Tobacco Control: A Global Perspective

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Global Burden of Tobacco Use
Global Cigarette Consumption

Global Cigarette Consumption in One Century Increased Over 100 Times

Counted in billions of cigarettes

Male Smoking Prevalence, (2010 or latest available)

Female Smoking Prevalence, (2010 or latest available)

Nearly 2/3 of World’s Smokers Live in Just 10 Countries

More than 40% live in just 2 countries

Proportion of smokers in the world

China  India  Indonesia  Russian Federation  United States of America  Japan  Brazil  Bangladesh  Germany  Turkey
Global Burden of Tobacco

- Tobacco killed 100 million people in the 20th century
  - The worldwide leading preventable cause of death kills up to half of all people who use it

- Without urgent action, 1 billion people will die from tobacco in the 21st century
  - Annual death toll will pass 8 million by 2030 and keep rising, with over 80% of deaths in developing countries

Source: WHO MPOWER Report
Why have a treaty?

- The tobacco epidemic has spread globally through many complex factors with cross-border effects, including trade liberalization and direct foreign investment.

- Faced with increasing regulation and greater awareness of smoking health risks in many developed countries, tobacco multinationals are searching for more markets in developing countries.
Provisions

**Demand reduction:**
- Protection from exposure to tobacco smoke
- Regulation of the contents of tobacco products
- Regulation of tobacco product disclosures
- Packaging and labeling of tobacco products
- Education, communication, training and public awareness
- Tobacco advertising, promotion and sponsorship
- Demand reduction measures concerning tobacco dependence and cessation

**Supply reduction:**
- Illicit trade in tobacco products
- Sales to and by minors
- Provision of support for economically viable alternative activities
FCTC Implementation Process

- **Conference of the Parties (COP) to the WHO Framework Convention on Tobacco Control**
  - governing body of the WHO FCTC, comprised of all Parties to the Convention; regularly reviews the implementation of the Convention; may also adopt protocols, annexes and amendments to the Convention

- **Intergovernmental Negotiating Body (INB)**
  - draft and negotiate the proposed Framework Convention and possible related protocols

- **Convention Secretariat**
  - supports Parties in fulfilling their obligations under the Convention, providing the necessary support to the COP and translating the decisions of the COP into program activities
Implementation

7 articles: protection from commercial and other vested interests of the tobacco industry; protection from SHS; tobacco product regulation and disclosures; packaging and labeling; education, communication, training & public awareness; TAPS; tobacco cessation
MPOWER: A Policy Package For Global Tobacco Control

- MPOWER reflects and builds on the WHO Framework Convention on Tobacco Control

- The six policies of WHO MPOWER package can counter the tobacco epidemic and reduce its deadly toll
WHO: Six Policies to Reverse the Tobacco Epidemic

- **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.
In Jan 2007, Michael Bloomberg launched a US$125 million global initiative to reduce tobacco use in low- and middle-income countries.

Bloomberg’s contribution more than doubled the global total of private and public donor resources devoted to fighting tobacco use in low- and middle-income countries.

In March 2012, Bloomberg announced an additional $220 million for his Initiative, bringing his total commitment to >$600 million.
Partners

Bloomberg Initiative to Reduce Tobacco Use

- World Health Organization (WHO)
- Johns Hopkins Bloomberg School of Public Health
- Campaign for Tobacco Free Kids
- World Lung Foundation
- CDC Foundation
Priority countries

• Priority is given to high-burden countries, particularly China, India, Indonesia, Russia, and Bangladesh, which together account for about half the world’s smokers.

• Additional focus is given to the following countries: Brazil, Mexico, Turkey, Pakistan, Egypt, Ukraine, Philippines, Thailand, Vietnam, & [Poland]
Objectives

1. To refine and optimize tobacco control programs to help smokers stop and prevent children from starting.

2. To support public sector efforts to pass and enforce key laws and implement effective policies, in particular to tax cigarettes, prevent smuggling, change the image of tobacco, and protect workers from exposure to other people’s smoke.

3. To support advocates’ efforts to educate communities about the harms of tobacco and to enhance tobacco control activities so as to help make the world tobacco-free.

4. To develop a rigorous system to monitor the status of global tobacco use.
Bill & Melinda Gates Foundation works to help all people lead healthy, productive lives. In developing countries, it focuses on improving people’s health and giving them the chance to escape hunger and extreme poverty.

The Gates Foundation works with Mayor Michael Bloomberg and his Bloomberg Initiative to Reduce Tobacco Use, to support strategies to reduce the global tobacco epidemic.
Gates Foundation strategies

- **Prevent tobacco use in high-burden countries**
  Intensive efforts to substantially reduce tobacco consumption in high-burden countries include supporting mayors to develop smoke-free cities, taxation policies, and public awareness campaigns.

- **Prevent tobacco use in Africa**
  Focusing on preventing the onset of the tobacco epidemic in Africa. Efforts include the development of policies and awareness campaigns to prevent the tobacco industry from becoming firmly established in Africa and building capacity to lead and implement tobacco control programs.

- **Strengthen the evidence base for tobacco control**
  Supporting efforts to help policymakers by providing an evidence base for increased tobacco control.
Tobacco industry uses a broad range of direct and indirect tactics, including:

- Marketing and advertising
- Sponsorship
- Brand stretching and co-branding
- Product placement
- Lobbying
- Front groups
- Undermining public policy initiatives
- Product development
- Public relations
- Corporate social responsibility
- Industry-funded scientists and research organizations
Tobacco Product Retail Displays

Sponsored Concerts

Sponsorship of Sports, Arts, and Other Events
Recent Findings Regarding Tobacco Industry Tactics

- Range of scientific findings that the tobacco industry has suppressed is even greater than previously known
  - E.g., research on polonium-210 (Muggli et al., 2008)

- Recent documentation on how the tobacco industry tried to undermine policy-relevant research (Landman and Glantz, 2009)

- Recent evidence on how the tobacco industry has worked to undermine the World Bank’s *Curbing the Epidemic* (Mamudu et al., 2008)
Recent Findings Regarding Tobacco Industry Tactics

- Recent evidence that BAT ghost wrote reports published by the International Advertising Association that concluded that tobacco advertising bans are ineffective (Davis, 2008)

- Recent findings on the tobacco industry’s interest in supporting “distracting” research
  - E.g., genetics and smoking (Gundle et al., 2010)

- Additional knowledge of front groups supported by the tobacco industry, for example, the National Energy Management Institute, which promoted ventilation as a solution to smoky air (Campbell et al., 2011), and leading progressive organizations that argued against increasing tobacco taxes on the principle of fairness (Campbell et al., 2009)
Corporate social responsibility (CSR) efforts are tobacco companies’ attempt to regain credibility and public trust.

Important to expose the industry to media, the public, and policy makers.

Recent findings on how the tobacco industry has used corporate social responsibility “as a sword and a shield” with respect to secondhand smoke issues (Friedman, 2009), including:

- Courting journalists
- Web sites and PR campaigns to explain the company’s position on causation, addiction, and secondhand smoke.
Tobacco Industry Working to Undermine FCTC

- From 1999 to 2001, BAT, PM, and JTI implemented “Project Cerberus,” a strategy to develop a global voluntary regulatory framework instead of the FCTC (Mamudu et al., 2008)
  - Even after the adoption of the FCTC, the tobacco industry continued to promote youth smoking prevention that followed their “International Tobacco Products Marketing Standards”

- New evidence that the tobacco industry fought against Article 5.3 guidelines, and then tried to undermine their implementation (Smith et al., 2009)
Change in Affordability 2000–2010

By Country Income
10.1%
High-Income Countries
Cigarettes Became LESS AFFORDABLE

-21.7%
Low- and Middle-Income Countries
Cigarettes Became MORE AFFORDABLE

By WHO Region

9.2%
Europe

-4.0%
Americas

No Data, Africa

-18.3%
Western Pacific

-47.5%
Eastern Mediterranean

-34.6%
South-East Asia

*Relative Income Price (RIP) = Percentage of annual per capita income, measured by per capita GDP, needed to purchase 100 packs of cheapest cigarettes.

source: Tobacco Atlas, 4th edition; tobaccoatlas.org
Tobacco Company Revenue and Profits

Value in billions (USD), 2010

- Altria/Philip Morris USA
  - Revenue: $24.4
  - Profit: $3.9
- Imperial Tobacco
  - Revenue: $38.4
  - Profit: $2.0
- British American Tobacco
  - Revenue: $58.1
  - Profit: $4.2
- Japan Tobacco International
  - Revenue: $65.9
  - Profit: $1.5
- Philip Morris International
  - Revenue: $67.7
  - Profit: $7.5
- China National Tobacco Corporation
  - Revenue: $91.7
  - Profit: $16.0

Tobacco Farming

- Tobacco is grown in 124 countries
- Significant health and environmental costs from tobacco farming
- Tobacco leaf selling arrangements moving from auction system to contract system, resulting in greater financial risk to farmers
- Tobacco farming uses child labor
- Alternative crops and non-tobacco employment necessary to reduce the reliance of tobacco growing countries on tobacco
- Tobacco industry trying to undermine efforts toward crop diversification and alternative livelihoods
How Far Have We Come?
SHARE OF THE WORLD POPULATION COVERED BY SELECTED TOBACCO CONTROL POLICIES, 2010

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.
Notes: Changes of less than 1% are not labelled on the graph.
Data on monitoring are not shown in this graph because they are not comparable between 2008 and 2010. Mass media data were collected for the first time in 2010, so no comparable data are shown for 2008. 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.
THE STATE OF SELECTED TOBACCO CONTROL POLICIES IN THE WORLD, 2010

Proportion of countries (Number of countries inside bars)

- Data not reported/not categorized
- No policy
- Minimal policies
- Moderate policies
- Complete policies

Refer to Technical Note I for definitions of categories

<table>
<thead>
<tr>
<th>Policy Area</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smoke-free environments</td>
<td>31%</td>
</tr>
<tr>
<td>Cessation programmes</td>
<td>67%</td>
</tr>
<tr>
<td>Warning labels</td>
<td>59%</td>
</tr>
<tr>
<td>Mass media</td>
<td>30%</td>
</tr>
<tr>
<td>Advertising bans</td>
<td>23%</td>
</tr>
<tr>
<td>Taxation</td>
<td>27%</td>
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</tbody>
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NON-SMOKING ADULTS WORKING INDOORS WHO ARE EXPOSED TO SECOND-HAND TOBACCO SMOKE IN THE WORKPLACE IN THE 14 COUNTRIES THAT COMPLETED GATS, 2008–2010

Proportion of non-smokers exposed to tobacco smoke in indoor workplaces

- Egypt: 57%
- China: 55%
- Bangladesh: 55%
- Viet Nam: 49%
- Turkey: 31%
- Philippines: 28%
- Russian Federation: 27%
- Poland: 27%
- India: 26%
- Ukraine: 26%
- Thailand: 24%
- Brazil: 22%
- Mexico: 16%
- Uruguay: 16%

Source: (90).

* Country newly at the highest level since 31 December 2008.
ADULT SMOKERS PLANNING TO QUIT OR THINKING ABOUT QUITTING SMOKING IN THE 14 COUNTRIES THAT COMPLETED GATS, 2008–2010

Source: (90).
TOTAL TAX ON CIGARETTES

Proportion of countries (Number of countries inside bars)

- High-income: 18
- Middle-income: 39
- Low-income: 10

Data not reported
≤25% of retail price is tax
26–50% of retail price is tax
51–75% of retail price is tax
>75% of retail price is tax

Refer to Technical Note I for definitions of categories.
Governments collect nearly US$ 133 billion in tobacco excise tax revenues each year, but spend less than US$ 1 billion combined on tobacco control – 97% of this amount are spent by high-income countries.

Note: Based on 51 countries with available tobacco excise revenue data for 2009; expenditure on tobacco control for several of these countries was estimated from figures reported between 2007 and 2010, adjusting for inflation. Tax revenues are tobacco product (or cigarette) excise revenues in 2009 for included countries. In a departure from the WHO Report on the Global Tobacco Epidemic, 2009, revenues here pertain to excises rather than all taxes on tobacco products. Due to this more stringent criterion, fewer countries are represented than in the 2009 report.
NATIONAL TOBACCO CONTROL PROGRAMMES

Refer to Technical Note I for definitions of categories.
Challenges
Challenges

- Capacity
- Coordination
- Implementation
"It is possible to move a mountain by carrying away small stones."

- Chinese Proverb
Thank you!