



1990- chest physician

- Red Cross Hospital: COPD & Lung cancer
- Smoking cessation : self help book: Netherlands stop! Smoking & book on Motivational Interviewing
- 2013 Netherlands Cancer Institute- Lung Cancer
- IASLC Tobacco Committee & Lung Cancer
- **Chair Youth Smoking Prevention Foundation 2009**
- **Law suit against the State WHO FCTC 5.3 2015**
- Member Endgame Tobacco & Smokefree Generation Alliance

Youth Smoking Prevention Foundation

The Foundation seeks to limit and prevent the use of tobacco –**especially- by children and youngsters** in order to ultimately turn tobacco use into history.

A second statutory goal to which the Foundation subscribes is to contribute to civil knowledge and understanding of the dangers of tobacco use as well as the **denormalisation of its use**.

Replacement smokers

Sluit http://legacy.library.ucsf.edu/resources/Marketing_to...

...n declining more rapidly among younger adults than any other
...nt years (see Appendix A).

...nger adult smokers important to RJR?

Why, then, are younger adult smokers important to RJR?

1. VOLUME

Younger adults are the only source of replacement smokers. Repeated government studies (Appendix B) have shown that:

- Less than one-third of smokers (31%) start after age 18.
- Only 5% of smokers start after age 24.

-- THE "FIRST BRAND" ADVANTAGE

INS FROM THE "NEW" MARKET

Netherlands in numbers

2015 38,1 % of the Dutch youth between 20 and 30 years smoked (60,1 % on a daily basis)

(Of the total disease burden in the Netherlands 13,1 % is attributable to smoking. In 2015 12.217 people were diagnosed with lung cancer. In 2014 48.400 people were diagnosed with COPD. Low intensity smoking for many years mortality >)

Netherlands in numbers: small country, big in tobacco

- > 50 %-66% of the smokers die because of a disease caused by smoking (Doll& Peto)
- 20.000 people die annually because of a disease caused by smoking

“In a way I am immortal”-JC

**“IN ZEKERE ZIN BEN IK
WAARSCHIJNLIJK ONSTERFELIJK”
JOHAN CRUYFF (1947-2016)**



Criminal law suit against the big 4 9-2016 Prosecutor: criminalisation

- **The Stichting Rookpreventie Jeugd [Dutch Youth Smoking Prevention Foundation]**
- **Mrs Anne Marie van Veen**
- **Mrs Lia Breed**
- **Dutch Cancer Foundation KWF 24-3-2017**
- **+ 1600 patients**

- Not a civil law suit (criminal law suit, not about money!)
- Learning from international law suits
- First time ever globally
- Funding by the Dutch Cancer Foundation & NTVG: Dutch Medical Organisation

www.sick of Smoking.nl grass root

- > 21.000 “fans” photo and text
- Press charges : over 1600 patients
- Information about Tobacco Industry Tactics
- Interviews
- English 2017

Anne Marie van Veen

Mother of 4

43 years of age

2014 lung cancer, stage IV

She started smoking when
she was 15

STOP DE TABAKS INDUSTRIE!

EN VOLG OOK DE INMIDDELS
MEER DAN 21.000 STRIJDEERS OP
WWW.SICKOFSMOKING.NL

**SICK
OF
SMOKING**
STOP DE
TABAKS
INDUSTRIE

TWEETS 342 FOLLOWING 394 FOLLOWERS 551 LIKES 246

Following

Sick Of Smoking

@Sickofsmoking FOLLOWS YOU

Steun Anne Marie in haar strijd tegen de
tabaksindustrie. #sickofsmoking
#sjoemelsigaret Stop de #tabaksindustrie

Tweets Tweets & replies Media



Sick Of Smoking @Sickofsmoking · Mar 1

'Dit is het laatste wat ik kan doen voor mijn
kinderen.' @Mette01Van @VriendinNL ,



OVER SICK OF SMOKING ANNE MARIE DE FEITEN DE STRAFZAAK PERSOONLIJKE NIEUWS STRIJDEERS
VERHALEN



21296

STEM DOOR [HIER TE KLIKKEN](#)

STEMMEN



OP KEER TE VERLEIDEN
TOT ROKEN. MAAR VAN MIJN
KINDEREN BLIJVEN ZE AF.
VOOR HEN STRIID IK TOT HET
EINDE.

25-03-17

LEES MEER

FC Porto SOS



- ***The most important goal for her in filing this suit is to protect her children and all children from a similar fate.***

Lia Breed –age 66, COPD IV

Numerous prior attempts at quitting smoking failed

2000/2001 Lia Breed serious complaints of COPD, which forced her to be **hospitalized** many times

2006 she quit smoking

Her complaints are now so serious that she is in effect **invalidated** and confined to her home.

Lia Breed

- ***In filing this complaint she also seeks to protect teenagers from the devastating consequences of tobacco use.***



25-03-17

ECTOH Porto SOS

Mr Benedicte Ficq



SICK OF SMOKING FACTS LAWCASE STORIES CONTACT



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VOTE



**ATTEMPTED MURDER, MANSLAUGHTER,
GRIEVOUS BODILY HARM AND FALSIFICATION
OF DOCUMENTS.**

STOP THE TOBACCO INDUSTRY. CAST YOUR VOTE.

lawyer B.L.M. Ficq, at Meijering Van Kleef Ficq
& Van der Werf Advocaten in Amsterdam

I hereby report a series of crimes committed by the four biggest tobacco manufacturers

- Philip Morris International (i.a. Marlboro, L&M, Chesterfield, and Philip Morris)
- British American Tobacco (i.a. Lucky Strike, Pall Mall and Kent)
- Japan Tobacco International (i.a. Camel and Winston)
- Imperial Tobacco Benelux (i.a. Van Nelle, Drum, Gauloises and West), as

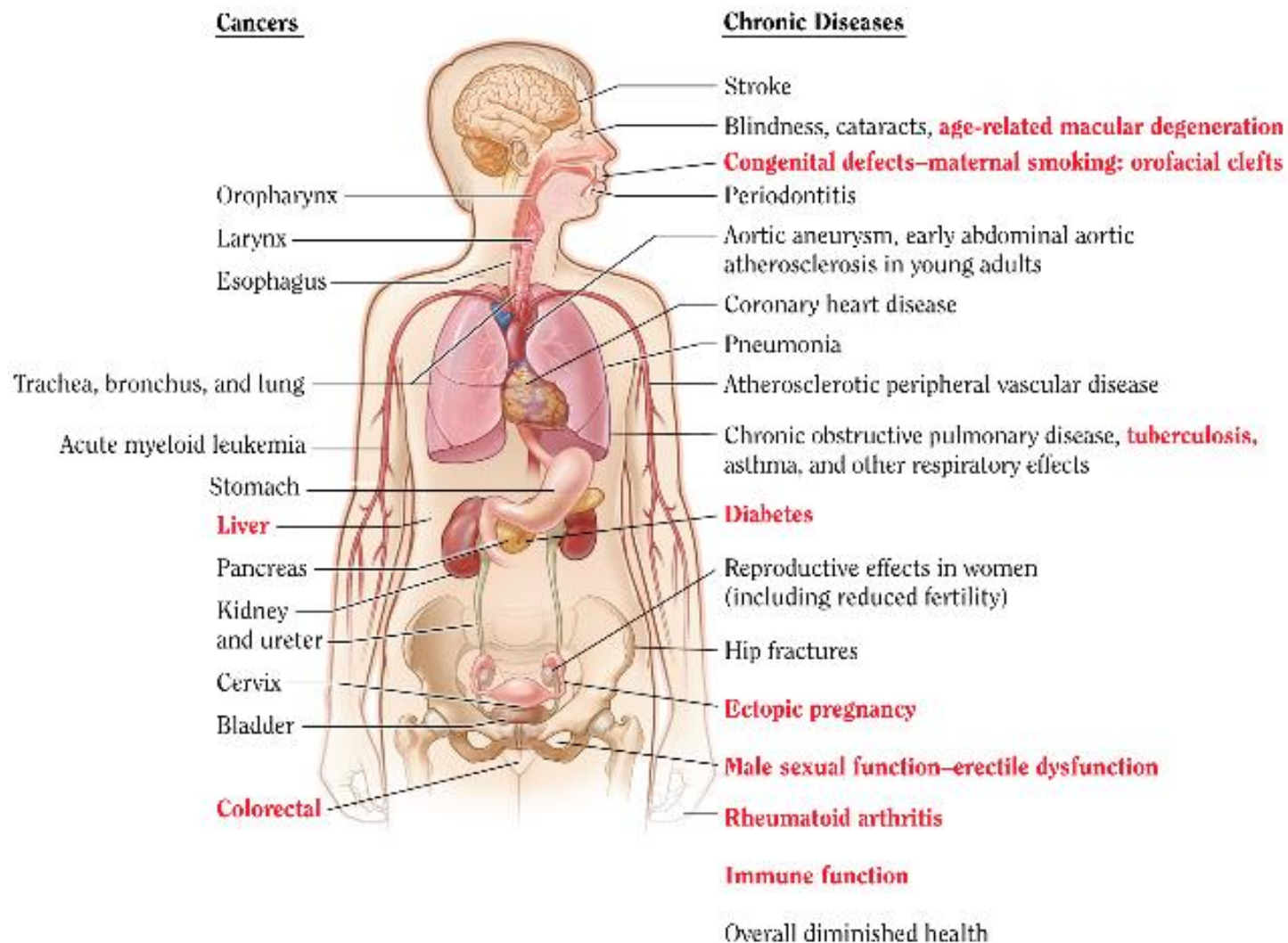
against the *de facto* leaders of these tobacco companies,

1.

For attempted murder, alternatively attempted manslaughter and/or attempted severe and premeditated physical abuse and/or attempted deliberate and premeditated injuring of health.

The premeditation being the comprehensive, decade-long and continued production and sale of addictive tobacco products in the Netherlands which when used addictively, as intended by the tobacco industry, seriously harm one's health and cause severe physical injury, including death.

Figure 1A The health consequences causally linked to smoking



Source: USDHHS 2004, 2006, 2012.

Note: The condition in **red** is a new disease that has been causally linked to smoking in this report.

DISEASE	TOTAL DEATH RATE		DEATH RATE ATTRIBUTED TO SMOKING	
	Male	Female	Male	Female
LUNG CANCER	6.207	4.055	5.594 (90 %)	3.172 (78 %)
CANCER OF THE LARYNX	175	34	150 (86 %)	28 (82 %)
COPD	3.623	2.960	3.105 (86 %)	2.223 (75 %)
ORAL CANCER	188	132	122 (65 %)	72 (55 %)
ESOPHAGEAL CANCER	1.238	429	701 (57 %)	207 (48 %)
BLADDER CANCER	847	330	273 (32 %)	86 (26 %)
KIDNEY CANCER	584	320	122 (21 %)	53 (17 %)
CORONARY HEART DISEASES	5.354	3.912	1.082 (20 %)	422 (11 %)
PANCREATIC CANCER	1.221	1.233	235 (19 %)	175 (14 %)
HEART FAILURE	2.350	4.234	405 (17 %)	400 (9 %)
STROKE (CVA)	3.399	5.292	382 (11 %)	256 (5 %)
DIABETES	1.312	1.585	104 (8 %)	92 (6 %)

Smoking russian roulette



2. Addiction: brain disease

- The powerful addictive substance in tobacco, is nicotine.
- Nicotine dependence is included in the International Classification of Diseases (ICD-10). Nicotine dependence is also included in the DSM-V [a manual used by physicians to diagnose and classify mental disorders] and consequently considered as a (mental) disorder (tobacco use disorder).

Addiction : brain disease

- **Nicotine is a very addictive substance, on a physical as well as on a psychological level. The strength of the addictive effect of nicotine is equated in scientific literature with that of other substances such as heroin and cocaine.**

On average, the younger a person starts to smoke the more addicted that person becomes

- **Especially youngsters are very vulnerable considering that they are going through a biological growth stage during which the brain is still developing and is more sensitive**

> 70 substances in tobacco smoke are
carcinogenic

- Cigarettes are for **30 %** composed out of **added substances**
- **Sugar** makes the taste more attractive & one of the combustion products of sugar (acetaldehyde) **enhances the addictive** effect of nicotine
- Added **ammonia-based chemicals** elevate **nicotine uptake in the brain**

The Science of the Tobacco Industry

- The tobacco industry evidently is fully knowledgeable about the serious health harms the use of their tobacco products causes. That is demonstrated by what the tobacco manufacturers ('the big four') state on their websites

The Tobacco Industry:

- *“Smoking causes serious diseases and is addictive “ (Philip Morris)*
- *"Smoking cigarettes is addictive and it can be very difficult to quit.” (Imperial Tobacco)*

Deadly by Design

A cigarette is a biomedical **scientifically developed** product aimed at delivering a substance (nicotine) as fast as possible, (**a drug delivery device**) linked to refined **marketing, lobbying and publicity strategies.**

3. Mislead consumer

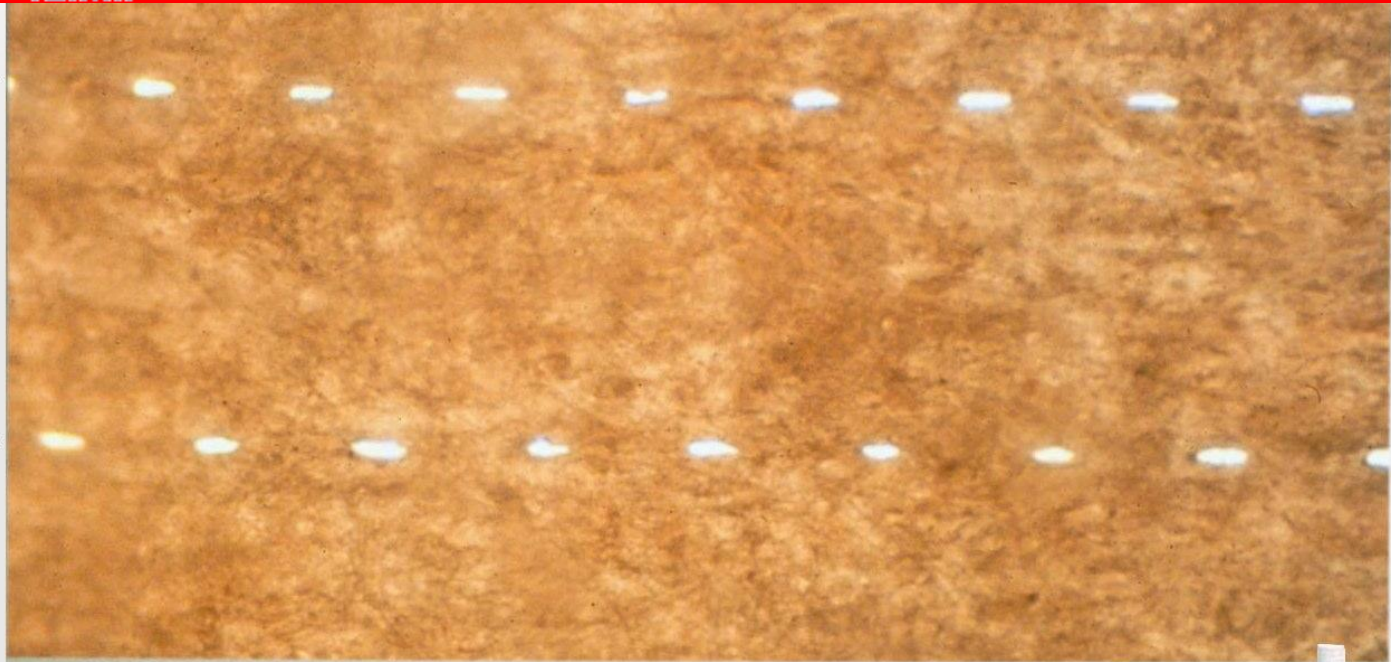
This submission also includes reporting of **forgery** since the tobacco manufacturers have for years declared **emission levels of tar**, nicotine and carbon monoxide (TNCO) on the packages of their tobacco products which were lower than the actual emission levels when the tobacco products are used as intended, to which **end the tobacco manufacturers have deliberately misled the compulsory laboratory tests.**

Ventilation Holes

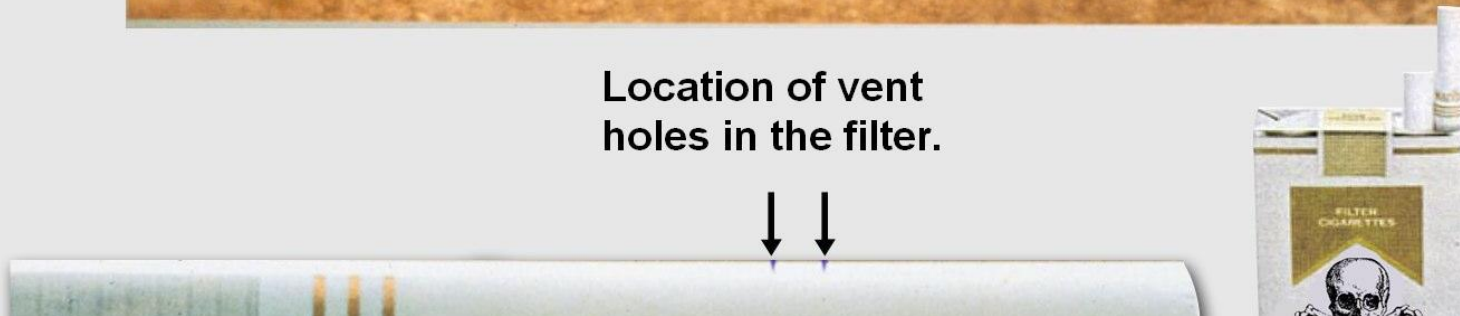


12mm

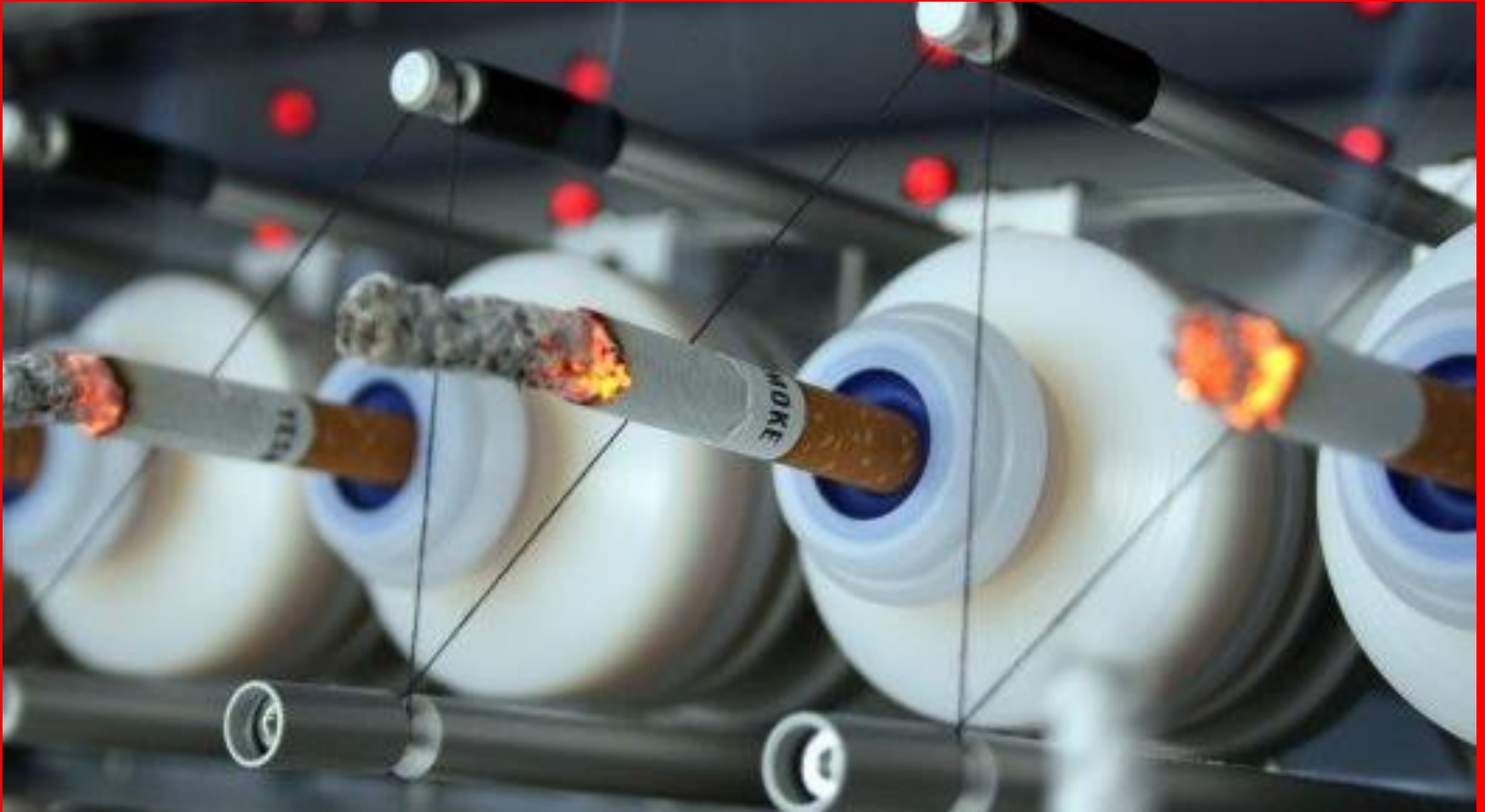
Closeup of
vent holes
in the filter



Location of vent
holes in the filter.



Lips & fingers close **ventilation holes**



Consultant Jeffrey Wigand



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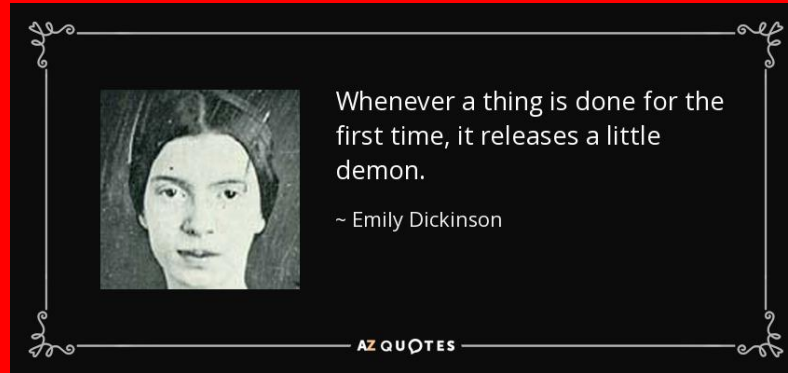


**A CIGARRETE IS A PRODUCT OF
DEATH, DESIGNED TO DEFRAUD
THE SMOKER**

[READ MORE](#)



Media & national TV 2016-2017



- All national newspapers, medical journals
- All national television programs
- **Visit to the Prosecutors: “we are taken it very seriously , so does the tobacco industry”**

2016-2017

- First announcement tv april 2016
- Prosecutor september 2016
- 24-3-2017 Dutch Cancer Foundation files charges
- April 2017 Prosecutors will decide to prosecute
- If no: article 12 procedure

Apartheid was "legal."

Slavery was "legal."

Colonialism was "legal."

Legality is a question of power,
not justice.

Criminal lawsuits by every country?

**The sad truth is that
most evil is done by
people who never
make up their minds to
be good or evil.**

QUOTEHD.COM

Hannah Arendt
German Historian

**THERE'S A FIRST TIME
FOR EVERYTHING. I'M
GLAD IT WAS THIS
TIME.**

QUOTEHD.COM

Ben Sheets

www.sickofsmoking.nl @Wdekanter



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**ATTEMPTED MURDER,
MANSLAUGHTER, GRIEVOUS
BODILY HARM AND
FALSIFICATION OF
DOCUMENTS.**

Lawyer Bénédicte Ficq of legal firm Meijering



**THE DUTCH COMPLAINT
AGAINST THE TOBACCO
INDUSTRY.**

Containing 30 pages as well as annexes, the documentation presented offers detailed evidence of the charges.

Bénédicte Ficq
/er

AmsterdamWomen



**BENEDICTE FICQ: 'MAKING
SOMEONE SICK ON PURPOSE IS
A CRIMINAL ACT'**

It is time that the tobacco industry be held responsible for their criminal behavior. Attorney Benedicte Ficq asserted that in a

STOP THE TOBACCO INDUSTRY. CAST YOUR VOTE.