System Based Strategies To Reduce Tobacco Use

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• Nothing to declare
The cigarette death epidemic in perspective

- Annual smoking deaths
- Environmental tobacco smoke deaths
- All World War II
- Annual auto accidents
- Vietnam War
- AIDS 1983-1990
- Annual murders
- Annual heroin, morphine & cocaine deaths

Ask and Act
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.
CURRENT ADULT TOBACCO SMOKING PREVALENCE, 2007–2013

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


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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.
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.
WHO REPORT ON THE GLOBAL TOBACCO EPIDEMIC, 2015

Raising taxes on tobacco
Raising taxes on tobacco is the most effective way to reduce tobacco use.
The tobacco industry will do whatever it can to keep taxes low.
Tobacco CEOs
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
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
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
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
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
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
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.
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 1.
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.
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.
Completely smoke-free environments with no exceptions are the only proven way to fully protect people from the harms of secondhand tobacco smoke.
DECLINES IN SMOKING PREVALENCE AND LUNG CANCER DEATHS ACCOMPANY LARGE PRICE INCREASES IN FRANCE (DATA 1974–2009)

![Chart showing declines in smoking prevalence and lung cancer deaths accompanying large price increases in France.](chart).

Source: (19–22).

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

WHO REPORT ON THE GLOBAL TOBACCO EPIDEMIC, 2015
A majority of non-smokers and a substantial percentage of smokers support higher cigarette taxes.
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.
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

High-income

Per capita excise tax revenue from tobacco products: 200.35
Per capita public spending on tobacco control: 1.25

Middle-income

Per capita excise tax revenue from tobacco products: 37.44
Per capita public spending on tobacco control: 0.93

Low-income

Per capita excise tax revenue from tobacco products: 7.43
Per capita public spending on tobacco control: 0.0004

Note: Based on 76 countries with available tobacco excise revenue data for 2012 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 concerned. Per capita values is calculated by using 2014 UN forecasted population age 15+.
Take home message 3

Early Intervention for Lifetime Risk Reduction

Investing in your arteries just like your retirement pension!
WORKING HARD, Right Tools?