



May 19, 2014

An Taoiseach Enda Kenny TD
Department of the Taoiseach
Government Buildings
Upper Merrion Street
Dublin 2
Ireland

Dear Taoiseach:

We are writing as US based public health organizations dedicated to ending the tobacco epidemic to express our strong support for Ireland's effort to protect public health by implementing effective measures to reduce tobacco use as required by the Framework Convention for Tobacco Control (FCTC). Specifically, we write in response to the March 10, 2014 letter sent to you by a group of US business interests, including the US Chamber of Commerce, challenging Ireland's legitimate, life-saving policy.

Tobacco products are the only consumer products that kill when used as intended. Without effective tobacco control policies, including those related to packaging, to reduce consumption, tobacco products will kill one billion people in this century.

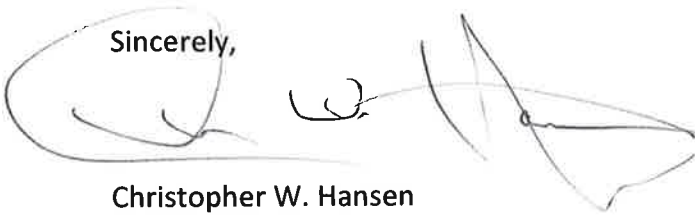
Through this letter, the tobacco industry is continuing its long history of abusing trade and investment agreements to threaten countries over lawfully adopted non-discriminatory tobacco control policies. Ireland joins an illustrious list of countries threatened by the tobacco industry over packaging measures, including Australia, Canada, New Zealand, South Africa, and Uruguay.

It is shameful for US business interests, which include tobacco companies, to use trade agreements as a cloak for advancing the interests of the tobacco industry. Altria, the US parent company of Phillip Morris USA, sits on the board of the US Chamber of Commerce. British American Tobacco is on the board of the National Foreign Trade Council. Philip Morris International and British American Tobacco are both members of the Transatlantic Business Council. These organizations are not neutral in this debate.

The letter also raises the Trans-Atlantic Trade and Investment Partnership (TTIP) negotiations. TTIP and other trade agreements should include clear language that prevents tobacco industry actions against tobacco control measures. We note that the European Union is now undertaking a public consultation in relation to investor-state dispute settlement in the TTIP, prompted in part as a response to Phillip Morris's challenge to Australia's plain packaging policy. We ask that your government work to ensure that the TTIP protects public health policies from trade or investment challenges initiated by the tobacco industry.

Given the tobacco industry's ongoing abuse of trade agreements to threaten and bully governments globally, we want you to know that we stand with you in your effort to protect the people of Ireland from the deadly harms of tobacco use.

Sincerely,



Christopher W. Hansen
President
American Cancer Society Cancer Action Network



Nancy A. Brown
Chief Executive Officer
American Heart Association



Harold Wimmer
National President and CEO
American Lung Association



Matthew L. Myers
President
Campaign for Tobacco Free Kids