Georgia State University | SCHOOL OF PUBLIC HEALTH

Cancer Prevention: Tobacco Control

IOM Workshop on Cancer Control in Low Resource Areas
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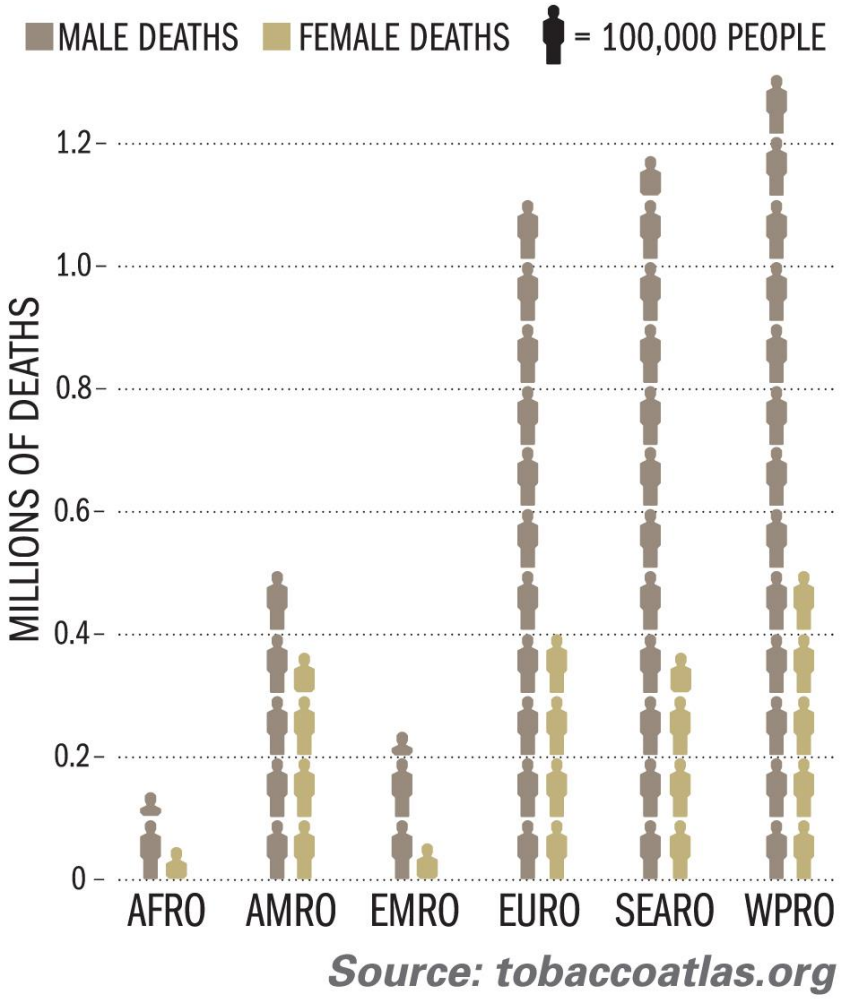
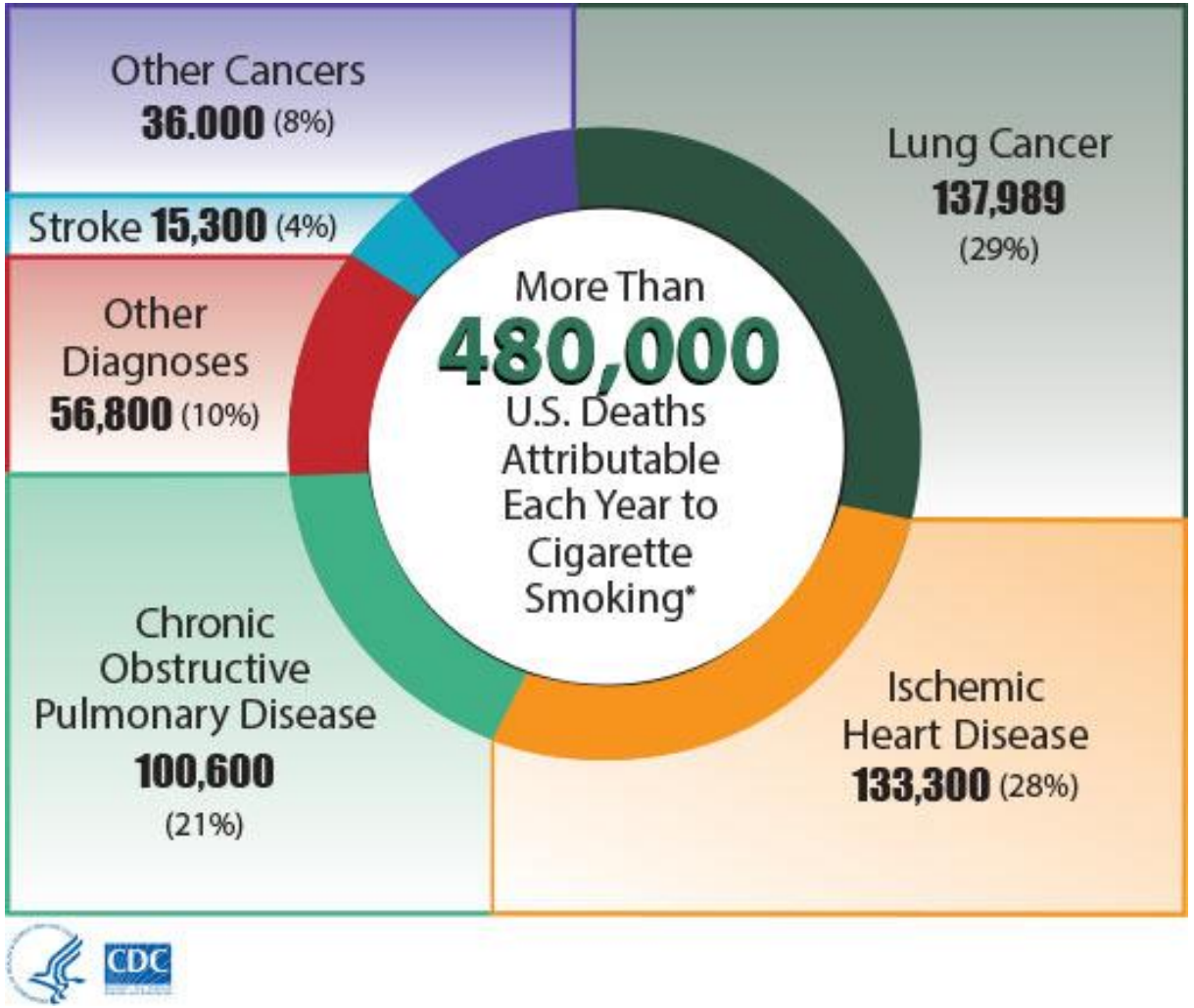
Understanding the interplay between tobacco and cancer control

- Tobacco is the leading cause of cancer and lung cancer is the leading cause of cancer deaths.
- We are fortunate to have evidence-based policy interventions and guidelines (including FCTC and MPOWER).
- The most effective tobacco control strategies don't cost much and can be implemented equally well in low resource and high resource settings.
- Countries need political will, rather than extensive resources, to launch effective tobacco control and thus cancer control programs.
- Governments must be alert to tobacco industry interference and undue influence.

Globally, tobacco use is the most common preventable cause of death (6.3 million deaths annually)



Smoking is the leading cause of preventable death in the U.S.



The majority of harm from tobacco occurs as a result of smoke – a product of combustion

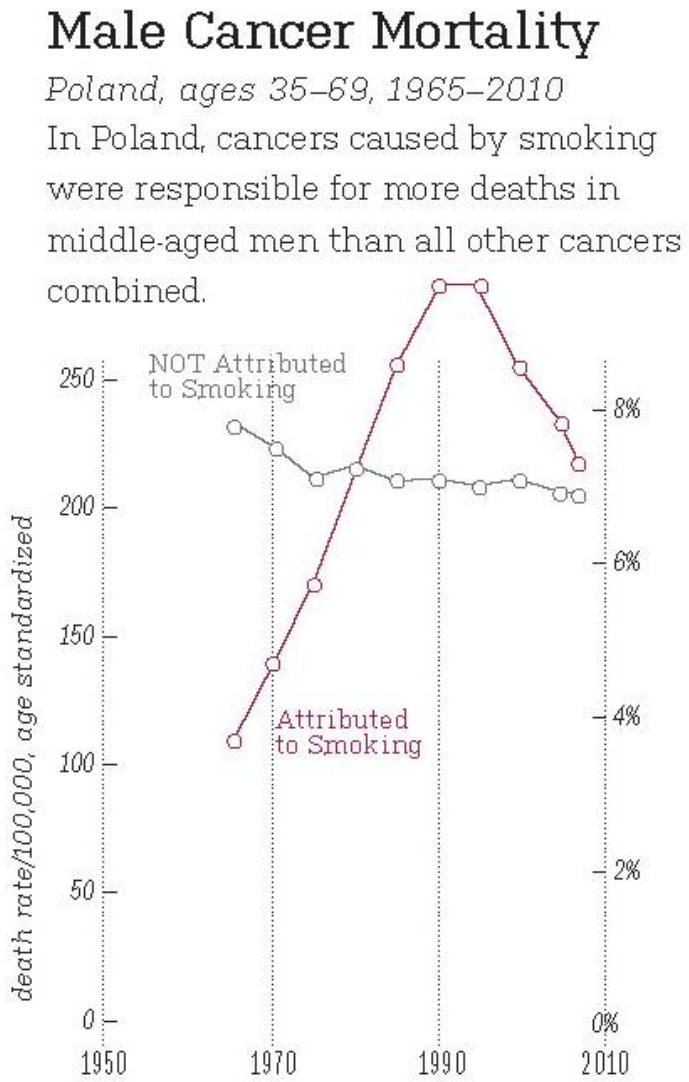
HEALTHY
HUMAN LUNG

TOBACCO
SMOKER'S LUNG

Source: tobaccoatlas.org

Burning a cigarette creates 7,000 chemicals and compounds, hundreds of which are toxic, and at least 70 are cancer causing.

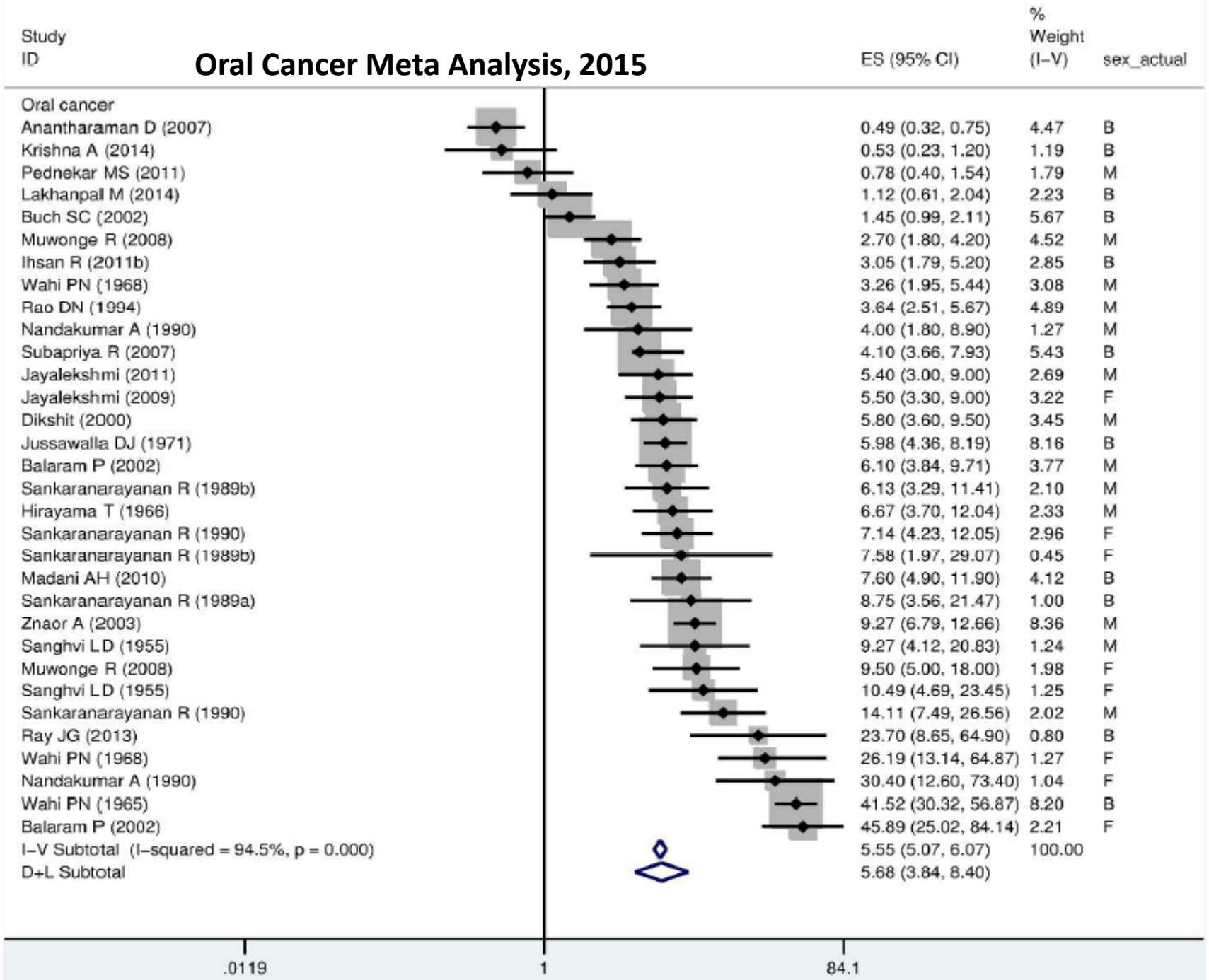
Mortality from smoking is a global problem



Smokeless tobacco is a global problem and must be addressed for cancer prevention

- Smokeless tobacco (ST) is used in at least 70 countries in the world by more than 300 million people.
- South-East Asia experiences the greatest burden from ST.
  - 89% of the world's ST users live in this region.
  - South-East Asia experiences the world's highest attributable disease burden from ST.
  - South-East Asia has the most diversity in ST product types and forms of use.
  - In India, ST use exceeds cigarette smoking among both men and women.

Oral Cancer Meta Analysis, 2015



Sinha DN, et al. Smokeless Tobacco (SLT) associated cancers: A systematic review and meta-analysis of Indian studies, *International Journal of Cancer*, October, 2015.

ST causes far more than oral cancer alone

- A 2015 study conducted a systematic review of studies related to ST-attributable health effects in India,
- The annual number of attributable cases was calculated as
  - 49,192 (PAF=60%) for mouth,
  - 14,747 (51%) for pharynx,
  - 11,825 (40%) for larynx,
  - 14,780 (35%) for oesophagus and
  - 3,101 (8%) for stomach.

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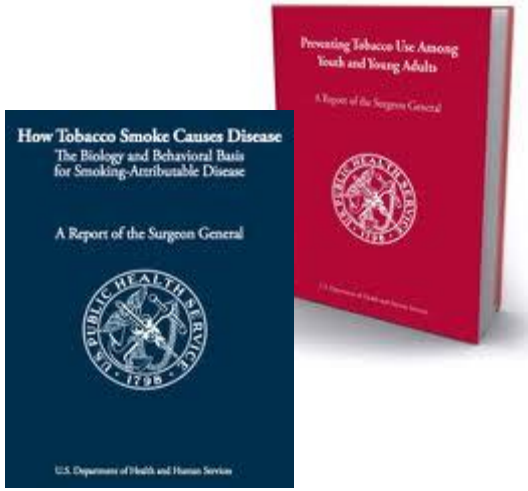
Evidence-based solutions are a must

Outlined in WHO FCTC, MPOWER and Surgeon General Reports

- Tax increases
- Clean indoor air laws
- Advertising bans
- Graphic warning labels



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The WHO FCTC provides a global response to the tobacco epidemic

- The World Health Organization's Framework Convention on Tobacco Control (WHO FCTC) is one of the world's most rapidly embraced international treaties.
- It was entered into force in February 2005 as a response to the globalization of the tobacco control epidemic.
- As of October 2015, there are 180 parties to the Convention.
- WHO FCTC provides the guidelines and foundation for countries to implement and manage tobacco control.

FCTC

WHO FRAMEWORK CONVENTION ON TOBACCO CONTROL

WHO MPOWER measures provide country-level guidance

- WHO created the MPOWER measures to assist in the country-level implementation of effective interventions to reduce the demand for tobacco, contained in the WHO FCTC.

Monitor tobacco use & 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, & sponsorship

Raise taxes on tobacco

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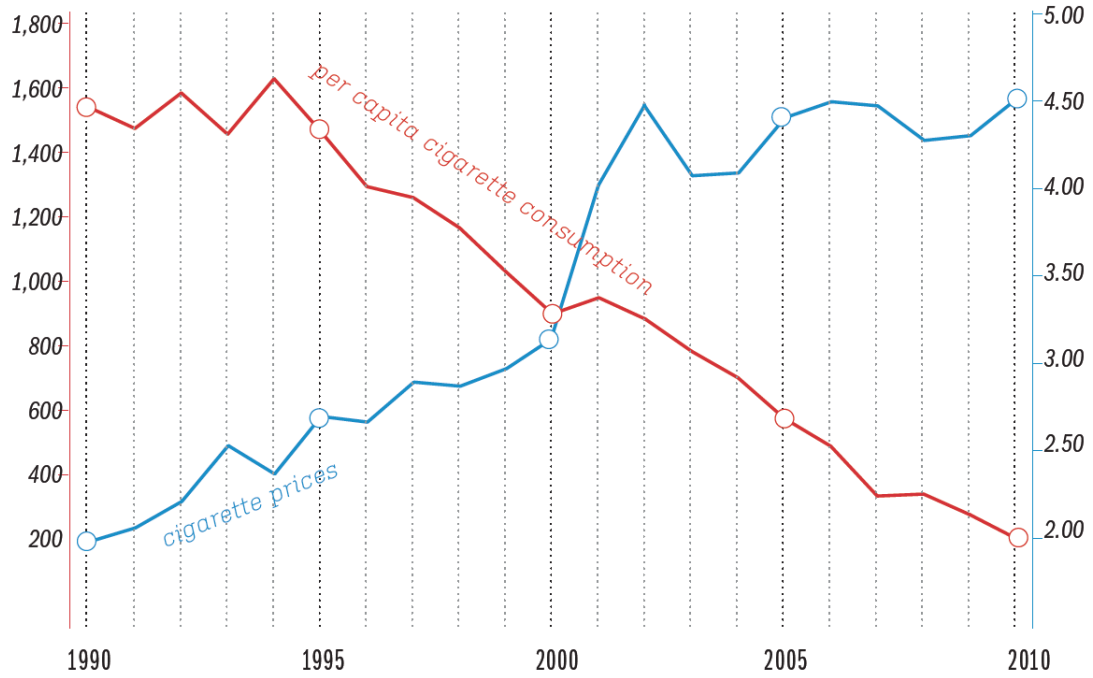
Tobacco control is relatively inexpensive but countries spend too little on it

The total annual cost of delivering core population-based tobacco control measures in all low- and middle-income countries is projected at only USD600 million, or USD0.11 per capita.

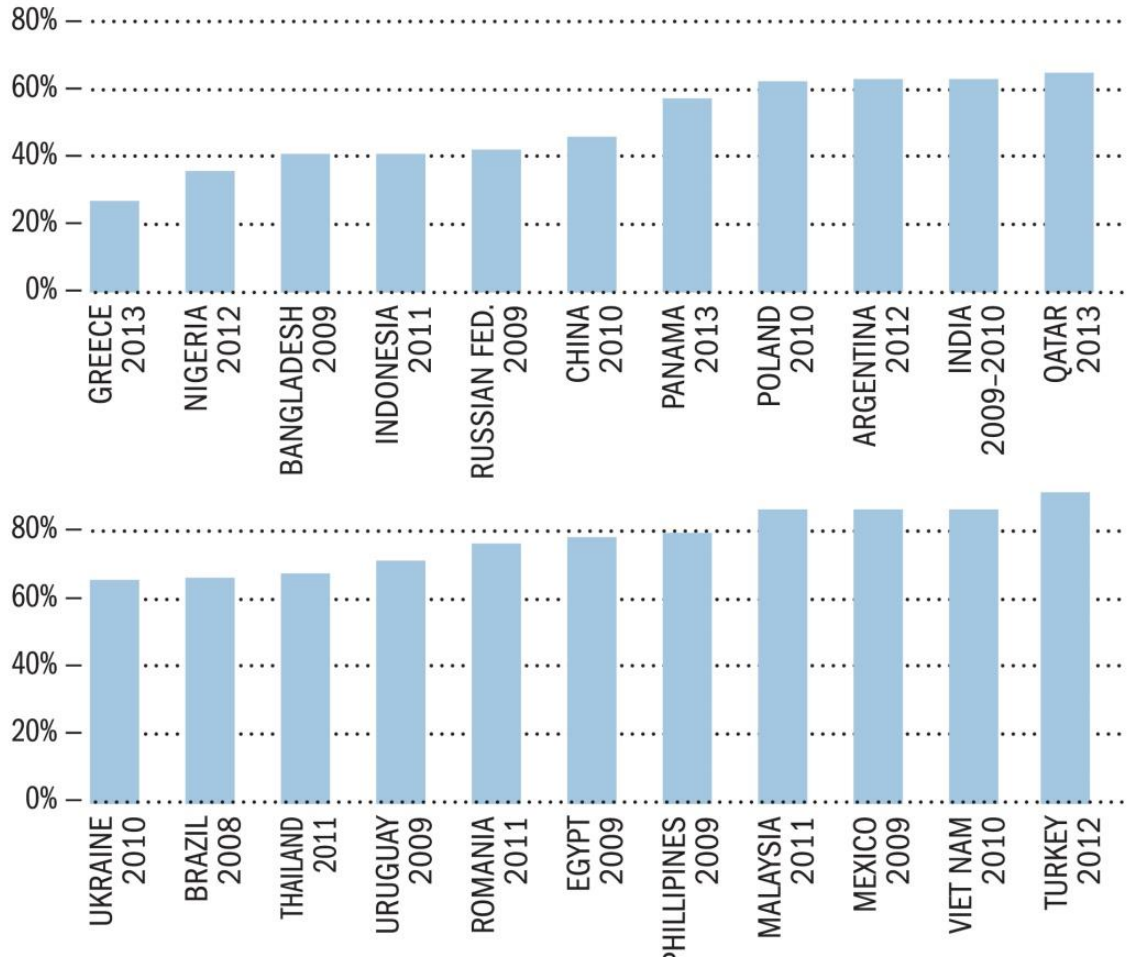
Cigarette Consumption Goes Down as Tobacco Taxes Go Up



Real (inflation-adjusted) price of a pack of cigarettes in 1990 Shekels (NIS) in Israel. Increases in cigarette prices were driven by tax increases.

Anti-tobacco media campaigns are effective globally

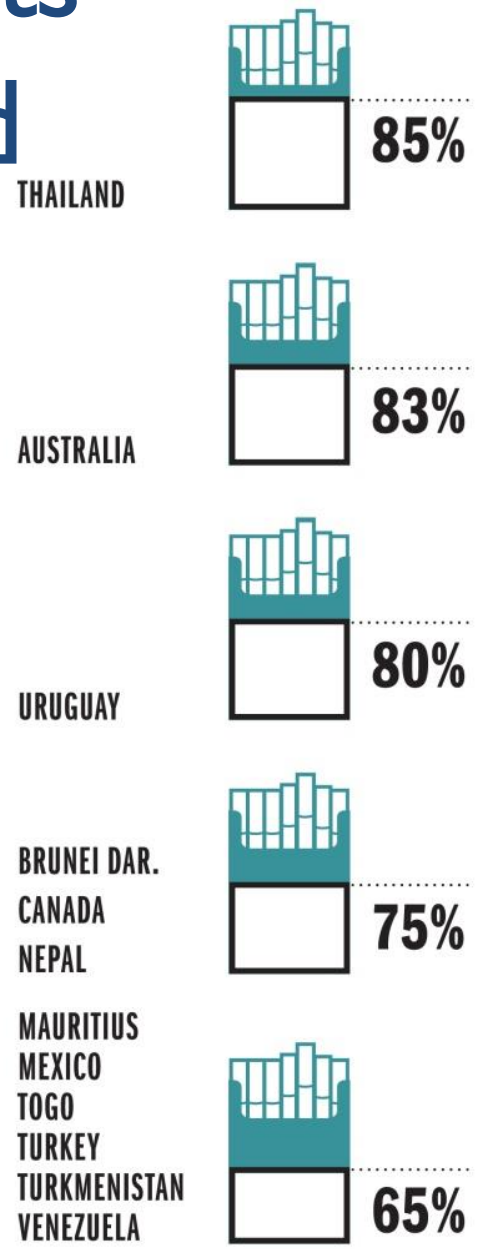
Percent of adults noticing anti-smoking information on TV or radio



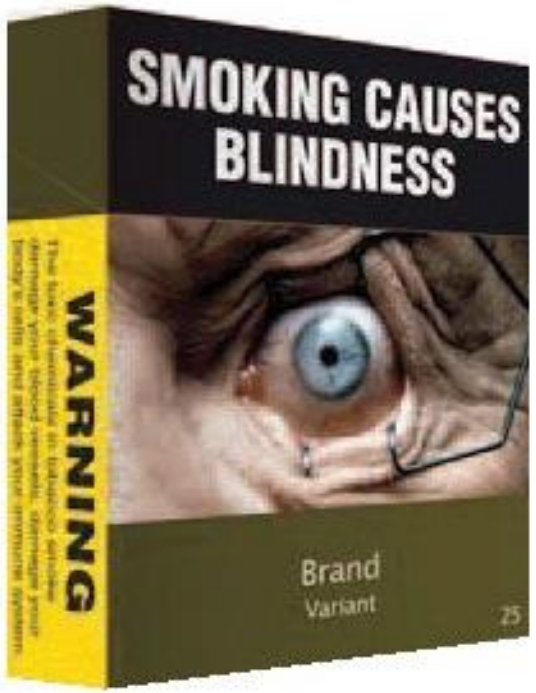
Implementing packaging requirements decreases the appeal of smoking and increases quitting

MORE THAN
1 BILLION PEOPLE
now live in countries with best-practice packet warning labels.

Article 11 of the WHO FCTC requires that tobacco product warnings cover at least 30% (and preferably 50%) of the visible area on a pack of cigarettes.



Plain Packaging: Australia



"Plain packaging of all tobacco products would remove a key remaining means for the industry to promote its products to billions of the world's smokers and future smokers."

Becky Freeman, Simon Chapman, and Matthew Rimmer, University of Sydney Australia, 2008

Plain packaging proposed by the Australian government, to be implemented in 2012

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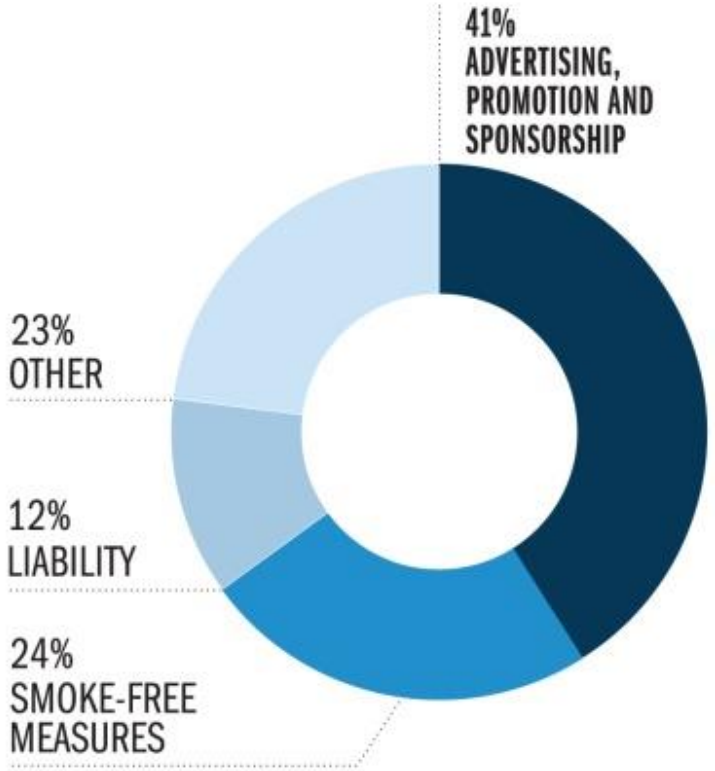
Legal challenges to tobacco control occur

These select examples of legal challenges to tobacco control show that strong political will is needed to implement tobacco control programs.

Tobacco control litigation topics in 2014

Selected litigation cases by tobacco control topic, through 2014



TOBACCO CONTROL TOPIC	# CASES
ADVERTISING, PROMOTION AND SPONSORSHIP	245
SMOKEFREE MEASURES	146
LIABILITY	69
CONTENTS AND DISCLOSURES MEASURES	45
PACKAGING AND LABELING MEASURES	26
PRICE AND TAX MEASURES	16
ILLICIT TRADE	13
CESSATION	9
PROTECTION OF ENVIRONMENT	9
SALES TO OR BY MINORS	8
INDUSTRY INTERFERENCE	8
ALTERNATIVE ACTIVITIES	2
EDUCATION	0
TOTAL # UNIQUE CASES	596

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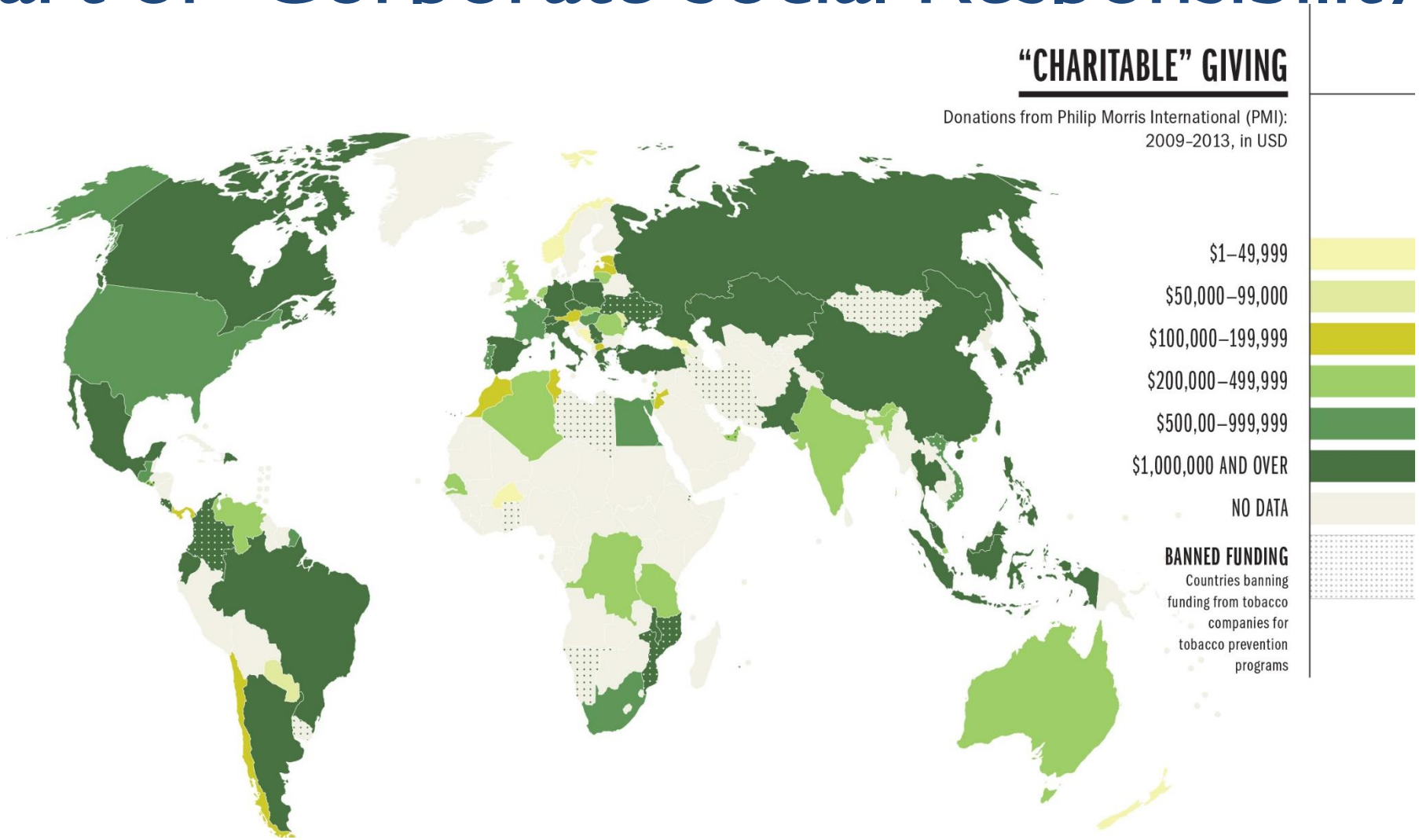
Tobacco companies donate generously as part of "Corporate Social Responsibility"



Examples of "Charitable Giving"

- From 2010-2012, BAT launched a national campaign against plain packaging, spending AUS $3.4 million.
- In 2013, 16 various charities in Japan received funding from PMI.
- In Kenya, BAT developed political ties and drafted legislation encouraging farmers to sell tobacco to BAT rather than competitors.

"Let's be clear about one thing.

OUR FUNDAMENTAL INTEREST IN THE ARTS IS SELF-INTEREST.

There are immediate and pragmatic benef ts to be derived as business entities."

—GEORGE WEISSMAN,
Chairman of Philip Morris USA, 1980

Tobacco can and should be regulated at every stage of the tobacco life-cycle

Source: tobaccoatlas.org

Questions?

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