

Ranin Ninni Supwa

Iteitan Ier Lon March 31

DEPARTMENT OF MENTAL HEALTH AND SUBSTANCE ABUSE
AFEFEITAN TUMUNUN LENIACH FAN ITAN MANAWACH REN LESOR ME PALELÖN

Kich Mei Chok Chuen: Popun Ach Sipwe Ninni Supwa

Kompenin Supwa

Enletin ekesiwil, ika efen eoch sipwe kapas enlet?

Lon met ir ra pusin apasa:

"Use luku nge nicotine mei apuchopuch."

Thomas Sandefur, CEO
Brown & Williamson, 1994

"Nicotine mei apuchopuch. Ina pwota kich sia nomw lon ei pisinis amömö nicotine—eu safei mi alili-soch ren an angasala ach weiresikis me pekus."

Internal industry document
Brown & Williamson, 1963

A lap seni 40 ier, kompenin supwa ra silei usun an nicotine mei opuchopuch. Lap seni ipuku ier ar sile eöchu usun ewe riri lefilen unumi supwa me semwenin cancer. Ir rese tongeni esilesil ngeni aramas usun, nge ra chok sopwei ar amomo ei metochun efeiengau. Pwokitan an a tori kapung lon ekewe 1990's, ir ra chok osenimün pwari ngeni aramas ar kewe monomon. Atfertaismen ika angangan afeifeitan pekin supwa ra men pichokul ar amwasangsangata ekewe serafö ar

repwe un supwa.

- 91% ekewe ier 6 ra silei usun Joe Camel usun chok pwal ar silei usun Mickey Mouse. (JAMA, 1991)
- Lap seni 55% ekewe chon sukulun HS won Guam, lon ewe 2002, ra kan ükûn Marlboro, ewe a kon watte ar atfertaismen.*

*YTS, 2002

Lon ewe 1999, ekewe köm-penin supwa ra spentini ukukun ~\$32 million eu ran ren chok atfertaismenin supwa lon chok Merika!

Lupwen ra eisindir pwata ese wor eman leir e ukun sipwa, eman milap seni

RJ Reynolds a polueni:

"Mwa met, ke turunufos? Sise ükûn ekena s_ __. Sia chok anomu ena pungnun filata ngeni ekewe mi wöungau, serafö, black, me pwal ekewe mei umwes."

NYT, 1993

Met Sipwe För?

Ekewe kompenin supwa ir mei pwal awora monien alilis ren ekewe prokramin epetin unumi supwa ren serafö. Nge met, mei fisiöch ekei prokram?

Lon ar pusin mwöngüngü:

"...kich sia otüresi... 'ach pusin fansoun' ewe pusin kich sipwe feiöchuni."

Franklin Dryden, Vice President
Tobacco Institute, 1979

Ateneki Philip Morris' "Awora Fansoun Poraus Ngeni Noum Semirit". Lon taropwe — ese mwo wor ekis an poraus usun ekewe sam-me-in rese ükûn supwa ar ita nge ir eu pisekin epirül

Fori met si apasa, esapw met si fori?

Kosapw Tupw! Anganga le pusin ninni ena SUPWA!

Ewe World Health Organization a pesei ngeni fonufan:

1. Apöchökula awatetän takisis won supwa. Watetän liwinin supwa epwe akukunatiw an serafo unumi (World Bank, 1999)
2. Ousapw etiwa ekewe monien alilis seni ekewe kompenin supwa.
3. Esapw mümüta supwa lon lenien mwichichen aramas me pwal ekewe leni fan itan semirit me serafo ika ian ra pwal nonomw ie.
4. Aükatiw atfertaismen ren supwa.
5. Alisi ekewe chon mochen aükatiw supwa ren ar repwe fiti ekewe sakun prokram a men alilisöch.