



8th Annual Emirates
Cardiac Society
Conference



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DUBAI

OCTOBER 19 – 21, 2017



UNIQUE EDUCATIONAL EXPERIENCE
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System Based Strategies To Reduce Tobacco Use

**Dr. Sherif Bakir, MBBCh, MSc, MD, FACC.
Consultant Cardiologist
SKMC**



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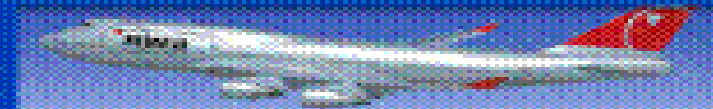
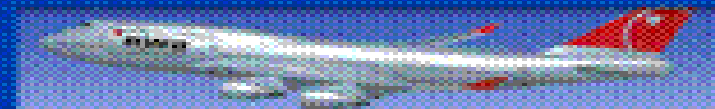
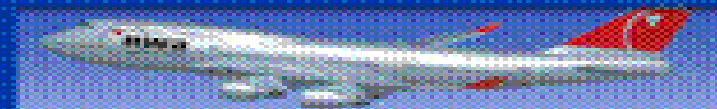
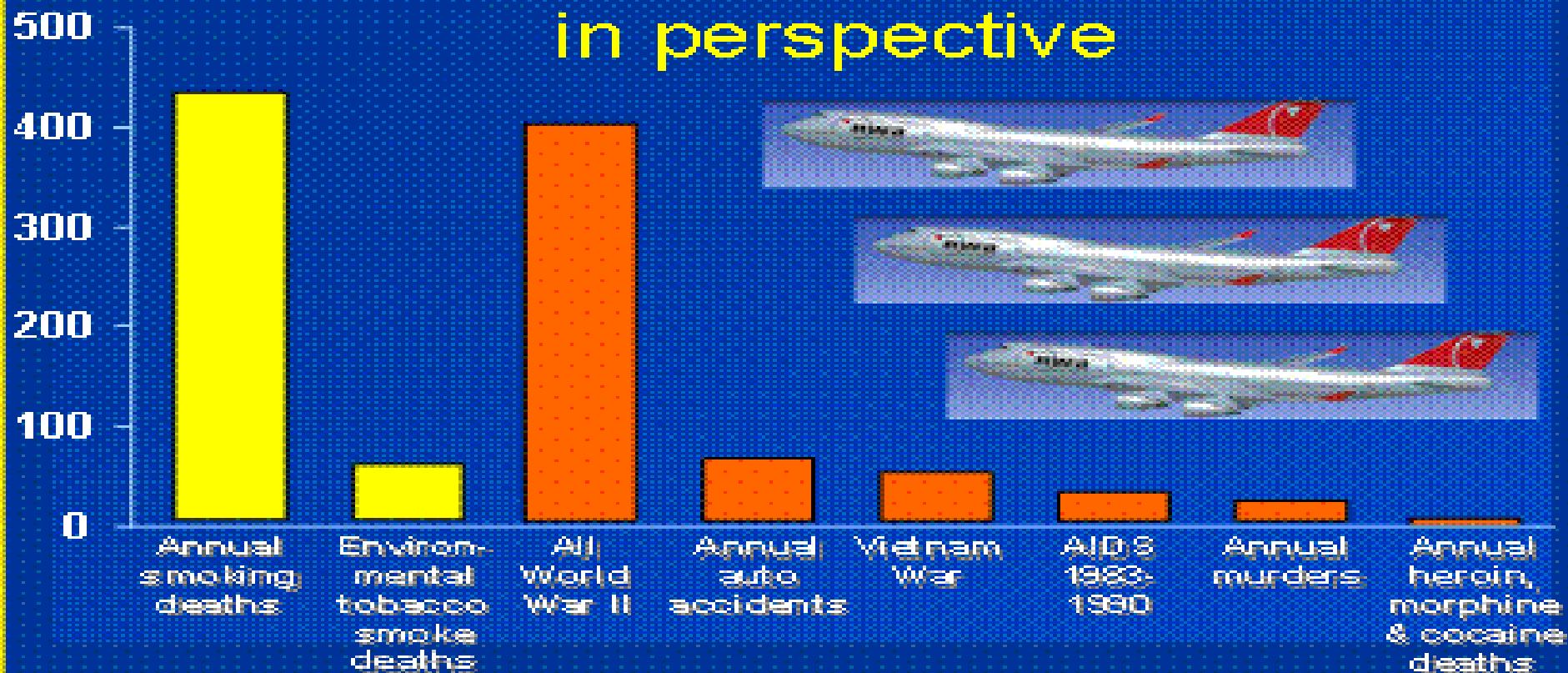
- **Nothing to declare**



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The cigarette death epidemic in perspective

No.
(000s)



American Academy
of Family Physicians

Ask and Act



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Most smokers want to quit but find it difficult because of the extreme addictiveness of nicotine.

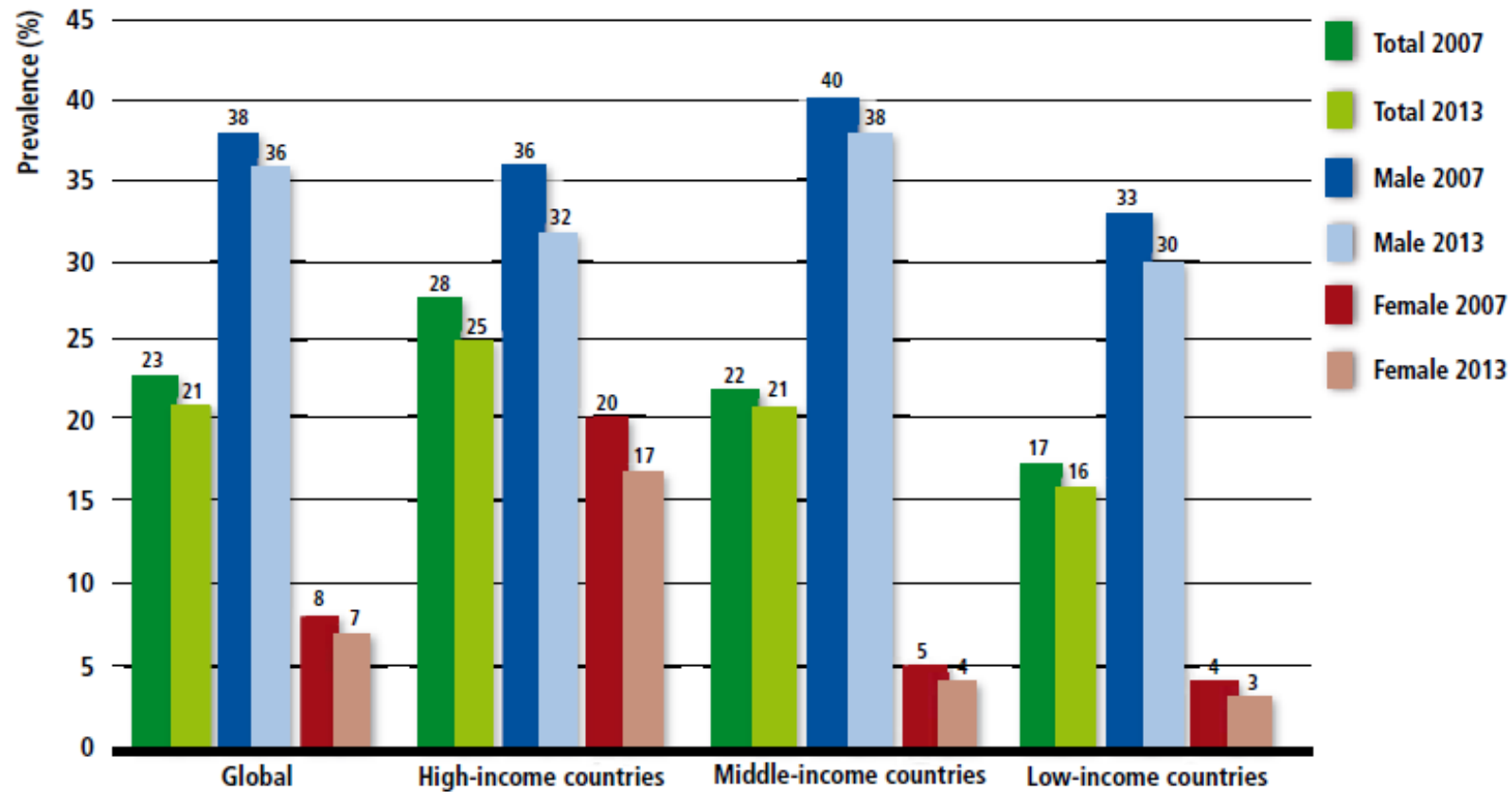
In 2014 about 1.1 billion people had access to appropriate cessation support.

Accurate warnings about the harms of tobacco use and secondhand smoke exposure will influence people to decide against using tobacco.



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CURRENT ADULT TOBACCO SMOKING PREVALENCE, 2007–2013



Source: WHO prevalence estimates. Please refer to Appendix X (online) for more information.



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Effect of smokefree workplaces on smoking behaviour: systematic review

Caroline M Fichtenberg, Stanton A Glantz

- **Objective** To quantify the effects of smokefree workplaces on smoking in employees and compare these effects to those achieved through tax increases.
- **Design** Systematic review with a random effects metaanalysis.
- **Study selection** 26 studies on the effects of smokefree workplaces.
- **Setting** Workplaces in the United States, Australia, Canada, and Germany.
- **Participants** Employees in unrestricted and totally smokefree workplaces.
- **Main outcome measures** Daily cigarette consumption (per smoker and per employee) and smoking prevalence.

Conclusions Smokefree workplaces not only protect nonsmokers from the dangers of passive smoking, they also encourage smokers to quit or to reduce consumption.

bmj.com 2002;325:188



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What is already known on this topic

Smoke-free workplaces are associated with lower cigarette consumption per continuing smoker

What this study adds

Smoke-free workplaces reduce prevalence of smoking as well as consumption

The combined effects of people stopping smoking and reducing consumption reduces total cigarette consumption by 29%

To achieve similar results through taxation would require cigarette taxes per pack to increase from \$0.76 to \$3.05 in the United States and from £3.44 to £6.59 in the United Kingdom

bmj.com 2002;325:188



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Effect of Increased Social Unacceptability of Cigarette Smoking on Reduction in Cigarette Consumption

| Benjamin Alamar, PhD, and Stanton A. Glantz, PhD

- Taxes on cigarettes have long been used to help reduce cigarette consumption.
- Social factors also affect cigarette consumption, but this impact has not been quantified.
- We computed a social unacceptability index based on individuals' responses to questions regarding locations where smoking should be allowed.
- A regression analysis showed that the social unacceptability index and price had similar elasticities and that their effects were independent of each other.
- If, through an active tobacco control campaign, the average individual's views on the social unacceptability of smoking changed to more closely resemble the views of California residents, there would be a 15% drop in cigarette consumption, equivalent to a \$1.17 increase in the excise tax on cigarettes.

(*Am J Public Health.* 2006;96: 1359–1363. doi:10.2105/AJPH. 2005.069617)



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The Effects of Tobacco Control Policies on Smoking Rates: A Tobacco Control Scorecard

David T. Levy, Frank Chaloupka, and Joseph Gitchell

A multitude of studies, using a variety of different methodologies, have found that strong smoking restrictions, whether imposed by public laws or private firms, reduced smoking behaviors.

J Public Health Management Practice, 2004, 10(4), 338–353
© 2004 Lippincott Williams & Wilkins, Inc.



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The Effects of Tobacco Control Policies on Smoking Rates: A Tobacco Control Scorecard

David T. Levy, Frank Chaloupka, and Joseph Gitchell

While we have focused on individual policies, the most successful tobacco control strategies appear to involve multiple policies implemented as part of a comprehensive strategy.

J Public Health Management Practice, 2004, 10(4), 338–353
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**World Health
Organization**

WHO REPORT ON THE GLOBAL TOBACCO EPIDEMIC, 2015

Raising taxes on tobacco



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**Raising taxes on tobacco
is the most effective
way to reduce
tobacco use.**



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**The tobacco industry
will do whatever it can
to keep taxes low.**



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Tobacco CEOs



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**TOBACCO
UNDERGROUND**

**Big Tobacco spends \$13.4 billion on
advertising every year in America.**

- That's more than \$36 million a day

**- \$237.9 million is spent right
here in Minnesota**



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**TOBACCO
UNDERGROUND**

Marketing to teens

“...the base of our business is the high school student.”

Lorillard Memo 1978

“We don’t smoke them, we just sell them, we reserve the right to smoke for the young the poor the black and the stupid.”

RJ Reynolds Exec 1971



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**Progress in adopting MPOWER measures
demonstrates countries' commitment
to tobacco control.**

**The fate of millions of lives depends upon all of us
acting decisively to end this global epidemic.**

Dr Oleg Chestnov, Assistant Director-General, World Health Organization



Dr Oleg Chestnov



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Monitor tobacco use and prevention policies



Protect 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



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Price and tax measures are one of the core demand reduction strategies that the WHO FCTC requires its Parties to implement.

Governments have the power to deflect industry interference and implement strong tax policies.

Dr Vera Luiza da Costa e Silva, Head of the WHO FCTC Secretariat



Dr Vera Luiza da
Costa e Silva



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Raising tobacco taxes to make these deadly products unaffordable is the most cost-effective measure to reduce tobacco use or to prevent its initiation among youth.

The World Bank is committed to support the implementation of the global tobacco control effort outlined in this report, particularly tobacco taxation.

Dr Tim Evans, Senior Director, and Patricio Marquez, Lead Health Specialist
Health, Nutrition and Population Global Practice, World Bank Group



Dr Tim Evans



Patricio Marquez



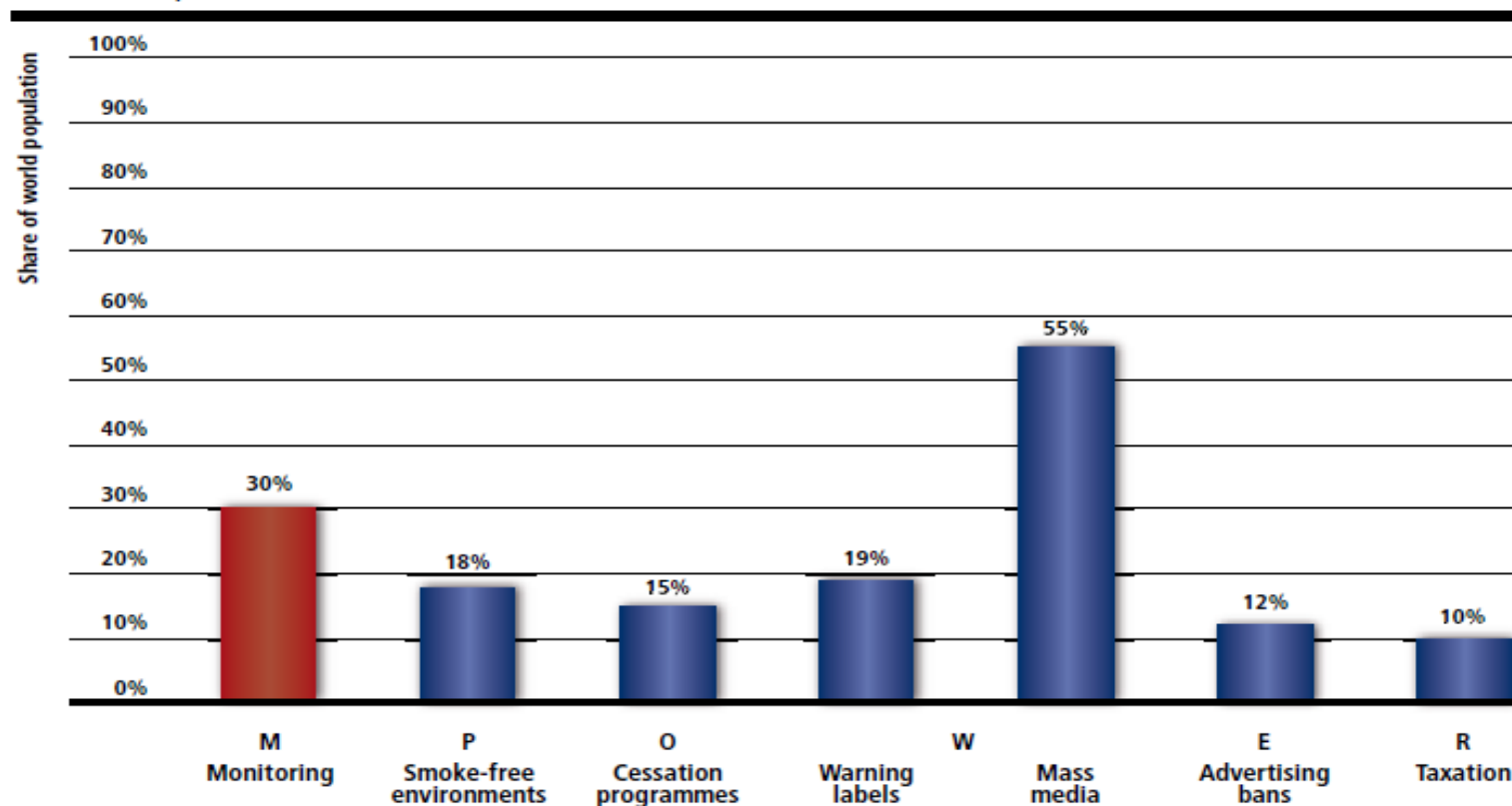
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More than half of the world's countries, with 40% of the world's population (2.8 billion people) have implemented at least one MPOWER measure at the highest level of achievement.



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SHARE OF THE WORLD POPULATION COVERED BY SELECTED TOBACCO CONTROL POLICIES, 2014



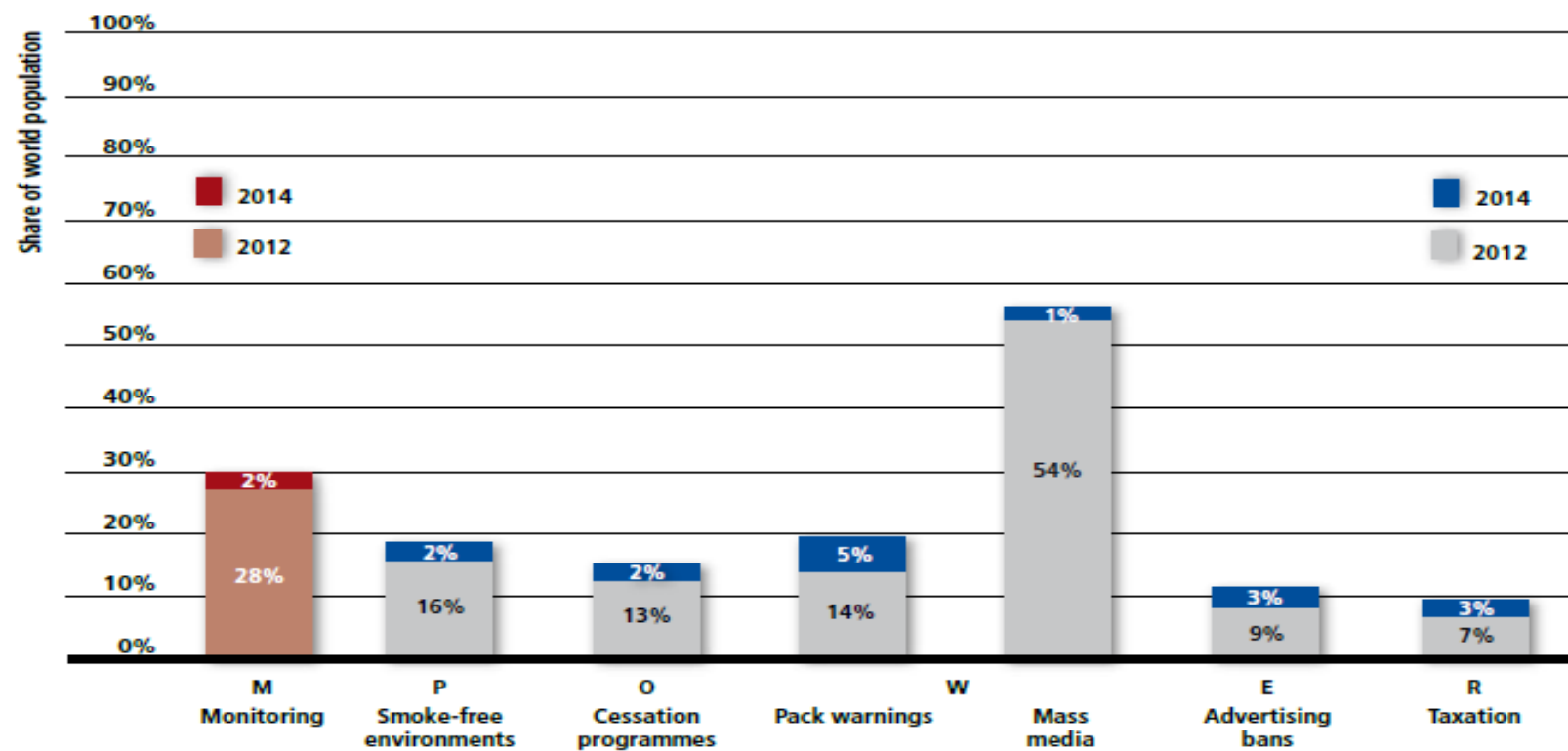
Note: The tobacco control policies depicted here correspond to the highest level of achievement at the national level; for the definitions of these highest categories, refer to Technical Note I.

WHO REPORT ON THE GLOBAL TOBACCO EPIDEMIC, 2015



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INCREASE IN THE SHARE OF THE WORLD POPULATION COVERED BY SELECTED TOBACCO CONTROL POLICIES, 2012 TO 2014



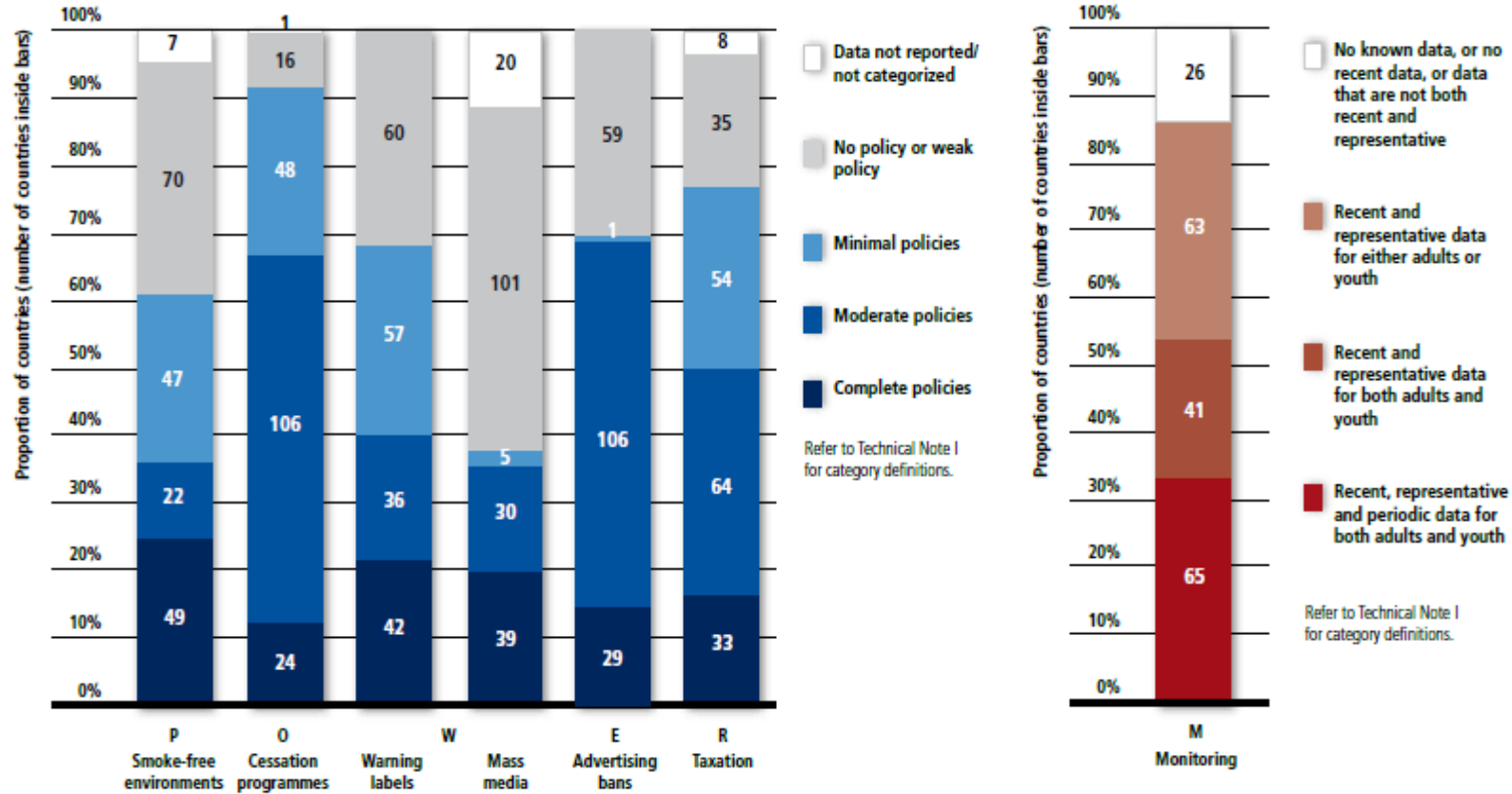
Note: The tobacco control policies depicted here correspond to the highest level of achievement at the national level; for the definitions of these highest categories, refer to Technical Note I.

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THE STATE OF SELECTED TOBACCO CONTROL POLICIES IN THE WORLD, 2014



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Implementing the evidence-based, legally binding provisions of WHO's FCTC to their fullest extent represents the world's best chance of reducing tobacco use.

Raise taxes on tobacco

Tobacco tax increases are the single most effective policy to reduce tobacco use

Raising tobacco taxes is the most effective and cost-effective strategy for reducing tobacco use.

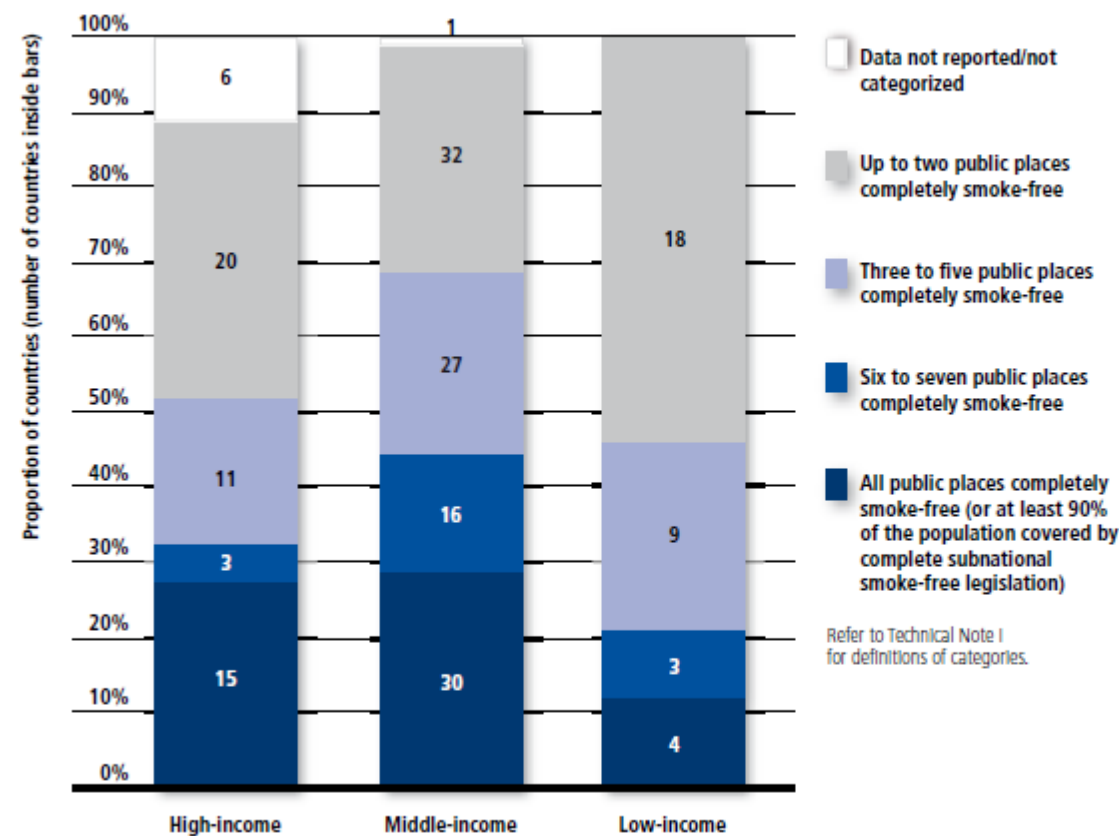
Governments increasingly recognize the public health and revenue benefits of high specific tobacco excises.



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Completely smoke-free environments with no exceptions are the only proven way to fully protect people from the harms of secondhand tobacco smoke.

SMOKE-FREE LEGISLATION

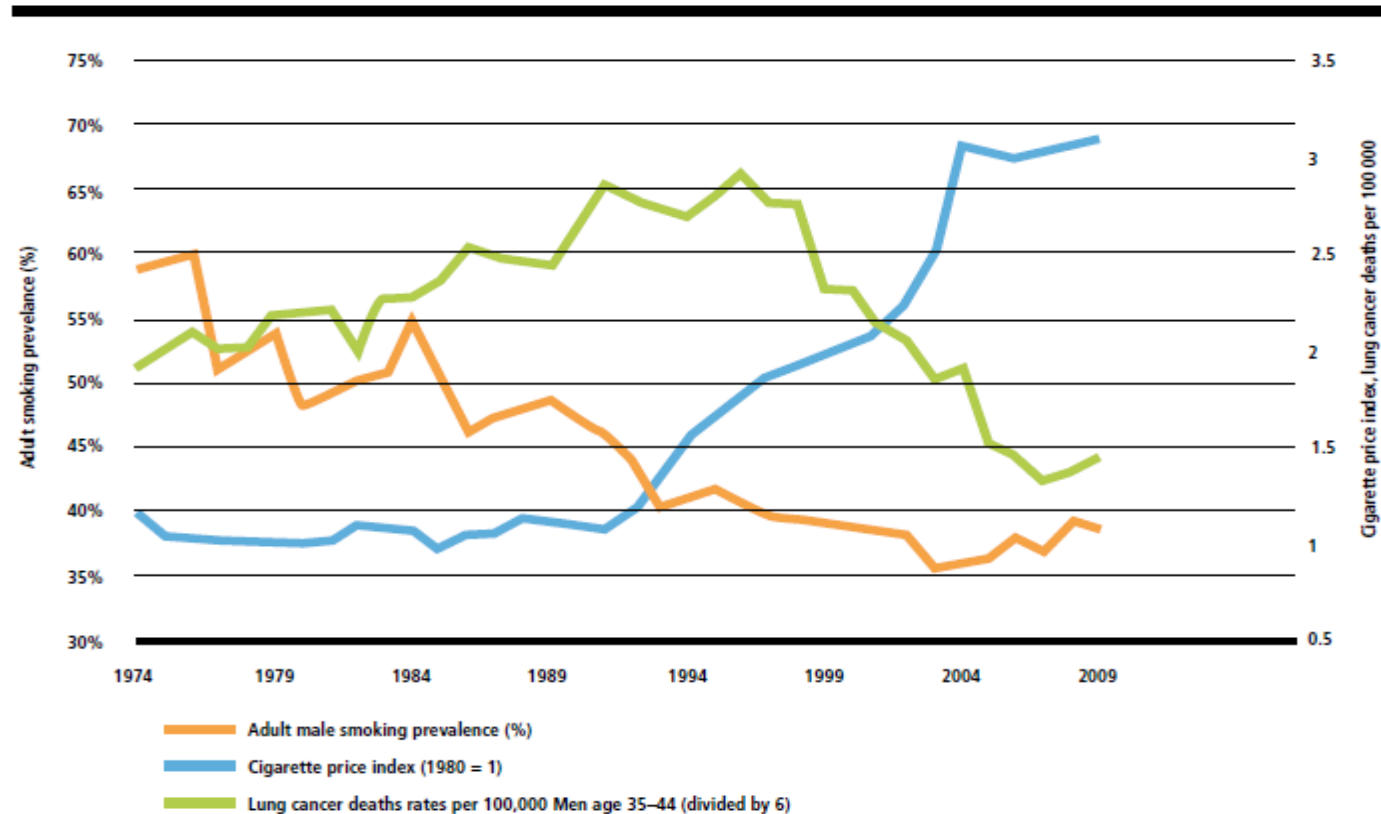


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DECLINES IN SMOKING PREVALENCE AND LUNG CANCER DEATHS ACCOMPANY LARGE PRICE INCREASES IN FRANCE (DATA 1974–2009)



Source: (19–22).

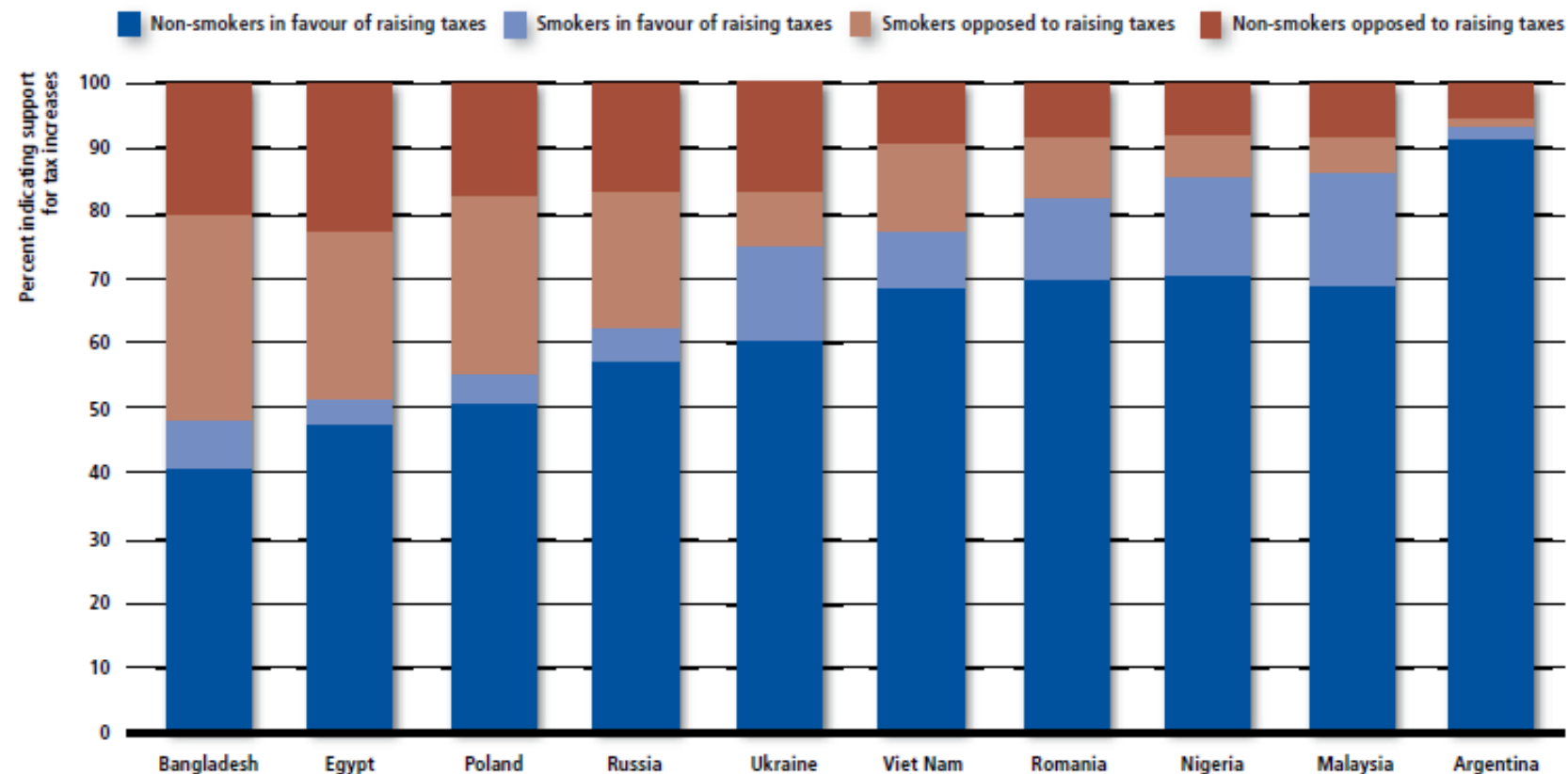
Note: lung cancer death rates were divided by 6 to enable visual comparison.

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BROAD SUPPORT FOR CIGARETTE TAXES THAT IMPROVE HEALTH PROGRAMMES

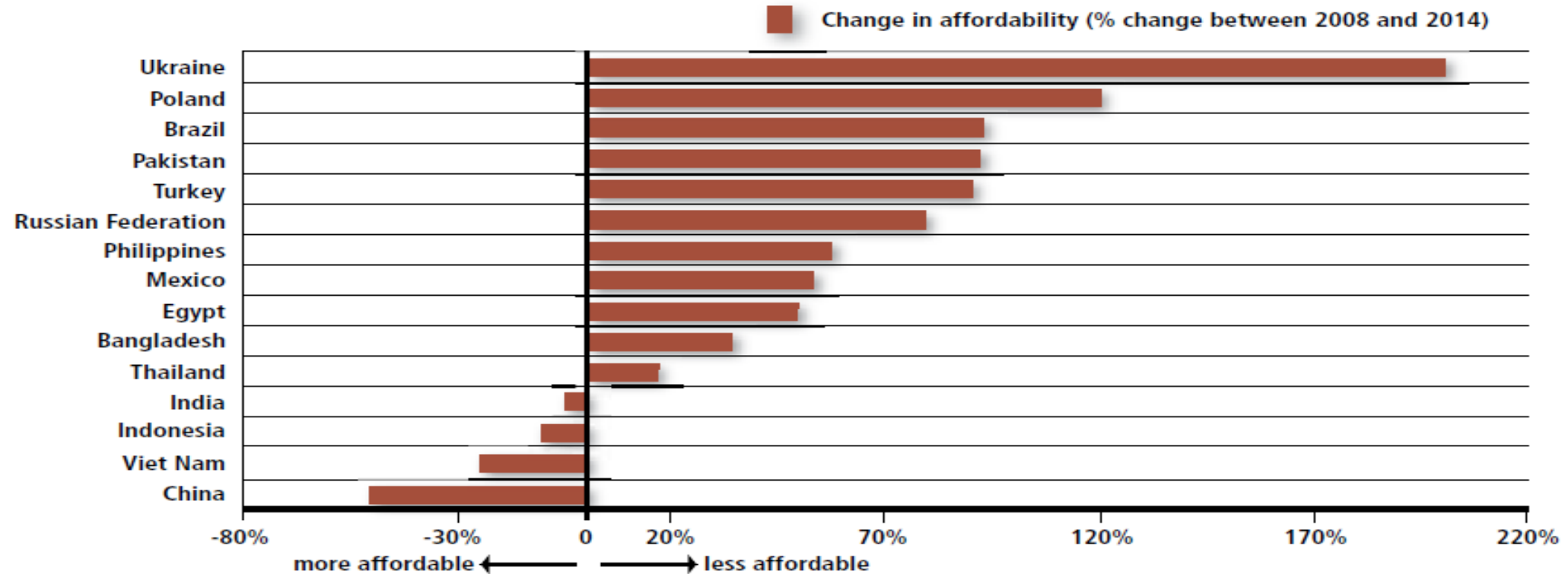


A majority of non-smokers and a substantial percentage of smokers support higher cigarette taxes.



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CHANGE IN AFFORDABILITY* OF CIGARETTES BETWEEN 2008 AND 2014, SELECTED COUNTRIES



Source: data collected for this report.

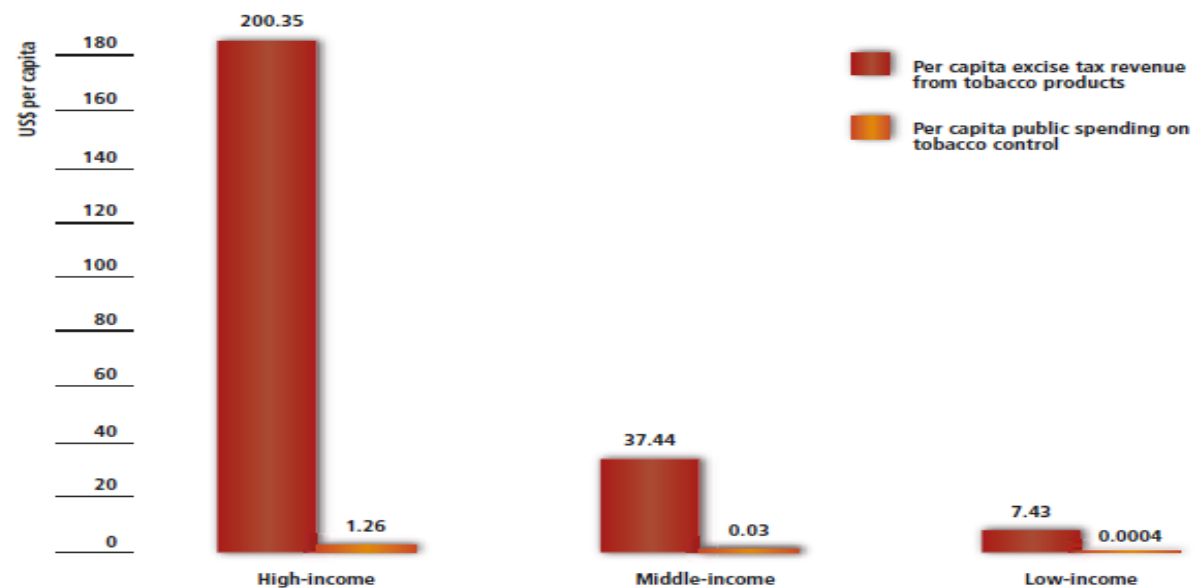
* Affordability is calculated as the percent of GDP per capita required to purchase 100 packs of the most sold brand of cigarettes in a country in a specific year. In this graph, the change in affordability is calculated by looking at the percentage difference between the affordability measure in 2008 and in 2014.



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Governments collect nearly US\$ 269 billion in tobacco excise tax revenues each year, but spend only around US\$ 1 billion combined on tobacco control – with 91% of this spent by high-income countries.

TOBACCO CONTROL IS UNDERFUNDED



Note: Based on 76 countries with available tobacco excise revenue data for 2013 or 2014; expenditure on tobacco control for several of these countries was estimated from figures between 2004 and 2014, adjusting for inflation (average consumer prices, IMF World Economic Outlook 2015). Tax revenues are tobacco product (or cigarette) excise revenue in 2013–2014 for the countries covered. Per capita value is calculated by using 2014 UN forecasted population age 15+.

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Take home message 3



Early Intervention for *Lifetime* Risk Reduction

**Investing in your arteries
just like your
retirement pension!**





Marnie
Ryglewicz



Kelly
Aleml



Belinda
Bessant



Cindy
Ingle



Beth
Lay



Merline
Norman



Rachel
Love-Fraser



Cristina
Tyree



Sarina
Voight



WORKING HARD, Right Tools?

