Healthy Caribbean Conference Strategic Risk Factors: Tobacco

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Global Facts about Tobacco

- More than 1 billion smokers in the world

- Tobacco use kills 5.4 million people a year (1 in 10 adult deaths worldwide)

- Tobacco kills about half of all long-term users

- 100 million deaths caused by tobacco in the 20th century

- If current trends continue, will be up to one billion deaths in the 21st century

Global Facts about Tobacco

- Use of tobacco products increasing globally overall

- Decreasing in high-income countries

- Epidemic shifting to the developing world

- More than 80% of the worlds' smokers live in low and middle income countries

Facts about Tobacco

- Tobacco is #1 preventable cause of death in the world

- Tobacco a risk factor for 6 of the 8 leading causes of death in the world

- Tobacco is the only legal product that kills when used exactly as the manufacturer intends

- No safe level of use

Facts about Tobacco

- Tobacco one of the main risk factors for a number of chronic diseases

- Tobacco responsible for 30% of all cancer disease and deaths; 30% of all heart and stroke disease and death, and 90% of all lung disease and death

- Strong medical evidence smoking tobacco related to more than two dozen diseases and conditions

- Has negative effects on nearly every organ of the body and reduces overall health.

Facts about Tobacco

- **Tobacco and Cancer:**

  - smoking tobacco accounts for 85% of all new lung cancer cases

  - smoking tobacco can lead to respiratory and upper digestive tract cancers, esp. cancer of the mouth, throat, voice box and esophagus

  - research also indicates that smoking tobacco contributing cause of leukemia, and cancers of the bladder, stomach, kidney and pancreas

  - female smokers at greater risk for developing cervical cancer

Facts about Tobacco

- **Tobacco and Respiratory Diseases:**

  - respiratory diseases associated with smoking often grouped together and referred to as Chronic Obstructive Pulmonary Disease (COPD)

  - COPD includes emphysema, chronic bronchitis, asthmatic bronchitis

  - also increased risk of respiratory symptoms (coughing, phlegm, wheezing, difficult breathing)

Facts about Tobacco

- **Tobacco and Cardiovascular Diseases:**

   - Heart attacks and angina (coronary heart diseases)

   - Blockages in the legs (peripheral vascular disease)

   - Strokes (cerebrovascular disease)

Facts about Tobacco

- **Tobacco and Diabetes:**

  - smoking exacerbates symptoms of diabetes: because smoking decreases blood flow, increases chances of long-term complications of diabetes, including heart disease and amputation

  - If you smoke and have diabetes, more likely to get nerve damage and kidney disease

"Why is the tobacco industry
like a mosquito?"

"Because both are blood-sucking,
disease-spreading parasites
which cause epidemics."

Dr. Gro Harlem Brundtland
Director-General
World Health Organization

Effective Tobacco Control Measures

- Tobacco industry conducted 40 year campaign to deceive the public about the known health effects of tobacco use

- Industry lied about health risks of smoking cigarettes, addictiveness of nicotine, marketing to children

- Deception combined with aggressive marketing campaign designed to addict underage youth led to massive increases in tobacco consumption

Effective Tobacco Control Measures

- Actions of an industry, not a virus, cause of transmission of disease - decisions by governments to control those actions most effective prevention measures

- Research from around the world confirms regulatory measures, changes in public policy most cost-effective interventions in successfully reducing tobacco use

- Forcing changes in behaviour of tobacco industry has far more impact than efforts to directly change behaviour of current or potential smokers.

Effective Tobacco Control Measures

- **Three pillars of tobacco control**: **Prevention, protection and cessation**

- **Preventing** children and youth from taking up tobacco consumption

- **Protecting** non-smokers from exposure to SHS

- **Cessation –** Support for tobacco users to quit and reducing consumption by smokers who continue to smoke

- **Most cost-effective tobacco control measures** – higher tobacco taxes, elimination of tobacco advertising and promotion, smoke-free environments, strong graphic health warnings on tobacco packages – help achieve all of these goals

Effective Tobacco Control Measures

Framework Convention on Tobacco Control (FCTC):

- International evidence-based treaty adopted May 2003 by 56th World Health Assembly in response to the globalization of the tobacco epidemic

- 160 countries parties to the treaty

- FCTC sets international standards and guidelines for tobacco control

Effective Tobacco Control Measures

Framework Convention on Tobacco Control (FCTC)

Key Provisions:

- Protection from SHS in all indoor workplaces and public places and public transportation

- Comprehensive ban on tobacco advertising, promotion and sponsorship within five years

- Strong health warnings on tobacco packaging covering at least 30% (ideally 50%) of the principal display areas within 3 years

Effective Tobacco Control Measures

Framework Convention on Tobacco Control (FCTC)

Key Provisions:

- Tax/price increases and measures to reduce the smuggling of tobacco products

- Education, communication, training and public awareness

- Measures concerning tobacco dependence and cessation

Effective Tobacco Control Measures: Smoke-free Spaces

Health Impacts Studies:

- **Reduction of tobacco consumption** – fewer opportunities to smoke (smoke-free workplaces reduce workers' cigarette consumption by 29%)

- **Reduction of smoking in the home** – smoking bans in public places and workplaces increase awareness of SHS

- **Youth smoking deterrent** – gives them more accurate perception of the prevalence of smoking

- **Smoking bans make smoking less socially acceptable** – encourages smokers to quit; discourages youth from starting

Effective Tobacco Control Measures: Advertising and Promotion

- Real purpose of advertising is to attract new customers, almost all are youth (90% of all smokers begin smoking before age of 19)

- Publicly, tobacco companies deny that their advertising targets new young smokers

- Privately they are on record as stating that youth are critical to the continued survival of the industry – need to replace all those adult smokers who die from their product or quit

U.S Magazines

Candy- and cocktail-flavoured cigarettes:

- Margarita Mixer
- Beach Breezer
- Twista Lime
- Kauai Kolada
- Winter Mocha Mint
- Warm Winter Toffee

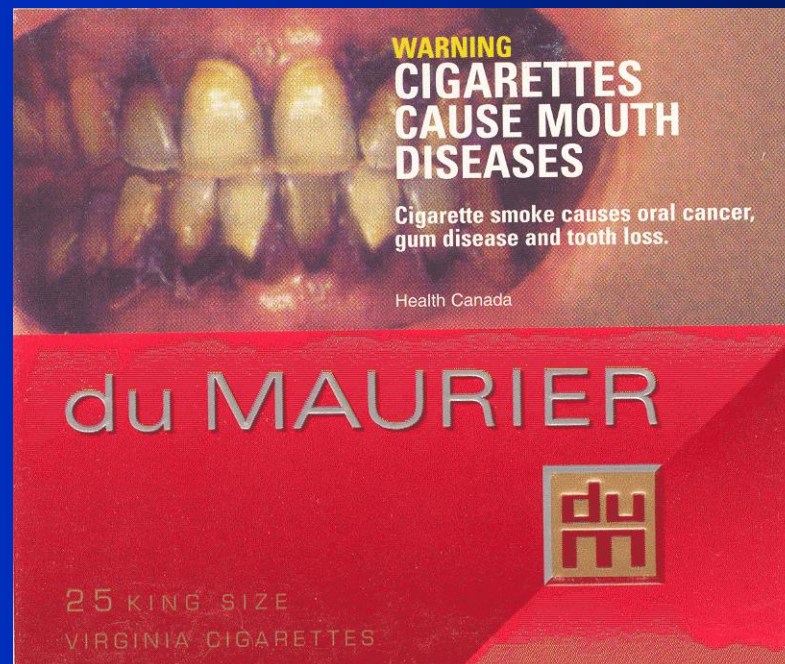# Effective Tobacco Control Measures: Advertising and Promotion

- Studies show advertising and promotion linked to overall consumption: advertising influences smoking initiation

- The elimination of tobacco advertising reduces consumption

- National studies before and after advertising bans found a decline in tobacco consumption of up to 16%

Effective Tobacco Control Measures: Packaging and Labelling

- **Effective warnings should be large, clear, legible and have both pictures and words**

- **They should cover at least half the pack's main display areas**

- **They should have descriptions of tobacco's harmful health effects and specific diseases and illnesses caused by tobacco**

- **Pictorial warnings hugely supported by the public – they help gain public acceptance for other tobacco control measures, such as regulation of smoke-free environments**

Canadian warnings - 2000

World precedent-setting warnings which take 50% of both major faces and use pictures, colour and graphics

Effective Tobacco Control Measures: Packaging and Labeling

- **Package warnings can educate people to associate tobacco with extreme addictiveness, dangerous health consequences, and social undesirability**

- **Studies from Brazil, Canada, Thailand and other countries show that strong health warnings with graphics and pictures an important source of information for younger smokers and for people with low literacy rates**

- **Pictures also effective in giving messages to children, especially of tobacco users, who are the most likely to start smoking themselves**

Effective Tobacco Control Measures: Packaging and Labeling

- Canada's Rothmans, Benson & Hedges Ltd. said "warnings with photos recently mandated by the federal government are having a major impact on consumers"

- Since Canada's picture/colour warnings introduced in 2000/2001,current smoking decreased from 24% in 2000 to 19% in 2007

- 44% smokers said warnings increased their motivation to quit (CCS poll 2001)

Effective Tobacco Control Measures: Tax increases

- A 10% increase in price reduces overall smoking (consumption) by about 4% in high-income countries (and 8% in low- and middle-income countries)

- Roughly <u>half</u> this decrease comes from smokers quitting, or from teenagers who otherwise would have started not doing so

- A 10% increase in price should reduce the number of smokers (prevalence) by about 2%.

Effective Tobacco Control Measures: Media and public awareness campaigns

- **Government anti-tobacco counter-advertising campaigns in the media can publicize the full extent of tobacco's dangers and strip away tobacco's false glamourous image**

- **Non-governmental organizations can use paid and unpaid media to do the same and expose the tobacco industry as the disease vector of the epidemic**

Effective Tobacco Control Measures: Media and Public Awareness Campaigns

- Most people don't know the extent and magnitude of the risks of tobacco use

- Can't name diseases caused by tobacco other than lung cancer; don't know tobacco causes many other types of cancer, heart disease, stroke and many others

- People need to associate tobacco with extreme addictiveness, dangerous health consequences, and as socially undesirable

Effective Tobacco Control Measures: Cessation support for smokers

- The majority of tobacco users want to quit, but often can't because of the addictiveness of nicotine

- Wide range of effective cessation services: counselling from health-care workers, quit lines, medications (nicotine replacement therapy)

- Very few countries offer full range of treatment and at least partial financial subsidies

Effective Tobacco Control Measures: Cessation support for smokers

- Cessation treatment services should be included in government health-care services

- Difficult for some countries to fund

- Incorporating tobacco cessation into existing health care programmes key part of the solution

Effective Tobacco Control Measures: Canada – A Case Study

- 1965 – Canada's prevalence at 50%

- 1980s – tax increases, smoking by-law campaigns, huge advocacy initiatives

- 1988 – *Tobacco Products Control Act* passed

- 1991 – Canada's prevalence at 31%

- 1997 – passage of *Tobacco Act*

- 1999 – Canada's prevalence at 25%

- 2000 – Canada's world-precedent-setting warnings, national mass media campaign

- 2007 – Canada's prevalence at 19%