



Cancer Prevention: Tobacco Control

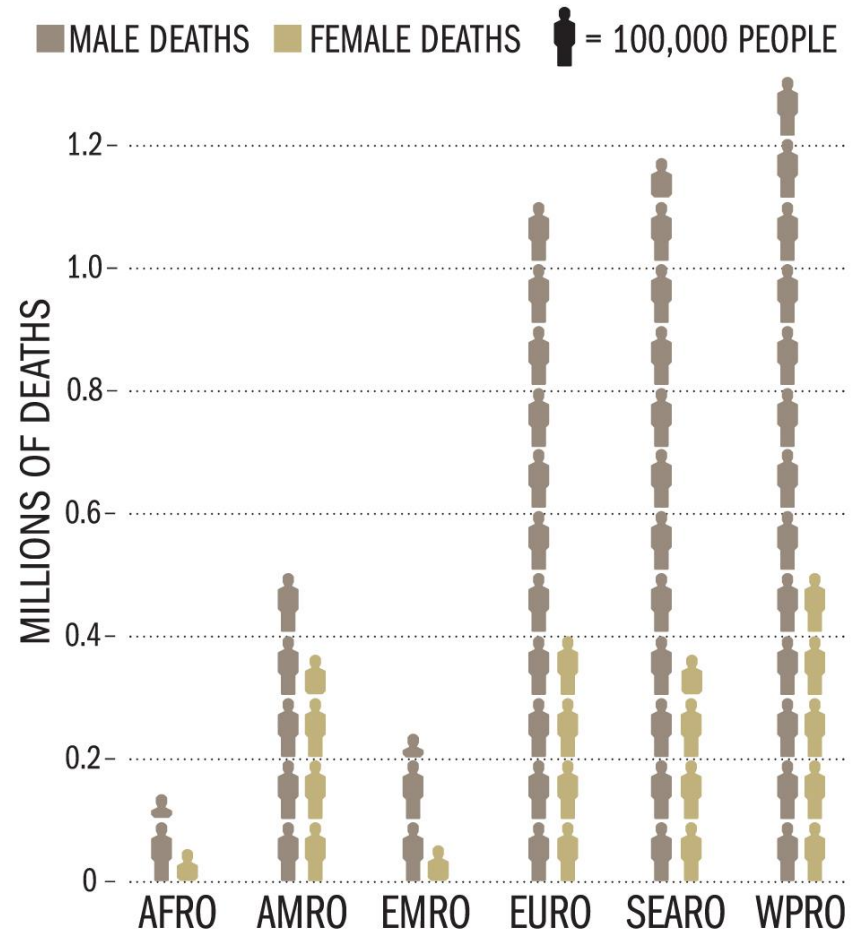
IOM Workshop on Cancer Control in Low Resource Areas
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Understanding the interplay between tobacco and cancer control

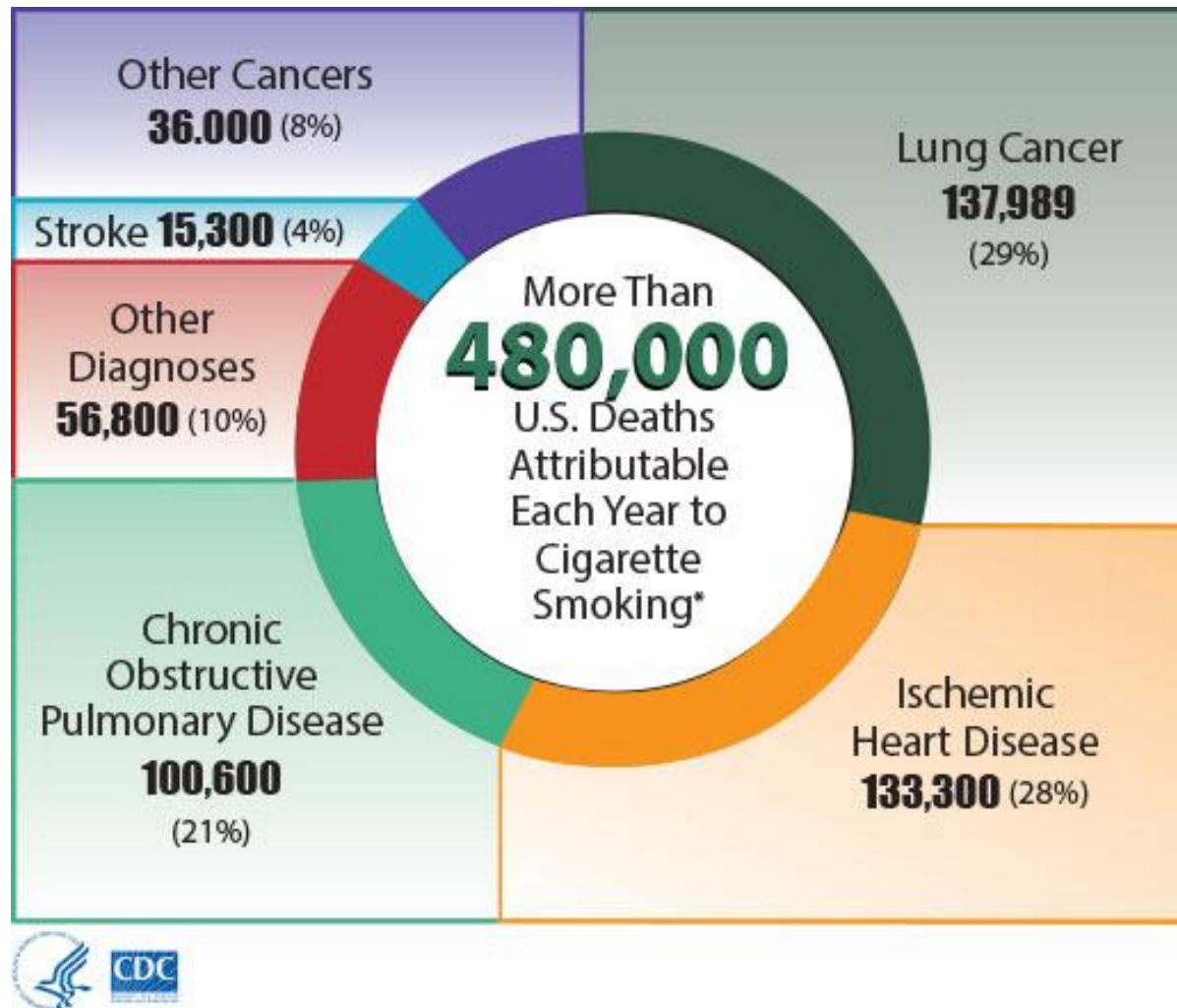
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- We are fortunate to have evidence-based policy interventions and guidelines (including FCTC and MPOWER).
- The most effective tobacco control strategies don't cost much and can be implemented equally well in low resource and high resource settings.
- 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)



Source: tobaccoatlas.org

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**

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

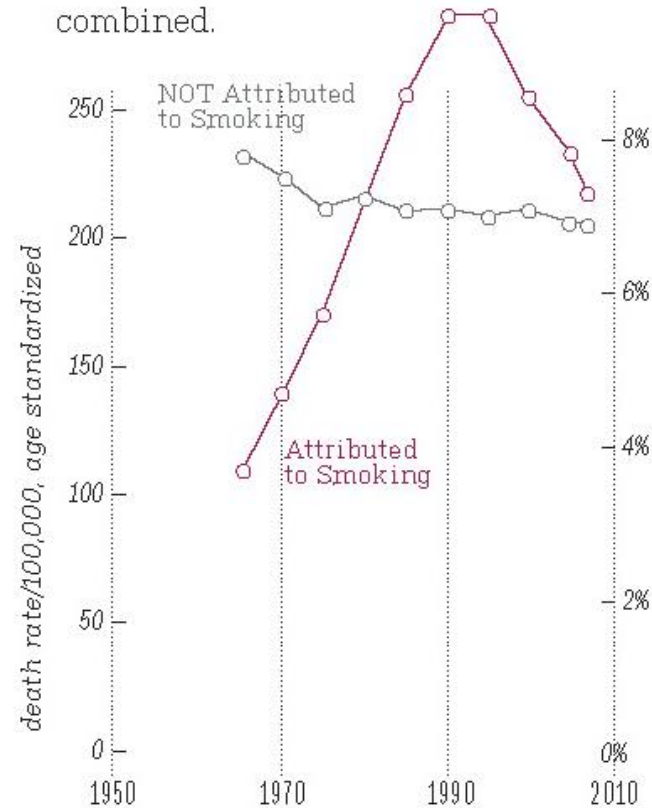
Source: tobaccoatlas.org

Mortality from smoking is a global problem

Male Cancer Mortality

Poland, ages 35–69, 1965–2010

In Poland, cancers caused by smoking were responsible for more deaths in middle-aged men than all other cancers combined.



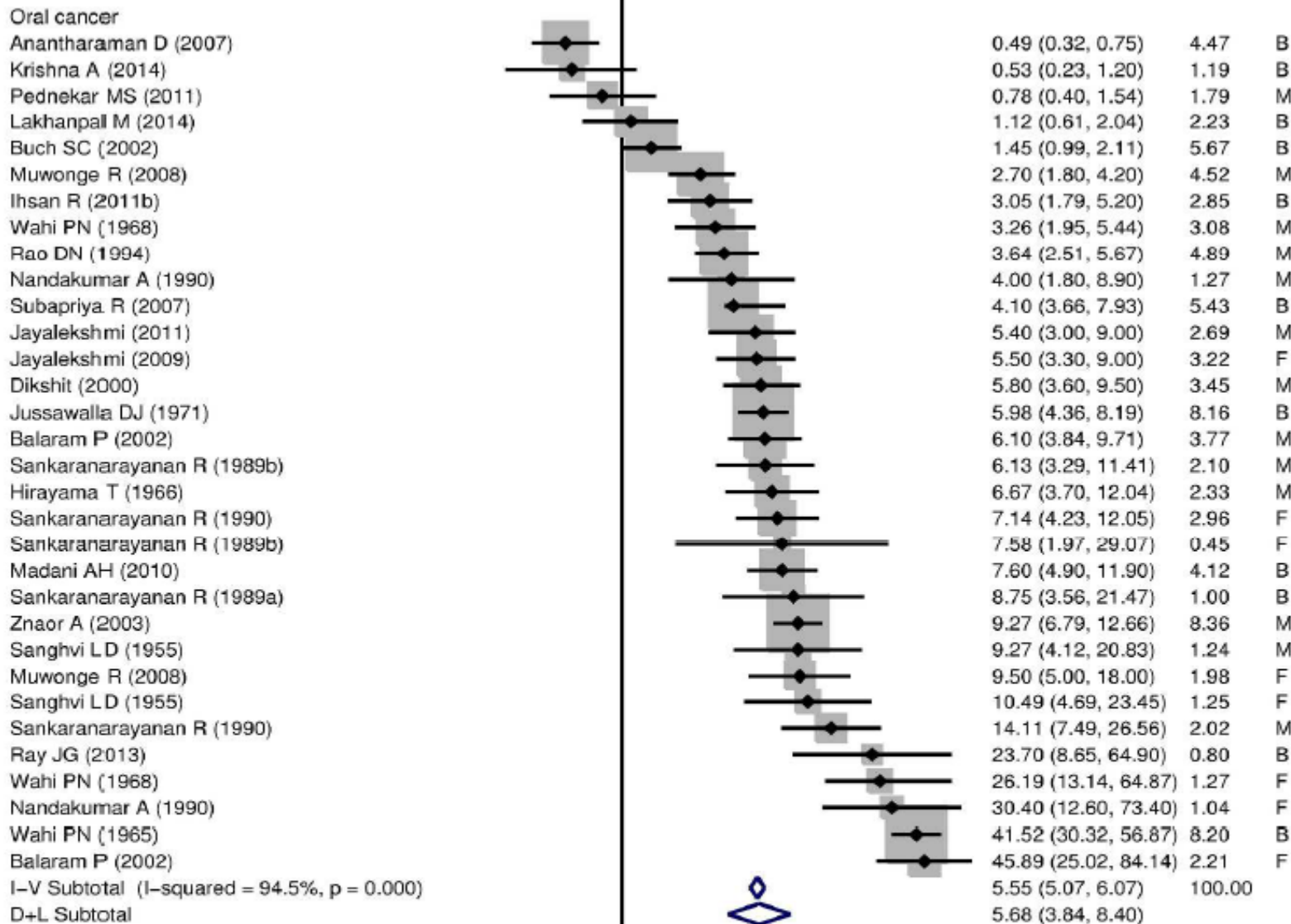
Smokeless tobacco is a global problem and must be addressed for cancer prevention

- 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.

Study
ID

Oral Cancer Meta Analysis, 2015

ES (95% CI)

%
Weight
(I-V) sex_actual

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



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.



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

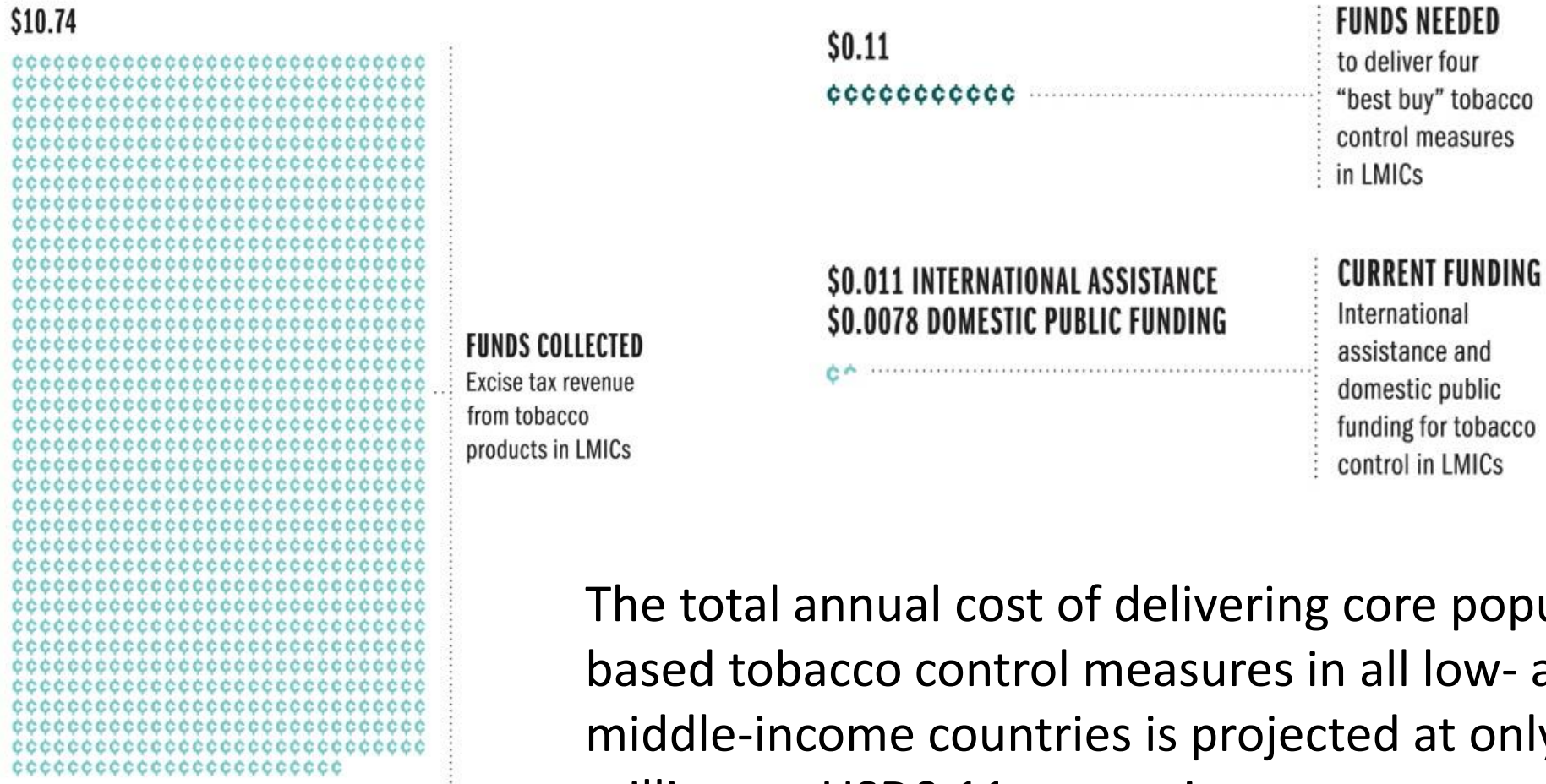
Enforce bans on tobacco advertising,
promotion, & sponsorship

Raise taxes on tobacco

Understanding the interplay between tobacco and cancer control

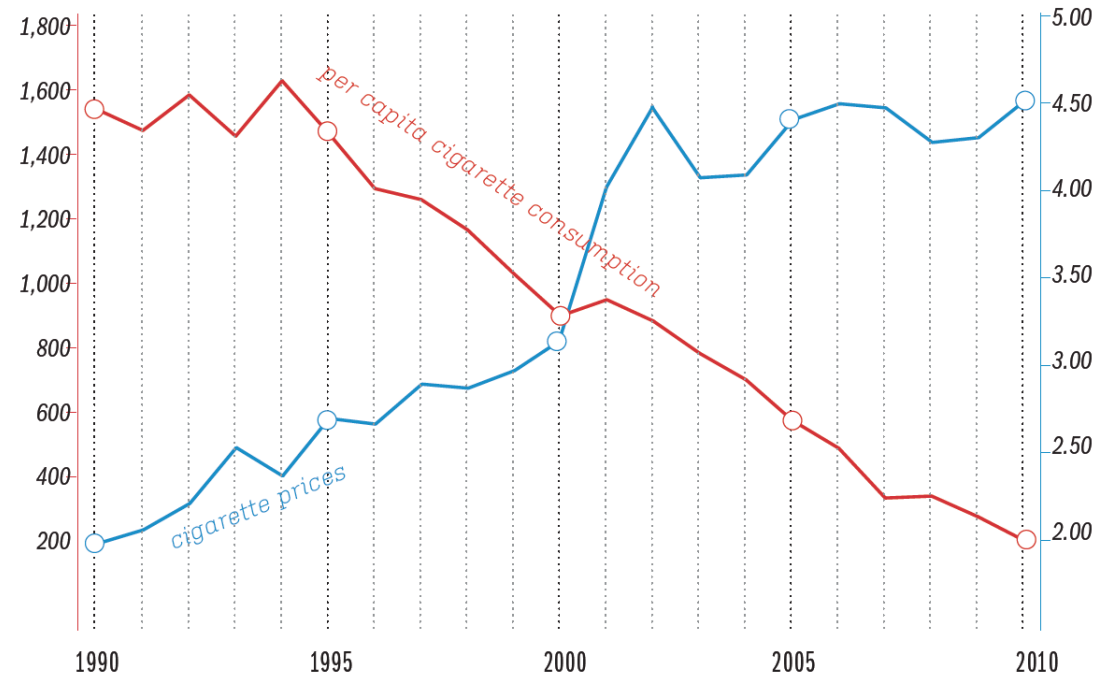
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Tobacco control is relatively inexpensive but countries spend too little on it



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.

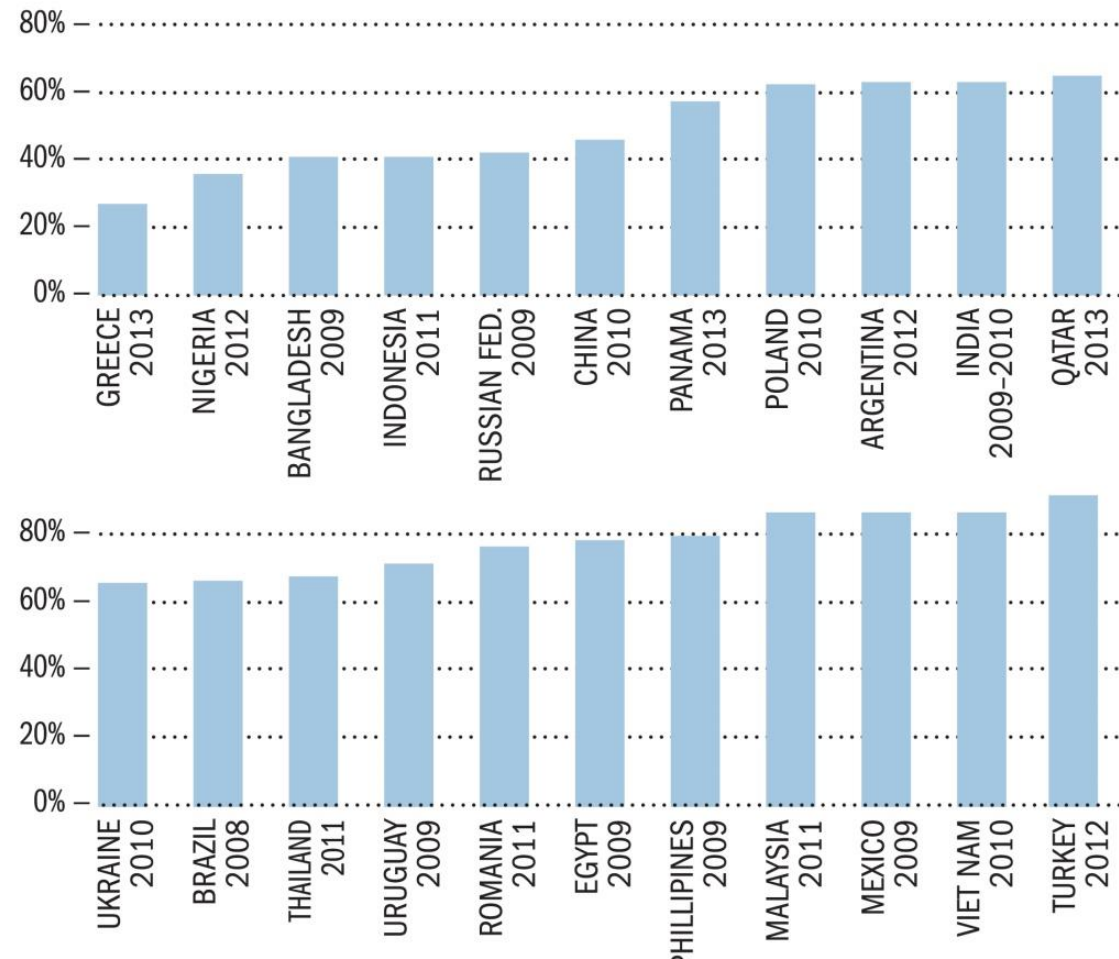
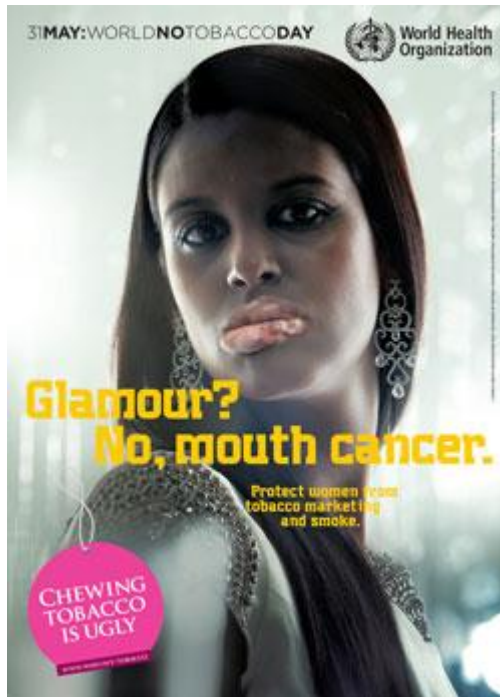
Cigarette Consumption Goes Down as Tobacco Taxes Go Up



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

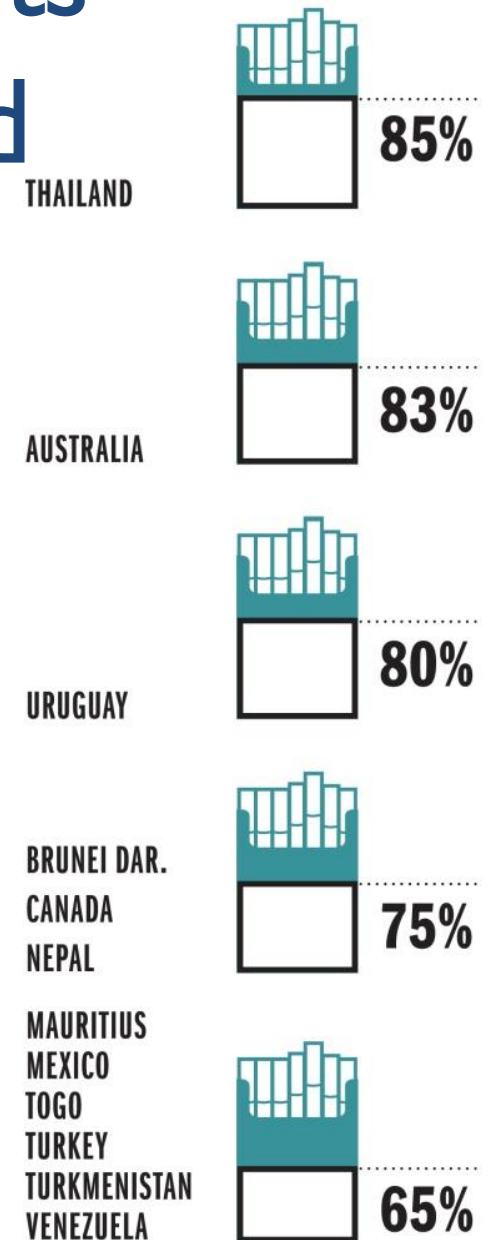
Percent of adults noticing anti-smoking information on TV or radio



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

LEGAL CHALLENGES

Resisting legal challenges to tobacco control: selected countries 2010–2014

2012
USA

FIVE TOBACCO COMPANIES

challenged graphic health warning regulations issued by the FDA. The Court found the warnings violated freedom of expression and rejected the regulations. The FDA will redesign the warnings.

2012–2014
PERU

The Specialized Constitutional Court of Lima rejected the

BRITISH AMERICAN TOBACCO

Peru case against Congress, which challenged a ban on packages of less than 10 cigarettes. The Court observed that the WHO FCTC is a human rights treaty that ratifies the idea that economic freedoms should be limited in order to protect economic and social rights.

2012
BRAZIL

LOBBYING GROUP SINDITABACCO

brought an action to stop the National Health Surveillance Agency, ANVISA, from implementing a ban on additives and flavorings, arguing that ANVISA lacked legal authority and the rule was not supported by scientific evidence.

2013
URUGUAY

After several tobacco control laws, affiliates of PHILIP MORRIS INTERNATIONAL challenged two additional regulations in 2009, including 80% graphic health warnings, as a violation of a bilateral investment treaty between Switzerland and Uruguay. They also challenged and lost in the domestic courts.

2012
SCOTLAND

IMPERIAL TOBACCO

lost its challenge to a ban on vending machines and point-of-sale displays. The Supreme Court stated the law was designed to protect public health by reducing product attractiveness and availability, not prohibiting their sale.

2013
EUROPEAN UNION
THE INDUSTRY

mounted an aggressive multi-million-euro lobbying campaign to weaken the Tobacco Products Directive, which was only marginally successful.

2012
NORWAY

The Court accepted some of the challenges by

PHILIP MORRIS Norway, but upheld a retail display ban, deeming it necessary and that no alternative, less intrusive measure could produce a similar result.

2012
SOUTH AFRICA

The Constitutional Court dismissed an appeal by BRITISH AMERICAN TOBACCO over suing the Minister of Health claiming that the Tobacco Products Control Act was unconstitutional. This case involved person-to-person marketing techniques prohibited under a TAPS ban. The Court found that the hazards of smoking far outweigh the interests of smokers, and that South Africa is obliged to observe the WHO FCTC.

2012
PAKISTAN

The Lahore High Court dismissed a petition by SHISHA CAFE OWNERS against the smoke-free law.

2012
INDIA

The Delhi High Court dismissed a petition by an association of TOBACCO WHOLESALERS, which had challenged a ban on selling of tobacco products within 100 yards of any educational institution. Many cases have been brought against gutkha. The Court of the State of Bihar dismissed a challenge by DISTRIBUTORS to the ban on gutkha or pan masala containing tobacco.

2013
SRI LANKA

The Court of Appeal denied CEYLON TOBACCO COMPANY'S request to delay 80% graphic pictorial health warnings, but the court also ordered a reduction in the size of the warnings to 50%–60% of the pack.

ACRONYMS

FDA	FOOD AND DRUG ADMINISTRATION
WHO FCTC	WORLD HEALTH ORGANIZATION FRAMEWORK CONVENTION ON TOBACCO CONTROL
WTO	WORLD TRADE ORGANIZATION
TAPS	TOBACCO ADVERTISING, PROMOTION AND SPONSORSHIP

2013
THAILAND

The petition of TOBACCO MANUFACTURERS to stop the Minister of Public Health from implementing larger-sized packet warnings was ultimately denied.

2012
INDONESIA

The Court accepted some challenges, but rejected a constitutional challenge by Indonesian tobacco farmers and industry workers to Indonesia's Health Law.

2011+
PHILIPPINES

Various legal cases regarding jurisdiction over tobacco regulations, including graphic health warnings, TAPS bans and smoking bans are ongoing.

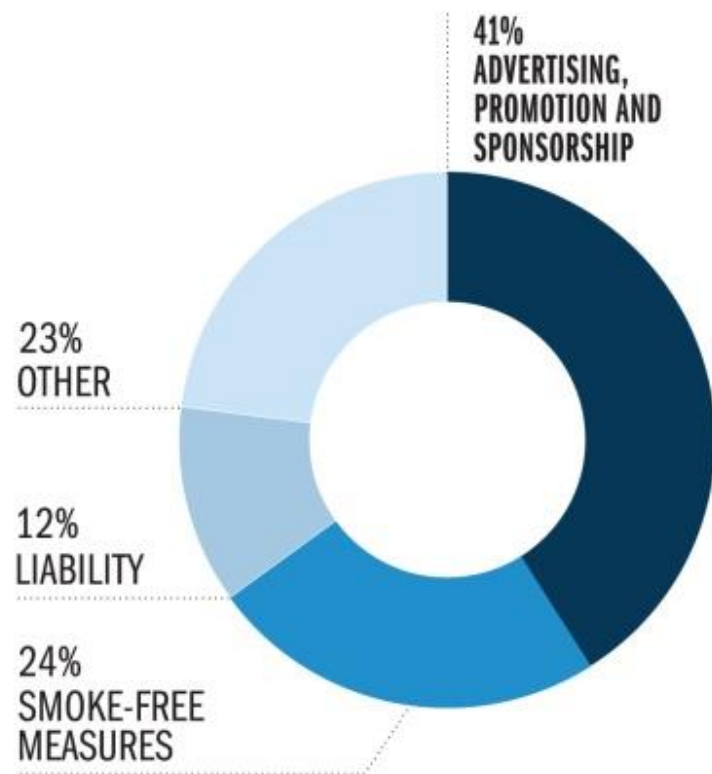
2011
AUSTRALIA

The Australian government is fighting challenges to its Tobacco Plain Packaging Act. One challenge is from PHILIP MORRIS ASIA using a bilateral investment treaty between Australia and Hong Kong. The other challenge is from several countries using the World Trade Organization.

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

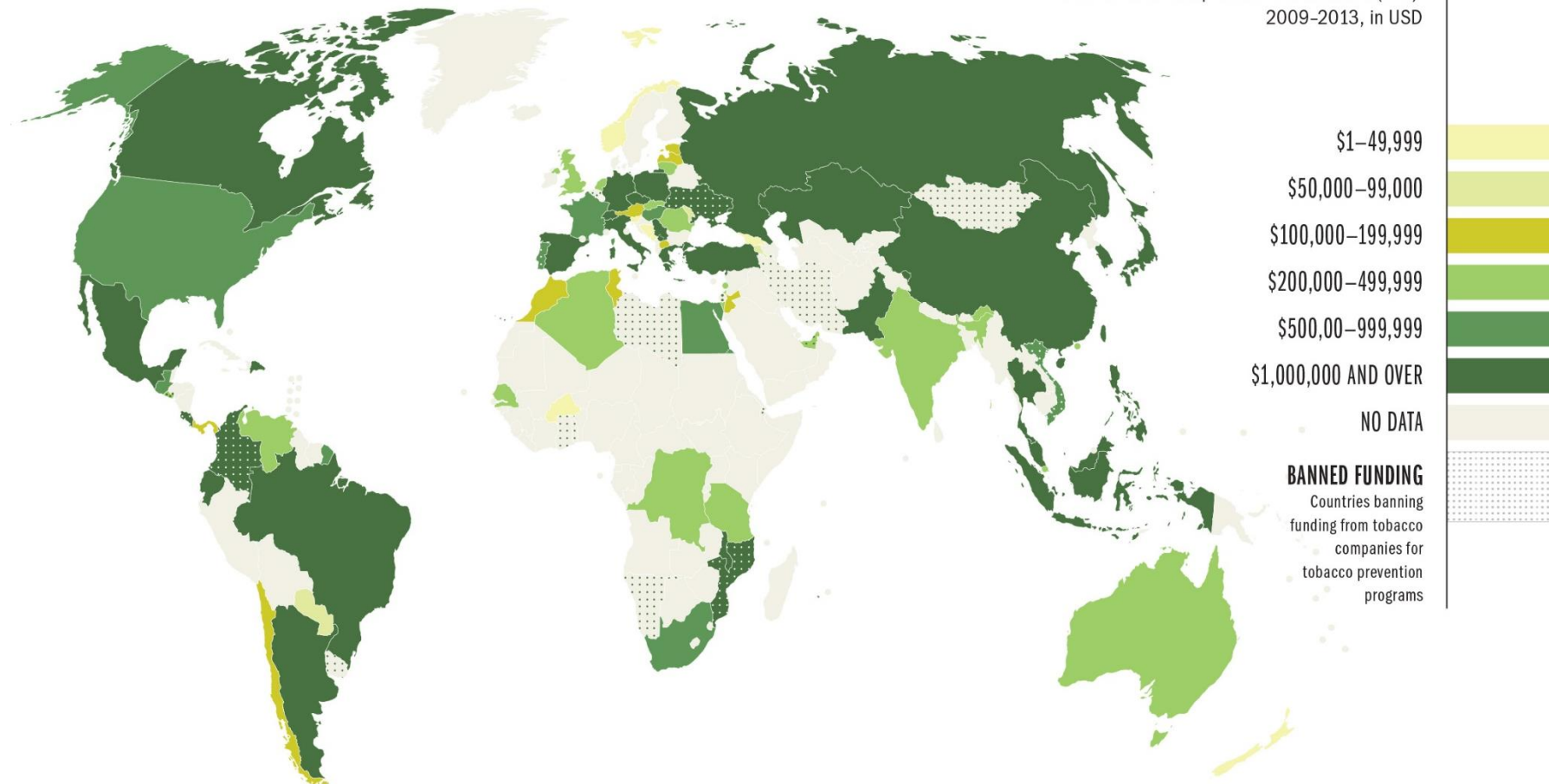
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Tobacco companies donate generously as part of “Corporate Social Responsibility”

“CHARITABLE” GIVING

Donations from Philip Morris International (PMI):
2009–2013, in USD



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 benefits
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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