



# DR. DAVID YEN MEMORIAL LECTURE EVOLUTION AND PERSPECTIVE OF APACT

Kyoichi Miyazaki, MPH

Secretary General of APACT Japan

2013.8.19 the 10<sup>th</sup> APACT Conference



# The 10th APACT Conference (APACT 2013)

Dr. David Yen

The Founder,

John Tung

Foundation (1984)

APACT, Asia Pacific  
Association For the  
Control of Tobacco  
(1989)



(1921-2002)



## The 10th APACT Conference (APACT 2013)

# WHAT IS THE APACT?

- ✘ Asia Pacific Association for the Control of Tobacco = APACT was launched by John Tung Foundation on June 12, 1989.
- ✘ Dr. David Yen, Chairman of JTF, has consulted with Dr. Ted Chen, Professor of Massachusetts University in USA.  
(moved to Tulane University)
- ✘ There was a great consultant group.
- ✘ The time has come to take an action against ITI.



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### THE APACT MISSION:

- ✘ The goal of the APACT is to create a smoke free Asia by the year 2000.
- ✘ The APACT is commissioned to assist Asian countries to implement aggressive tobacco control programs which include bans on all cigarette smoking, restriction on smoking in public places and comprehensive educational and intervention programs.



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# WHAT WAS HAPPENED IN ASIA

- ✕ In 1986 USA Tobacco kicked out a customs barrier to Japan
- ✕ In 1987 Attacked Taiwan
- ✕ In 1988 Pressure to South Korea
- ✕ In 1989 Thailand

APACT was organized to protect ASIA from the threat of Tobacco Industry.



# 1-PACIFIC CONFERENCE ON CIGARETTE SMOKING AND HEALTH





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## APACT CONSULTANTS

- ✕ Gregory Connolly, D.D.S., U.S.A.
- ✕ Richard Daynard, J.D., U.S.A.
- ✕ Terry Pechacek, Ph.D., U.S.A.
- ✕ Judith MacKay, M.D., H.K.
- ✕ Takeshi Hirayama, M.D., Japan
- ✕ David Sweanor, Canada
- ✕ Nigel Gray, Australia





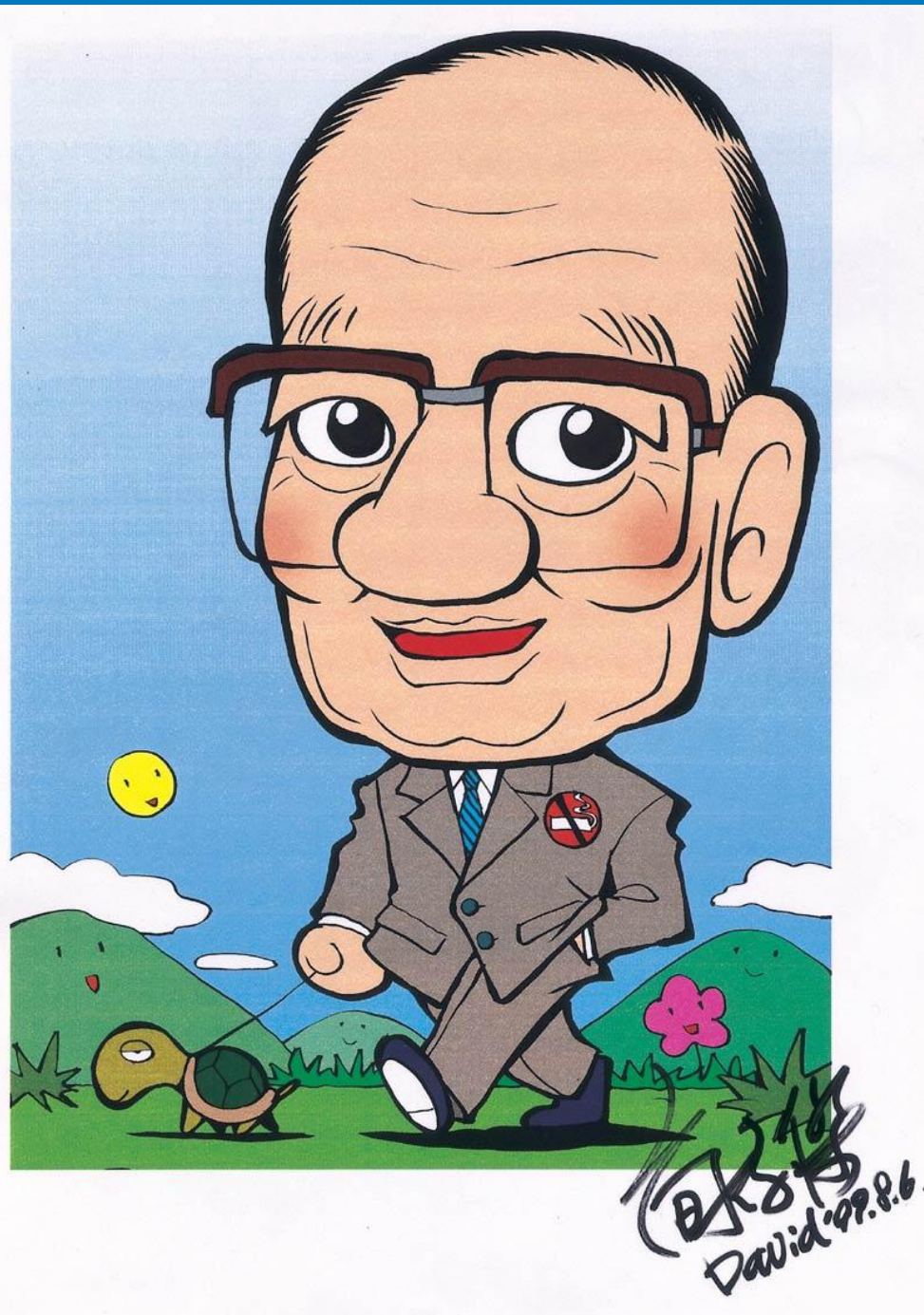




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### **APACT EXECUTIVE COMMITTEE 1989-1992**

- ✕ President: David D. Yen, J.D., Chairman, John Tung Foundation, Taipei
- ✕ President Elect: Martin M. Kawano, M.D., President Japan Anti-Smoking Society, Nagasaki, Japan
- ✕ Vice President: Kwang-Mo Chung, President, Consumer Union of Korea, Seoul, Korea
- ✕ Executive Secretary: Ted T. L. Chen, Ph.D., Professor/Chairman Health Communication/Education, University of Massachusetts, Amherst, U.S.A.
- ✕ Treasurer: Christopher Leung, Ph.D., Executive Director Hong Kong Council on Smoking and Health, Hong Kong





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## NOMINATING COMMITTEE

- ✕ Chairman: Prakrit Vatee Satokit, M.D., Chair,  
Thai Anti-Smoking Campaign Project,  
Bangkok, Thailand
- ✕ Members
  - + Lita T. Logarta, Executive Director, Philippine  
Consumers Movement, Inc., Manila, Philippines
  - + Teoh Soong Kee, M.D., Action On Smoking Or  
Health, Perak, Malaysia



## Dr. Yen as a hero led actions against tobacco industry







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- 1. 1989 12 June, APACT founded in Taipei, Taiwan**
  - × 1989 APACT Executive Committee, Chicago, U.S.A.
  - × 1990 World Congress, Perth Australia
- 2. 1991 APACT General Meeting, Seoul, Korea**
  - × 1992 World Congress, Buenos Aires, Argentina
- 3. 1993 APACT General Meeting, Omiya, Japan**
  - × 1994 World Congress, Paris, France
- 4. 1995 APACT General Meeting, Chiang Mai**
  - × 1996 APACT Executive Committee, Hong Kong
  - × 1997 World Congress, Beijing, China
- 5. 1998 APACT General Meeting, Manila, Philippines**
  - × 1999 APACT Executive Committee, Taipei
  - × 2000 World Congress, Chicago, USA
- 6. 2001 APACT General Meeting in Hong Kong**
  - × 2002 APACT Presidents Meeting, Taipei
  - × 2003 APACT General meeting, Helsinki, Finland
- 7. 2004 APACT General meeting, Gyeongju, Korea**
  - × 2006 World Congress, Washington, D.C.
- 8. 2007 APACT General meeting, Taipei**
  - × 2009 World Congress, Mumbai, India
- 9. 2010 APACT General meeting, Sydney, Australia**
  - × 2012 World Congress, Singapore



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- ✕ **Building coalition with other health consumer groups**
- ✕ **collaborated with American Cancer Society in publishing Tobacco in Asia and the World Journal of Tobacco and Health**
- ✕ **supported American Cancer Society's Trade For Life campaign and subscribed to the Globalink**
- ✕ **collected over 100,000 signatures, in collaboration with APHA, to urge U.S. government to rescind its use of 301 Trade Act for tobacco export purposes**
- ✕ **sponsored a Scientific Session at American Public Health Association's 117 Annual Meeting in Chicago**
- ✕ **Distributed educational materials to APACT member nations that were published by the following organizations**
  - + **American Public Health Association**
  - + **American Cancer Society**
  - + **American Lung Association**
  - + **National Cancer Institute**
  - + **U.S. Office of Smoking and Health**
  - + **Tobacco and Youth Reporter Tobacco on Trial**



APACT published this to Protest against the United States oppress Asian Country import American Cigarette

# PRESIDENT BUSH IS AMERICA A FRIEND OR FOE?



For the last 50 years America has been the leader of the free world and as a friend has fought to keep Asia free of oppression and because of the greatness of America, millions of oriental children can look forward to healthy, productive lives.

During the past few years, a foe has emerged from the West who is forcing the harmful cigarettes and cigarette advertisements that Americans do not want onto Asia.

Since 1985, the United States (US) Trade Office has threatened Taiwan, Japan, and Korea with trade sanctions unless those countries allowed the import of US cigarettes and repealed laws prohibiting cigarette advertising. Today, Thailand, one of America's greatest friends, is facing similar threats by the US Trade Office.

Since 1987, US tobacco companies have waged a cigarette advertising war in these new markets and much of the advertising is aimed at non-smoking Asian women and children. Since the US cigarette companies have come to Japan, cigarette advertising has increased tenfold on Japanese television.

Today, young Japanese women are four times more likely to smoke as their mothers. Last year smoking rates rose 4% in Taiwan and 80% of Taiwanese teenagers reported that they preferred American brands. These changes are due solely to the sharp increase in US tobacco advertisements.

We want Asian children to grow strong and healthy by eating good American wheat, citrus and beef and not be killed prematurely from smoking the cigarettes that American teenagers do not want.

If the US trade policy is successful more Asians will die from smoking than all who died in World War II, Korea and the Vietnam War combined.

Today, America has a choice of being a friend of Thailand and not a foe. We urge the US Trade Office to reveal the tobacco companies petition to keep Thailand to accept American cigarettes.

Please, America, cigarette smoking is not a trade issue, it is a health issue.

Please help us by writing your State Senator and Congressmen to object to US Government pressure on Thailand and other Asian countries to allow free importation, distribution and advertising of cigarette products.

This message was sponsored by Asia Pacific Association for the Control of Tobacco. This is a non-profit association of concerned individuals in nine Asian countries. Our desire is to educate Asians about the dangers of cigarette smoking. Contributions from tobacco smokers are greatly appreciated. Make checks payable to: Asia Pacific Association for the Control of Tobacco (APACT) C/O: John Sung Foundation, 12-13 No. 87-10 Hsing Te Rd, Taipei, 10008, Taiwan.





**2nd Asia-Pacific Conference on Tobacco or Health**  
**August 28th-30th, 1991, Lotte Hotel, Seoul, Korea**





行政院衛生署 中央健康保險局 衛生署疾病管制局 行政院新聞局 外交部 教育部 台北市政府衛生局 董氏基金會 合和廣告

2001- JACKIE CHAN STRIKES BACK AGAINST TOBACCO

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## The 10th APACT Conference (APACT 2013)

# THE FOOT PRINTS OF APACT

- ✕ ① 1989 Taipei the 1<sup>st</sup> APACT  
Dr. David Yen, Chairperson  
10 countries 40 attendants
- ✕ ② 1991 Seoul, Korea  
Ms. Kwan Mo Chung  
16 countries 180 delegates
- ✕ ③ 1993 Omiya City, Saitama, Japan  
Mr. Yasutaro Ohwaku  
18 countries 250 delegates





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# The 10th APACT Conference (APACT 2013)

1992, DR. DAVID YEN GAVE  
DR. TAKESHI HIRAYAMA AWARD.





## The 10th APACT Conference (APACT 2013)

- ✕ ④ 1995 Chiang Mai, Thailand  
Dr Hatai Chitanondh  
30 countries 330 delegates
- ✕ ⑤ 1998 Subic Bay, Philippine  
Dr. Daniel Tan  
22 countries 330 delegates
- ✕ ⑥ 2001 Hong Kong  
Dr. S. H. Lee  
34 countries 450 delegates





# The 10th APACT Conference (APACT 2013)







# The 10th APACT Conference (APACT 2013)





At the 3<sup>rd</sup> Conference in Chiang Mai, Thailand in 1995  
We miss Dr. Hirayama and Mr. Ohwaku.





# The 10th APACT Conference (APACT 2013)







# THE 3<sup>RD</sup> APACT IN THAILAND



## The 10th APACT Conference (APACT 2013)

- ✕ ⑦ 2004 Gyeongju, Korea  
Ms. Kwan Mo Chung  
39 countries 410 delegates
- ✕ ⑧ 2007 Taipei  
Dr. Ted Chen  
40 countries 580 delegates
- ✕ ⑨ 2010 Sydney, Australia  
Dr. Haley Stanton  
41 countries 700 delegates





# The 10th APACT Conference (APACT 2013)







10<sup>th</sup> Anniversary Asia Pacific Association for the Control of Tobacco



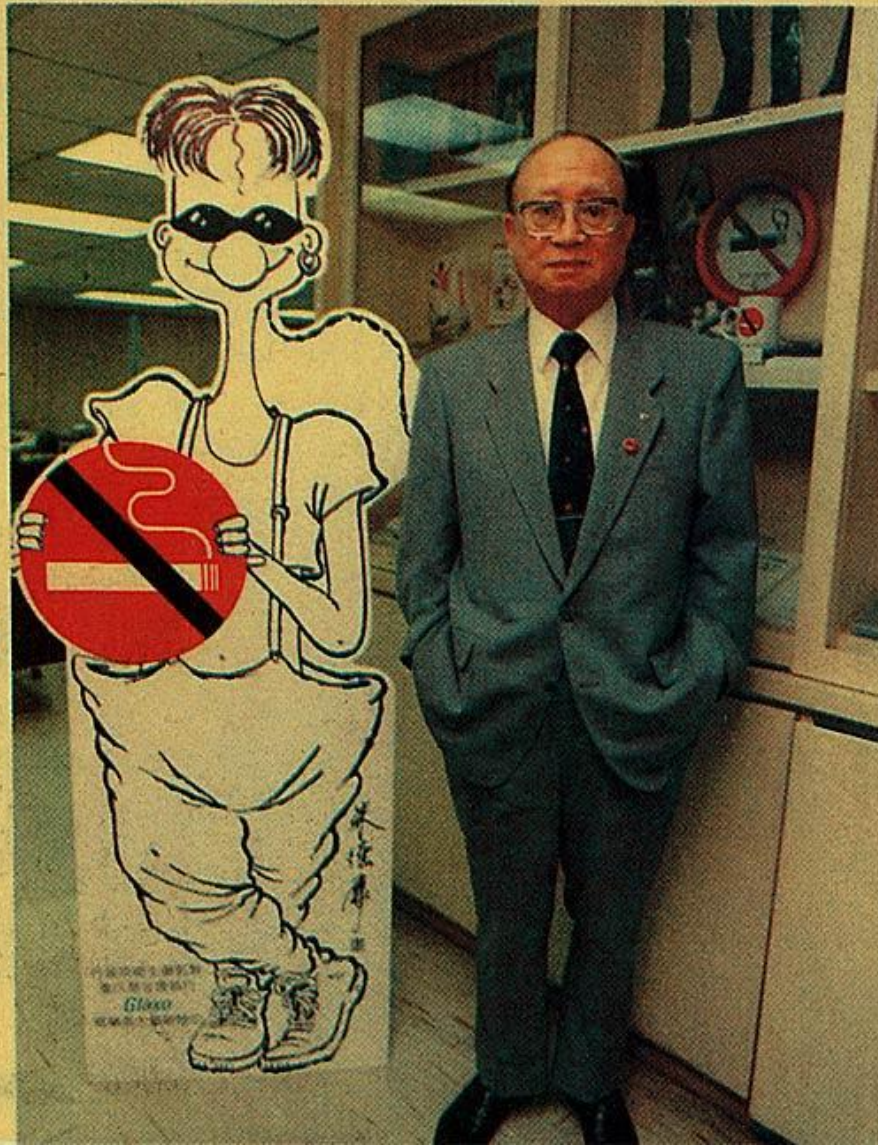


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煙槍止步，  
嚴道來也！



Dr. Yen's story on the paper: "Smokers away, here comes David Yen!"



**Dr. Yen walked on the street to promote  
smoke free environment campaign**





# The 10th APACT Conference (APACT 2013)







# The 10th APACT Conference (APACT 2013)





## The 10th APACT Conference (APACT 2013)

### THE CONFERENCE NAME CHANGED?

- ✘ Dr. Shimao decided and suggested that the name of the conference should be changed from the “Asia Pacific Conference on Tobacco or Health” to “APACT Conference”.
- ✘ The name of APACT is already grown well and we need not explain at all.





# The 10th APACT Conference (APACT 2013)

- ✕ 40 countries
- ✕ 741 registered
- ✕ 101 for APACT Youth
- ✕ 12 scholarship delegates from 8 countries
- ✕ 35 general affair meetings with 20 members every month since 2011
- ✕ This conference is a hand made with passionate and evolutionary mind against tobacco.



## The 10th APACT Conference (APACT 2013)

### WHERE TO GO?

- ✘ APACT has suggested so many ways to protect own country from the big monster company of ITI.
- ✘ Each country has to keep fighting against the tobacco politics.
- ✘ We always remember the speech of Dr. David Yen at the APACT, which says “We are one family not by blood , neither for countries, but with a spirit of protecting people from unhealthy drug.”





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