

Tobacco Control Policy

Jiang Yuan

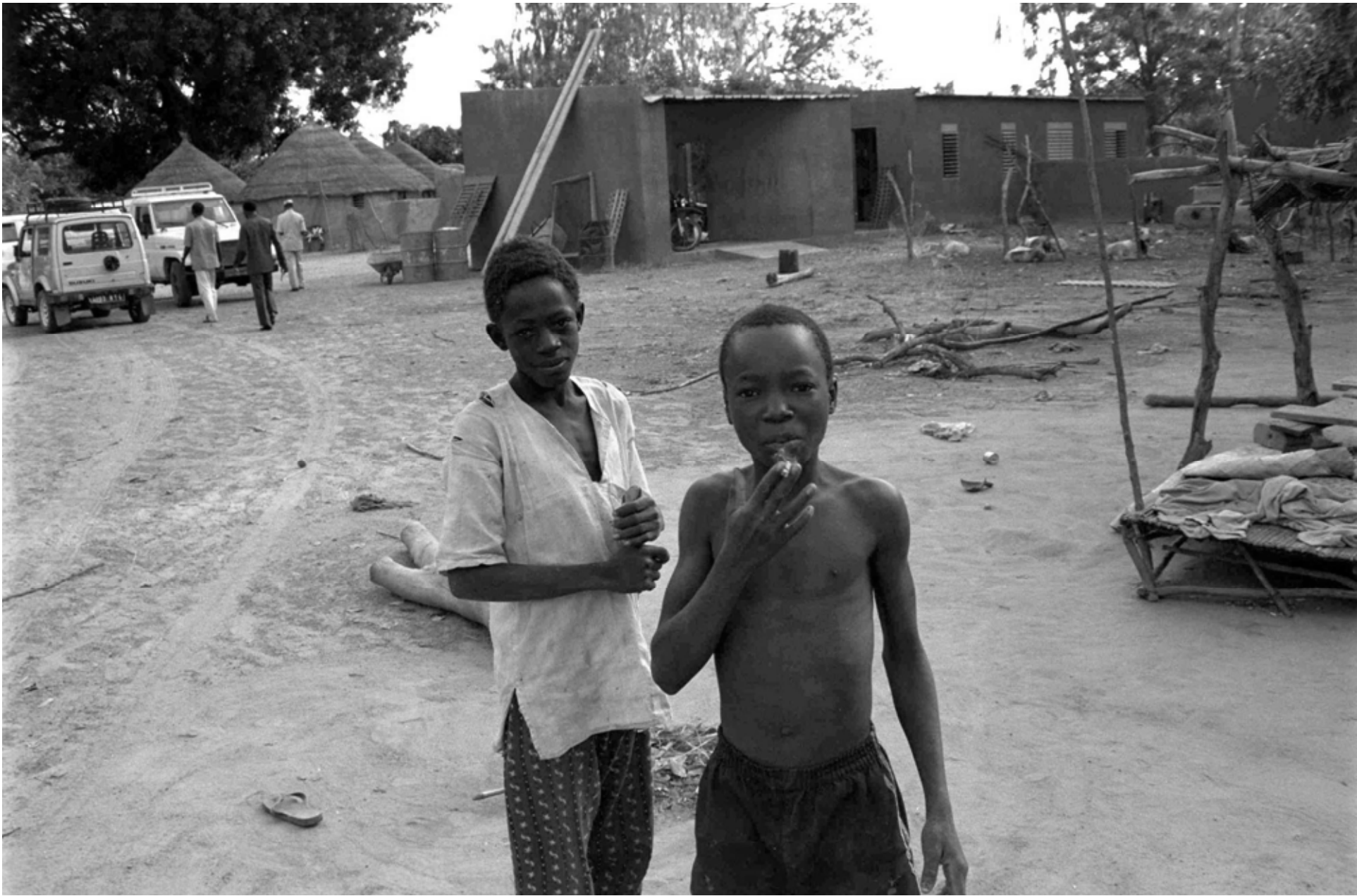
Tobacco Control Office

China CDC

20 July 2016

Main Contents

- Tobacco epidemic
- FCTC and MPOWER
- MPOWER in China







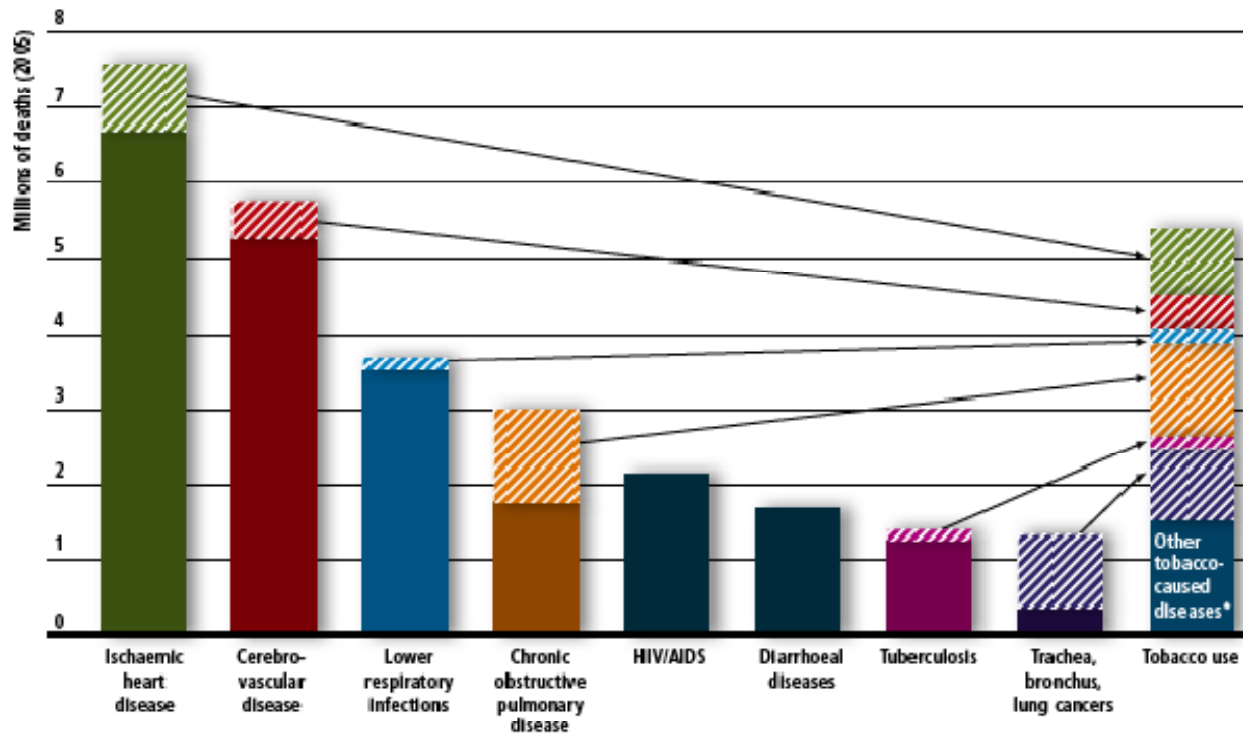




We can no longer ignore it

Today

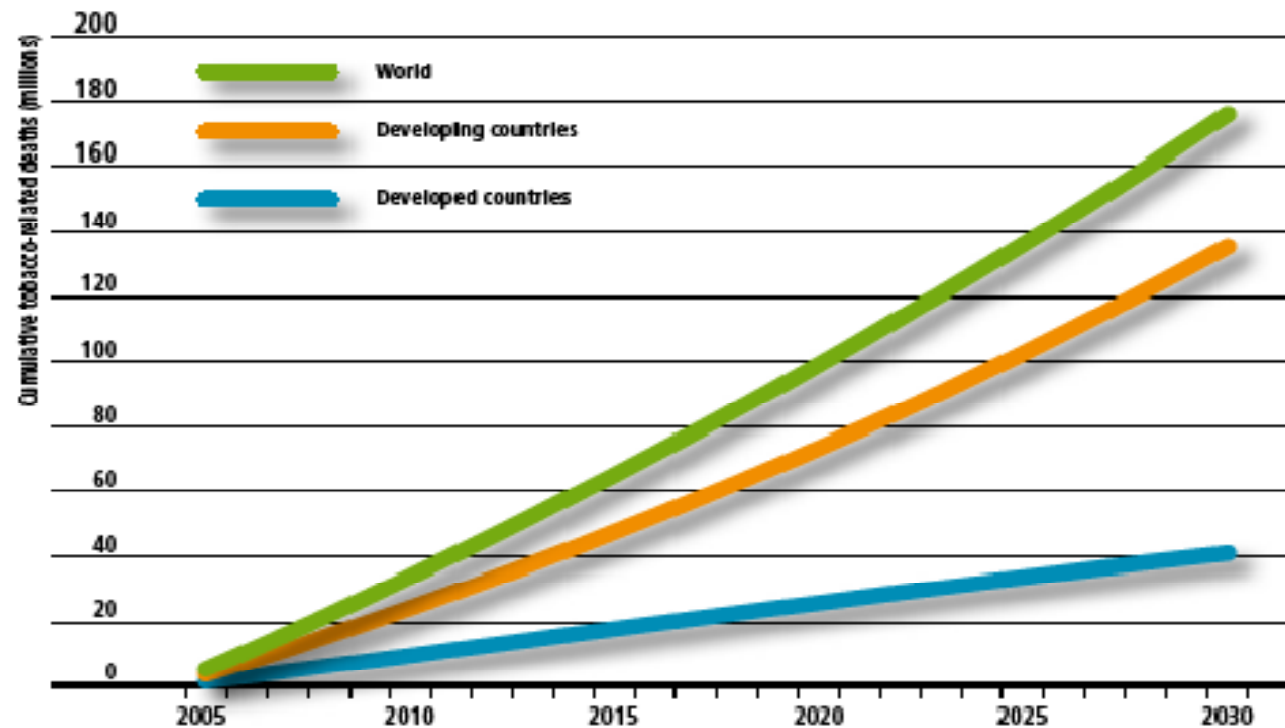
TOBACCO USE IS A RISK FACTOR FOR SIX OF THE EIGHT LEADING CAUSES OF DEATH IN THE WORLD



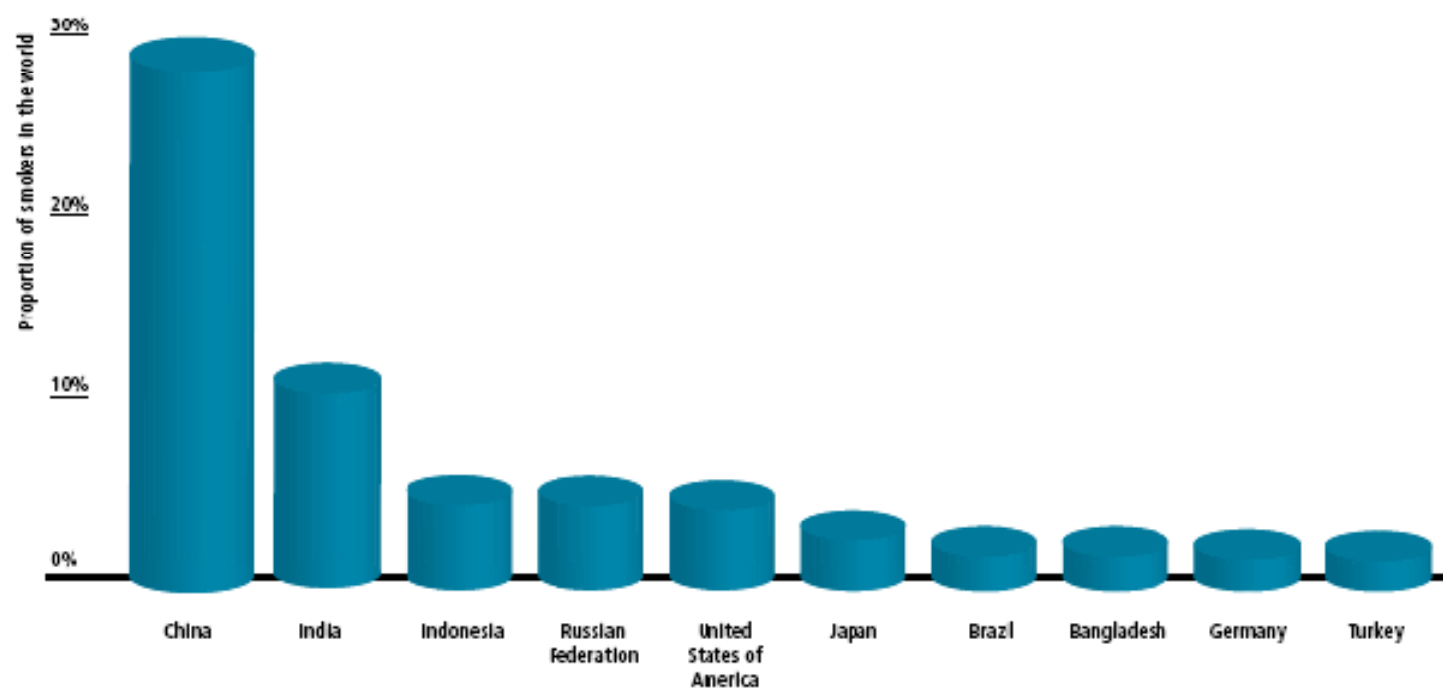
Tomorrow

TOBACCO WILL KILL OVER 175 MILLION PEOPLE WORLDWIDE BETWEEN NOW AND THE YEAR 2030

Cumulative tobacco-related deaths, 2005–2030



NEARLY TWO THIRDS OF THE WORLD'S SMOKERS LIVE IN 10 COUNTRIES



The Tobacco Epidemic is about to Get Much **Worse.....**

- Tobacco currently kills 5 million/yr but this will increase to 10million/yr in a few decades
- If current smoking patterns continue, the death toll from tobacco use will be (Peto, WHA 2008) :

2000 – 2025 ~ 150 M

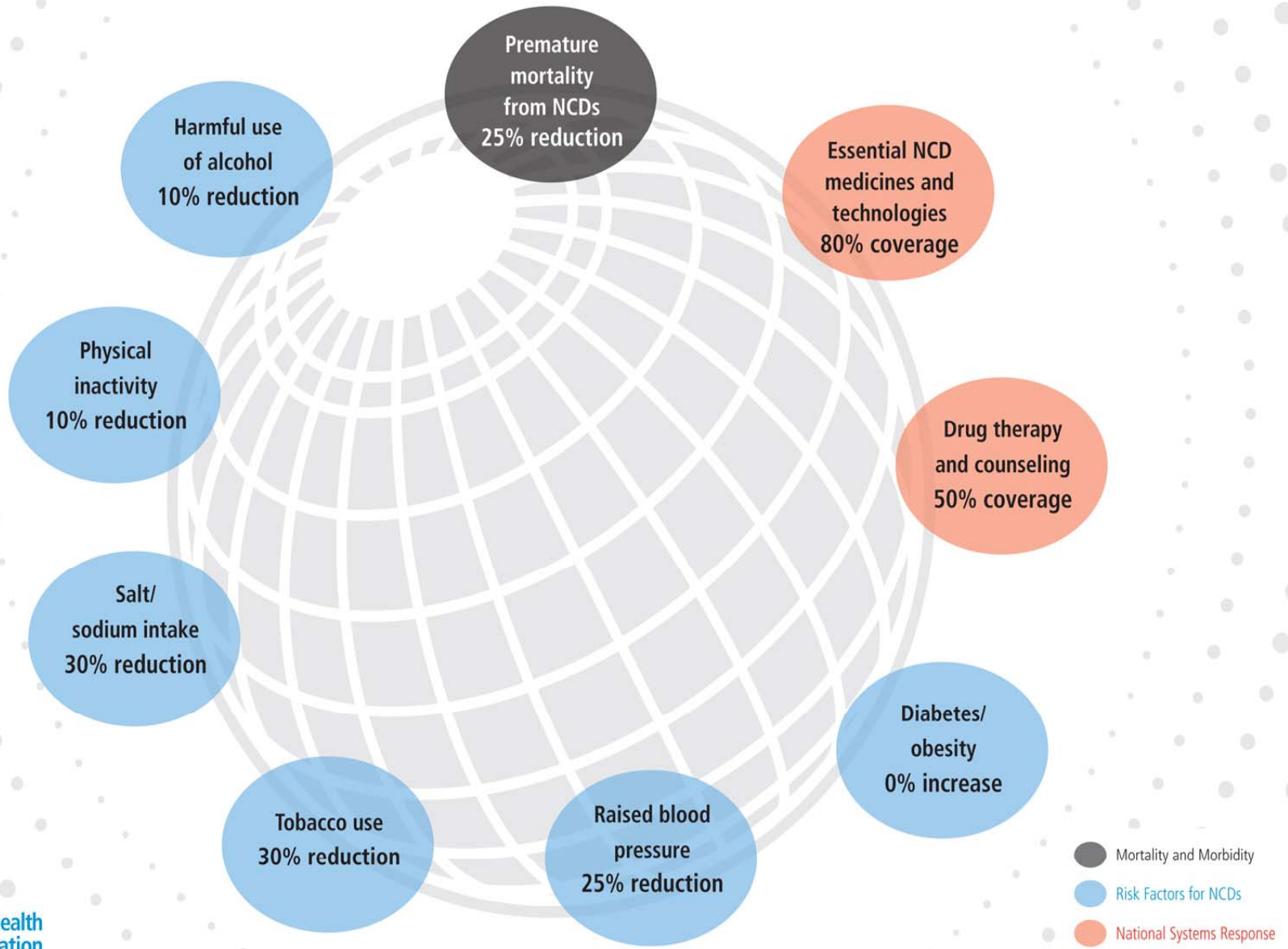
2025 – 2050 ~ 300M

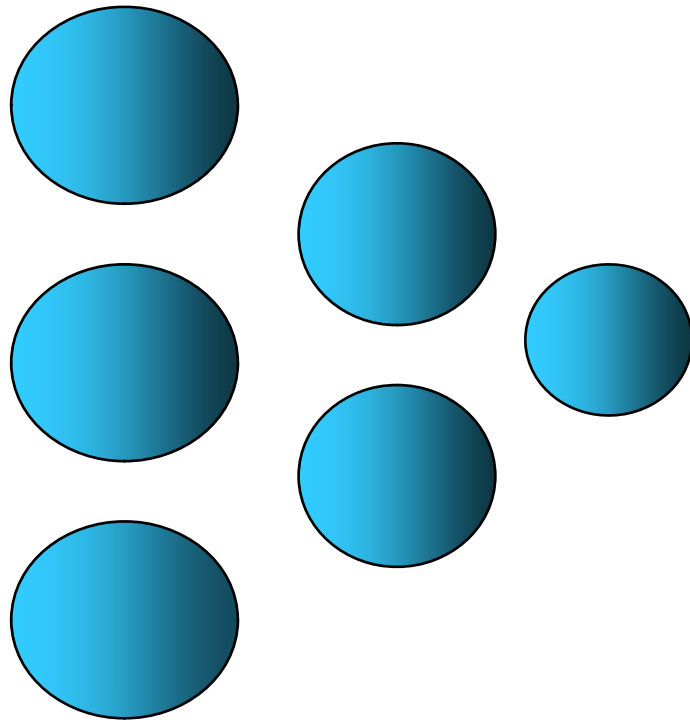
2050 – 2100 > 500M

TOTAL for 21st Century **1 billion** (half the deaths in middle age)

TOTAL for 20th Century 0.1 billion

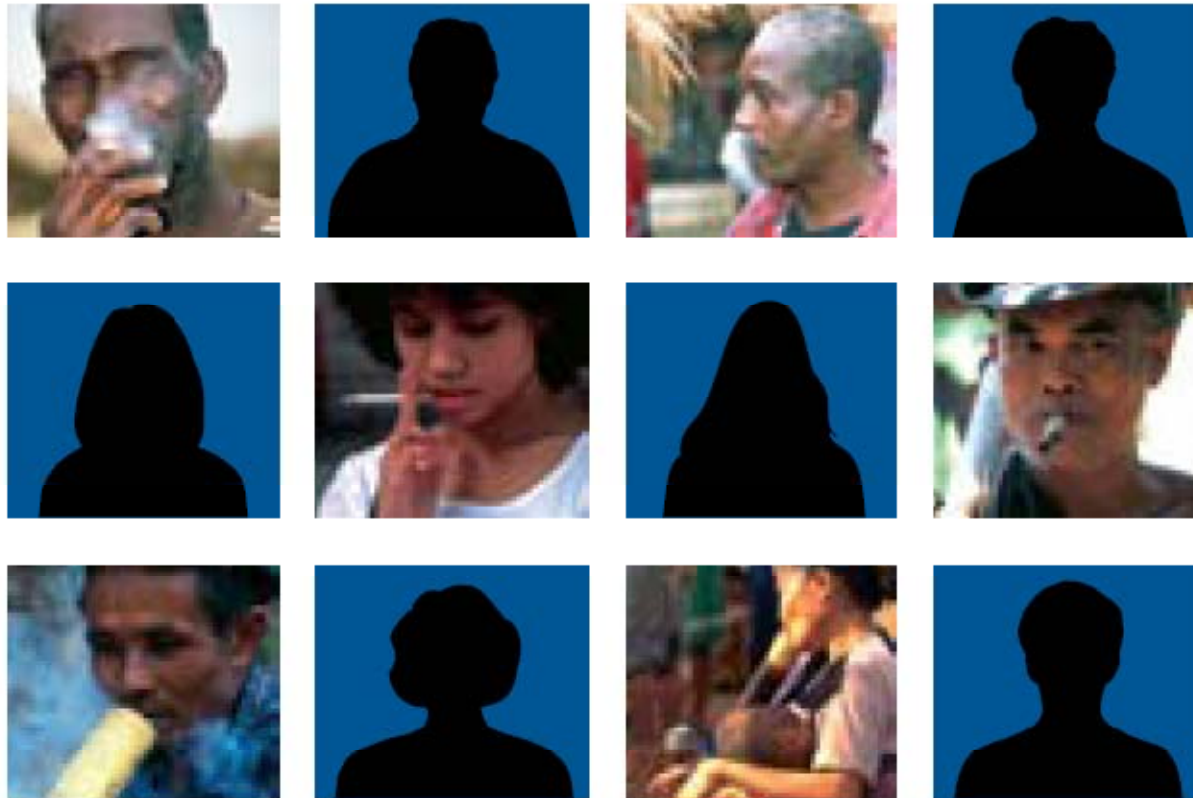
Set of 9 voluntary global NCD targets for 2025



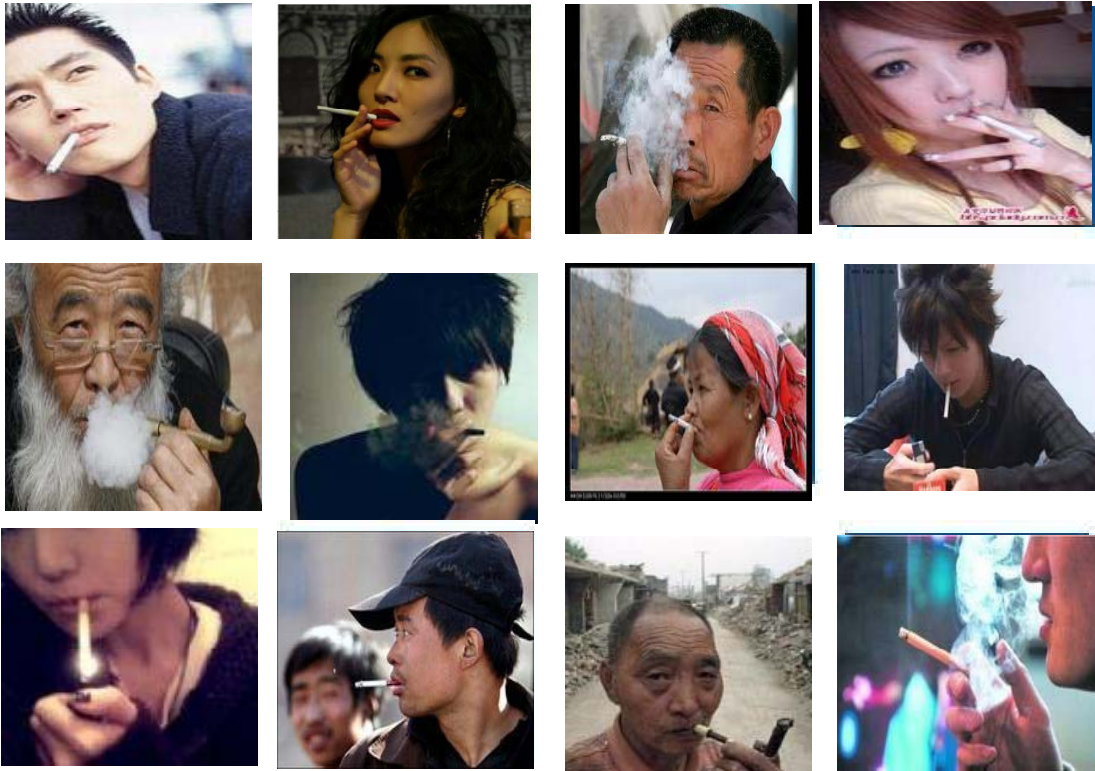


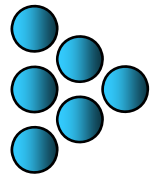
**... Unless
We Act Now**

CNN World Series



Every two smokers one die due to smoking





Tobacco Free Initiative

Goals

- "To reduce the burden of disease and death caused by tobacco use, thereby protecting present and future generations from the devastating health, social, environmental and economic consequences of tobacco consumption and exposure to tobacco smoke"

-
- The global tobacco epidemic expanding through:
 - Trade liberalization
 - Foreign investment
 - Global marketing
 - Social mobility
 - Tobacco industry shifting focus to vast marketplace of transition and developing economies
 - Globalization of the epidemic restricts capacity of countries to regulate tobacco through domestic measures alone – international coordination of policies essential.

Mechanisms for Tobacco Control

- WHO Framework Convention on Tobacco Control (WHO FCTC)
 - Foundation stone in the global fight against the tobacco epidemic
- **mpower**: Six policies for tobacco control
 - Key entry point for scaling up tobacco control
 - Help countries build on WHO FCTC commitments
 - Integral part of the WHO Action Plan for the Prevention and Control of Non-Communicable Diseases

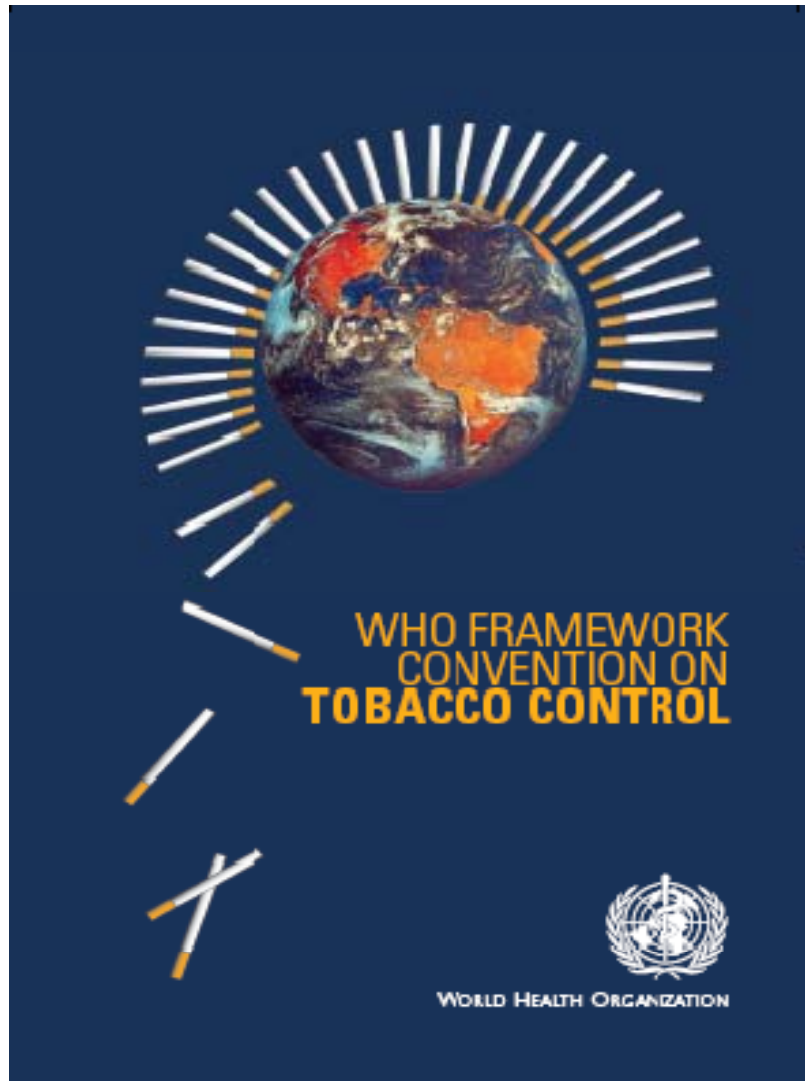
Mobilization of Forces: Negotiate - negotiate - negotiate





-
- First global health treaty negotiated under auspices of WHO
 - One of the most widely embraced treaties in UN History
 - 180 Contracting parties; Entry into force 2015

WHO FCTC



- 49th World Health Assembly (resolution WHA49.17) initiated the development of a WHO Framework Convention on Tobacco Control
- The WHO FCTC opened for signature in June 2003

The WHO Framework Convention on Tobacco Control (WHO FCTC)

A breath of fresh air to re-invigorate tobacco control efforts

- Establishes tobacco control as a priority on the public health agenda
- Provides an evidence-based tool for adoption of sound tobacco control measures
- Introduces a mechanism for firm country commitment and accountability

WHO FCTC

An evidence-based tool for tobacco control



The logo for 'mpower' is displayed in a bold, black, lowercase sans-serif font. The letter 'm' is stylized with a grey sphere partially overlapping its left side. To the right of the text is a large yellow circle with a grey sphere partially overlapping its top-left edge. The background is a solid blue color with several other grey spheres scattered around.

mpower

Monitor tobacco use
and prevention policies

Protect people from
tobacco smoke

Offer help to quit
tobacco use

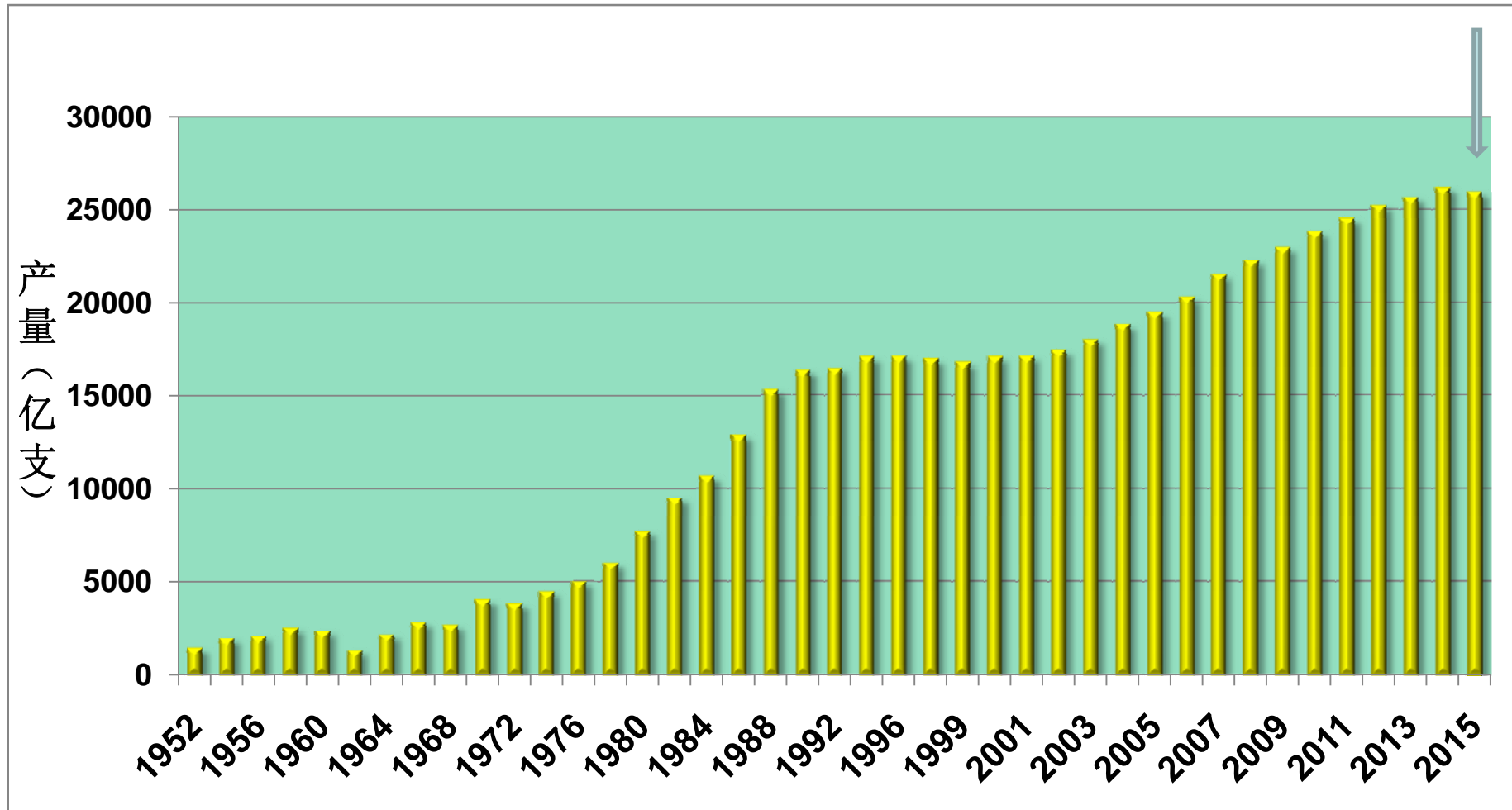
Warn about the dangers
of tobacco

Enforce bans on tobacco
advertising, promotion and sponsorship

Raise taxes on tobacco

Sale amount of Chinese Tobacco

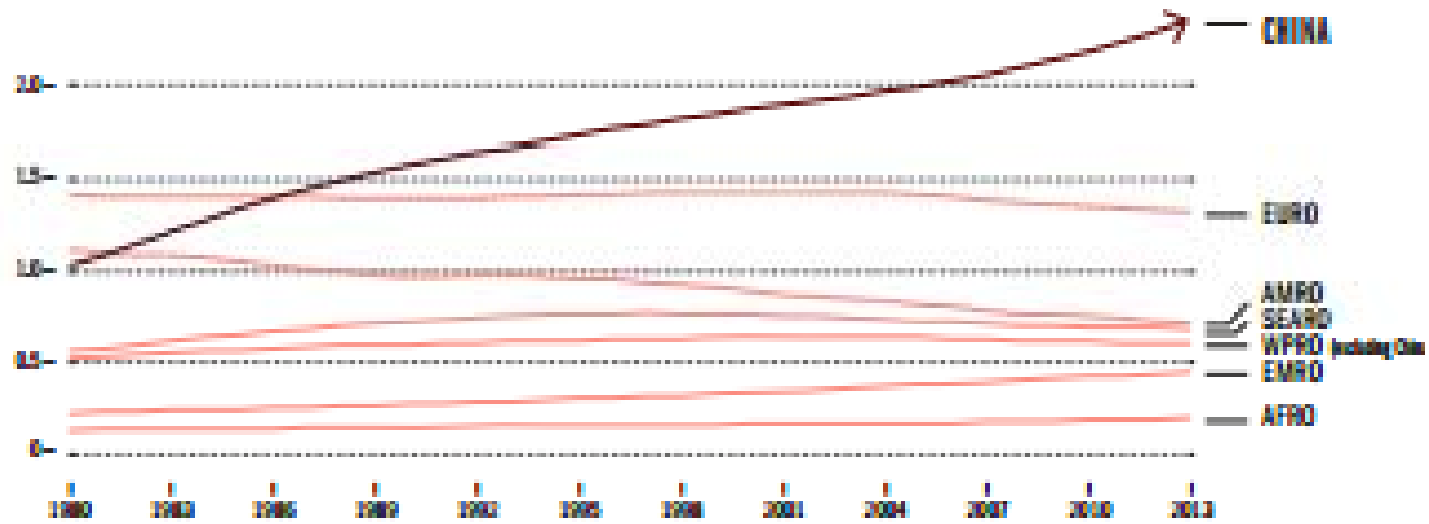
1952-2015



CONSUMPTION BY REGION



Global cigarette consumption by WHO region: 1980-2013, in trillions



The disproportionate increase in the number of cigarettes smoked in China is a combined effect of China's population growth and an increase in smoking intensity. In 2013, an average smoker in China smoked 22 cigarettes a day, nearly 50% more than in 1980.

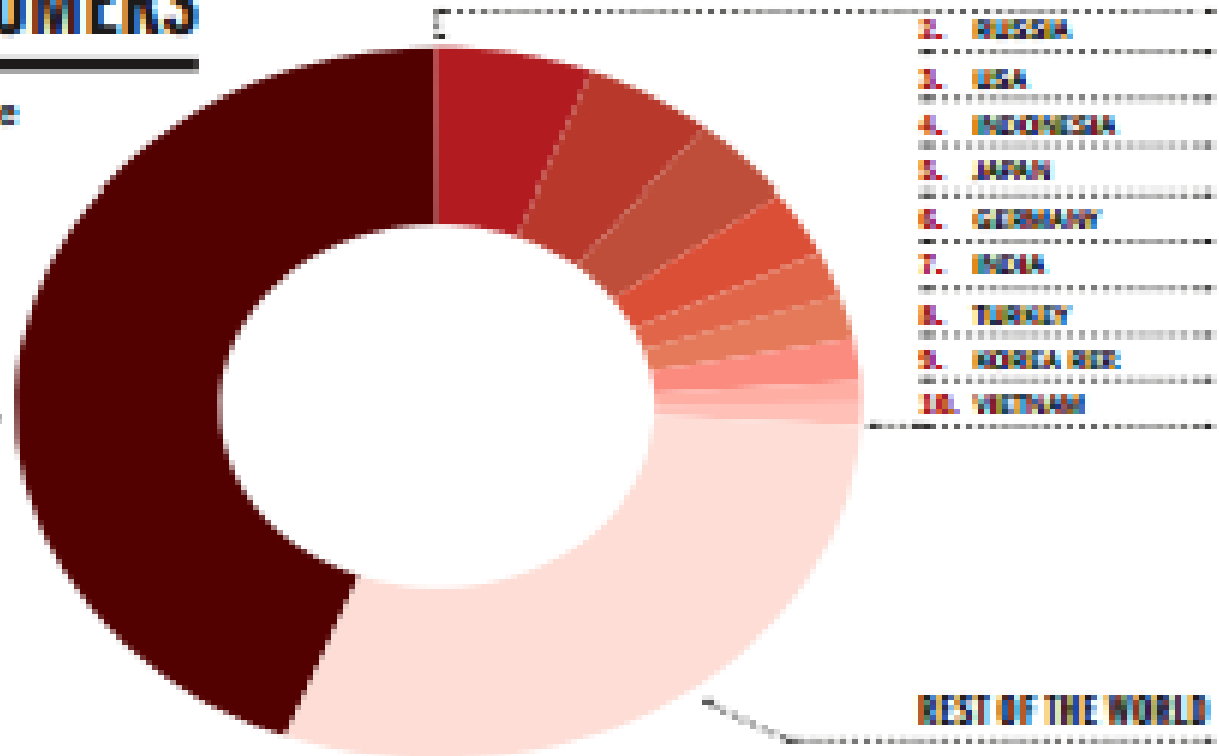
来源：烟草版图第五版

TOP 10 CONSUMERS

Distribution of cigarette consumption: 2014

1. CHINA

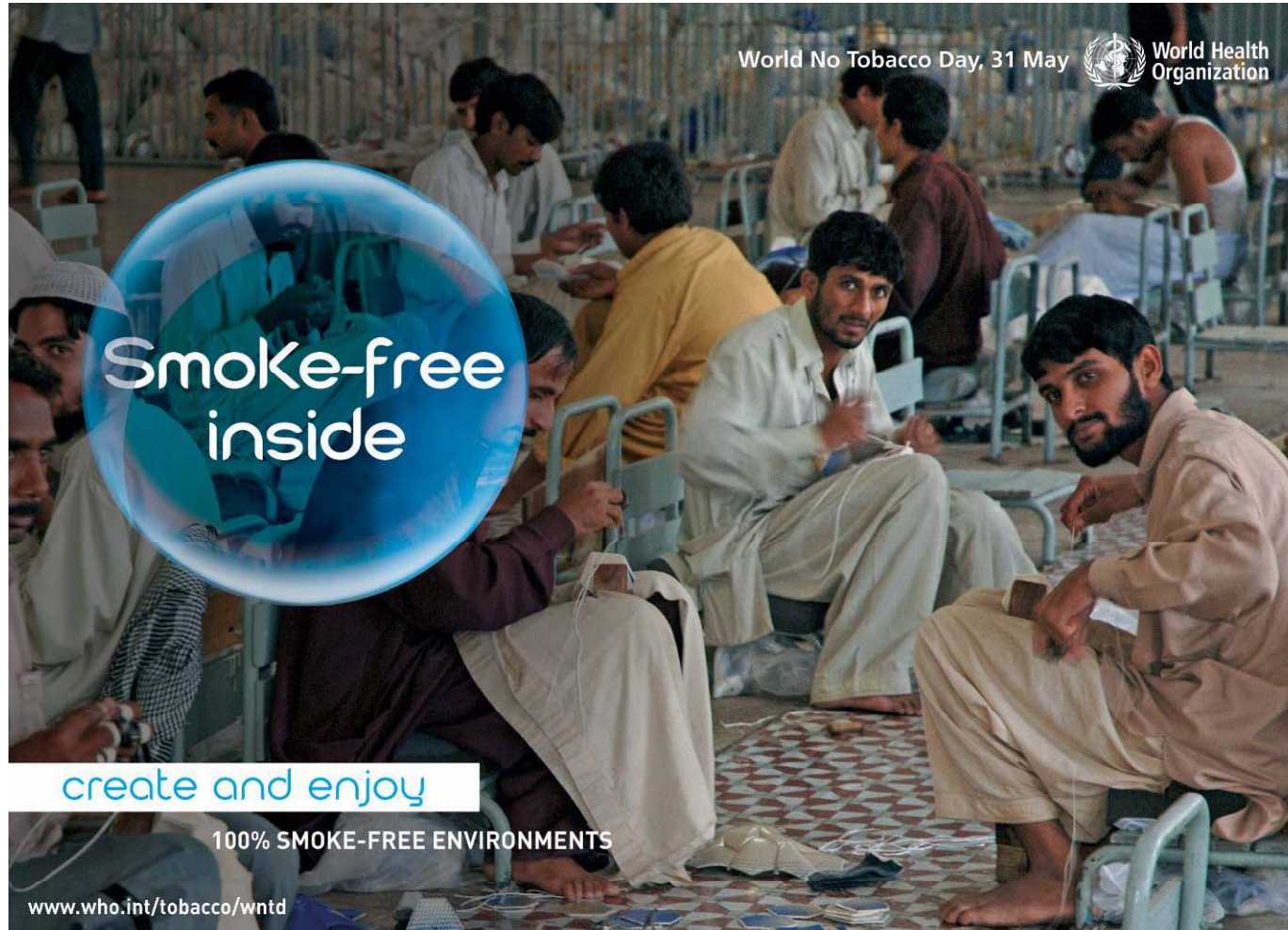
More cigarettes are now smoked in China than in the next top 29 cigarette-consuming countries combined.



Series of Tobacco Control Policies

- In 2013, “Circular on leading cadres to take the lead to ban smoking in public places” was published
- In 2014, “Regulations on the control of smoking in public places” has been listed in secondary legislation plan by the State Council.
- 18 cities has established local tobacco control legislation.
- National Health and Family Planning Commission and educational departments actively launch no-smoking environment of public health departments and schools.
- New “Advertiser’s law” became effective at Sep. 2015, prohibited all kinds of tobacco advertisement.
- Tobacco tax raised since 10th May, 2015.
- Charity law is under revise, which included content of tobacco control.

Article 8: Protection from Exposure to tobacco Smoke



Smoke-Free Environments

- Article 8 guidelines of the WHO FCTC
 - provide that all parties are to strive to achieve a comprehensive ban in all indoor public places and workplaces within 5 years of ratifying the treaty
- Enact 100% ban on smoking in all indoor public places
 - To fill gaps in the current smoke-free law
 - Ban should cover indoor offices, restaurants, pubs and bars, and public transportation
 - No exceptions for designated smoking

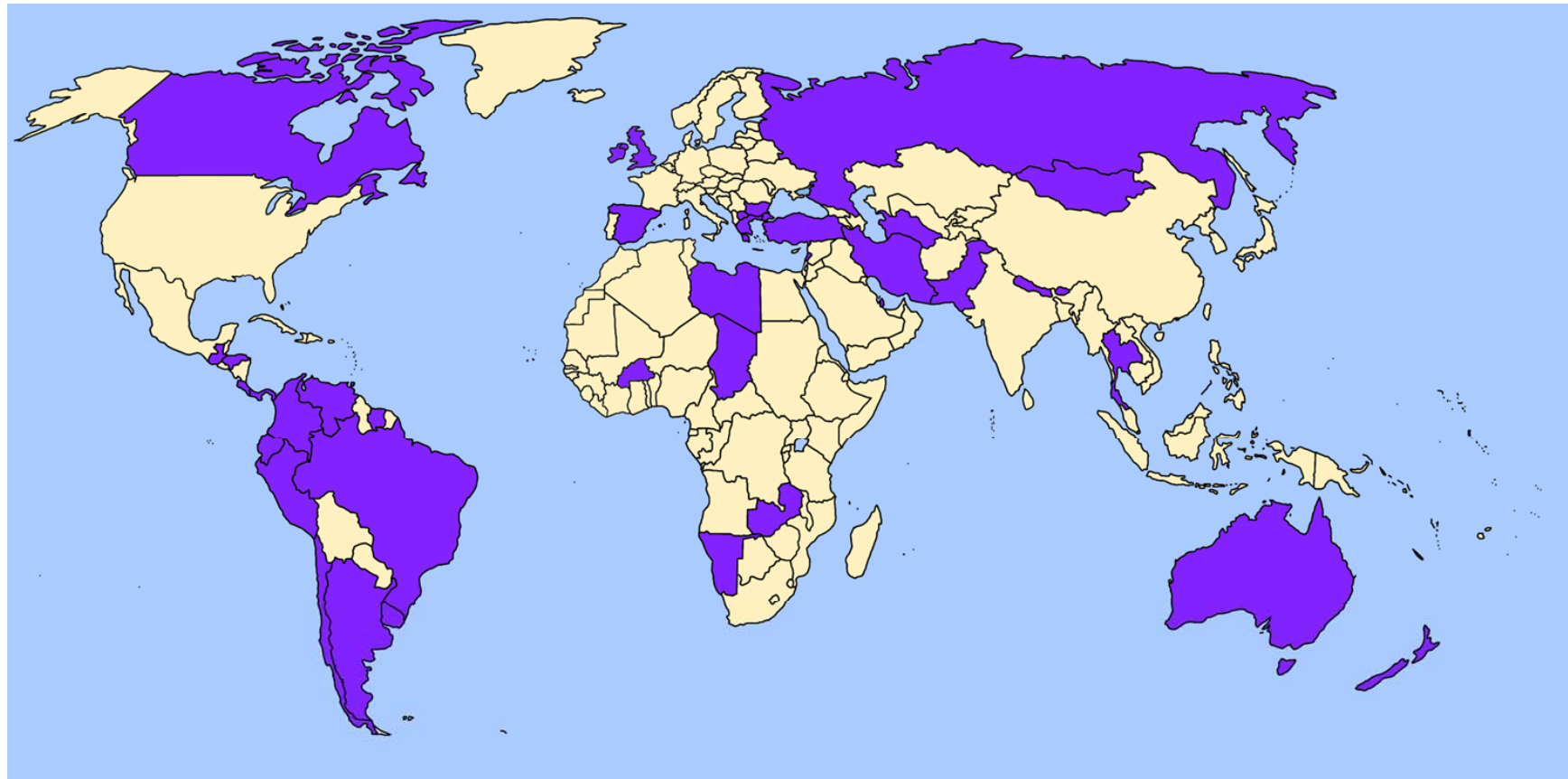
Before 2004



全球无烟趋势

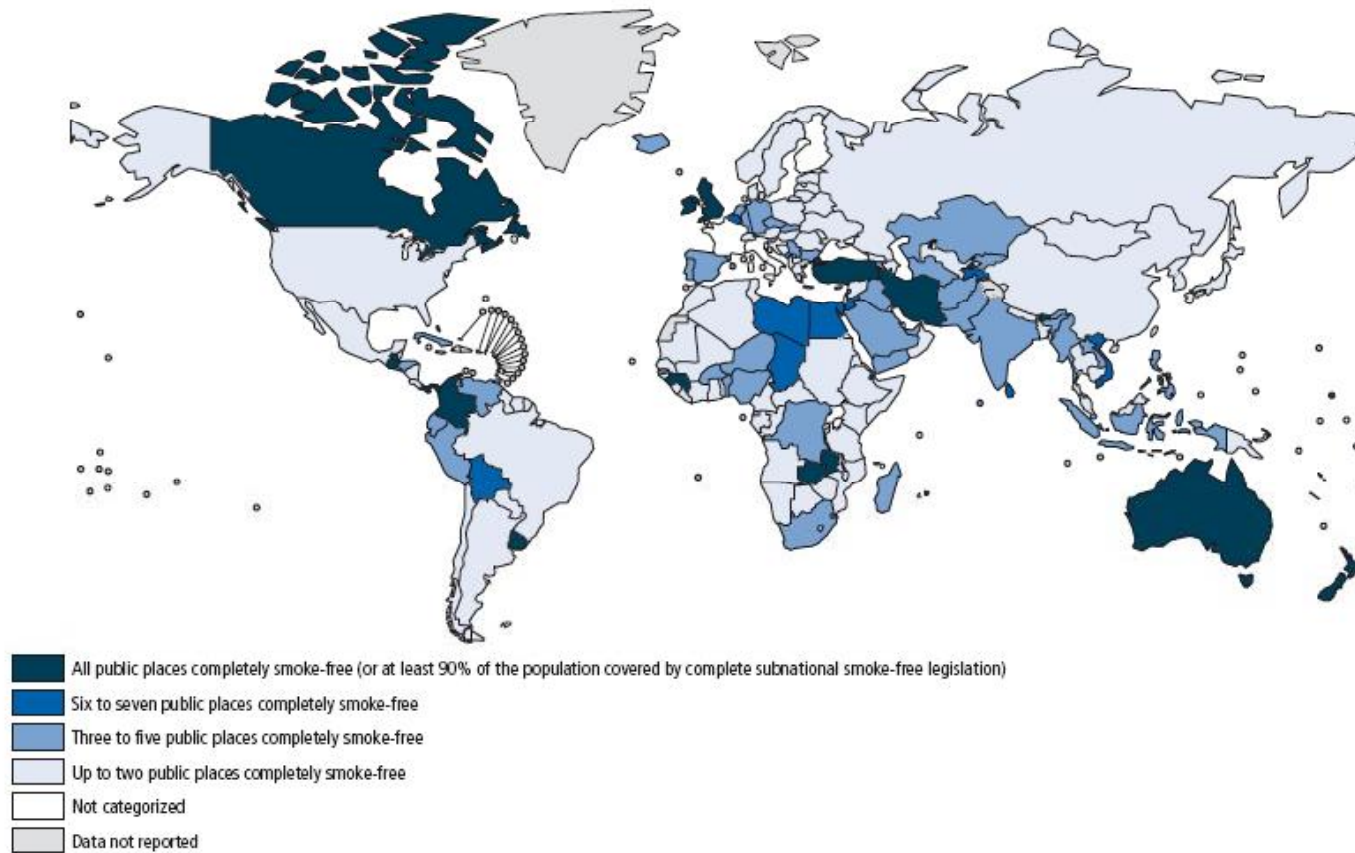
截止到2015年4月，44个国家实现

As of May 2015, 44 countries have enacted 100% indoor smoke-free policies



2008 Smoke-Free WHO Map

SMOKE-FREE ENVIRONMENTS, 2008



2014 Smoke-Free WHO Map

SMOKE-FREE ENVIRONMENTS – HIGHEST ACHIEVING COUNTRIES, TERRITORIES AND AREAS, 2014



Countries, territories and areas with the highest level of achievement: Albania, Argentina, Australia, Barbados, Bhutan, Brazil, Brunei Darussalam, Bulgaria, Burkina Faso, Canada, Chad, Chile,* Colombia, Congo, Costa Rica, Ecuador, Greece, Guatemala, Honduras, Iran (Islamic Republic of), Ireland, Jamaica,* Lebanon, Libya, Madagascar,* Malta, Marshall Islands, Mongolia, Namibia, Nauru, Nepal, New Zealand, Pakistan, Panama, Papua New Guinea, Peru, Russian Federation,* Saudi Arabia, Seychelles, Spain, Suriname,* Thailand, Trinidad and Tobago, Turkey, Turkmenistan, United Kingdom of Great Britain and Northern Ireland, Uruguay, and Venezuela (Bolivarian Republic of), West Bank and Gaza Strip.

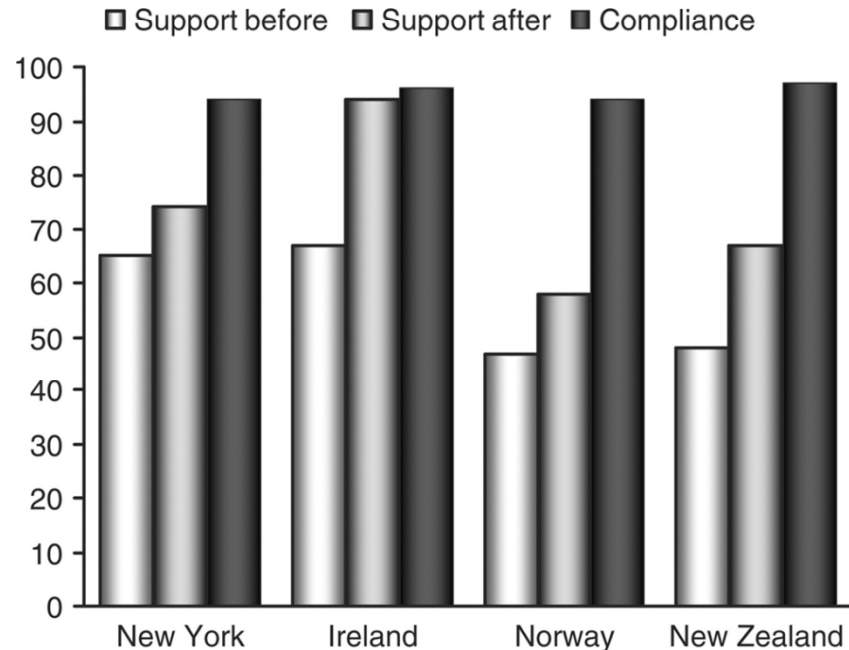
* Country newly at the highest level since 31 December 2012.

Subnational Smoke-Free

- Of the 460 million people (6.5% of the world's population) who live in one of the world's 100 largest cities, **164 million (in 28 cities)** are protected by a comprehensive smoke-free law.
- This is an **increase of seven cities** since 2012.
- Two large cities (**Hong Kong** Special Administrative Region of China, and **Houston**) and six states or provinces containing a large city (**Chicago, Jakarta, Melbourne, Mexico City, New York City** and **Sydney**) have introduced comprehensive smoke-free laws independently of national authorities.
- **Beijing** has adopted a comprehensive smoke-free law, which took effect on 1 June 2015.

High Rates of Compliance and Popularity

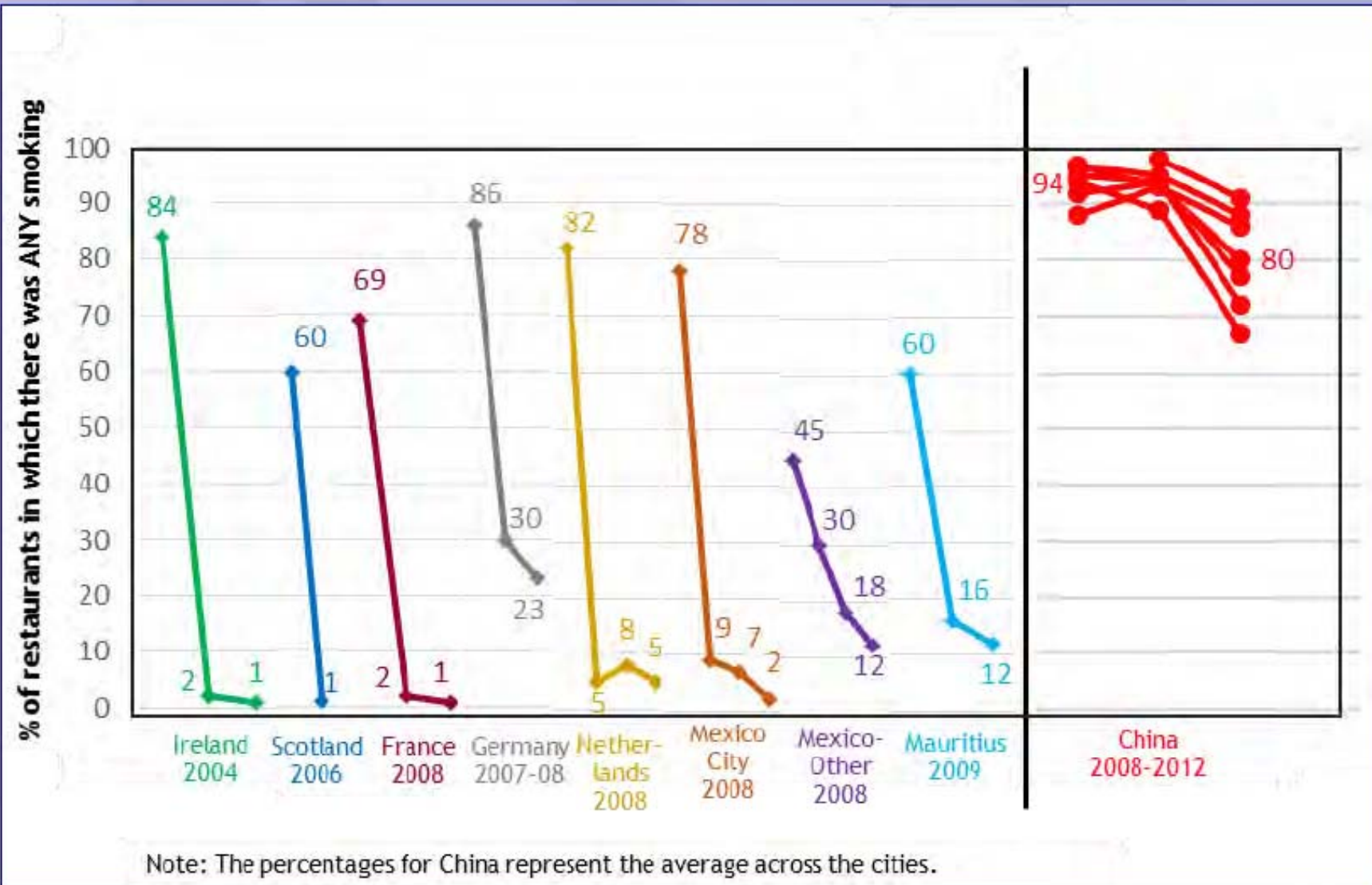
- >90% sustained public compliance
 - in many European nations, including UK, Italy, Norway, New Zealand, Thailand (A/C restaurants)
 - Sub-national jurisdictions in US
- High rates of public support worldwide
 - >90 in the above jurisdictions, Colombia, Brazilian and Argentine cities, others
 - 96% of Beijing residents supported smoke-free policy and compliance rate is over 80%
 - 80% of Chinese public support smoke-free workplaces



Brief Summary of Some Findings on Smoke-Free

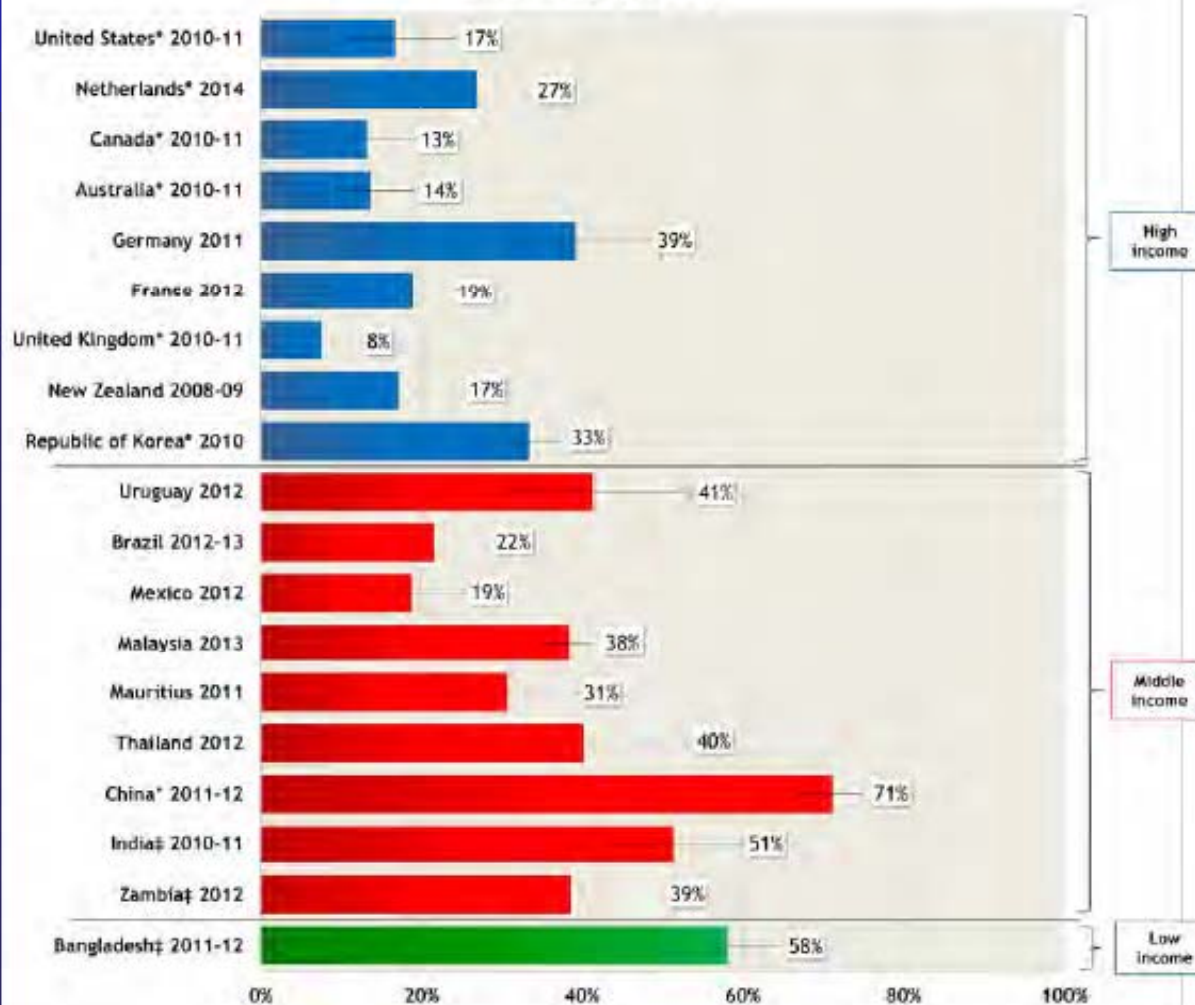
- ◆ Smoke-free laws lead to dramatic reductions in smoking prevalence and in indoor air quality when they are comprehensive, with no exceptions, and when enforced.

Percentage of Restaurants Where Smoking Was Observed in ITC Countries Before and After Smoke-Free Laws



Smoking indoors in workplaces

Percentage of male smokers† who reported noticing people smoking indoors in workplaces in the last month, by country



† Smokers refer to only cigarette users for all countries except Bangladesh, India, and Zambia, where dual tobacco users (those tobacco users who reported smoking both cigarettes and bidis) and mixed tobacco users (those tobacco users who reported smoking both smoked tobacco and smokeless tobacco) were also included in the analysis.

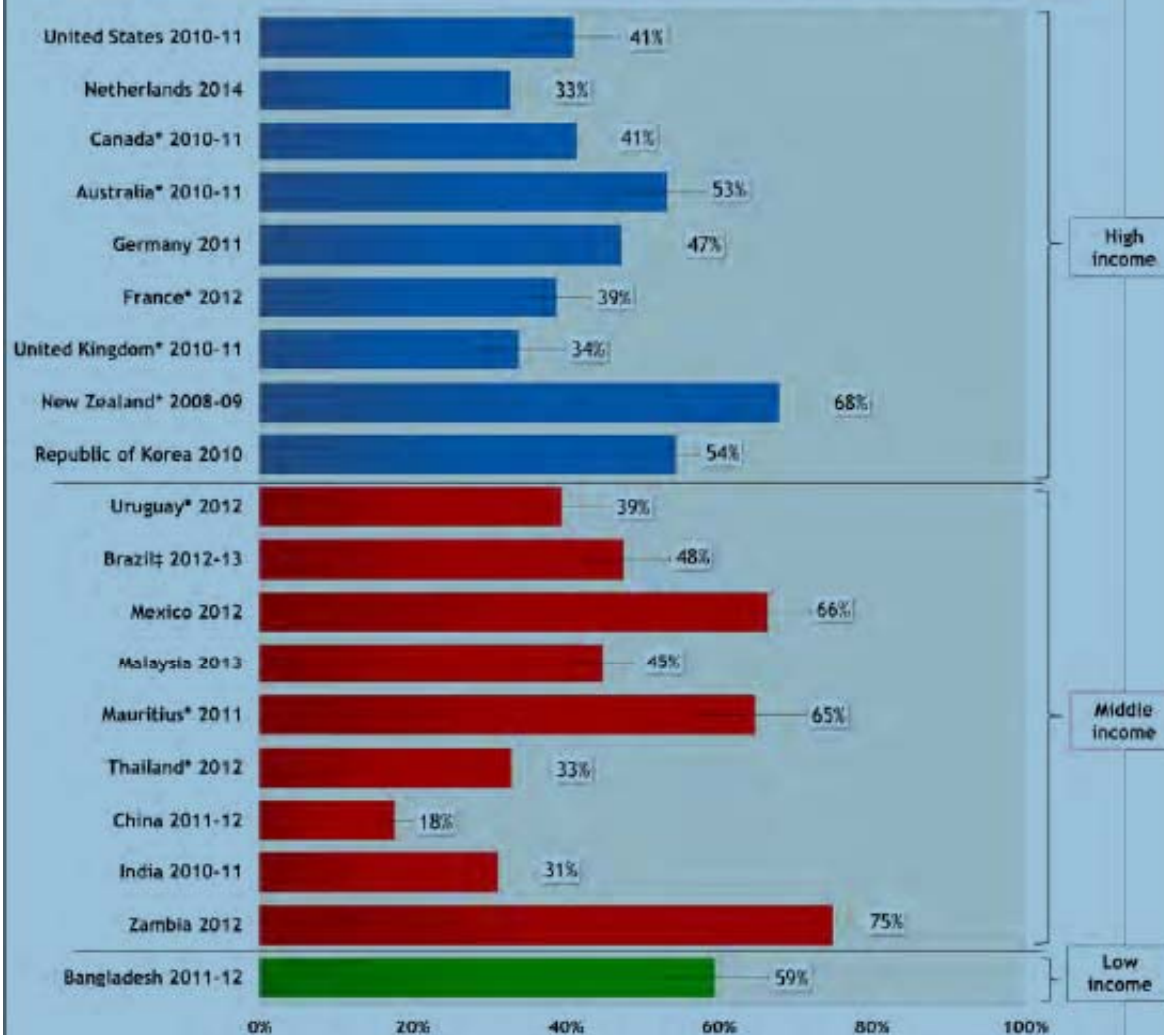
* In these countries, responses include all those who were employed outside of home, regardless of whether the workplace was indoors or outdoors. In all other countries, respondents who worked outdoors only were excluded.

‡ In these countries, the question asked about smoked tobacco in general, rather than cigarette smoke.

• In China, respondents were asked about noticing smoking in the last 6 months.

Smoking bans in homes

Percentage of male smokers[†] who reported that smoking is never allowed inside their home, by country



[†] Smokers refer to only cigarette users for all countries except Bangladesh, India, and Zambia, where dual tobacco users (those tobacco users who reported smoking both cigarettes and bidis) and mixed tobacco users (those tobacco users who reported smoking both smoked tobacco and smokeless tobacco) were also included in the analysis.

* Countries with complete smoking bans in bars, restaurants, and workplaces in effect at time of survey.

‡ Brazil implemented a complete smoking ban in bars prior to the time of survey, however, regulations for implementation have not been defined at time of survey.

City has local ban smoking law



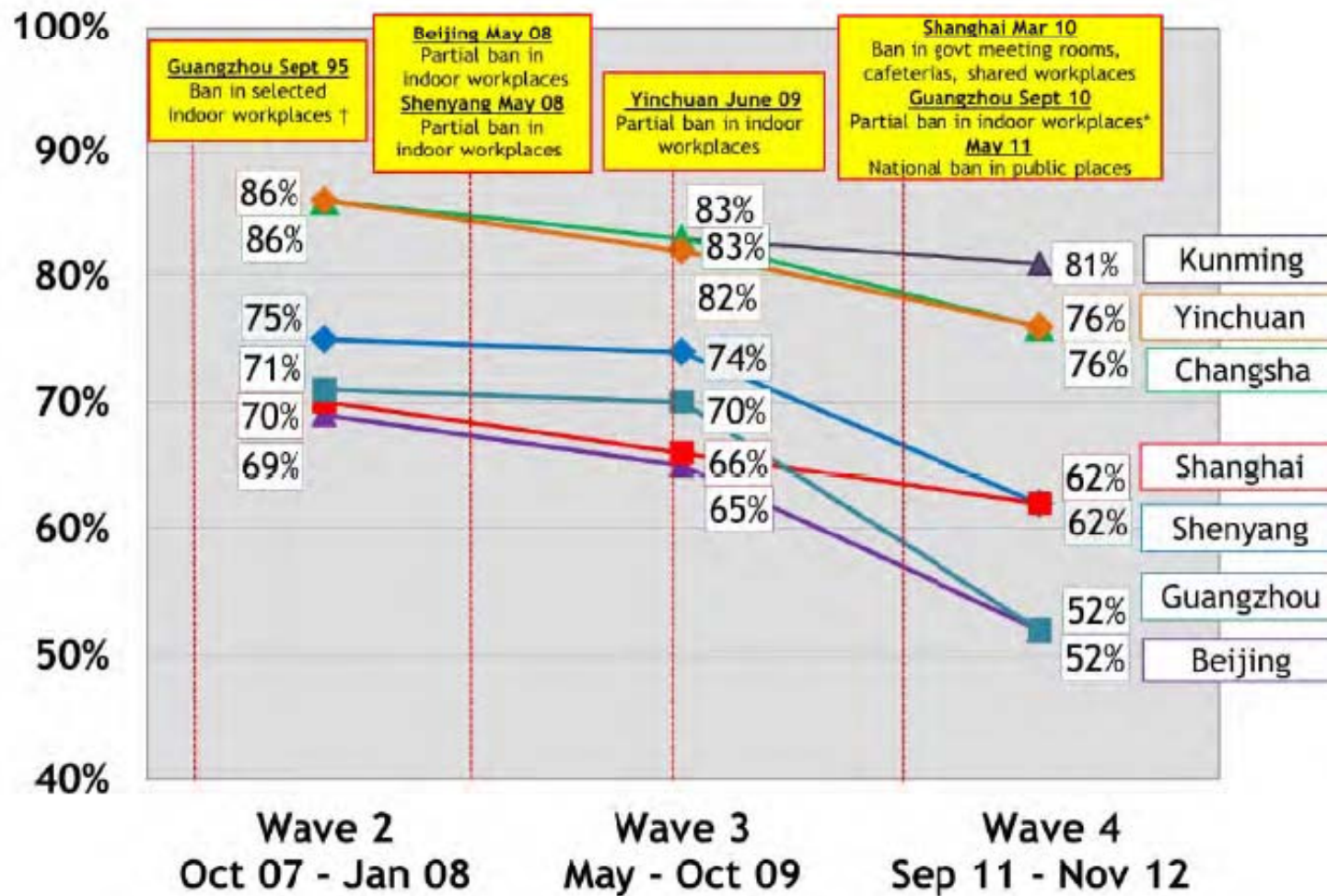
The International Tobacco Control Policy Evaluation Project

- The International Tobacco Control Policy Evaluation Project (the ITC Project) is the first-ever international cohort study of tobacco use.
- Its overall objective is to measure the psychosocial and behavioural impact of key national level policies of the WHO FCTC.
- Cities were selected based on geographical representations and levels of economic development.
- 800 smokers and 200 non-smokers surveyed through multistage cluster sampling method in each city.



Smoking in Workplaces

Figure 1. Percentage of smokers who noticed smoking in their indoor workplaces, by city, by wave

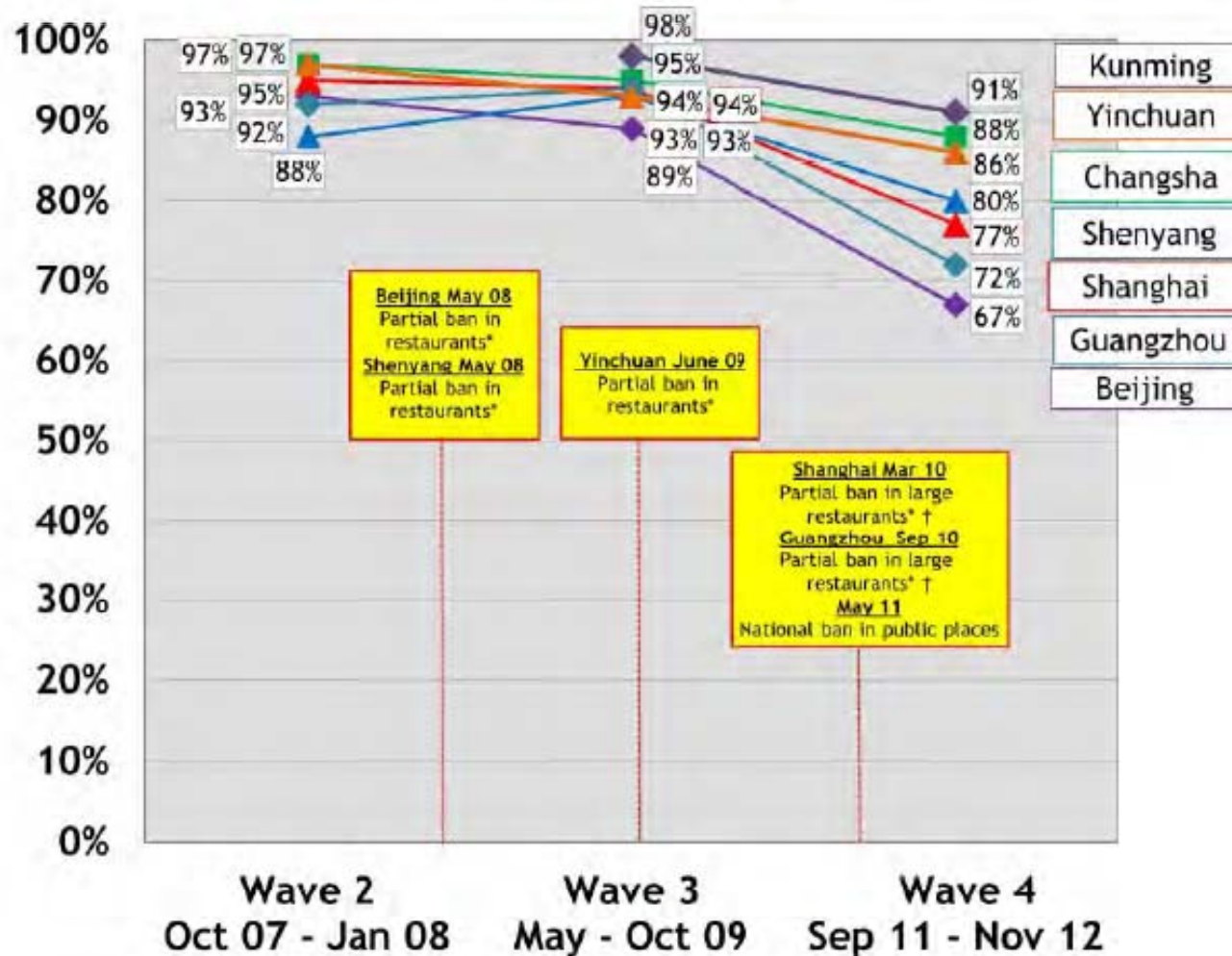


† Ban included classrooms, meeting rooms, and air conditioned offices

* Ban included offices, meeting rooms, cafeterias, elevators, and corridors

Smoking in Restaurants

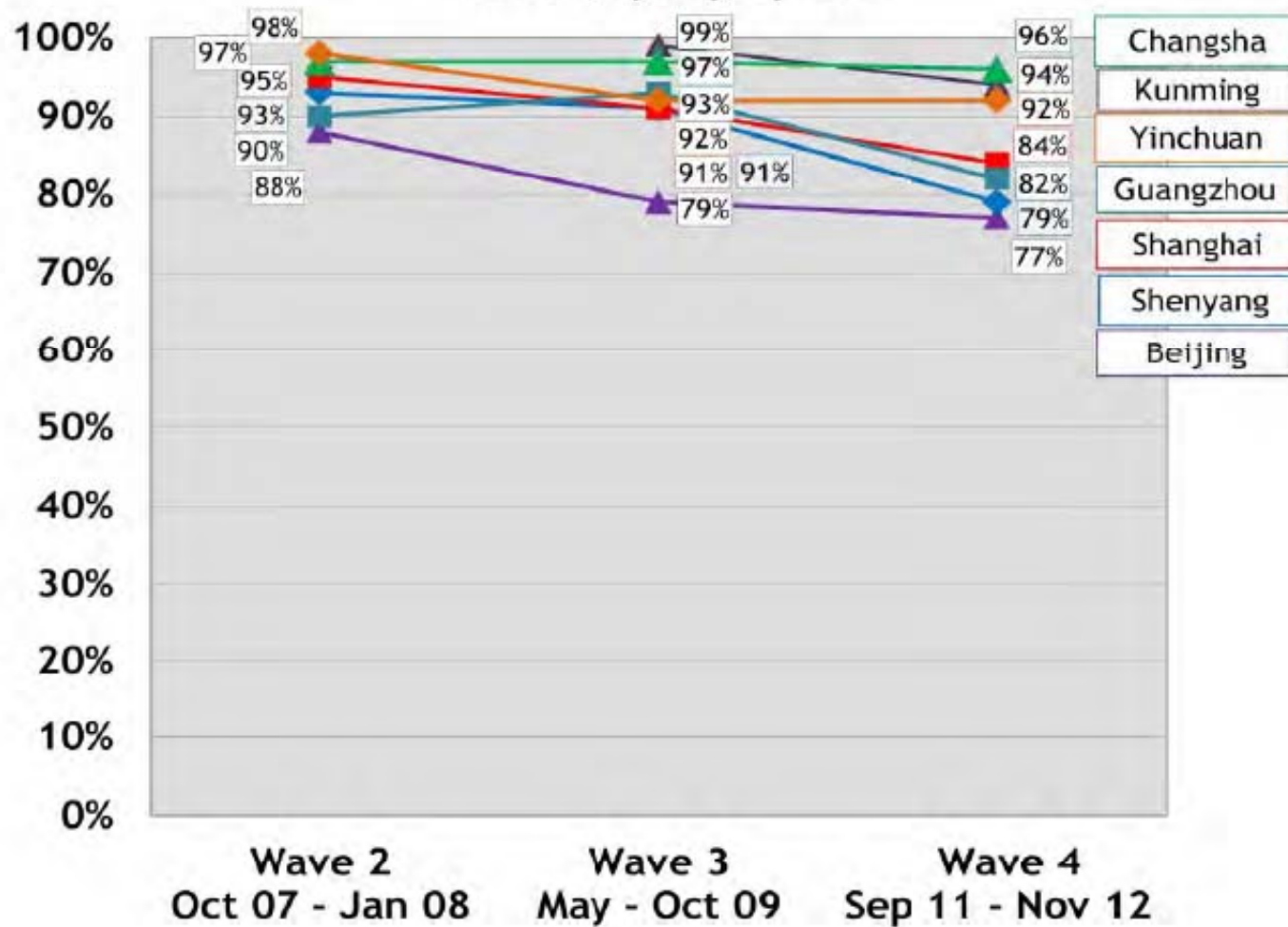
Figure 3. Percentage of smokers who noticed smoking in restaurants, by city, by wave



* Designated smoking rooms permitted; designated non-smoking areas in Yinchuan
 † Restaurants with 75+ seats or 150+ square metres

Smoking in Bars

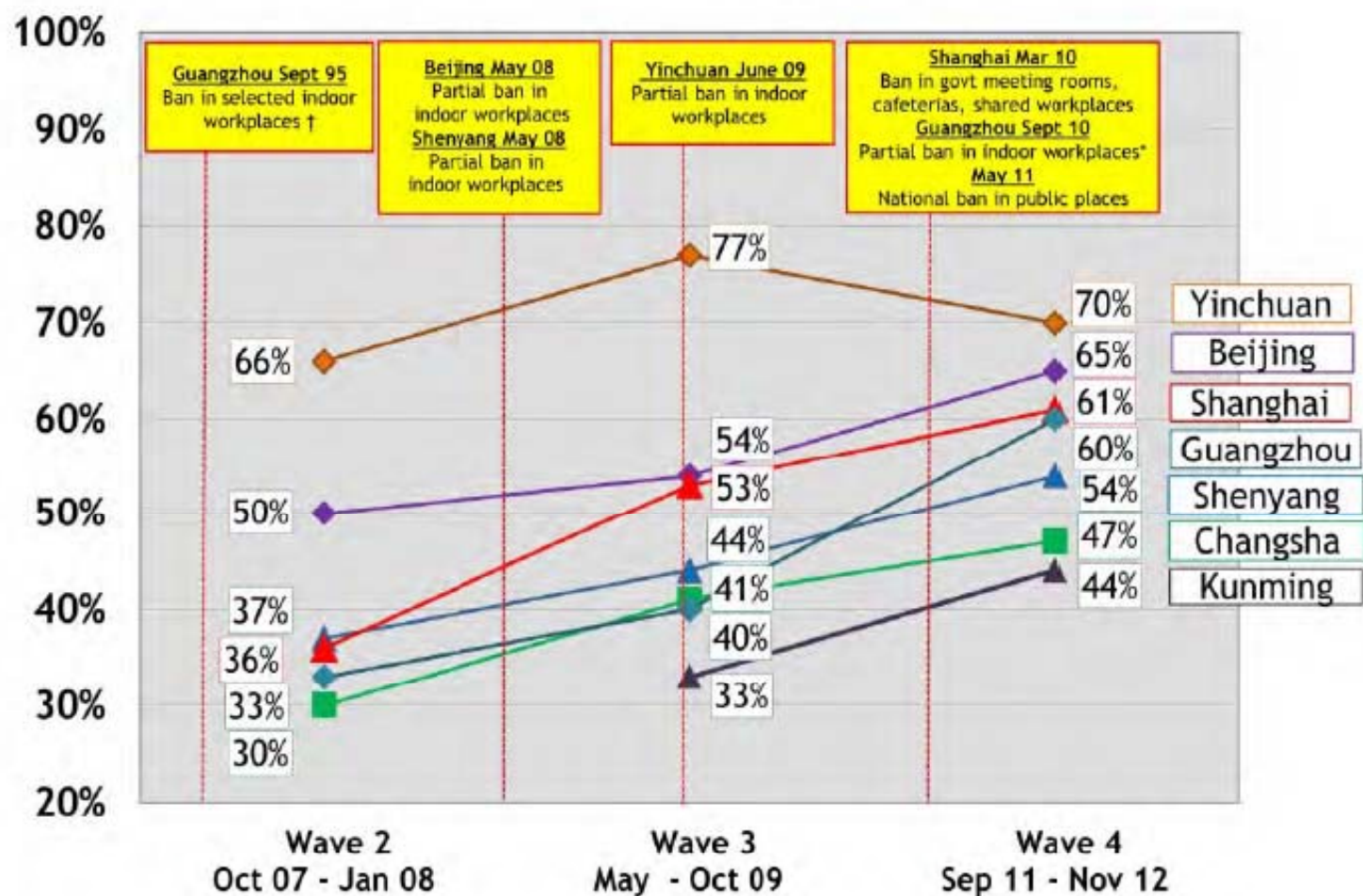
Figure 6. Percentage of smokers who noticed smoking in bars, by city, by wave



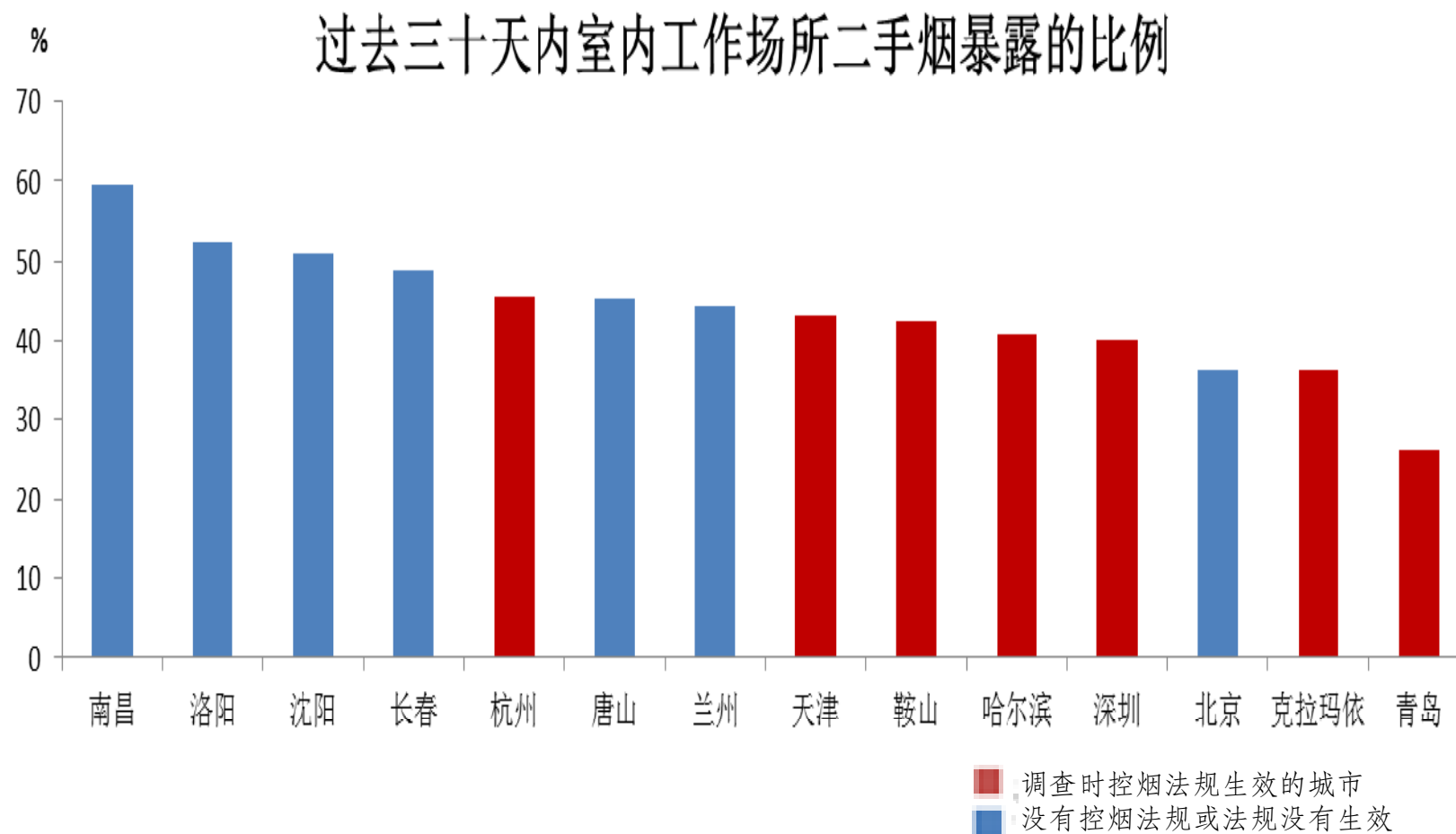
support for smoke-free policy

Indoor workplaces

Figure 9. Percentage of smokers who support complete smoking bans in their indoor workplaces, by city, by wave



未立法城市室内公共场所二手烟暴露水平高





禁止吸烟

NO SMOKING

违者最高罚款200元

举报投诉电话：12320

您已进入
无烟办公楼

室内所有区域
禁止吸烟



北京市XXXXXX单位



演员王艳





全国控烟宣传形象大使：王学圻

支持
公共场所禁烟
为自己为他人

国家卫生和计划生育委员会
承制 中国健康教育中心

全国戒烟热线：12320 4008085531
更多精彩，
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全国控烟宣传形象大使：任重

支持
公共场所禁烟
为自己为他人

国家卫生和计划生育委员会
承制 中国健康教育中心

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吸烟消耗生命
Smoking consuming life

2015年6月1日起

根据《北京市控制吸烟条例》，
航站楼内禁止吸烟，所有室内吸烟室
届时将全部关闭，敬请关注。

According to Beijing Smoking Control
Ordinances, smoking inside the terminal
will be prohibited and all smoking rooms
in the terminal will be closed from June 1,
2015. Please maintain your attention.



北京首都国际机场股份有限公司
Beijing Capital International Airport Co., Ltd.

关爱健康 停止吸烟

Take care of health
Stop smoking



2015年6月1日起

根据《北京市控制吸烟条例》，航站楼内所有吸烟室将全部关闭，敬请关注。届时如需吸烟，请到楼外吸烟区。

According to Beijing Smoking Control Ordinances, all smoking rooms in the terminal will be closed from June 1, 2015. Please use the smoking areas outside the terminal thereafter.



北京首都国际机场股份有限公司
Beijing Capital International Airport Co., Ltd.

无烟生活 健康中国

让每一天
都成为
世界无烟日

www.who.int/tobacco

世界卫生组织

5.31

国家卫生和计划生育委员会

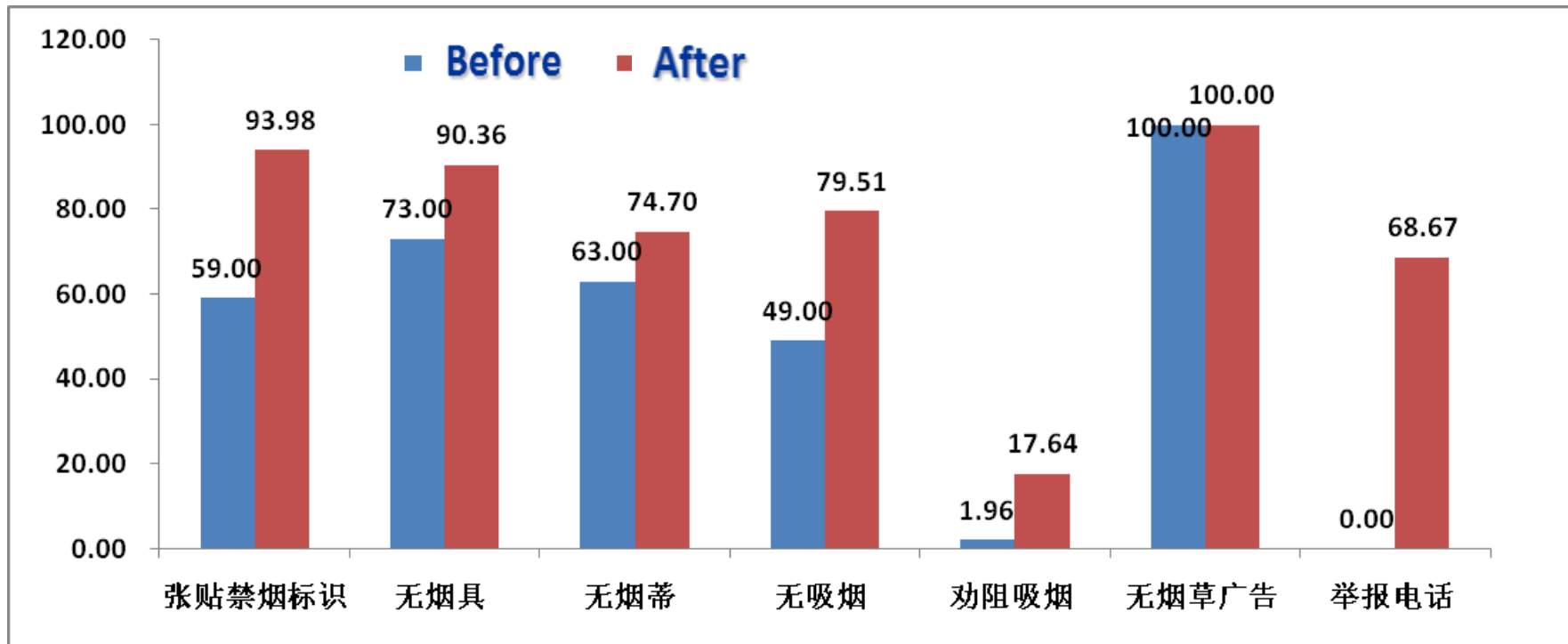


除禁烟标志以外的控烟信息情况 (additional smoke free information other than SF signs)

- 张贴比例为15.9% (28/176)

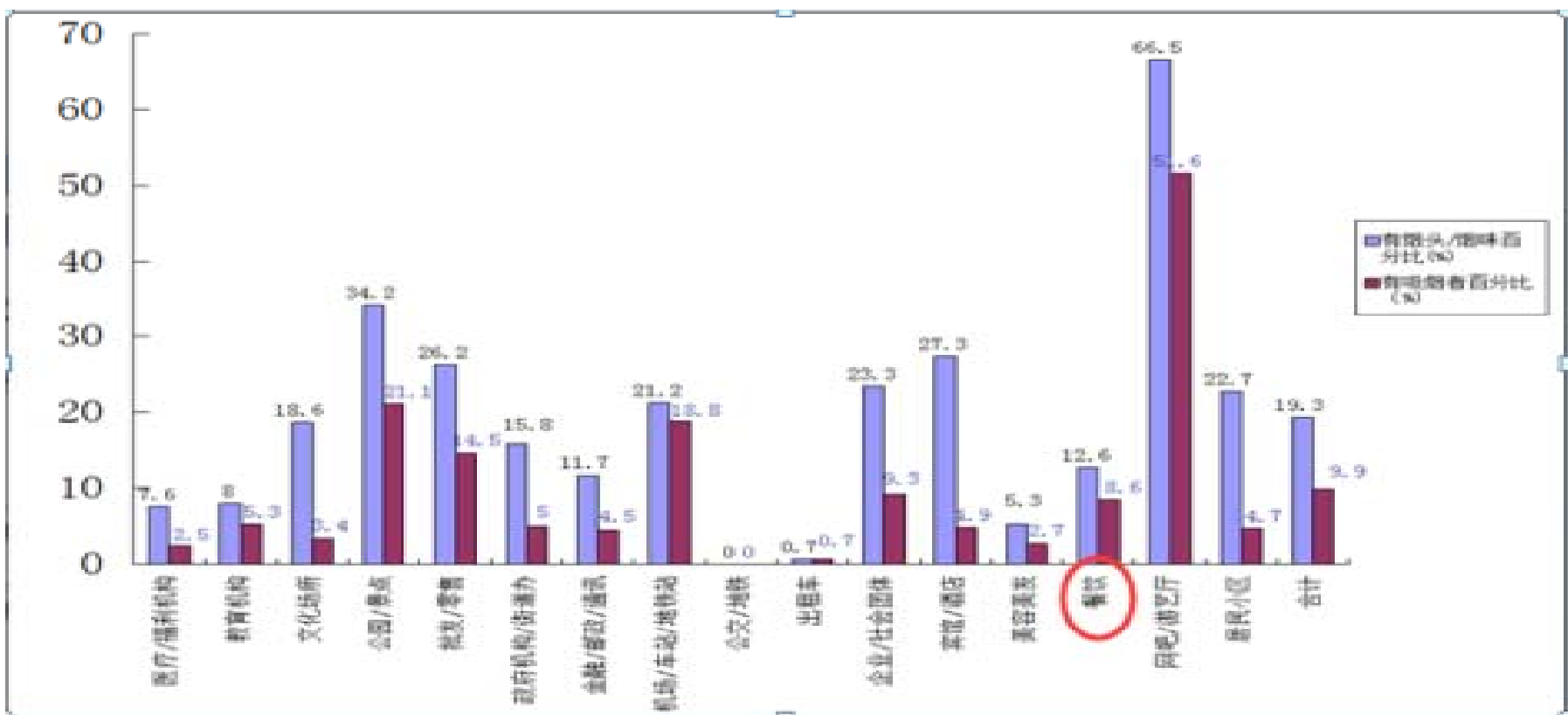


Survey results from **restaurants** compared before and after (3 months) implementing tobacco control law, Beijing



1. Posting ban smoking sign increased by 34.98%.
2. Dissuading Smoking increased by 15.68%.
3. Posting sign include Quitline increased by 68.67%.

SHS rate decrease after one year of implementation Shenzhen



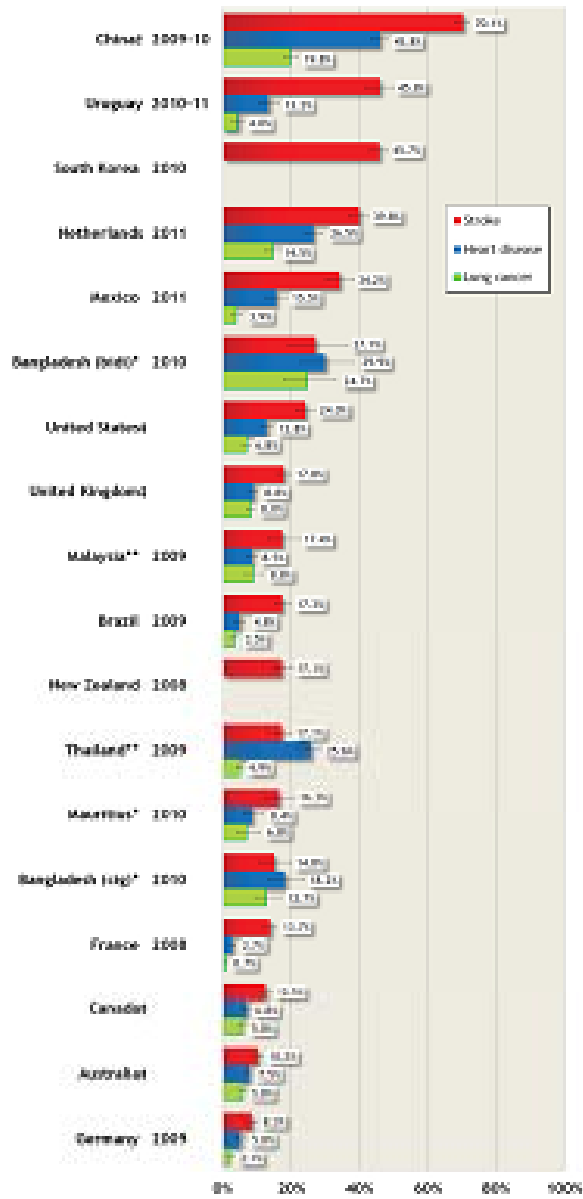
O-Cessation Service

- Quitline -12320
- Website – Quit Coach
- Mobile Phone – Text Message
- Brief Intervention - 6 million, 2 M doctor

O-Cessation Service

- Briefing cessation intervention
 - 6 million health provider
 - 2 million doctor
- Cessation clinic (HK model?)

Figure 1. Adult smokers who do not believe, or do not know that smoking causes specific diseases, by country (ITC)

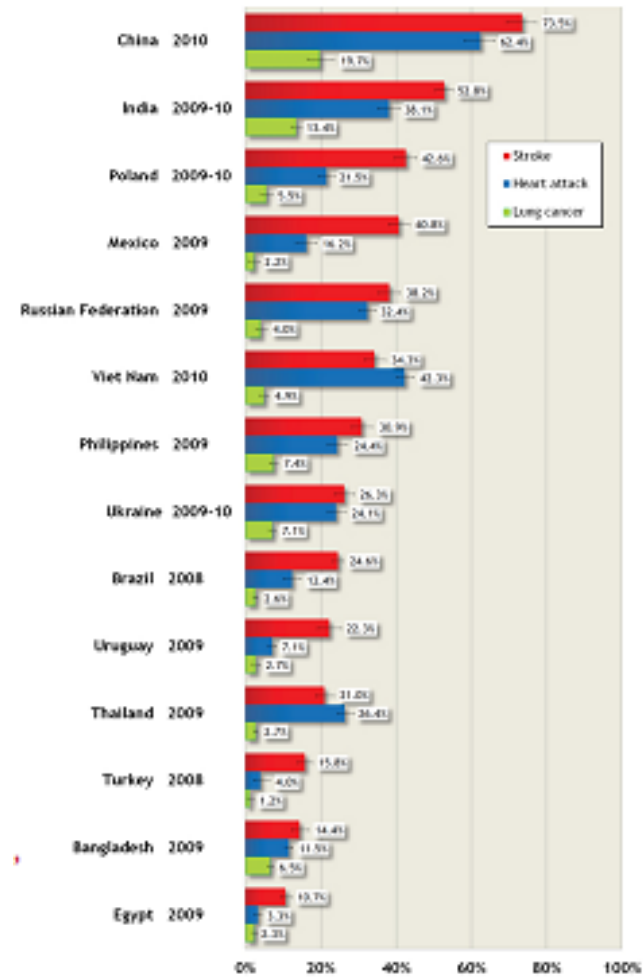


* Jordan and/or about heart disease, COPD
 † Jordan and/or about heart disease
 ‡ Jordan and/or about coronary heart disease
 § Australia, Canada, UK and US have 1 disease data 2008, stroke data 2004, and lung cancer data 2008-09

South Korea Republic of Korea
 †United Kingdom* United Kingdom of Great Britain and Northern Ireland

Knowledge of Smoking and SHS is poor

Figure 2. Adult smokers who do not believe, or do not know that smoking causes specific diseases, by country (GATS)



How to increase the knowledge of harm of
smoking and SHS ?

W-Package Labeling

-



**DON MIGUEL,
CHILENO,
FUMO 20 AÑOS.
PERDIÓ SU LARINGE
POR CANCER**

**ควันบุหรี่ทำให้
หัวใจวาย
ตาย**

**SMOKING CAUSES
BLINDNESS**
Health Authority Warning

**Quitline
131 848**

Smoking causes irreversible damage to the back of the eye. This is known as macular degeneration. Central vision is lost, blindness may follow.

You CAN quit smoking. Call Quitline 131 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au

El Ministerio de Salud y Desarrollo Social
ADVIERTE

**FUMAR CAUSA INFARTO
AL CORAZÓN**

INFARTO

O Ministério da Saúde adverte:
O uso deste produto causa morte por doenças do coração.

PARE DE FUMAR
DISQUE SAÚDE
0800 61 1997

FUMER CAUSE LE CANCER DE LA BOUCHE

MORTE

O Ministério da Saúde adverte:
O uso deste produto leva à morte por câncer de pulmão e enfisema.

PARE DE FUMAR
DISQUE SAÚDE
0800 61 1997

O Ministério da Saúde adverte:

**EM GESTANTES, FUMAR
PROVOCA PARTOS PREMATUROS
E O NASCIMENTO DE CRIANÇAS
COM PESO ABAIXO DO NORMAL.**

PARE DE FUMAR
DISQUE SAÚDE
0800 703 7033

**WARNING:
SMOKING CAUSES
STROKE**

QUIT: 1 800-438-2000

**WARNING
TOBACCO USE CAN
MAKE YOU IMPOTENT**

Cigarettes may cause sexual impotence due to decreased blood flow to the penis. This can prevent you from having an erection.

Health Canada

CIGARETTES

Brand

Smoking can cause a slow and painful death

Warning Label of Chinese Neighbor



India



Mongolia



Thailand



Bangladesh

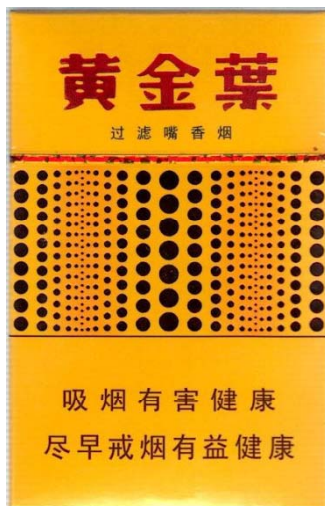


Pakistani



Russia

Hong Kong, Macao, Taiwan and Mainland of China



Mainland



吸煙引致**肺癌**

焦油： 毫克 尼古丁： 毫克

HK



Taiwan



Macro

Warning Label



India



Megon



Thailand



Bangladesh



Pakistan



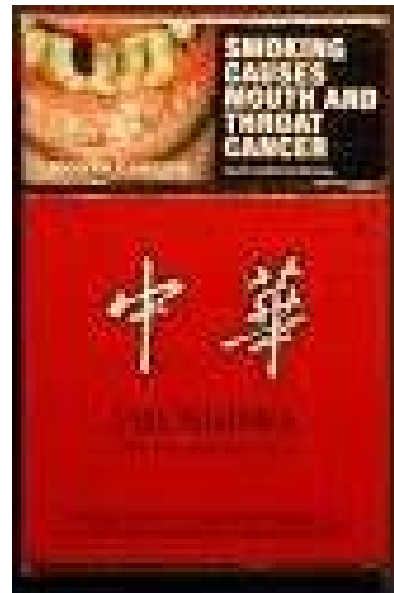
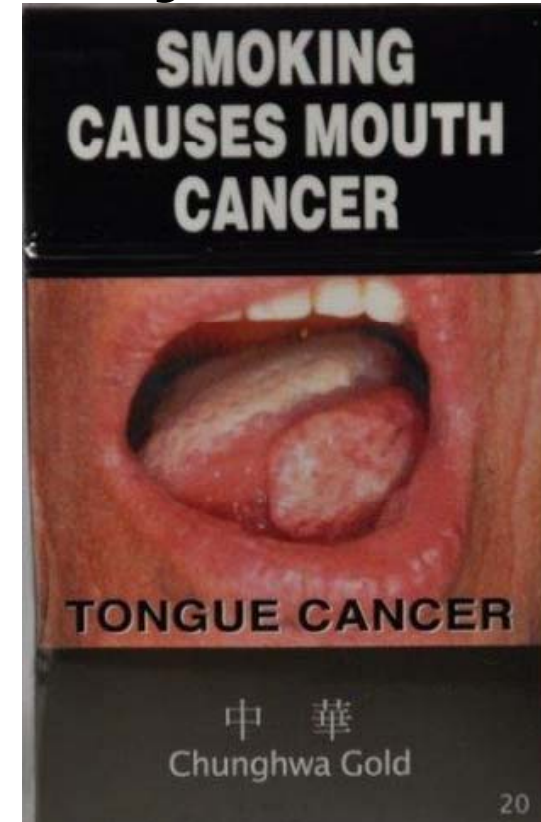
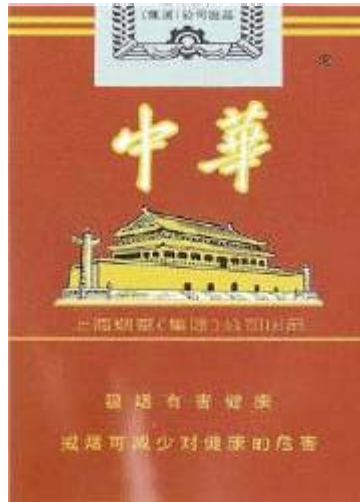
Russia

India: Warning Label

NATION - Sunday, 26 October 2014 00:00



Chinese Cigarette in China and other country





香港市場上出售的境內卷煙



境内销售

Taiwan

Thailand (2015)



China's warning labels changed in Oct 2008



**OLD warning:
Side of pack
Only one message**

**Front/back of pack
Two messages**

Chinese Package

- 2008 : Chinese and English
- 2012 : Chinese
- 2015: Ban smoke sign



News Press on Chinese Warning label



WU, WHO, Think-tank March, 2014 Beijing

Design of the Experimental Study

Canada
Lung Cancer

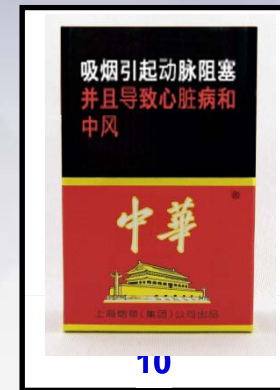
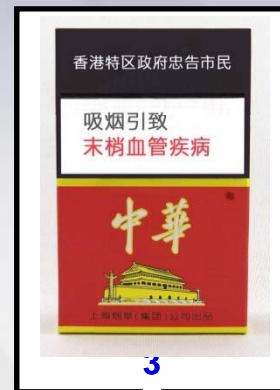
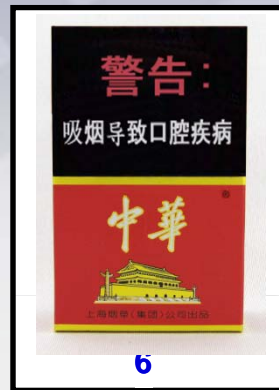
Singapore
Mouth

Hong Kong
Gangrene

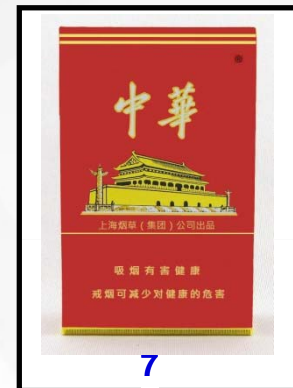
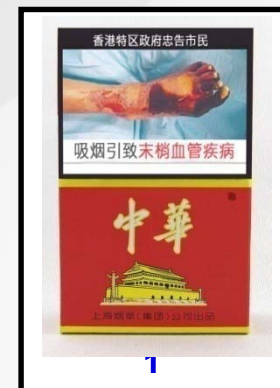
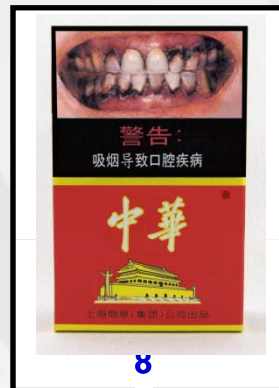
EU
Clogged Arteries

China

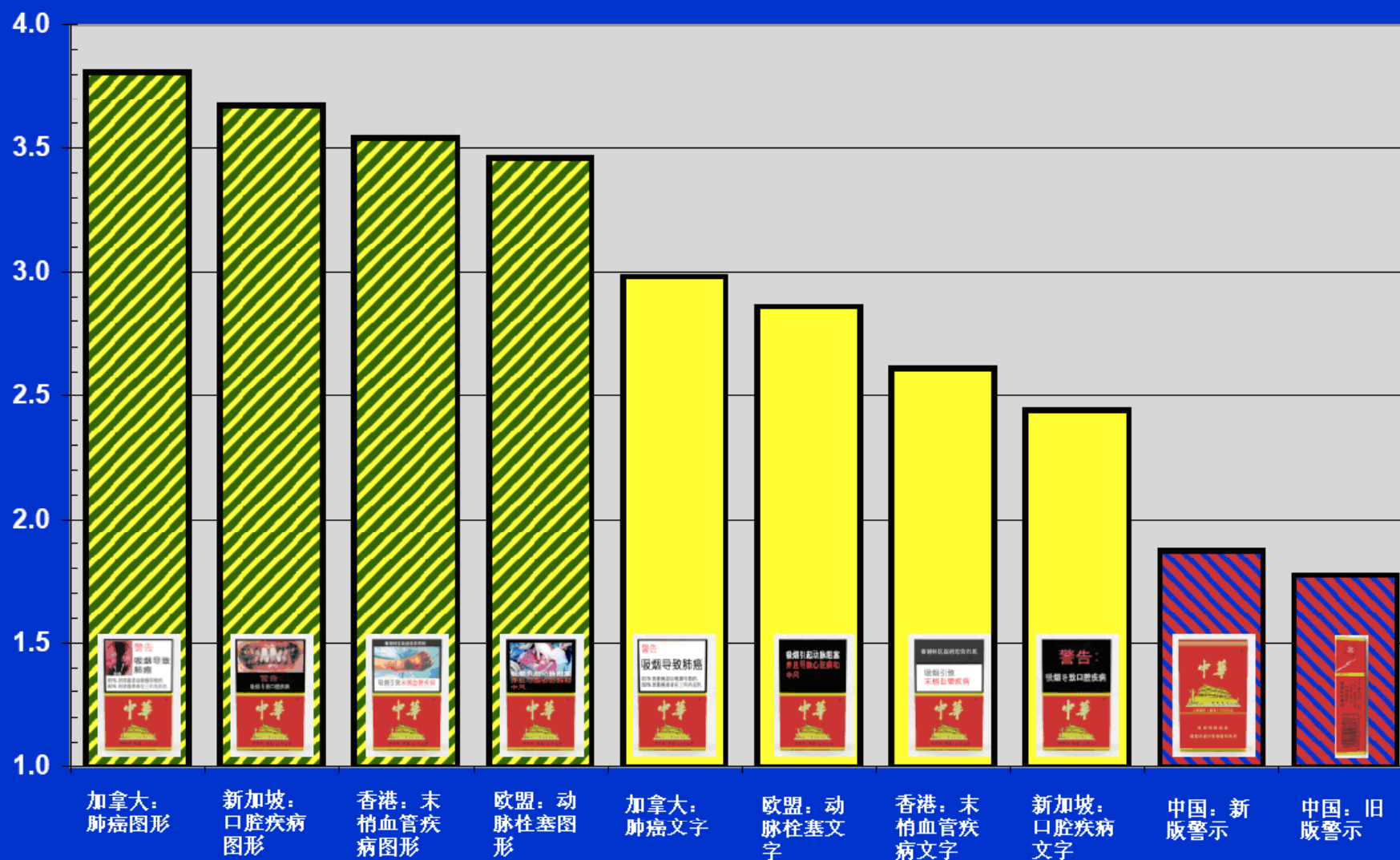
Only
text



Text +
Picture



不同健康警示在促使吸烟者戒烟方面的有效性评分均值（所有调查对象）



Plain Package of Australia



E-Ban on APS

- Advertising Law (1994)
Radio, Movie, TV, Newspaper, Journal, public places
- Interim Rules on Administration for Tobacco Advertisements (1996)
- SAIC Rules on Administration for Outdoor Advertisements (2006)

New Advertising Law came into effect on Sept 1st

- Ban sending any form of tobacco advertisements to the minors
- Ban tobacco products manufacturer or sellers on announcing relocating, rename and recruitment notice including tobacco products'
 - name, brand, package, decoration or similar content
- Ban using other products or service's advertisement to advertise tobacco products'
 - name, brand, package, decoration or similar content.
- Ban releasing tobacco products advertisement
 - Via mass media communication
 - in public places, public transports, outdoors



Definition: Public Place?



E-Ban on APS



E-Ban on APS



E-Ban on APS



E-Ban on APS

- “Sichuan Women Philharmonic”

to

“Jiaozi X Women
Philharmonic”(2006)



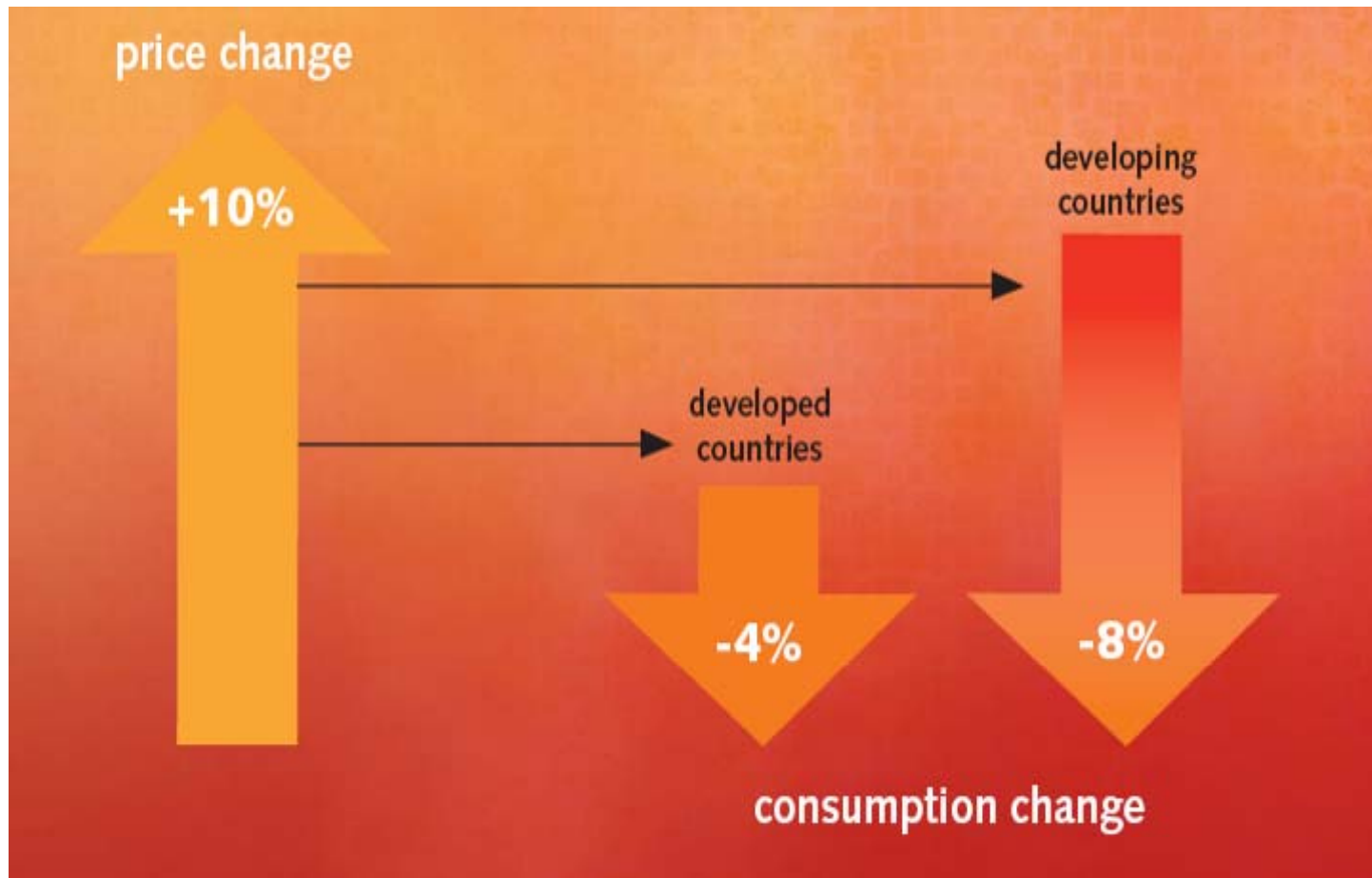
E-Ban on APS



E-Ban on APS



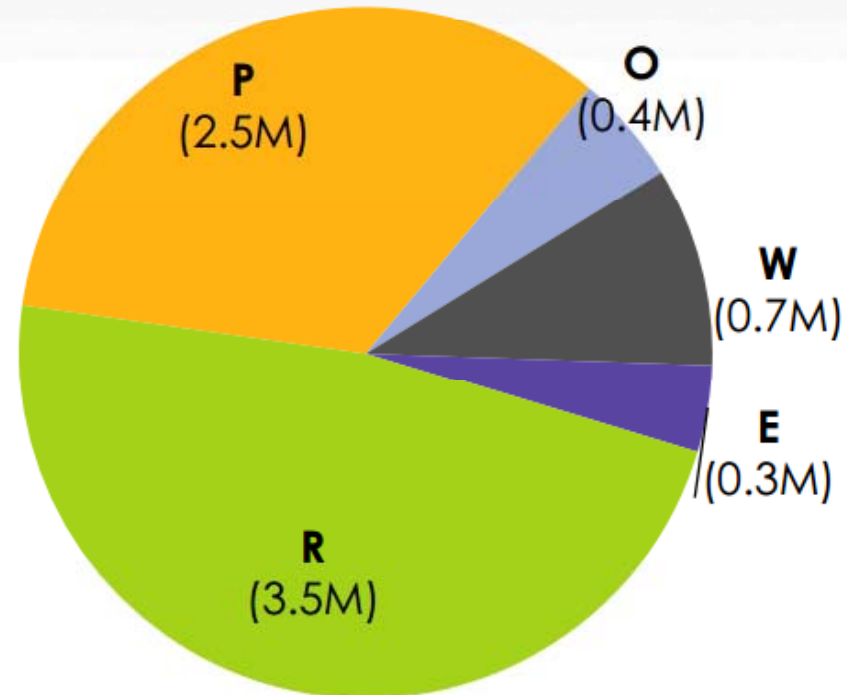
Article 6: Price and Tax Measures to reduce the demand for tobacco



MOPWER Save 7 million life 2008-2010

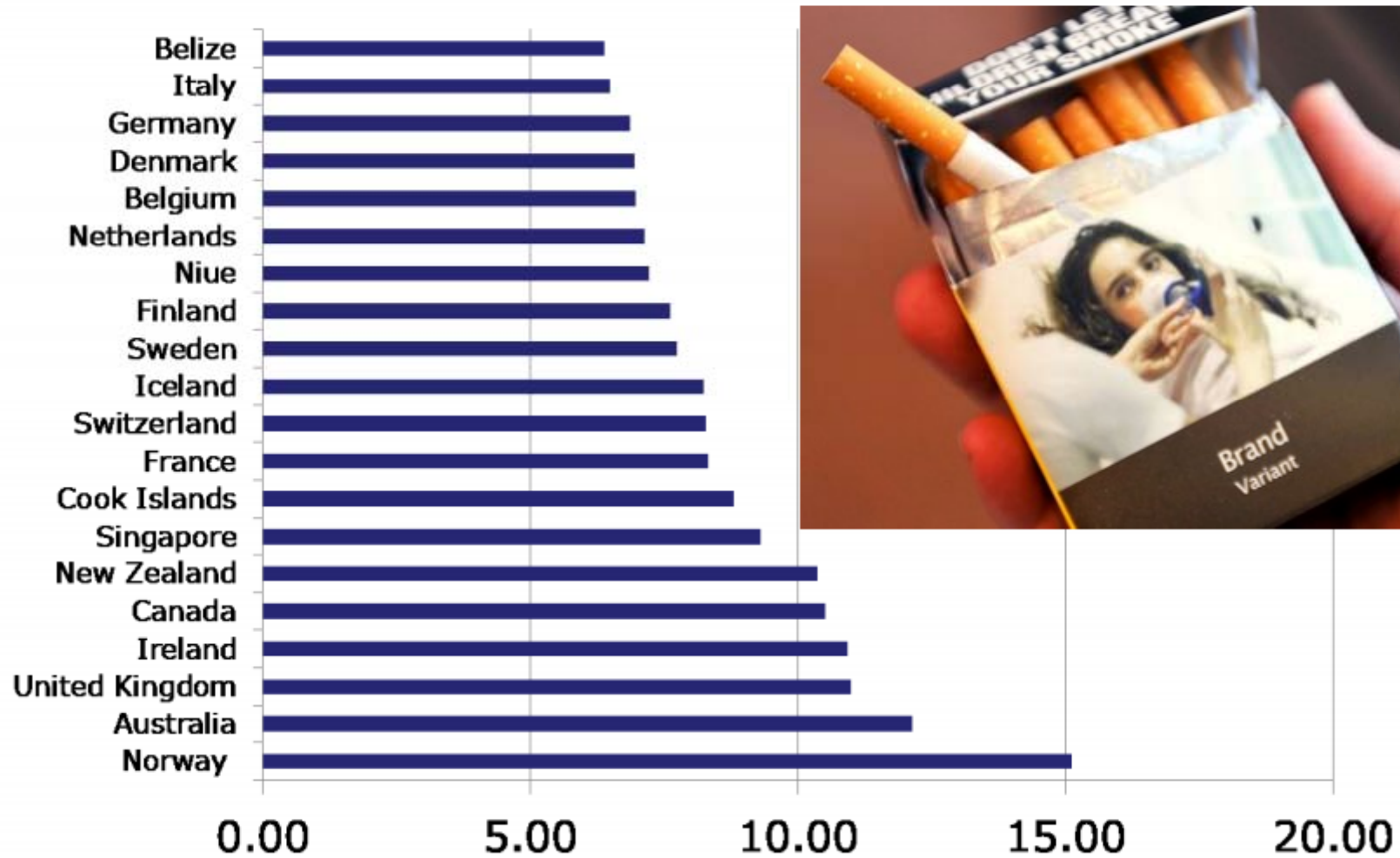


**3 years of progress,
7 million lives saved**

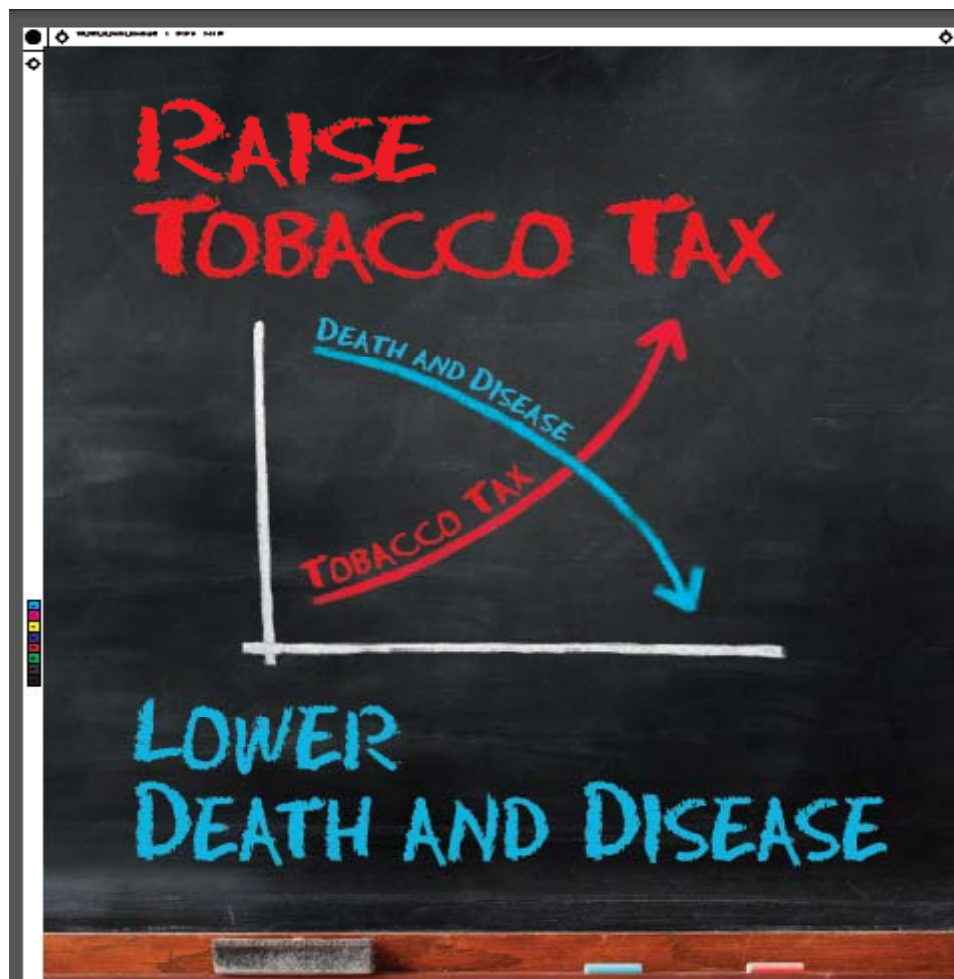


WHO : 2013 Bulletin

Top 20 countries in cigarette price (USD)



2014 World No Tobacco Day



Higher tobacco taxes = fewer smokers,
less death and healthier communities.



WORLD NO TOBACCO DAY, 31 MAY

www.who.int/world-no-tobacco-day

Tobacco tax increased from May 10th, 2015

- Ad valorem tax increased from 5% to 11%.
- Retail price increased about 10%.

	Before May 10, 2015	After May 10, 2015
At Producer price level		
Specific excise tax (per pack)	0.06 RMB	0.06 RMB
Ad valorem tax		
>= 7 RMB	56%	56%
< 7 RMB	36%	36%
At Wholesale price level		
Specific excise tax (per pack)	0	0.10 RMB
Ad valorem tax	5%	11%

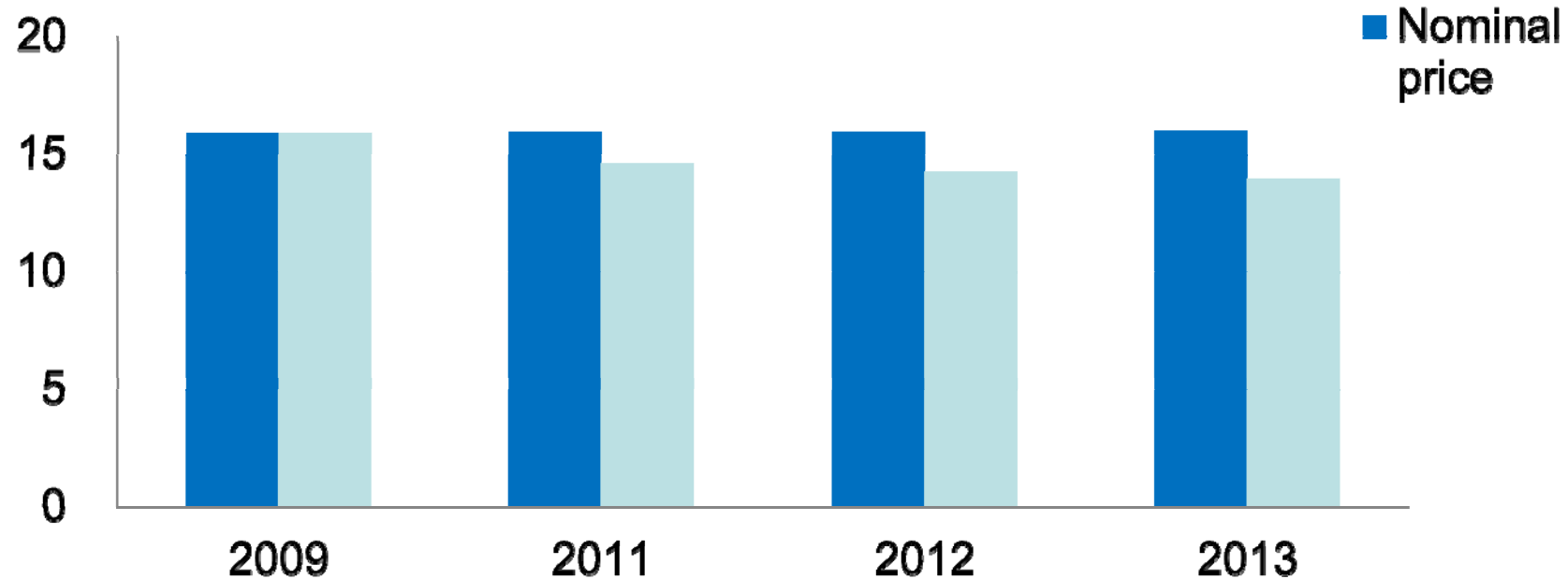
Cigarette price monitoring

- ◆ Objective: to understand trends of cigarette price .
- ◆ Methods: 3 tobacco retail stores are selected in each ITC cities, retail prices of all varieties of cigarettes are recorded.
- ◆ Time: 2009、 2011、 2012、 2013、 2014、 2015.
- ◆ Data analysis: cigarettes varieties are indentified by bar code in the pack, then distribution and trends of price are compared between waves.

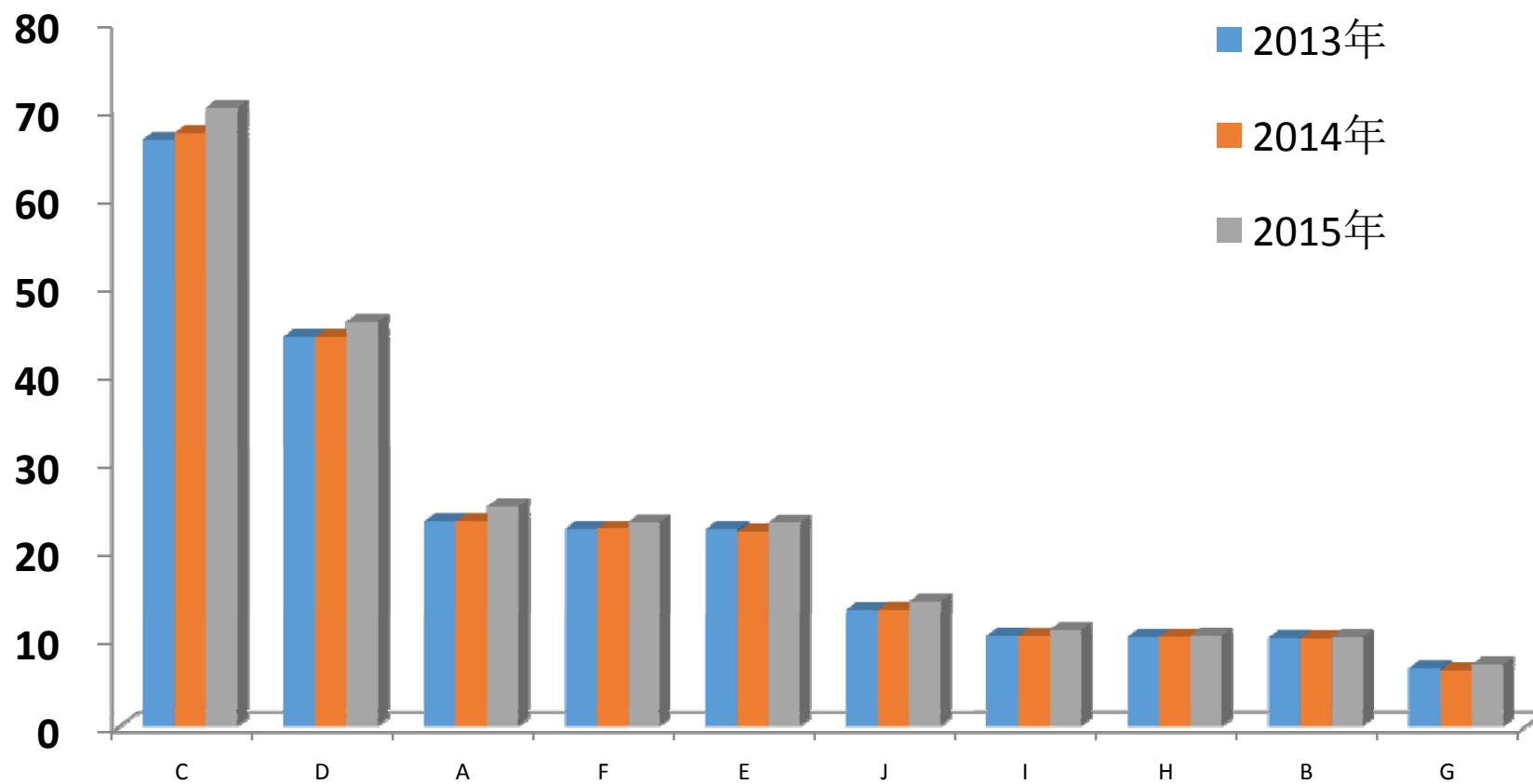
Results

270 cigarette varieties repeated in the 4 surveys from 2009 to 2013 in 5 cities.

Average price of 270 varieties cigarettes among 5 cities, 2009-13

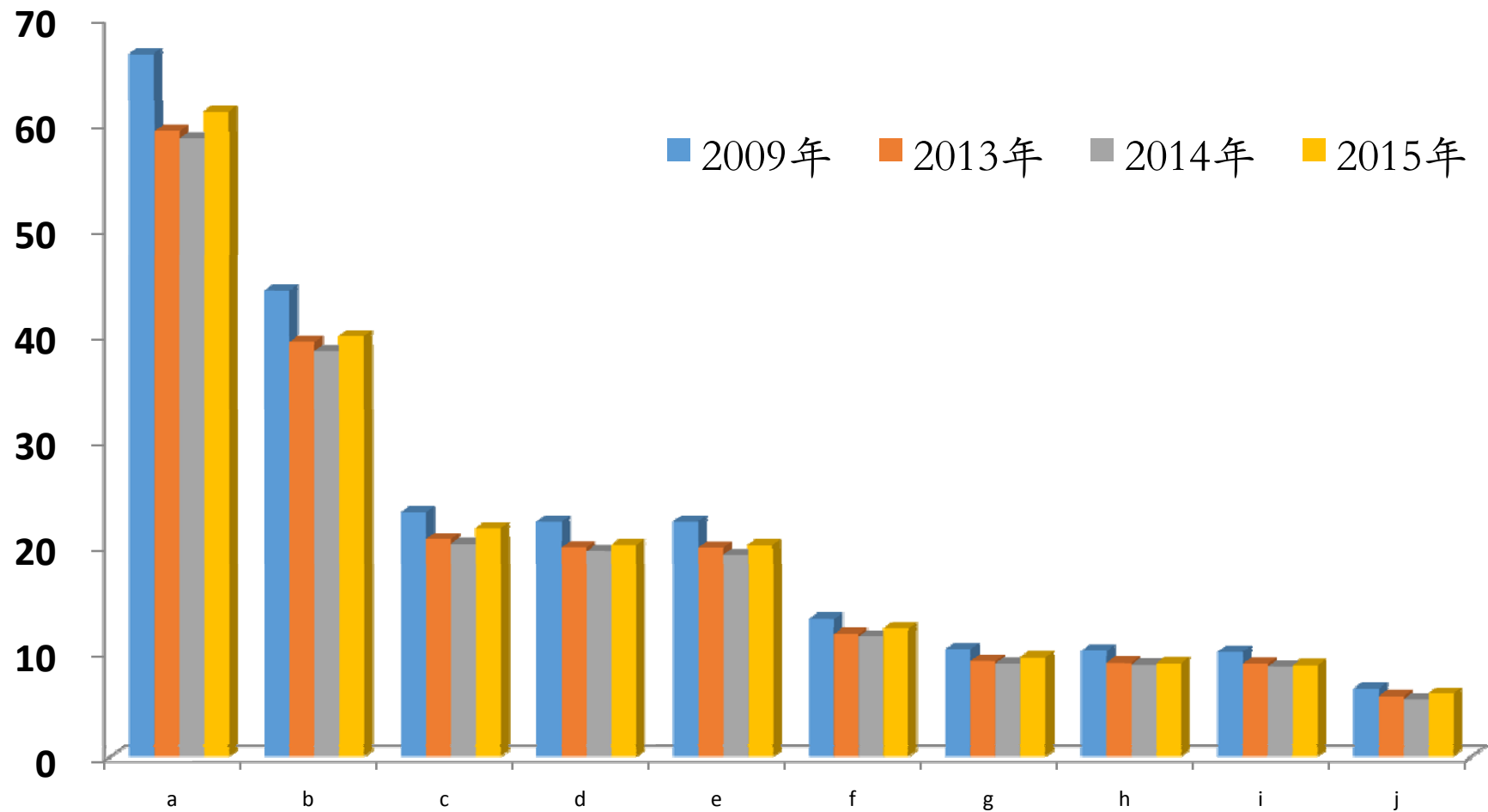


Nominal price of 10 popular Cigarette 2013-15

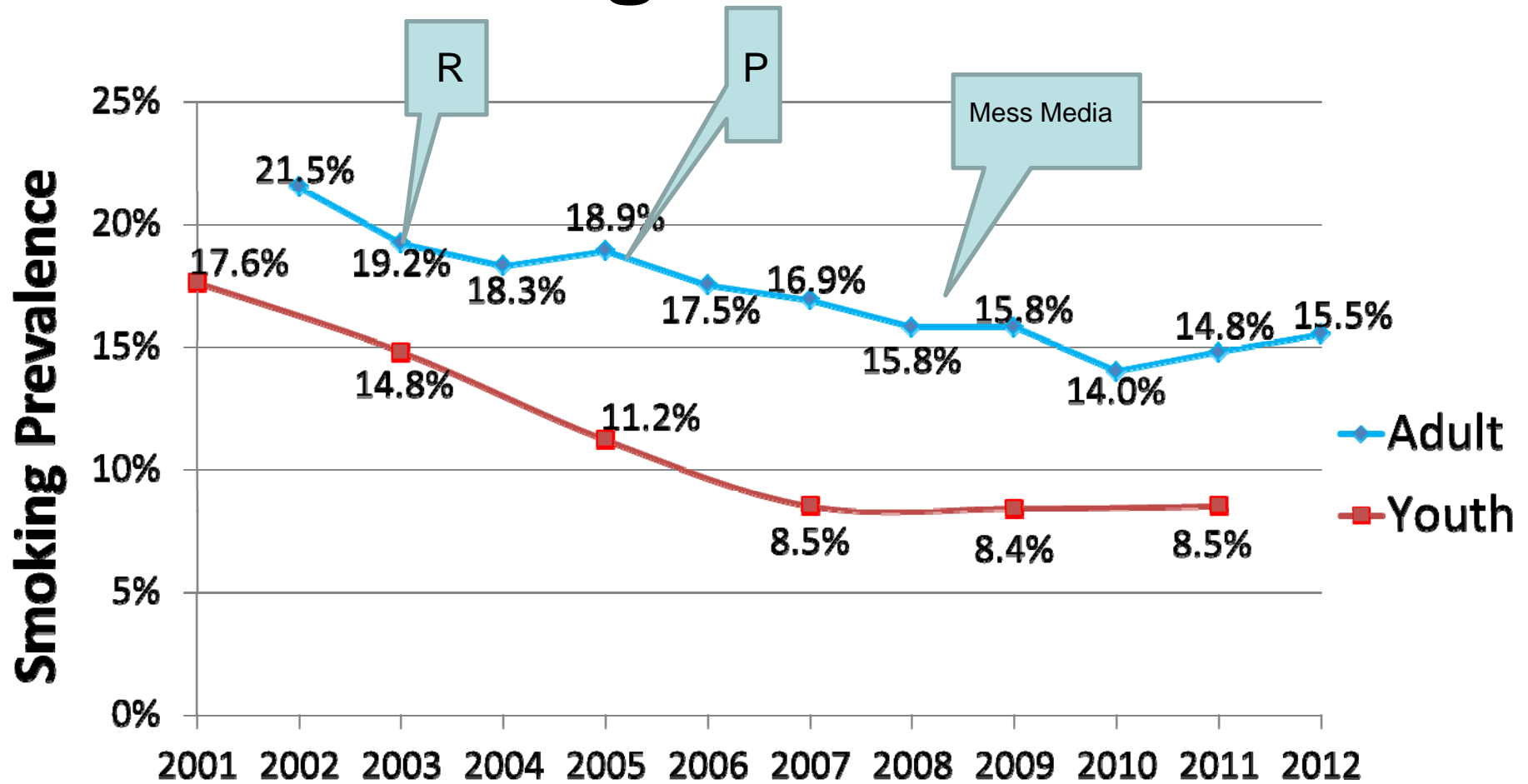


Real price of 10 popular Cigarette 2013-15

Adjusted to 2009



Declines in NYC Youth Smoking have Stalled



Smoke free China, we can



送礼不送烟
健康过新年



世界卫生组织 中国疾病预防控制中心

送礼不送烟
健康每一天



世界卫生组织 中国疾病预防控制中心