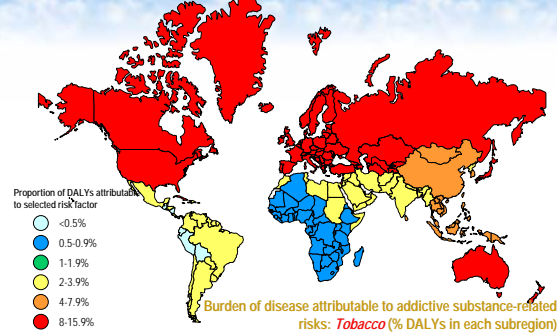


A comprehensive approach to reducing tobacco use

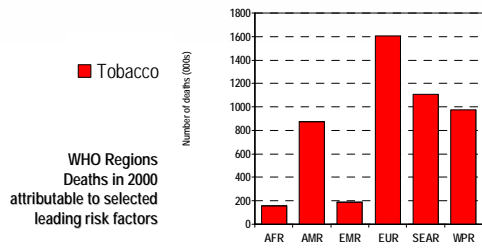
Cynthia Callard
Physicians for a Smoke-Free Canada
Ottawa, Ontario

Presented in Maputo, Mozambique, May 2007

Tobacco today



Tobacco today

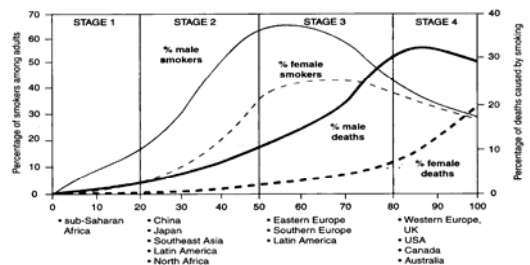


Is there a problem?

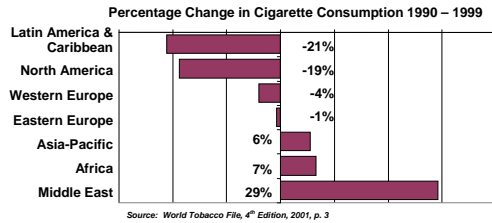


A shifting epidemic

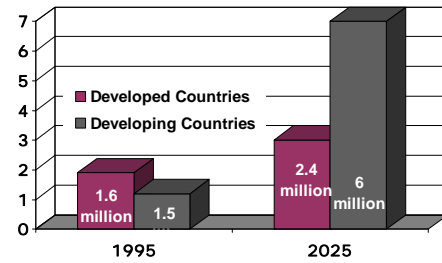
Figure 1. 4 Stages of the Tobacco Epidemic



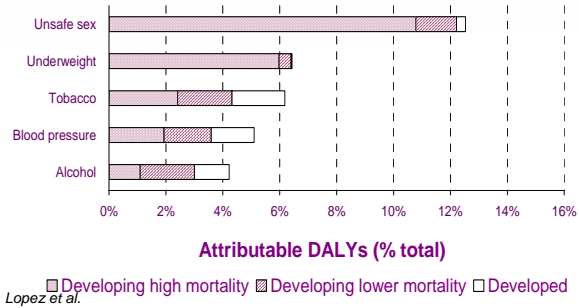
Shifting Prevalence



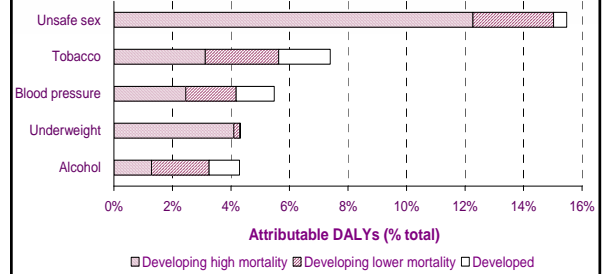
Shifting Burden of Disease



"Business as usual" projections of burden due to 5 leading selected risks, 2010



"Business as usual" projections of burden due to 5 leading selected risks, 2020



What can be done?
What works?

COMPREHENSIVE Public Measures That Work

- * Legislative
 - ban on promotion
 - health warnings, labelling
 - age restrictions
 - controls on product
- * Tax/Price
 - curbs on smuggling
 - tax increases > cost of living
 - taxes applied to health promotion

More **COMPREHENSIVE** Public Measures That Work

- * **Smoking restrictions**
 - at work
 - in public places
 - in health settings
- * **Education**
 - Anti-industry advertising
 - "De-normalize" smoking
 - "De-normalize" tobacco marketing

FCTC includes all the basics of a comprehensive plan

- * Article 5: general obligations
- * Article 6: prices and taxes
- * Article 8: protection from second-hand smoke
- * Article 11: health warnings on packages
- * Article 12: health promotion and education
- * Article 13: tobacco advertising
- * Article 14: smoking cessation
- * Article 15: smuggling
- * Article 16: Sales to minors
- * Article 20: surveillance and research
- * Article 22: international cooperation

Article 5

General obligations

Article 5: The basic structure

- * A national coordination mechanism or focal point for tobacco control.
- * Implement legislation.

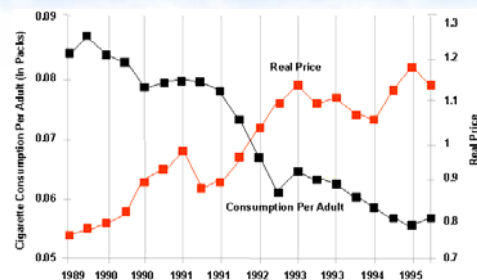
Key resource: Building Blocks for Tobacco Control - WHO



Article 6

Price and tax structures

Article 6: Price and taxes



Cigarette Price vs. Consumption, South Africa, 1970-1989

Tobacco taxes don't cost – they raise money

- * Increasing the cost of cigarettes:
 - Prompts smokers to quit
 - Discourages non-smokers to start
 - Increases tax revenues for government (*even though fewer people smoke*)
 - Saves as many lives per dollar spent (on administration) as childhood immunization.

Article 8

Smoke free spaces

Second hand smoke kills

Established causal link to:

- * Lung cancer
- * Cardiovascular disease
- * Exacerbation of asthma
- * Sinus cancer

- * Breast cancer

Potential causality:

- * Reduced lung function
- * Other cancers

- * Breast cancer

In children and fetuses, secondhand smoke causes:

- * Sudden Infant Death Syndrome (SIDS)
- * Low birth weight
- * Spontaneous abortion
- * Acute respiratory illnesses (including pneumonia and bronchitis)
- * Chronic respiratory symptoms
- * Reduced lung function growth
- * Asthma and exacerbation of asthma symptoms
- * Acute and chronic middle ear disease

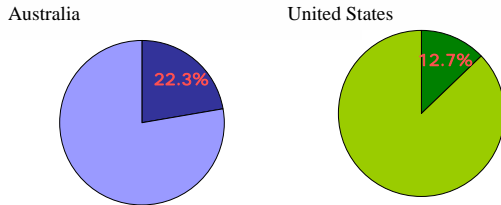
Smoke-free laws are good for the economy

- * Increase productivity by encouraging smokers to quit. Nonsmokers get sick less often.
- * Cut down on cleaning and other maintenance costs.
- * Increase workplace safety.
- * Offer an attractive working environment for most people.

Smoke-free environments help kids stay tobacco-free

- * Smoke free environments **normalize** nonsmoking.
- * Youth stop seeing smoking as a normal part of grown-up life.
- * Social venues for youth and young adults do not encourage smoking.

Smoke-free environments help smokers quit

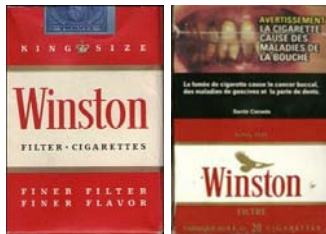


Percentage of decline in tobacco use attributable to smoke free workplaces (does not include impact of other smoke-free environments)

Smoke-free spaces

- * Reduce disease
- * Promote health
- * Are good for the economy
- * Help children grow up tobacco-free
- * Help smokers quit.

Article 11 Labelling



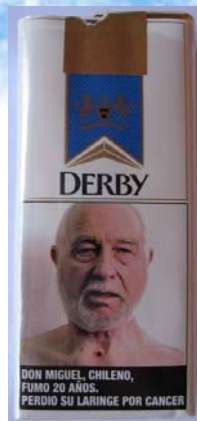
Say it with pictures

- * Effective health warnings are one of the most effective and efficient health promotion measures available to government.



Warnings with pictures are best

- * Health messages on cigarette packages deliver important information directly to smokers.
- * The message is repeated and reinforced every time a smoker reaches for a cigarette.
- * Smokers believe these messages more and remember them better than they do public education campaigns



Countries with graphic health warnings include...

- * Canada, Brazil, Singapore, Thailand, Venezuela, Jordan, Australia, Uruguay, Chile, Belgium
- And soon...
- * Hong Kong, New Zealand, India.



The most effective warnings:

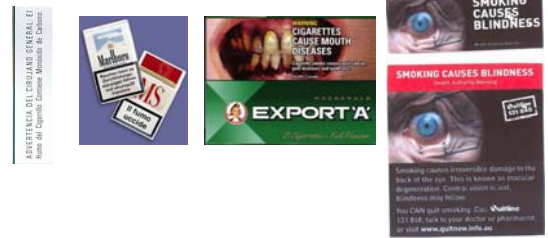
- * Are specific and clear (NOT general, like "smoking is harmful").
- * Are vivid and evoke an emotional response. Are changed regularly.
- * Are one of a set of different warning messages in use at the same time.



Location, location, location

- * Front of the pack and top of the pack are the "prime real estate" on the tobacco package

Bad Better Even Better Best



Deceptive Descriptors

- * Misleading descriptors like "Light" and "low tar" descriptors
 - Misdlead smokers
 - Discourage quitting
 - Are banned under FCTC
- * At least 31 countries ban have passed laws to ban light and mild descriptors



Tobacco companies have undermined descriptor bans

- * They have replaced words with numbers
- * They have introduced colours
 - Red = regular
 - Blue = light
 - Silver = ultralight
- * They have introduced new terms:
 - 'balanced blue'
 - 'subtle flavour'



Chile abandoned numbers for description of chemicals:

- * *"The smoke of each cigarette you smoke contains, along with other toxic products: Tar, which causes cancer; nicotine, which makes you addicted; carbon monoxide, a toxic gas like that from tailpipes; arsenic, chemical used as rat poison."*

Article 12

Public Education



Article 12: Public education

- Public education creates the environment in which laws and regulations will have a better chance of being passed, effective once enacted, and sustainable.
- Efficient ways to inform public are:
 - Through package warnings
 - Through media advocacy (the news!!)



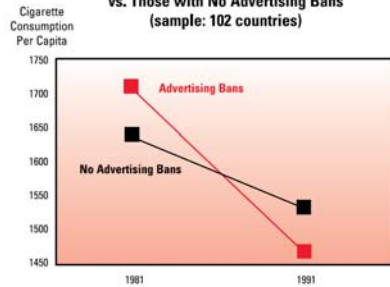
strategyguides.globalink.org

Article 13 Bans on tobacco advertising



Article 13: Comprehensive bans on tobacco advertising

Consumption Trends in Countries with Advertising Bans vs. Those with No Advertising Bans (sample: 102 countries)



Partial bans don't work!



Article 14

Helping smokers quit

Article 14: Smoking Cessation choices:

- Expensive Medicine
- Policy *is* treatment, i.e.
 - High taxes
 - Smoke-free work and public places
 - Effective warnings



Article 15: Smuggling

- * 2 types of smugglers:
 - Individual criminals
 - Corporate criminals
- * Smuggling is no reason not to raise taxes
- * Distinctive packaging helps identify smuggling



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Interventions for preventing tobacco sales to minors

Stead LF, Lancaster T

Summary

Interventions can reduce the number of illegal sales but young people may still be able to buy cigarettes

If young people are unable to purchase cigarettes it may reduce the number who start to smoke. Various interventions including warnings and fines for retailers who illegally make sales to underage youth have been shown to reduce the proportion of retailers who are willing to sell tobacco during compliance checks. However it has been difficult to demonstrate a clear effect on young smokers' perceptions of how easily they can buy cigarettes, or on their smoking behaviour.

This is a Cochrane review abstract and plain language summary, prepared and maintained by The Cochrane Collaboration, currently published in The Cochrane Database of Systematic

Article 20: Surveillance and research

**What gets
measured
gets done**

Article 22: International Cooperation

- * Multilateral fund likely needed
- * Donor countries are not cooperating in finding a way to establish one
- * Countries in need are not cooperating in demonstrating that bilateral AID won't work
- * **They need us to help solve this problem!**

“There are two causes of disease. One is pathological, the other political.”

Rudolf Ludwig Karl Virchow
1821-1902:

