Le preguntaste si quiere fumar? ENGL: Did you ask him if he wants to smoke..?"* (2.5")

UN LOGO

NARRATION

This report was produced by Gill Fickling for the United Nations.