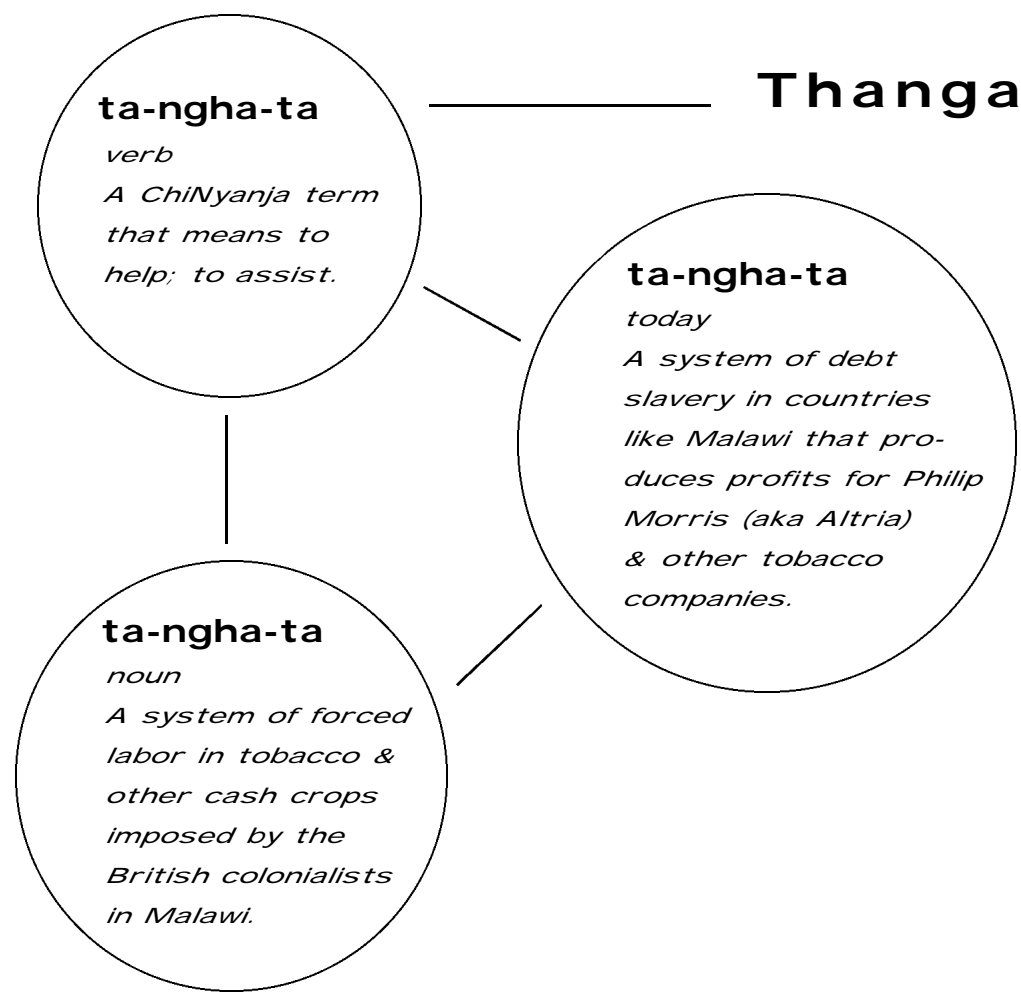


Thangata a study guide



Actions You Can Take

- Boycott Philip Morris (aka Altria) Products: Kraft, Nabisco, Miller, Jell-O, Oscar Mayer...
www.infact.org
- Divestment & Shareholder Action
www.bigtabaccosucks.org
- Promote Public Health Not Corporate Profits
www.tobaccofreekids.org
- Support A Pro-Health Global Tobacco Treaty
www.ftc.org
- Revoke A Company's Charter To Do Harmful Business In Your Community
www.adbusters.com
- Advocate A Boycott Against World Bank Bonds
www.worldbankboycott.org
- Undo Excess Corporate Power
www.corpwatch.com

Key Topics

- Accountability
- Child Labor
- Debt Slavery
- Free Market Fundamentalism
- Global Tobacco Treaty
- Human Rights
- International Monetary Fund
- Leaf Merchants
- Transnational Tobacco Companies
- Visiting Tenants
- World Bank

Social Bondage & Big Tobacco In Malawi (Africa)

Countries like the southern African nation of Malawi produce tobacco found in cigarettes made by Philip Morris (aka Altria) and other transnational tobacco companies (TTCs). TTCs profit from cheap labor, inadequate health and safety standards, and deforestation and soil depletion in tobacco growing communities. While workers try to improve labor conditions and search for alternative crops, TTCs rely on child labor and bonded labor, and on a debt slavery system in which tobacco workers pay inflated prices for food, fertilizer, and farming tools. US-based leaf merchants buy over 95% of Malawi's tobacco and control local markets by under grading tobacco to keep prices low and through overproduction of tobacco to pit workers against each other. TTCs also spend billions of dollars in advertising to hook women and children on smoking in Malawi and around the world. Rising smoking rates harm the local population and put pressure on the health care system and economy that already suffer from the devastating effects of World Bank and International Monetary Fund policies. While global bureaucrats and tobacco company executives benefit from free trade, deregulation, and privatization, people in Malawi earn little or none of the profits from tobacco. People in places like Malawi watch what happens in California, especially the efforts to pressure the US government to put public health over corporate profits.



Kenny Woolard



DS Chimwene



Margaret Ozimba

These 6 people in the film represent different lived realities of the global tobacco crisis. How might their experiences or the conditions of their work improve if US consumers demand changes from companies like Philip Morris (aka Altria)? Should each of the individuals be hopeful about his/her future? Why or why not?

Rafael Sandalamu



Sophie Chitenje



Godfrey Chapola



Key Points

- Making the labor of people in tobacco producing countries like Malawi visible is important to examine the connections between global public health and transnational tobacco companies.
- Tobacco is a losing crop that harms farmers and consumers. Strategies to counter Big Tobacco demand an awareness of public health, international trade, and food security.
- There is no globalization without victims. The tools of free market fundamentalism- privatization, deregulation, trade liberalization- produce poverty and slave-like conditions for people producing tobacco and other commodities for the already over-fed countries.

Q u e s t i o n s

- Before watching the film, ask viewers where the tobacco in cigarettes comes from? How does tobacco growing help the economy?
- After watching the film, ask viewers who benefits and who loses from the dependence on tobacco growing and from the practices of transnational tobacco companies?
- What roles should governments, corporations, trade unions, and community groups play in limiting the harmful effects of agro-chemical agriculture and cigarette advertising in developing countries?
- What are the different strategies to become an ally to those dependent on tobacco cultivation?
- How might a boycott of tobacco subsidiary food products in our schools and local grocers impact the practices of Big Tobacco?

A c t i v i t i e s

- Construct a compare and contrast table about the struggle against Big Tobacco in your community and in societies like Malawi.
- Have students explore why and how the tobacco labor of men, women, and children has been made invisible. Learn strategies to counter this invisibility.
- Write a story or interview as if it were a first person reflection of a visiting tenant, tobacco worker, child laborer, trade unionist, public health educator, company executive, or global tobacco treaty negotiator.
- Have groups of students present information about global tobacco to peers. Have students coordinate a boycott of tobacco subsidiary food products (for example, Kraft and Nabisco) on your campus and/or in your community.