



Southeast Asia Tobacco Control Alliance

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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www.seatca.org

RELATIVE RISK OF VARIOUS DISEASES FROM SMOKING

OROPHARYNGEAL CA	4.10	LEUKEMIA	1.09
ESOPHAGEAL CA	4.01	ISCHEMIC HEART DS	4.72
STOMACH CA	1.41	STROKE	4.77
ANAL CA	3.18	ATHEROSCLEROSIS	2.54
LIVER CA	1.71	PNEUMONIA	1.47
PANCREATIC CA	1.86	PEPTIC ULCER	2.07
LARYNGEAL CA	7.48	CROHN'S DISEASE	5.19
LUNG CA (M)	13.00	CHOLELITHIASIS	1.24
LUNG CA (F)	11.40	ECTOPIC PREGNANCY	1.46
BREAST CA	1.10	ABORTION	1.07
ENDOMETRIAL CA	1.30	ANTEPARTUM BLEED	1.30
CERVICAL CA	1.75	LOW BIRTH WEIGHT	2.04
OVARIAN CA	1.06	PREMATURITY	1.34
VAGINAL CA	1.32	INTRAUT GROWTH RET	2.28
VULVAR CA	3.42	P.R.O.M.	1.93
PENILE CA	1.80	OSTEOPOROSIS	1.11
BLADDER CA	2.72	SUDDEN INFANT DEATH	2.76
RENAL CELL CA	1.64	STILLBIRTH	1.33
RENAL PELVIS CA	3.96	PERINATAL DEATH	1.27
NH LYMPHOMA	1.51		

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



Steger C, Daniel K, et al. Public policy action and CCC implementation: benefits and hurdles. *Cancer Causes Control*. 2010 Dec; 21(12): 2041–2048.

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



Steger C, Daniel K, et al. Public policy action and CCC implementation: benefits and hurdles. *Cancer Causes Control*. 2010 Dec; 21(12): 2041–2048.

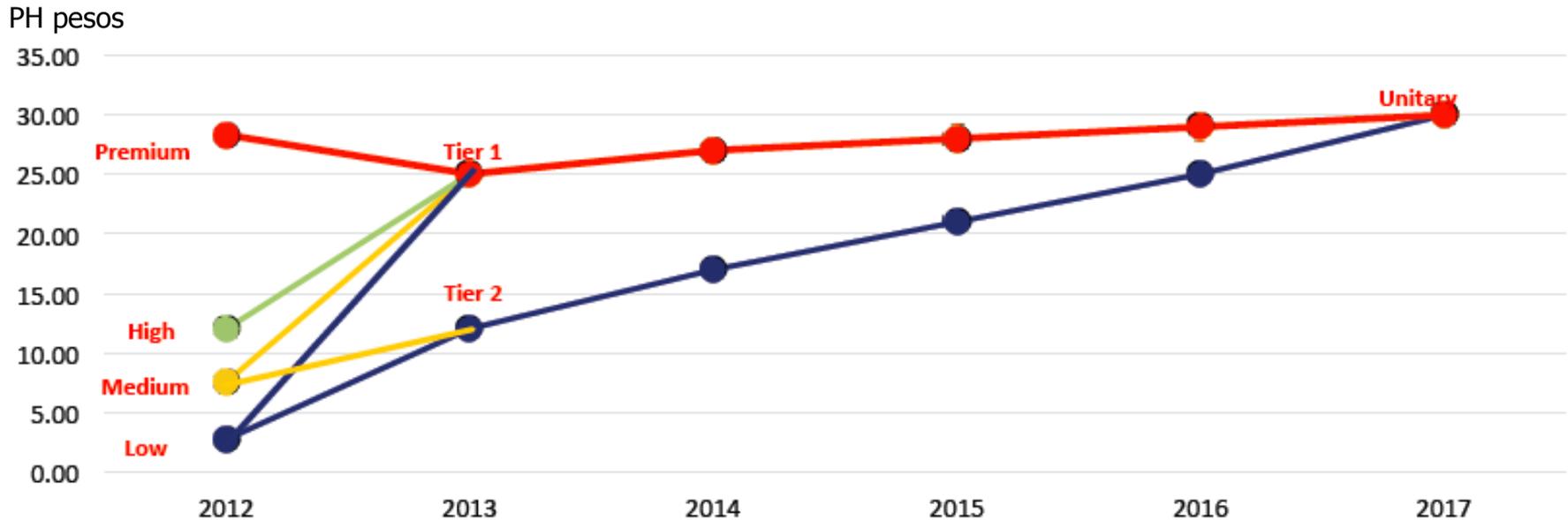
Philippines: sin tax reform law



Photo: Malacanang Press Bureau



Tax reform for cigarettes



Prior to Reform		2012
Low	In Php	2.72
	In US \$	0.06
Medium	In Php	7.56
	In US \$	0.18
High	In Php	12.00
	In US \$	0.28
*Premium	In Php	28.30
	In US \$	0.67

After the Reform

		2013	2014	2015	2016	2017	
Tier 1	In PhP	12.00	17.00	21.00	25.00	Unitary	PhP30.00
	In US \$	0.28	0.38	0.50	0.60		
Tier 2	In PhP	25.00	27.00	28.00	29.00		US\$0.71
	In US \$	0.59	0.61	0.67	0.69		

*Tier 4 no production



Earmarked revenues for health

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

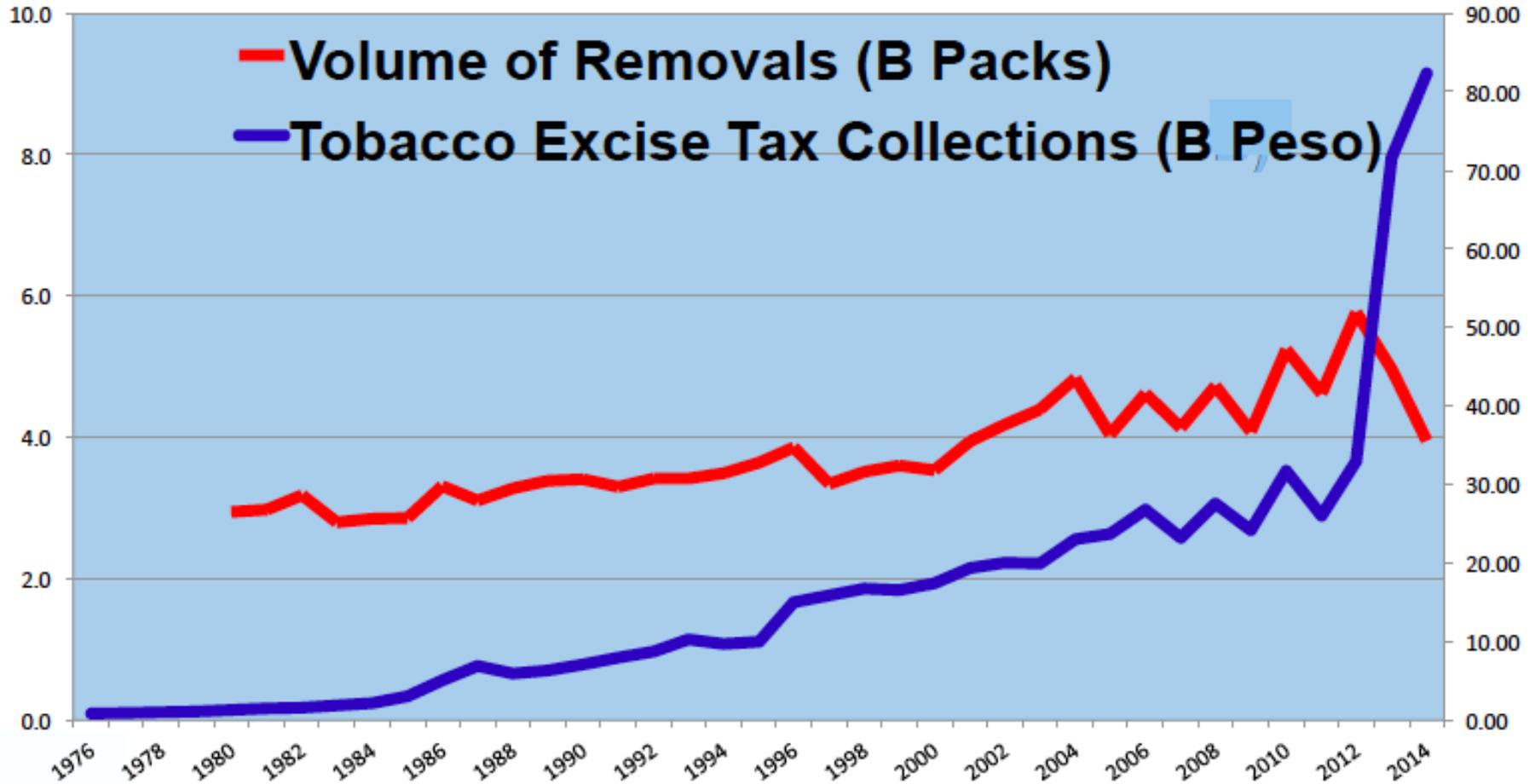
- Eighty percent (80%) of incremental revenues:
 - National Health Insurance Program
 - Attainment of the Millennium Development Goals
 - Health awareness programs
- Twenty percent (20%):
 - Medical assistance program
 - Health facilities enhancement program



**PH Republic Act No. 10351*



Win for Fiscal and Public Health

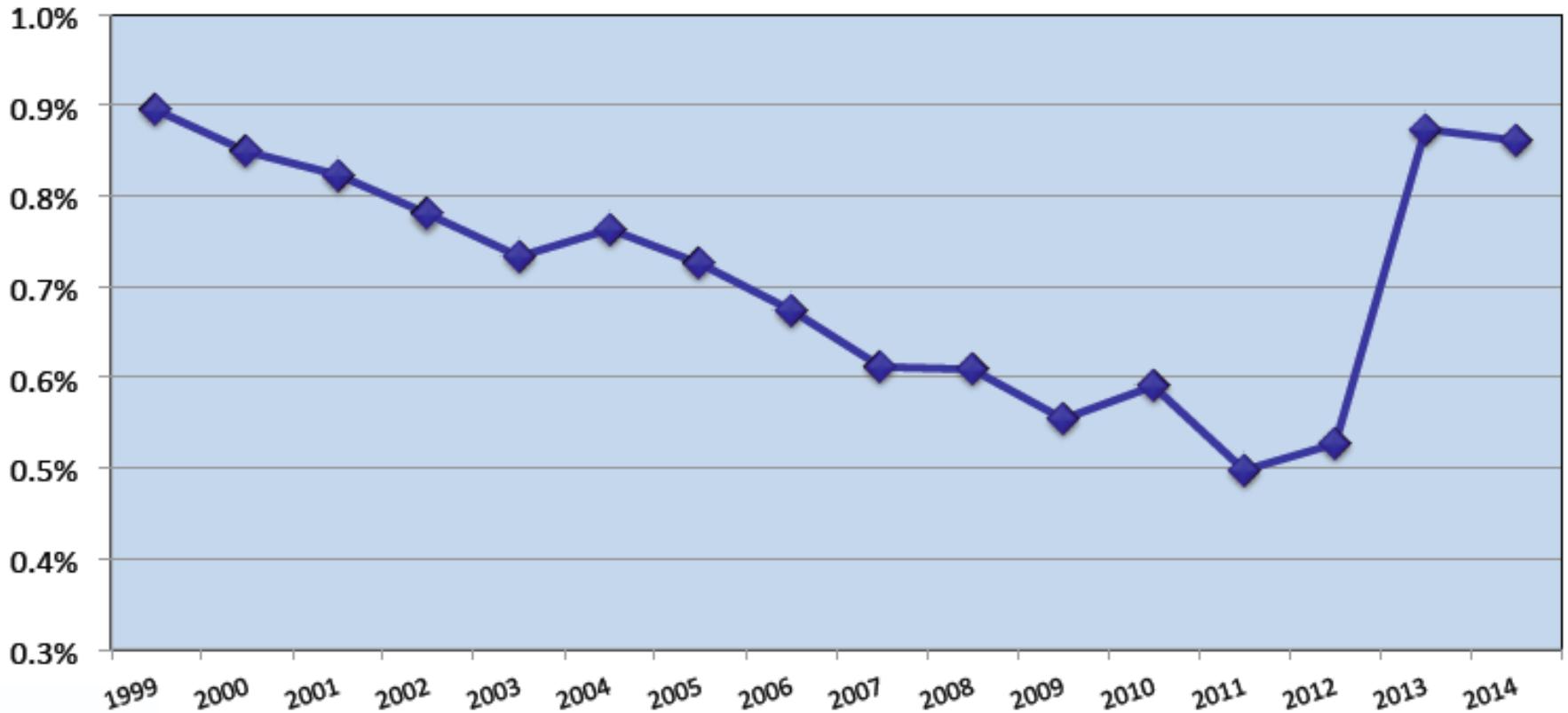


Source: BIR and NSCB Prelim data for 2014



Win for Fiscal Health

Tobacco & Alcohol Excise Collections as % of GDP



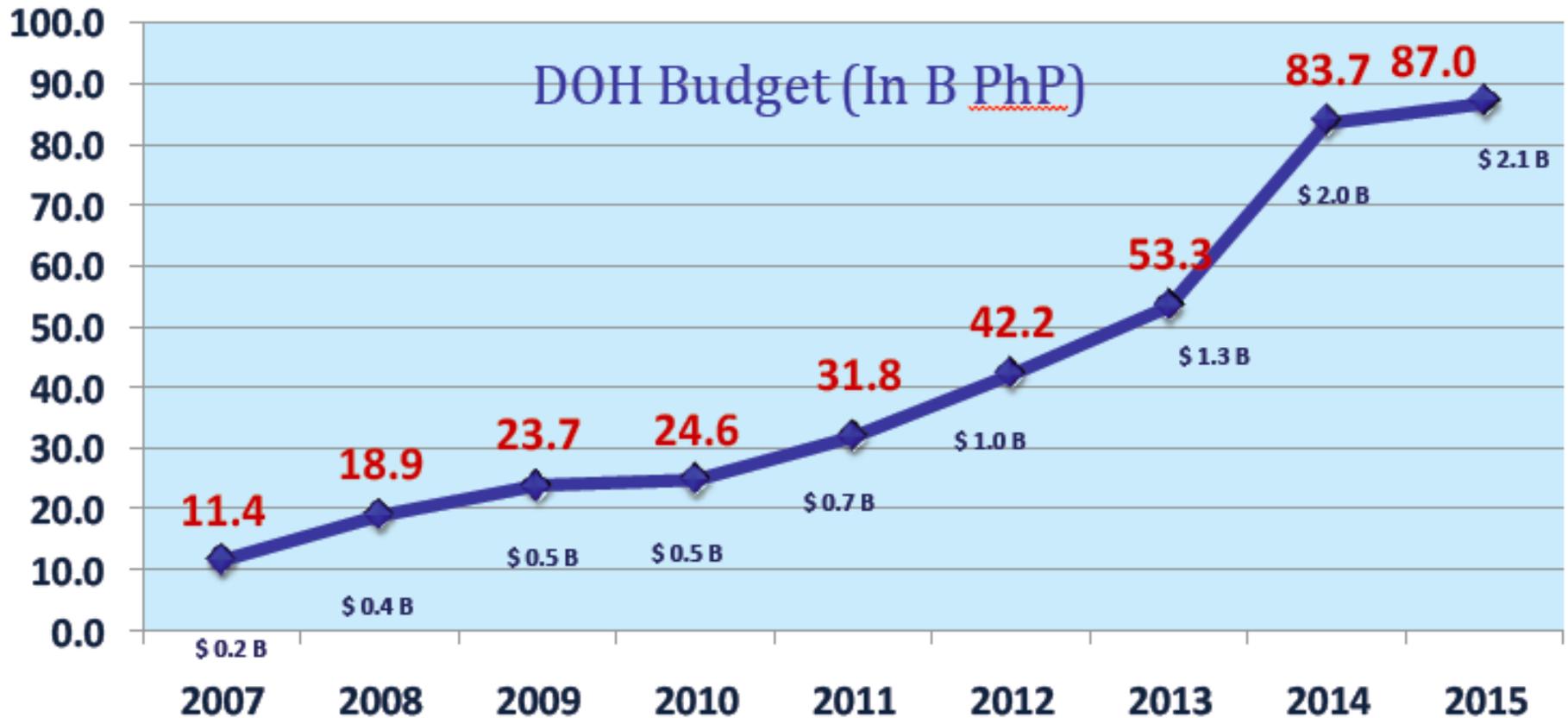
Source: BIR and NSCB
Prelim data for 2014

◆ Tobacco & Alcohol Excise Collection



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

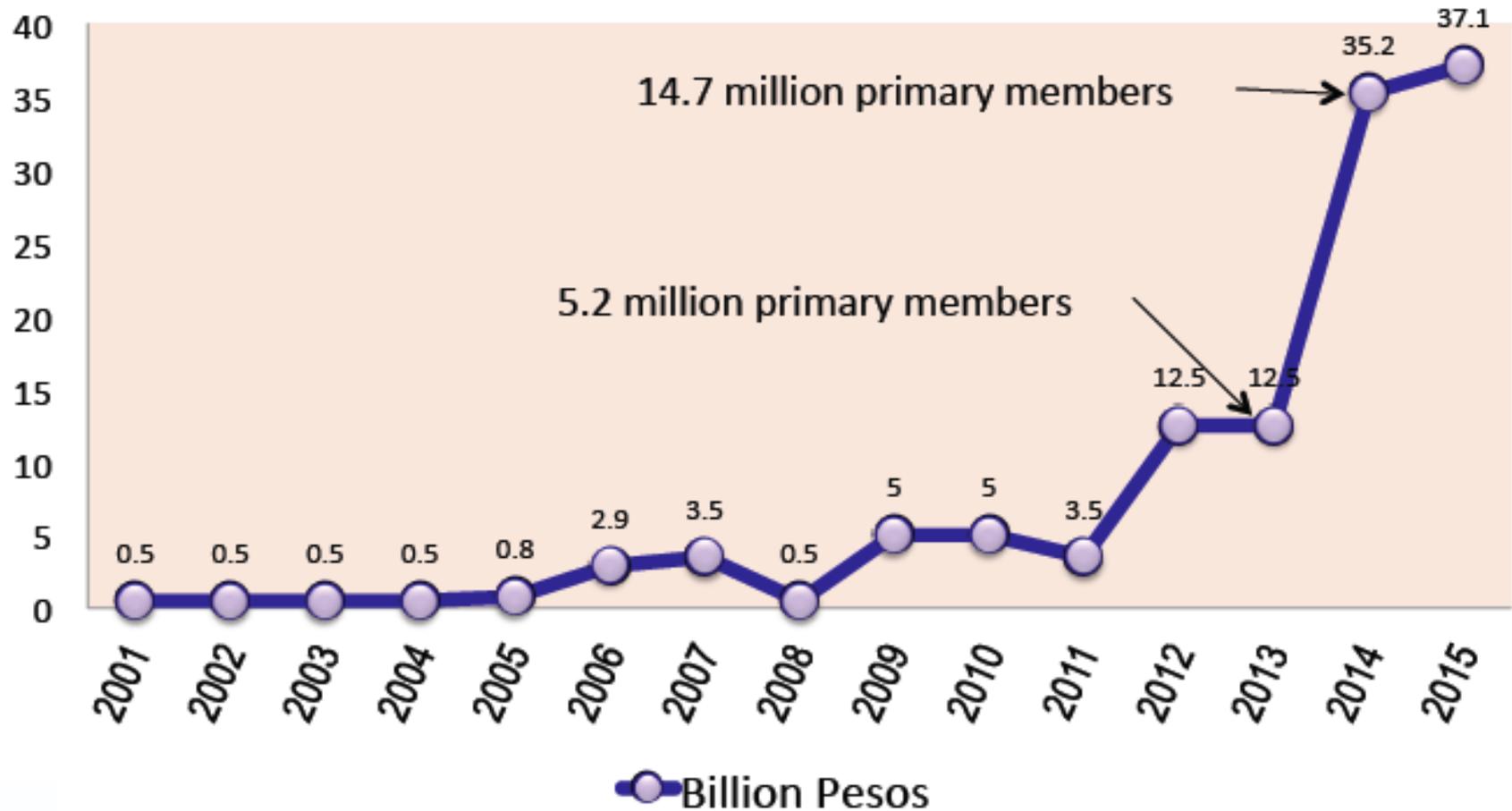




Photo: Ulysses Dorotheo



Credits to: Manix Abrera, GMA News Online

<http://www.gmanetwork.com/news/photo/28369/sin-tax-bill-staggers-to-finish-line>



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 wily interpellation."

"Drilon ends 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 do say the measure will be healthy by lowering consumer demand for "sin" products."



Half-cooked

By MARY ANN L. REYES, Columnist
Philippine Star
Nov. 11, 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 colleagues and what transpired exposed his lack of knowledge about the proposed excise tax hikes. 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."

"What's the point of setting a revenue goal if Drilon is willing to sacrifice it in exchange for less Filipinos buying cigarettes? If he's 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 revenues from sin taxes unacceptable?"



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!"

"What's the point of setting a revenue goal if the sponsor is willing to sacrifice that revenue goal for less Filipinos buying cigarettes? If he's 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 revenues from sin taxes unacceptable?"



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.

Drilon had no such problems. In fact, he seemed to have no understanding or preparation at all, conferring constantly with revenue and finance officials and making a fine mess out of the hearings once presided very ably by Recto.

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 revenues 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

1 FRONTPAGE STORY:

“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



INSTEAD

NEWS STORIES ARE FULL OF STATEMENTS FROM



Focus on Health

Isabatas na!
SIN tax is
ANTI-CANCER tax

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



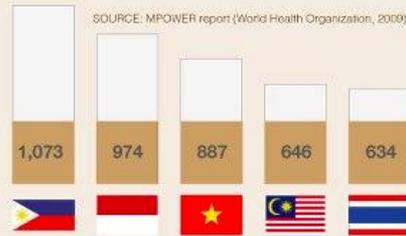


SMOKING IN THE PHILIPPINES

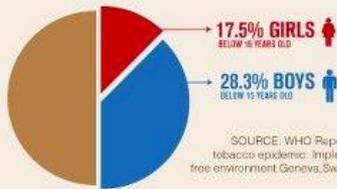
PHILIPPINES is the top smoking country in South East Asia

ON AVERAGE, EACH FILIPINO CONSUMES

1,073 sticks per year



TOTAL SMOKERS:



POORER PEOPLE SMOKE MORE



ESTIMATED DEATHS DUE TO SMOKING

Risk Factor	Heart Attack Deaths	Cardiovascular Disease Deaths	Total Deaths
Smoking	19,315	29,184	48,499
Cholesterol	8,799	4,053	12,852
Obesity	14,640	20,207	35,047
HPV	15,559	25,401	40,960
Diabetes	3,325	6,864	10,190

Smoking is the #1 preventable risk factor.

SOURCE: National Nutrition and Health Survey, 2006



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

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

The current structure for taxing cigarettes in fact encourages cheaper cigarettes which results in more smokers.

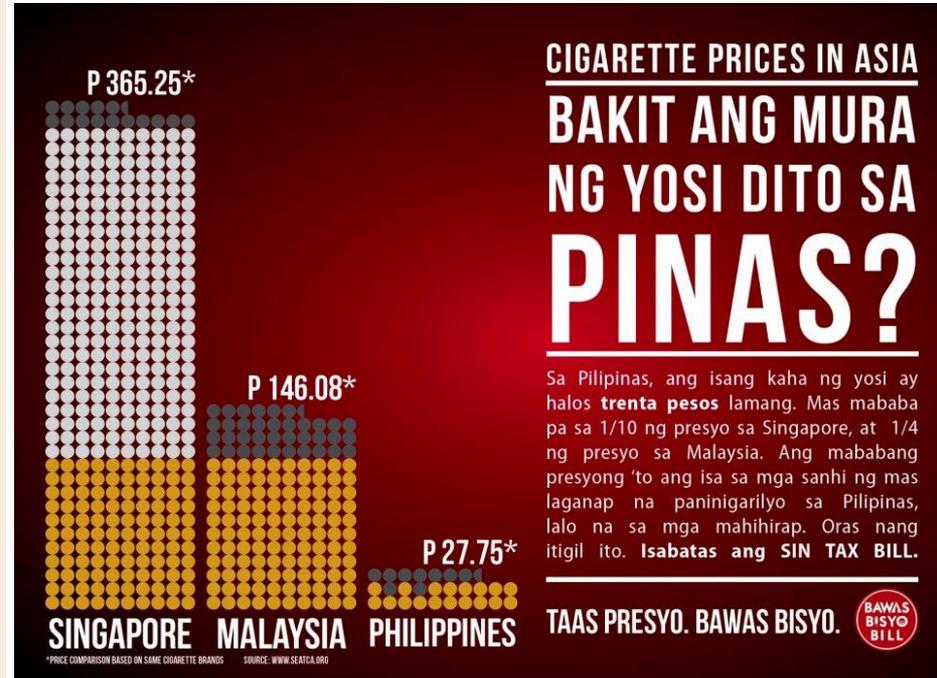
This results in foregone revenue of **19.5 billion pesos**. Had cigarettes been taxed properly and equitably, this money could have gone to:



- + Influenza and Pneumonia vaccine to 11M senior citizens
- + 203,125 RN Heals nurses
- + Various vaccines to 9M children
- + Rotavirus vaccine to 29M children
- + Premium subsidy to 8M indigent families in PhilHealth

facebook

CIGARETTE PRICES IN ASIA BAKIT ANG MURA NG YOSI DITO SA PINAS?



Sa Pilipinas, ang isang kaha ng yosi ay halos **trenta pesos** lamang. Mas mababa pa sa 1/10 ng presyo sa Singapore, at 1/4 ng presyo sa Malaysia. Ang mababang presyong 'to ang isa sa mga sanhi ng mas laganap na paninigarilyo sa Pilipinas, lalo na sa mga mahihirap. Oras nang itigil ito. **Isabatas ang SIN TAX BILL.**

TAAS PRESYO. BAWAS BISYO.



<https://www.facebook.com/BawasBisyoBill>

Providing local evidence



Photo: Ulysses Dorotheo

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





RUNRIO

SIN TAX RUN 2012

***PINOY RUNNERS UNITE
TO DEMAND A VOTE FOR HEALTH,
A VOTE FOR SIN TAX REFORM!***



SEATCA

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.



<https://www.cambodiadaily.com/news/parties-unite-to-pass-strict-tobacco-control-law-81703/>

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

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- Anticipate the industry



Thank you

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