Global Best Practices in Tobacco Control

Samira Asma, DDS, MPH
Chief, Global Tobacco Control
Centers for Disease Control and Prevention

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AN ‘MPowered’ APPROACH
WE KNOW WHAT WORKS
BEST PRACTICES: WHERE, OPPOSITION, IMPACT

- What’s gets measured gets done
- Comprehensive Laws
  - Tobacco Taxes
  - Tobacco Packaging
  - 100% Smokefree Enforcement
  - Mass Media Campaign
- Novel ideas
WHAT GETS MEASURED GETS DONE

Integrating TQS: Sustainable Surveillance

TQS (Tobacco Questions for Surveys) is a list of 22 survey questions grouped according to the MPOWER classification that ensures consistency in reporting results with GATS. It supports flexibility through seamless integration into national and international surveys or as a standalone module.

TQS also increases the pool of reliable results and quality estimates. Four countries have implemented GATS and TQS into their national surveys, demonstrating that the results can be used to track trends and improve comparability over time.

COUNTRY REPORTS INCORPORATING TQS

ARGENTINA
CZECH REPUBLIC
GEORGIA
PAKISTAN
BANGLADESH
BULGARIA
KAZAKHSTAN
RUSSIAN FEDERATION
CHINA
THAILAND
LEBANON
BANGLADESH

TURKEY National Health Survey [HNS]
Cameroon Multiple Indicator Cluster Survey (MICS)
WHO STEPS
WHO STEPS
WHO STEPS
Tobacco and Alcohol Consequences of Smoking Survey (TACS)
WHO STEPS
WHO STEPS
WHO STEPS

TURKEY
Prevalence of tobacco smoking among adults age 15 and above
Global Adult Tobacco Survey, 2009
National Health Survey, 2010

RUSSIAN FEDERATION
Prevalence of tobacco smoking among women age 15 to 44
Global Adult Tobacco Survey, 2009
Noncommunicable Health Survey, 2011

CHINA
Prevalence of tobacco smoking among adults age 18 and above
Global Adult Tobacco Survey, 2010
Behavioral Risk Factor Surveillance, 2011

BANGLADESH
Prevalence of tobacco use among adults age 25 and above
Global Adult Tobacco Survey, 2009
MOH Risk Factor Survey, 2016
**COMPREHENSIVE LAWS**

Individual law or a package of laws adopted over time.

- **WHERE IT’S HAPPENING:** Australia, Brazil, Ireland, New Zealand, Panama, Thailand, Turkey, Uruguay.

- **IMPACT:** When fully implemented, proven effective to reduce tobacco use.

Australia, Brazil, Thailand, Turkey, & Uruguay demonstrated dramatic declines in adult smoking.
BRAZIL’S STRONG & STEADY MULTISECTORAL POLICIES

- NATIONAL COMMISSION FOR TOBACCO CONTROL
  16 Ministries & Secretariats

AUSTRALIA’S SMOKING DECLINE & KEY TOBACCO CONTROL MEASURES, 1991-2013

- Steady decline in smoking prevalence, from **24.3%** in 1991 to **12.8%** in 2013

URUGUAY’S SHARPEST DECLINE

- 1st country in the Americas to go 100% smoke-free
- High taxes (72% of retail price)
- Comprehensive ad ban
- Largest graphic warning labels (80%)
- Banned deceptive terms (‘light’, ‘low-tar’)
- 1st country to limit each cigarette brand to one-pack design
- Cover some cessation services

“There is little scope left to further increase restrictions on tobacco in Uruguay.”
-Euromonitor

Data Source: WHO STEPS 2006 and Global Adult Tobacco Survey (GATS) 2008
TURKEY HAS 1.2 MILLION FEWER SMOKERS

Turkish Prime Minister Recep Tayyip Erdogan told a meeting of the National Tobacco Control Program in Ankara that tobacco products were "literally murdering our future generations."

Source: Global Adult Tobacco Survey (GATS) Turkey 2008 and 2012
Raising price of tobacco products through tobacco tax (75% or more of the retail price), with a simple tax structure & effective tax administration.

- **WHERE IT’S HAPPENING:** France, New York, Philippines, Thailand, Turkey, United Kingdom, Vietnam.

- **OPPOSITION:** Overstated industry arguments of smuggling, counterfeiting & black market.

- **IMPACT:** A 10% increase in tobacco taxes decreases tobacco consumption by **8% in LMIC & 4% HIC**. Some countries use a portion of tobacco taxes to fund public health efforts. **WIN-WIN-WIN strategy!**
FRANCE: TRIPLE – HALF – DOUBLE

- Triple the price
- Halve the consumption
- Double the amount of money government makes

PHILIPPINES’ SIN TAX FUNDS UNIVERSAL HEALTH CARE

- Tobacco & Alcohol Excise (‘Sin’) Tax, Dec 2012

- Revenue collection from cigarettes increased by 111% & sales declined by 17% (Jan-Nov 2013)

Source: Regional Sin Tax Workshop, Manila, Feb 27, 2014, Roberto Iglesias & Kai Kaiser, World Bank, and from the Working Draft of the GTCR background economics chapter
VIETNAM ESTABLISHES TOBACCO CONTROL FUND

- Compulsory contributions from tobacco manufacturers and importers, May 2013
- 1% levy on pre-tax excise price of tobacco products; increases in future years
- An important measure of the comprehensive tobacco control law to resource tobacco control implementation

Source: Decision No 47/2013/QĐ–TTg of Prime Minister dated 29/7/2013 on establishment, approval of regulation and activities of TC Fund and Decision No 1678/QĐ-BYT of MOH on establishment Fund Management Council
TOBACCO PACKAGING PROVEN EFFECTIVE

Graphic health warnings & plain ‘standardized’ packaging are effective in communicating risks. Especially important in countries with low literacy.

- **WHERE IT’S HAPPENING:** Argentina, Australia, Brazil, Canada, Equador, Sri Lanka, Thailand, Turkey, Uruguay

- **OPPOSITION:** Blocking adoption by tobacco industry arguments that this compromises their trademark rights under international treaties.
  - Thailand sued by Japan Tobacco.
  - Philip Morris International filed claim against Uruguay.
  - Australia’s plain packaging was challenged by major tobacco companies.
IMPACT OF AUSTRALIA’S PLAIN PACKAGING

- A formidable champion & whole of government approach

- Smoking rates significantly fell for people aged 14 years or older from 15.1% in 2010 to 12.8% in 2013 & for people aged 18 years or older from 15.9% in 2010 to 13.3% in 2013

Smoke exposure is 90% lower than in areas where smoking is permitted. Popular public preference & high compliance is possible.

**WHERE IT’S HAPPENING:** Ireland, Turkey, New Zealand, Uruguay & selected cities

**OPPOSITION:** Claims that policies not supported by the public, enforcement difficult, loss of revenues by businesses, ventilation sufficient, smoking sections to ‘accommodate’ smokers.
INDONESIAN CITIES MAYORS’ ALLIANCE FOR TOBACCO CONTROL & NCDs

- 100% smokefree in 6 provinces, 30 cities covering 40 million people
SMOKEFREE CHINESE CITIES

- Enforcing Smoke Free Health Care Facilities
- Enforcing Smoke Free School Policies
- Creating Local Smoke Free Polices
NEW YORK: A BEST PRACTICE CITY MODEL

Number of Current Smokers among Adults and High School Students in New York City, 1997–2011 (Percentage)

- Monitor smoking prevalence
- Protect people from tobacco smoke
- Raise taxes on tobacco
- Warn about the dangers of smoking

UNITED STATES HARDHITTING TIPS CAMPAIGN

- $54 million
- Cost <3 days of tobacco industry spending on marketing & promotion
- 300,000-500,000 in years of life saved
- <$200 per year of life saved
A TIP FROM A FORMER SMOKER
HOW TO IMPLEMENT BEST PRACTICES

- Evidence based guide to help states establish comprehensive tobacco control programs.
- Provide integrated programmatic structure & recommend levels of state investment.

<table>
<thead>
<tr>
<th>National Recommended Investment</th>
<th>Total</th>
<th>State and Community Interventions</th>
<th>Mass-Reach Health Communication Interventions</th>
<th>Cessation Interventions</th>
<th>Surveillance and Evaluation</th>
<th>Infrastructure, Administration, and Management</th>
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<tbody>
<tr>
<td>Total Level ($ millions)</td>
<td>$3,306.3</td>
<td>$1,071.0</td>
<td>$532.0</td>
<td>$1,271.9</td>
<td>$287.7</td>
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<td>Per Person</td>
<td>$10.53</td>
<td>$3.41</td>
<td>$1.69</td>
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<td>$0.46</td>
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</tbody>
</table>

Aggressive strategies reduce or eliminate tobacco use. If not, we will be outmatched by a well funded tobacco industry that continues to actively market & sell its deadly products.

“Our lack of greater progress in tobacco control is more the result of failure to implement proven strategies than it is the lack of knowledge about what to do”

Centers for Disease Control and Prevention
Office on Smoking and Health

Samira Asma, DDS, MPH
Chief, Global Tobacco Control
770-488-5487
sea5@cdc.gov

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