First Global Ministerial Conference on Healthy Lifestyles and Noncommunicable Disease Control
Moscow, 28-29 April 2011

Première Conférence ministérielle mondiale sur les modes de vie sains et la lutte contre les maladies non transmissibles
Moscow, 28 et 29 avril 2011

Primera Conferencia Ministerial Mundial sobre Modos de Vida Sanos y Control contra las Enfermedades No Transmisibles
Moscu, 28 y 29 de abril de 2011

تشخيص الوضع الوبائي الأول والمثليين المبتعدون المليئة بالمصحة وكمادة الأذماة غير المقاومة
موسكو، من 28 إلى 29 نيسان/أبريل 2011

Первая глобальная министерская конференция по здоровому образу жизни и неинфекционным заболеваниям
Москва, 28-29 апреля 2011 г.
16:30-18:00 | Roundtable 1
Tobacco control
(Volga Hall, Tower 2)
Prof Daniel Olesker
Minister of Public Health
Uruguay
Dr Stephan Malinga
Minister of Health
Uganda
Dr Srinath Reddy
President
Public Health Foundation of India
Global Burden of Tobacco

- Tobacco killed **100 million** people in the 20th century
- If we do not act, **1 billion** will die in the 21st century
- Annually, **8 million** will die by 2030, with over 80% of deaths in developing countries
- Presently **1 million** people die in India annually due to tobacco use (from smoking alone)
- **Tobacco control is the most cost-effective and high-impact intervention for NCD prevention**
India's Adult Population And Burden of Tobacco Use

Adult = Person aged 15 yrs & above

Total Adult Population (795.5 million)

% of Adult population in India →

35% (274.9 million)

21% (163.7 million)

9% (68.9 million)

5% million

Tobacco use in all forms

Only Smoking

Only Smokeless

Both smoking and smokeless

(Source of data: Global Adult Tobacco Survey, India, 2009-2010)
The Recommended Strategies for Global Tobacco Control: WHO FCTC

- WHO Framework Convention on Tobacco Control (WHO FCTC, 2005) provides a comprehensive framework of key demand-reduction and supply-reduction measures to reduce tobacco use

- MPOWER (WHO, 2008) reflects and builds on the WHO FCTC and the guidelines adopted therein - with six policy recommendations

- So far, few countries have fulfilled ALL their WHO FCTC commitments. Less than 10% of the world population are presently covered by these policies
MPOWER – Cost-Effective Strategies

BEST BUYS

- **M**onitor tobacco use and prevention policies (*Surveillance*)
- **P**rotect people from tobacco smoke (*Passive Smoking*)
- **O**ffer help to quit tobacco use (*Cessation*)
- **W**arn about the dangers of tobacco (*Health Warnings*)
- **E**nforce bans on Tobacco Advertising, Promotion and Sponsorship (*Close the TAPS*)
- **R**aise taxes on tobacco (*Price Increase*)

*All (except Cessation) are highly cost-effective interventions*
India Enacted A Comprehensive Law in April 2003

- The Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003:
  - Prohibition of smoking in public places.
  - Prohibition of direct and indirect advertisement of tobacco products.
  - Prohibition on sale of tobacco products to minors.
  - Prohibition on sale of tobacco products near educational institutions.
  - Depiction of pictorial health warnings on all tobacco products.
India - NCTP covers 42 of 600 districts (Since 2007)

- MoH&FW
  - State Tobacco Control Cell
    - District Tobacco Control Cells
      - Monitoring tobacco control laws & reporting
      - Training
      - IEC
      - School Programs
      - Tobacco Cessation

- 21 States/UT’s are proposed to be covered during the Pilot Phase.
- A total of 42 distts. proposed to be covered in Pilot TCU’s will be set up in each distt in Govt. Medical Colleges / RCC’s/ Distt. Hospitals

State Tobacco Coordination Committee (Chair - Health Secretary)
Monitor tobacco use and prevention policies

• Comprehensive surveillance & regular monitoring of tobacco use and harms is essential

• WHO has noted lack of capacity in most countries to collect data and/or turn it into relevant information for policy change

• India monitors tobacco use in national surveys & has a functional National Help Line 1800-110-456 (toll free) to report violations against tobacco control laws

• India has also participated in major global tobacco surveys
Protect people from tobacco smoke

- Globally 600,000 die every year from second-hand smoke exposure
- Ban on smoking in public places is self-enforcing provided there is community participation and awareness about these laws
- Indian Law categorically prohibits smoking in public places
- Comprehensive rules were notified in India to implement the provision of the law from 2nd October, 2008
Offer help to quit tobacco use

• Effective implementation of demand reduction requires cessation support (counseling and treatment) to the existing tobacco users
• These need to be mainstreamed into primary health-care services
• India is one of the first countries in the Region to provide Tobacco Cessation through 19 TCCs; the government has prepared training manuals/guidelines for health providers and doctors to scale up the cessation program
Warn about the dangers of tobacco

- Pictorial health warnings:
  - Effectively inform consumers, especially youth and people with low literacy rates, about the adverse impacts of tobacco use
  - Reduce consumption as they make packages less attractive
- Only 20 countries have achieved their obligations as mandated by WHO-FCTC.
- **India introduced Pictorial Health Warnings in 2009** after much opposition (incl. court cases) from tobacco industry and other vested interests.
- The political process for tobacco control requires widespread community mobilization and multi-stakeholder engagement.
Enforce bans on Tobacco Advertising, Promotion and Sponsorship

- Bans effective only if comprehensive
  - Covers all media
  - All marketing, promotion and sponsorship
  - It amplifies effects of other interventions

India has banned all TAPS except point of sale advertising

Average change in cigarette consumption 10 years after introduction of advertising bans in two groups of countries:

- 14 countries with a comprehensive ban: -9%
- 78 countries without a ban: -1%
Raise taxes on tobacco –
The best of the BEST BUYS

• A 10% increase in cigarette price worldwide would prevent a minimum of 10 million tobacco-related deaths.

• Increasing tobacco taxes by 10% decreases tobacco consumption by 4% in HIC and by about 8% in LMIC, while tobacco tax revenues increase by nearly 7%.

• An increase in tobacco taxes and prices induces quit attempts, prevents restarting and initiation, transition from experimentation to regular use while a uniform increase prevents substitution to cheaper options.

• India follows progressive taxation of tobacco products with constant increase in tax rates.

• Several State Governments are leading the way, by increasing VAT in recent budgets.
INDIA IN 2015?

• Effective Countrywide Implementation of Existing Laws
• Scale Up Of NTCP To All 600 Districts
• Specific Policy & Action Against Smokeless Tobacco
• Stronger Pictorial HealthWarnings
• HIGHER TAXES ON ALL TOBACCO PRODUCTS (including Beedis)
• Greater Engagement With Non-Health Stakeholders
Key Lessons Learnt From Global Experience

• Comprehensive set of measures work BEST
• Top leadership commitment and engagement with non-health stakeholders essential for adopting strong TC measures
• Good examples – Turkey, Brazil, Uruguay, Mexico etc..
• Key Implementation challenges – lack of public awareness, absence of relevant data, limited technical capacity within government departments, inadequate funding support & opposition from tobacco industry & other interest groups
• National level – coordination mechanisms a KEY to success
• Global level – Technical & Financial Support to LMIC critical
LET US MPOWER THE WORLD
Dr Kelly Henning
Director, Global Health
Bloomberg Philanthropies
Supporting implementation of the WHO FCTC: MPOWER as an entry point
Effective tobacco control is within reach

- WHO Framework Convention on Tobacco Control provides foundation for countries to implement and manage tobacco control

- WHO’s MPOWER package assists in country-level implementation of effective measures to reduce demand for tobacco
MPOWER
Six proven tobacco control interventions

- Monitor tobacco use and prevention policies
- Protect people from tobacco smoke
- Offer help to quit tobacco use
- Warn about the dangers of tobacco
- Enforce bans on tobacco advertising, promotion and sponsorship
- Raise taxes on tobacco
Bloomberg Initiative: Global Partners and Focus Countries

5 Global Partners

- World Health Organization
- World Lung Foundation (and the International Union against Tuberculosis and Lung Disease)
- CDC Foundation
- Campaign for Tobacco-Free Kids
- Johns Hopkins Bloomberg School of Public Health

Nearly 2/3 of the world’s smokers live in Bloomberg Initiative focus countries
Almost 40% live in China and India
PROGRESS IS POSSIBLE
Protect people from tobacco smoke

By end of 2008:

- Substantial progress in 2008 alone: 8 countries with 154 million people passed comprehensive laws
- Nearly 350 million people in 17 countries covered by comprehensive smoke-free laws by end of 2008

Examples of further progress in 2009 and 2010:

- **Colombia**: passes nationwide 100% smoke-free law
- **Parana and Rio de Janeiro, Brazil**: pass 100% smoke-free laws
- **Peru**: passes nationwide 100% smoke-free law
- **Thailand**: smoke-free law expanded to include all indoor public places
- **Pakistan**: orders removal of designated smoking areas from airports
- **Honduras**: comprehensive legislation includes smoke-free laws
Warn About the Dangers of Tobacco

By end of 2008:

- Substantial progress in 2008 alone: **5 countries with 178 million people** passed laws requiring pack warning labels of sufficient quality
- **About half a billion people in 15 countries** covered by best-practice warning label by end of 2008

Examples of further progress in 2009 and 2010:

- **Mexico**: comprehensive law includes graphic warning labels
- **Malaysia**: passes graphic warning labels law
- **Turkey**: passes law requiring pictorial warning labels
- **Thailand**: increases warning size to 55% and introduces new images
- **Uruguay**: increases pictorial warnings to 80% of both sides of the pack
Enforce bans on tobacco advertising, promotion and sponsorship

By end of 2008:

• Minimal progress in 2008: just one country (Panama) passed a comprehensive law
• Much more attention needed at country level

Examples of further progress in 2009 and 2010:

• Honduras: comprehensive law includes bans on tobacco advertising
• Nicaragua: passed advertising ban for newspapers, radio, television, and billboards
• Bangladesh: Chittagong City bans tobacco advertising
• Ukraine: ban on print advertising
Raise taxes on tobacco

By end of 2008:

- Good progress in 2008: **6 countries with 154 million people** passed comprehensive laws
- **About 400 million people in 21 countries** had tax rates at sufficient levels (75% or more of pack price)

Examples of further progress in 2009 and 2010:

- Published country-specific tobacco economics studies: **Russia, Ukraine, Vietnam, India, Mexico, and Turkey**
- **Egypt**: tobacco tax structure simplified and improved; tax raised to equal 65% of average retail price
- **Mexico**: increased per-pack taxes to 7 pesos (~$0.60)
- WHO releases Technical Manual on Tobacco Tax Administration
Research to show impacts of *Raising taxes on tobacco*

Nearly 30 million lives would be saved if tax research findings were implemented now

<table>
<thead>
<tr>
<th>Country</th>
<th>Current Tax (as % of retail price)</th>
<th>Proposed Tax (as % of retail price)</th>
<th>Additional Tax Revenue (in billion USD annually)</th>
<th>Reduction in Number of Smokers (millions)</th>
<th>Lives Saved (millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>40%</td>
<td>68%</td>
<td>16.4</td>
<td>54.6</td>
<td>13.7</td>
</tr>
<tr>
<td>Egypt</td>
<td>50%</td>
<td>70%</td>
<td>0.6</td>
<td>1.3</td>
<td>0.3</td>
</tr>
<tr>
<td>India (bidis)</td>
<td>9%</td>
<td>40%</td>
<td>0.8</td>
<td>23</td>
<td>4.6</td>
</tr>
<tr>
<td>India (cigarettes)</td>
<td>38%</td>
<td>78%</td>
<td>3.1</td>
<td>4.7</td>
<td>1.8</td>
</tr>
<tr>
<td>Indonesia</td>
<td>37%</td>
<td>70%</td>
<td>6.5</td>
<td>10</td>
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<tr>
<td>Mexico</td>
<td>63%</td>
<td>75%</td>
<td>2.7</td>
<td>2.8</td>
<td>1</td>
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<tr>
<td>Turkey</td>
<td>59%</td>
<td>65%</td>
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<td>Russia</td>
<td>33%</td>
<td>70%</td>
<td>4.9</td>
<td>5.4</td>
<td>1.3</td>
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<tr>
<td>Ukraine</td>
<td>34%</td>
<td>70%</td>
<td>1.2</td>
<td>2</td>
<td>0.5</td>
</tr>
<tr>
<td>Vietnam</td>
<td>43%</td>
<td>62%</td>
<td>0.3</td>
<td>1.5</td>
<td>0.5</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td><strong>$39 billion/yr additional revenue</strong></td>
<td><strong>106 million fewer smokers</strong></td>
<td><strong>28 million lives saved</strong></td>
</tr>
</tbody>
</table>
WHO FCTC and MPOWER interventions reduced smoking prevalence in Uruguay

- One of the sharpest declines ever reported
- Coordinated package of interventions
  - First country in Americas to go 100% smoke-free
  - High taxes (66% of retail price)
  - Comprehensive ad ban
  - Large pictorial warning labels (80% of front and back)
  - Cessation services (some NRT costs covered)

Data: STEPS, Global Adult Tobacco Survey
Widespread public support for implementation of effective tobacco control policies is evident.

Eight in ten Russians (80%) support a national tobacco control policy, including 63% of daily smokers.

- Ban tobacco advertising: 86%
- Fund tobacco prevention programs: 85%
- Smoke-free public places: 82%
- Cigarette pack warnings: 81%
- Increase price of tobacco: 70%
Less than 10% of the world’s people are covered by even one effective tobacco control policy.

9% or less benefit from effective interventions to reduce use.

Data current through 31 Dec 2008.
Key challenges

• Scaling the effort
  – Human and financial resources

• Political will
  – Working effectively with governments
  – Entry points for increasing tobacco tax
  – Overcoming industry interference

• Effective enforcement

• Level of awareness of harms remains low

• Absence of evidence-based tobacco use targets
Bloomberg Experience: Successful Strategies

- Tobacco control as centerpiece of NCD prevention and control
- Target resources based on evidence-based interventions
- Focus on tobacco taxation as a win-win
- Support to civil society
- Monitor policy and tobacco use to measure progress and plan interventions
Dr Marzieh Vahid-Dastjerdi
Minister of Health and Medical Education
Islamic Republic of Iran
Dr Cevedet Erdöl
President, Health Commission
Parliament
Turkey
Hon Catherine King MP
Parliamentary Secretary for Health and Ageing
Australia
Dr Douglas Bettcher
Director, Tobacco Free Initiative
WHO
Thank you