Cancer prevention: Cost-effective tobacco control interventions

IOM Workshop on Cancer Control in Low Resource Areas
26 October 2015 * Washington DC

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FCTC Program Director, SEATCA

www.seatca.org
<table>
<thead>
<tr>
<th>Disease</th>
<th>Relative Risk</th>
</tr>
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<tbody>
<tr>
<td>OROPHARYNGEAL CA</td>
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<tr>
<td>ESOPHAGEAL CA</td>
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<tr>
<td>LUNG CA (F)</td>
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<tr>
<td>OVARIAN CA</td>
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<tr>
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<td>BLADDER CA</td>
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<tr>
<td>RENAL CELL CA</td>
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<td>RENAL PELVIS CA</td>
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<td>NH LYMPHOMA</td>
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<td>LEUKEMIA</td>
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<td>ISCHEMIC HEART DS</td>
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<td>STROKE</td>
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<td>ABORTION</td>
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<td>LOW BIRTH WEIGHT</td>
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<td>INTRAUT GROWTH RET</td>
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<td>P.R.O.M.</td>
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<td>SUDDEN INFANT DEATH</td>
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<tr>
<td>STILLBIRTH</td>
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<tr>
<td>PERINATAL DEATH</td>
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Key lessons

• Political leadership is critical
• Local data inspires policy action
• Partnerships are essential
• Harness the power of social media
• Anticipate the industry
Case studies

- Guam: tobacco taxes and cancer control
- Philippines: sin taxes and universal health care
- Cambodia: FCTC-compliant legislation
- Philippines: preventing TI interference in the bureaucracy
Guam’s anti-cancer tax

Public Law 30-80, 2010 passed by Legislature on 22 Jan 2010

• Taxes increased by $2.00 per pack, double the amount originally recommended by the coalition
• 15% of revenues earmarked to Guam Cancer Trust Fund
• 1% of revenues allocated to fund the Guam Cancer Registry
• 72% of the revenues went into the Healthy Futures Fund and was designated for tobacco, alcohol and drug prevention, health promotion and tobacco cessation.
• first time that a tobacco tax was linked to sustainable local funding for health care and prevention on Guam

Guam’s anti-cancer tax

- Two-pronged tactical approach
  - assist legislative drafting team in revising the bill
  - mobilize wider community support for the tax increase as a sustainable funding solution for cancer prevention and control

- Two critical groups of advocates
  - health community, particularly physicians
    - appeared en masse during public hearings
    - provided written and verbal testimony about the data and evidence
  - cancer patients and their families
    - spoke at the public hearings and in media about their struggles with cancer
    - gave a human “face” to the issue

Philippines: sin tax reform law

Photo: Malacanang Press Bureau
Tax reform for cigarettes

Prior to Reform

<table>
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<th>2012</th>
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<tbody>
<tr>
<td>Low</td>
<td>In Php 2.72</td>
</tr>
<tr>
<td></td>
<td>In US $ 0.06</td>
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<tr>
<td>Medium</td>
<td>In Php 7.56</td>
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<td></td>
<td>In US $ 0.18</td>
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<tr>
<td>High</td>
<td>In Php 12.00</td>
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<td></td>
<td>In US $ 0.28</td>
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<tr>
<td>*Premium</td>
<td>In Php 28.30</td>
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<td></td>
<td>In US $ 0.67</td>
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After the Reform

<table>
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<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
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<tr>
<td>Tier 1</td>
<td>In Php 12.00</td>
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<td>21.00</td>
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<td>PhP30.00</td>
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<td></td>
<td>In US $ 0.28</td>
<td>0.38</td>
<td>0.50</td>
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<td>Tier 2</td>
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<td>27.00</td>
<td>28.00</td>
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<tr>
<td></td>
<td>In US $ 0.59</td>
<td>0.61</td>
<td>0.67</td>
<td>0.69</td>
<td>US$0.71</td>
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</table>

*Tier 4 no production
Earmarked revenues for health

Section 8 (C)*: After deducting the allocations under Republic Act Nos. 7171 and 8240

- Eighty percent (80%) of incremental revenues:
  - National Health Insurance Program
  - Attainment of the Millennium Development Goals
  - Health awareness programs
- Twenty percent (20%):
  - Medical assistance program
  - Health facilities enhancement program

*PH Republic Act No. 10351
Win for Fiscal and Public Health

Source: BIR and NSCB Prelim data for 2014
Win for Fiscal Health

Tobacco & Alcohol Excise Collections as % of GDP

Source: BIR and NSCB
Prelim data for 2014
Win for Public Health

2015 DOH budget up 63.2% over 2013 level

Source: GAA, Department of Budget and Management
Win for the Poor

National government allocation for health insurance premiums of the poor

Source: GAA, Department of Budget and Management
TI arguments

Raising tobacco taxes

- will reduce revenues
- will adversely affect tobacco farmers
- will increase smuggling and illicit trade
- will negatively impact the poor
- will increase unemployment
- will destroy the local tobacco industry
Pro-tobacco minions

Photo: Philippine Daily Inquirer
http://newsinfo.inquirer.net/310313/tobacco-farmers-factory-workers-vendors-rally-against-sin-tax-bill
Cut-and-paste pro-tobacco op-eds

Is this press freedom? COLUMNISTS FOR SALE? CHEAP!!!
The tobacco lobby invades media. Be vigilant. Fight media corruption NOW!

Conservatives
By ALEX MAGNO, Columnist Philippine Star
Nov. 10, 2012
"Sen. Franklin Drilon must be a seriously overworked legislator these days. He chairs both the Senate Finance as well as the Ways and Means committees."

"In the recent debate on the excise tax measure, Drilon appeared to lack familiarity with the issues at hand. He relied heavily on both BIR Commissioner Kim Henares and DOF undersecretary Jeremias Paul to supply answers to Sen. Ralph Recto's withering interpellation."

"Drilon ended up illogical. If price increases will not reduce consumption, as he argues, then why even offer the health benefits argument for raising excise taxes? Advocates of higher sin taxes say the measure will be healthy by lowering consumer demand for "sin" products."

Half-cooked
By MARY ANN LL. REYES, Columnist Philippine Star
Nov. 10, 2012
"Thus, it should not surprise spectators when during the initial debates on the excise tax bill, Drilon had a hard time keeping up with his colleagues. It was obvious that he did not have the time nor the patience to pore over the voluminous documents about the issue, unlike his predecessor, Sen. Recto."

"In contrast, last Monday's start of the plenary debates put Drilon on the hotspot fielding queries from fellow senators. At almost every turn, he would consult with BIR Commissioner Kim Henares and Finance undersecretary Jeremias Paul about the most basic questions regarding his substitute bill. When stumped, he repeatedly responded with general statements about the proposal being a health measure, bereft of details to explain his position before his colleagues."

"It did not help Drilon that both Henares and Paul appeared to be also grasping at straws in justifying the proposal. In one exchange, Senator Joker Arroyo wondered whether Drilon got his point at all."

The Sin Tax & The Laffer Curve
By DUCKY PAREDES, Columnist Malaya Business Insight
Nov. 12, 2012
"Back to Sen. Drilon; compared to Recto, Drilon has been having a hard time keeping up with his colleagues. Obviously, he has not had the time to study the voluminous documents on the issue."

"In contrast, last Monday's start of the plenary debates put Drilon on the hotspot fielding queries from fellow senators. At almost every turn, he would consult with BIR Commissioner Kim Henares and Finance Undersecretary Jeremias Paul about the most basic questions regarding his substitute bill. When stumped, he repeatedly responded with general statements about the proposal being a health measure, bereft of details."

"It did not help Drilon that both Henares and Paul appeared to be also grasping at straws in justifying the proposal. In one exchange, Senator Joker Arroyo wondered whether anyone understood what was going on?"

Drilon heeds his master
By JOJO ROBLES, Columnist Manila Standard Today
Nov. 13, 2012
"During the initial debates on the tax bill, Drilon had a hard time keeping up with his colleagues. Drilon found it hard to field queries from his own colleagues, particularly Senator Joker Arroyo, who wondered out loud whether Drilon got his point at all."

"If Drilon is willing to take the risk of declining revenues just so less people would stop smoking, then why was Recto's proposal of collecting an additional P15 billion from sin taxes unacceptable?"

NOTE: Senate records show not Magno, Reyes, Paredes and Robles were at the session hall when the sin tax bill was being deliberated.
THE INVISIBLE HAND
IS THE TOBACCO LOBBY SHUTTING DOWN POSITIVE MEDIA COVERAGE OF THE SIN TAX?

WHERE ARE THE STORIES?
FROM SEPT 1 TO 10 ONLY 11 STORIES ABOUT THE SIN TAX WERE CARRIED IN PRINT MEDIA
9 NEGATIVE STORIES
1 POSITIVE
1 NEUTRAL

INSIDE THE NEWS
"SENATE TO REWRITE HOUSE SIN TAX BILL"
-FROM BUSINESS MIRROR

WHERE ARE THEIR QUOTES?
ONLY 1 quote from a known pro sin tax government official
SEC. ABAYA
SEN. DRILON
SEC. PURISIMA
SEC. ONA

INSTEAD
NEWS STORIES ARE FULL OF STATEMENTS FROM
SEN. ENRILE
PHILIP MORRIS-FORTUNE TOBACCO CORP.
ALYANSA NG MANGGAGAWA SA INDUSTRIYA NG ALAK
TANDUAY DISTILLERY INC.
SEN. RECTO

Source: sintax.ph
Focus on Health

*Make it law! Sin tax is anti-cancer tax.
(anti-sin tax = anti-health)
SMOKING IN THE PHILIPPINES

PHILIPPINES is the top smoking country in South East Asia

ON AVERAGE, EACH FILIPINO CONSUMES

1,073 sticks per year

TOTAL SMOKERS:

- 17.5% GIRLS
- 28.3% BOYS

POORER PEOPLE SMOKE MORE

Unfortunately they also are the ones most vulnerable to disease because of the lack of access to adequate health care.

QUINTILE 5 (Q5) - POOREST
QUINTILE 1 (Q1) - WEALTHIEST

ESTIMATED DEATHS DUE TO SMOKING

Smoking is the #1 preventable risk factor.

An estimated 10 Filipinos die every hour due to smoking-related diseases.

THAT'S 240 DEATHS A DAY, AND 87,000 A YEAR.

This results in forgone revenue of 19.5 billion pesos. Had cigarettes been taxed properly and equitably, this money could have gone to:

+ Influenza and Pneumonia vaccine to 11M senior citizens
+ 20,125 RN Heads nurses
+ Various vaccines to 9M children
+ Polio vaccine to 22M children
+ Premium subsidy to 8M indigent families in PhilHealth

Source: sintax.ph

https://www.facebook.com/BawasBisyoBill
Providing local evidence
Health community support

Photo: Dr. Tony Leachon

http://balita.ph/2012/10/02/sin-tax-media-forum/
Cancer victims as champions

Photo: Ulysses Dorotheo
Youths mobilized

Photo: Ulysses Dorotheo

Photo: Joseph Vidal / Senate Press Relations and Information Bureau
SIN TAX RUN
2012

PINOY RUNNERS UNITE
TO DEMAND A VOTE FOR HEALTH,
A VOTE FOR SIN TAX REFORM!
Political support at the highest levels

- Unwavering support from President Aquino.
- Unqualified support from Chairs of Ways & Means Committees in Congress: Congressman Ungab and Senator Drilon.
- Support from leadership of League of Mayors and League of Governors.
- Cooperation among Executive Departments eg. DOF, DBM, DOH, DA, OP, BIR, etc.
Success after years of delay

The Cambodia Daily
All the News Without Fear or Favor | The Daily Newspaper of Record Since 1993

Parties Unite to Pass Strict Tobacco Control Law

BY HUL REAKSMEY | APRIL 9, 2015

The ruling CPP and opposition CNRP made a rare show of fraternity Wednesday morning in unanimously passing the country’s first tobacco control law—which bans sales to minors, smoking in public and most advertising—in a bid to combat related illnesses.

Passed with 89 votes at the National Assembly, the Law on Tobacco Product Control has been years in the making and imposes fines—and in some cases prison time—on violators.

Protecting the bureaucracy from TI interference

FCTC Article 5.3 Guidelines Best Practice: The Role of the Public Service Commission

http://seatca.org/dmdocuments/Best%20PracticeCSC_Article%205%203_F%202015.pdf
Key lessons

- Political leadership is critical
- Local data inspires policy action
- Partnerships are essential
- Harness the power of social media
- Anticipate the industry
Thank you

ulysses@seatca.org
www.seatca.org