

117 countries have pledged their support to it. Based on the evidence, it focuses on the five measures that have proved most effective in the battle to curb deaths from smoking, and which doctors would like to see included in the convention: clear and informative pack health warnings; an end to

misleading claims that some cigarettes are safer than others; increases in the price of tobacco through taxation; the protection of non-smokers from tobacco smoke; and an end to all forms of tobacco advertising.

Speaking at the launch of the manifesto, Dr Gro Harlem Brundtland,

director general of the World Health Organization, reiterated the important role of doctors in tobacco control. "Behind this manifesto lies an enormous amount of evidence, of science and of the personal experience of millions of doctors who have watched their patients get ill and die from their tobacco addiction. When a physician speaks, most people take notice. So should policymakers."

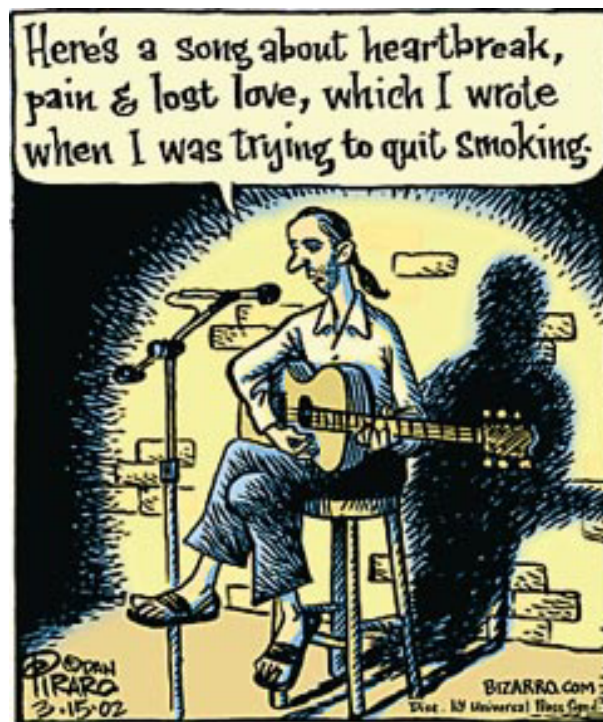
By visiting the manifesto website ([www.doctorsmanifesto.org](http://www.doctorsmanifesto.org)) doctors and medical associations can sign up to the manifesto and contribute a statement to the web based document. In addition, online postcards can be sent on the key issues of tobacco control.

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## The lighter side

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