

4. PNEUMO AKTUELL



Tabakrestriktion

Kurt Aigner & Manfred Neuberger
Initiative Ärzte gegen Raucherschäden
ÖGP-AK Umwelt-, Arbeitsmedizin und Tabakrestriktion



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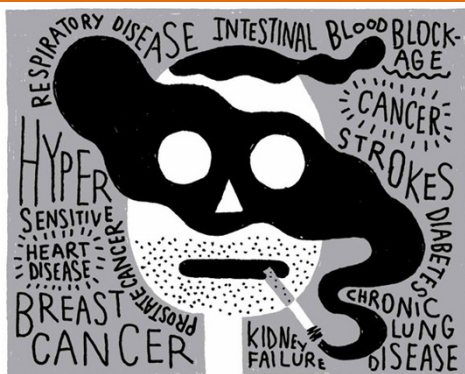
DISCLOSURE - Name: Kurt AIGNER

	ja	nein
Haben Sie in den letzten 5 Jahren Vortragshonorare von der Industrie bezogen?		X
Haben Sie in den letzten 5 Jahren Beratungshonorare von der Industrie bezogen (Advisory Boards)?	X	
Haben Sie in den letzten 5 Jahren von der Industrie finanzielle Unterstützung für wissenschaftliche Projekte bezogen?		X
Haben Sie kommerzielle Verbindungen zu medizinischen Produkten, die im Rahmen von Pneumo Aktuell erwähnt werden (soweit bekannt)?		X
Haben Sie kommerzielle Verbindungen zu Konkurrenten von Produkten, die im Rahmen von Pneumo Aktuell erwähnt werden (soweit bekannt)?		X
Haben Sie Verbindungen zur Tabakindustrie?		X

Bitte beschreiben Sie hier potenzielle andere Interessenskonflikte: Adv.Board Nycomed 2011

☒ Ich deklariere hiermit, keine Interessenskonflikte im Rahmen von Pneumo Aktuell zu haben.

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A recent study linked another five diseases to tobacco use. Credit Benoit Tardif for The New York Times 11/2015

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Der glatte Rauch verschleimert nicht nur
bestehendes Rheuma, sondern kann die Krankheit
sogar auslösen – schon ab einer Zigarette täglich...

von Frauke

Je nach wie viele Zigaretten man raucht, desto höher ist das Risiko, an Rheuma zu erkranken. Das ist die Botschaft einer Studie, die in der Zeitschrift 'Annals of the Rheumatic Diseases' veröffentlicht wurde. Die Forscher haben festgestellt, dass Raucher ein höheres Risiko haben, an Rheuma zu erkranken, als Nichtraucher. Dies gilt insbesondere für diejenigen, die mehr als eine Zigarette pro Tag rauchen. Die Studie basierte auf Daten aus einer großen Bevölkerungsstudie in Schweden, die über einen Zeitraum von 20 Jahren lief. Die Forscher haben festgestellt, dass Raucher ein höheres Risiko haben, an Rheuma zu erkranken, als Nichtraucher. Dies gilt insbesondere für diejenigen, die mehr als eine Zigarette pro Tag rauchen. Die Studie basierte auf Daten aus einer großen Bevölkerungsstudie in Schweden, die über einen Zeitraum von 20 Jahren lief.

Kronen Zeitung

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2002:



2005: 6,5 sec

2015: 5,3 sec

2020: 3 sec !?

Dzt. weltweit:
6.000.000
EU: 700.000
Ö: 12.000

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Health at a Glance 2013, OECD

2.1. Smoking and alcohol consumption among children

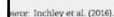


Source: Currie et al. (2012).
StateLine: <http://dx.doi.org/10.17629/888932016405>

Source: Currie et al. (2012).
StateLine: <http://dx.doi.org/10.17629/888932016420>

Österreichische Gesellschaft für Pneumologie

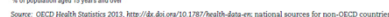
4.1. Smoking among 15-year-olds, 2013-14

StatLink <http://dx.doi.org/10.1787/888933428929>

Health at a Glance OECD 2016

Österreichische Gesellschaft für Pharmakologie

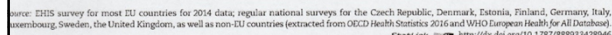
2.5. Tobacco consumption among adults



Source: OECD Health Statistics 2013, <http://dx.doi.org/10.1787/health-data-en>; national sources for non-OECD countries.

Österreichische Gesellschaft für Psychoanalyse

4.3. Adults smoking daily, 2000 and 2014 (or nearest year)



Health at a Glance OECD 2016

American Society of Human Genetics

Maßnahmenbeurteilung von:



Zigarettenpreis
Rauchverbot am Arbeitsplatz und
öffentlichen Plätzen
Informationskampagnen und Budget
für Tabakkontrolle
Verbot der Zigarettenwerbung
Warnhinweise auf Zigarettenpackungen
Entwöhnungsangebote

Österreichische Gesellschaft für Psychoanalyse
ÖGPA

Appendix 8: Ranking Tobacco Control Scale 2013 - 2010 - 2007 - 2005 - 2004

January 1, 2014

Österreichischer Gewerkschaftsbund
ÖGB

- **Marktbeschränkung**
- **Bekämpfung der Korruption**
- **Bekämpfung des Einflusses der Tabakindustrie (z.B. Welthandelsverträge, Lobbyismus in der EU, Verhandlungen zur Tabakprodukttrichtlinie)**

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Table 1 Restrictions on advertising, promotion and sponsorship compared for large cigarette markets and as a proportion of all countries. In some cases, a partial ban may reflect variation in subnational policies; for example, Australia and Canada banned retail advertising and pack displays at different times in different areas and in other cases, partial bans reflect limitations on content or placement, such as a prohibition on advertising in magazines with a large youth readership in the USA and Russia (see footnotes for specific examples).

Restrictions	Australia ^{1,2,3}	Brazil ⁴	Canada ^{5,6,7}	China ⁸	India ⁹	Indonesia ¹⁰	Japan ¹¹	Russia ¹²	USA ^{13,14}	Complete ban defined by WHO % of 134 countries ¹⁵
Advertising (direct)	●	●	●	●	●	●	●	●	●	69.3%
Television/radio, domestic	●	●	●	●	●	●	●	●	●	NR
Television/radio, international	●	●	●	●	●	●	●	●	●	NR
Magazines/newspapers, domestic	●	●	●	●	●	●	●	●	●	55.7%
Magazines/newspapers, international	●	●	●	●	●	●	●	●	●	NR
Outdoor (billboard/transport)	●	●	●	●	●	●	●	●	●	58.3%
Direct mail	●	●	●	●	●	●	●	●	●	NR
Point of sale, advertising	●	●	●	●	●	●	●	●	●	30.7%
Point of sale, pack displays	●	●	●	●	●	●	●	●	●	NR
Advertising (indirect)	●	●	●	●	●	●	●	●	●	NR
Branded merchandise	●	●	●	●	●	●	●	●	●	40.3%
Free distribution of tobacco	●	●	●	●	●	●	●	●	●	47.9%
Promotional discounts	●	●	●	●	●	●	●	●	●	40.6%
Sponsored events	●	●	●	●	●	●	●	●	●	47.9%

● = complete ban; ○ = partial ban; NR = not reported
Data sources are given in the reference list.
¹Campaign for Tobacco-Free Kids (CTFK) reports Canada's ban on point-of-sale advertising as a partial ban because the Tobacco Act permits signs in places where persons under 18 years are not permitted. Point-of-sale advertising is not allowed in other retail establishments.
²CTFK reports Canada's ban on point-of-sale pack displays as a partial ban because it does not apply to tobacconist shops or duty free stores.
³The ban on pack displays in the UK will be implemented in small stores by April 2015 and in larger stores by April 2016.
⁴Australia and Canada permit financial sponsorship, but the public acknowledgement of that support is restricted. CTFK regards this as a partial ban.

148 Lisa Henricson Tobacco Control 2012;17:147–153. doi:10.1136/tobaccocontrol-2011-050416

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Wie kann das Rauchen eingeschränkt werden ?

- Marktbeschränkung
- Bekämpfung der Korruption
- Bekämpfung des Einflusses der Tabakindustrie (z.B. Welthandelsverträge, Lobbyismus in der EU, Verhandlungen zur Tabakprodukttrichtlinie)

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OPEN ACCESS Freely available online

What Factors Influence Smoking Prevalence and Smoke Free Policy Enactment across the European Union Member States

Izabela Bogdanovic^{1,2*}, Ann McNeill^{1,2}, Rachael Murray^{1,2}, John Britton^{1,2,3}

¹UK Centre for Tobacco Control Studies, University of Nottingham, Nottingham, United Kingdom; ²Division of Epidemiology and Public Health, University of Nottingham, Nottingham, United Kingdom

Abstract

Background: Smoking prevention should be a primary public health priority for all governments, and effective preventive policies have been identified for decades. The heterogeneity of smoking prevalence between European Union (EU) Member States therefore reflects, at least in part, a failure by governments to prioritise public health over tobacco industry or possibly other financial interests, and hence potentially government corruption. The aims of this study were to test the hypothesis that smoking prevalence is higher in countries with high levels of public sector corruption, and explore the ecological association between the Corruption Perceptions Index and measures of the extent to which smoke-free policies have been enacted and are enforced.

Methods: Ecological data from 27 EU Member States were used to estimate univariate and multivariate correlations between smoking prevalence and the Transparency International Corruption Perceptions Index, and a range of other national characteristics including economic development, social inclusion, quality of life and importance of religion. We also explored the association between the Corruption Perceptions Index and measures of the extent to which smoke-free policies have been enacted and are enforced.

Results: In univariate analysis, smoking prevalence was significantly higher in countries with higher scores for corruption, material deprivation, and gender inequality, and lower in countries with higher per capita Gross Domestic Product, social spending, life satisfaction and human development scores. In multivariate analysis, only the corruption perception index was independently related to smoking prevalence. Exposure to tobacco smoke in the workplace was also correlated with corruption, independently from smoking prevalence, but not with the measures of national smoke-free policy implementation.

Conclusions: Corruption appears to be an important risk factor for failure of national tobacco control activity in EU countries, and the extent to which key tobacco control policies have been implemented. Further research is needed to assess the causal relationships involved.

Keywords: Corruption, Smoking, Tobacco, Europe, Policy, Enactment, Prevalence, Smoke Free, Policy, Enactment, across the European Union Member States, Full Text: DOI: 10.1186/s12942-016-0088-8

Editor: Jonathan Smith, University of Texas at Tyler, United States of America

Received: July 10, 2016; **Accepted:** July 29, 2016; **Published:** August 31, 2016

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International trade agreements: a threat to tobacco control policy

E F Shaffer, J E Bannan, T P Houston

Tobacco Control 2015;14(Suppl 2):S17–S22. doi:10.1136/tobaccocontrol-2015-020702

International covenants establish a role for governments in ensuring the conditions for human health and wellbeing, which has been recognised as a central human right. International trade agreements, conversely, prioritise the rights of corporations over health and human rights.

International trade agreements are threatening existing tobacco control policies and raising the possibility of implementing new controls. This situation is unrecognised by many tobacco control advocates in regulatory nations, especially those in developing countries. Recent agreements on eliminating various trade restrictions, including those on tobacco, have expanded far beyond simply international movement of goods to include internal tobacco distribution regulations and intellectual property rights regulating advertising and labelling. Our analysis shows that to the extent trade agreements protect the tobacco industry, in itself a deadly enterprise, they erode human rights principles and contribute to ill health. The tobacco industry has used trade policy to undermine effective barriers to tobacco importation. Trade negotiations provide an unprecedented opportunity for the tobacco industry to assert its interests without public scrutiny. Trade agreements provide the industry with additional tools to obstruct control policies in both developed and developing countries and to erode the health community's ability to become involved in reversing these trends and help promote additional measures to protect public health.

Addiction

EDITORIAL

J. Kelsey, Auckland doi:10.1111/j.1360-0443.2012.03074.x

New-generation free trade agreements threaten progressive tobacco and alcohol policies

The nine-country Trans-Pacific Partnership, which is currently being negotiated behind closed doors, aims to set a 'gold standard' for removing barriers to the global alcohol and tobacco industries and give them even greater leverage over domestic policy decisions. It threatens progressive policies and is an affront to sovereignty and democratic governance.

Despite the secrecy, it is clear that the cumulative effect of its substantive rules and procedural requirements would shift the balance of policy-making power firmly in favour of transnational corporate interests.

Three chapters hold the keys. The first is the right of investors to enforce investment rules through international tribunals. The privacy of the process can mean

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Wie kann das Rauchen eingeschränkt werden ?

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10/2012
EU – „Dalligatte“
Swedish Match



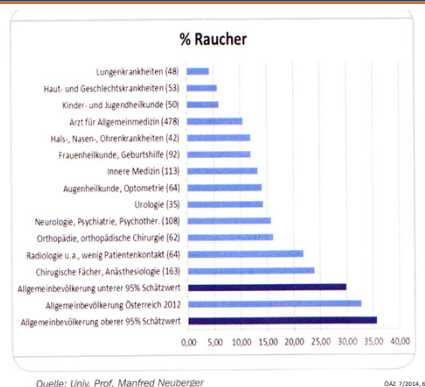
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Campaigning for tobacco control in Switzerland: grassroots advocacy in action

Pascal Diethelm, President, OxyRomandie, Geneva

Five steps:

1. To get together with other NGOs, with common goal, creating a core group for coordinating activities
2. Prepare public opinion – improving the public's awareness about the issue – exposing and correcting the disinformation spread by the tobacco industry – helping people articulate what they already know, but couldn't express it clearly – denormalizing smoking and normalizing the „smokefree“ concept
3. To create a very large coalition of supporters. Smoking was framed as a public health issue, not just a tobacco control issue. Coalition extended to include e.g. a labour union of the hospitality industry and associations of consumers.
4. To take initiative politically. Taking advantage of the cantonal direct democracy to launch „constitutional initiatives“ for bans in public places in four cantons, the fifth with legislative route.
5. To organize a campaign convincing citizens to vote for the smoking ban. Learnt to deal with journalists. Undermine the arguments of TI with e.g. „For an air of Freedom“.

www.hon.ch/emash

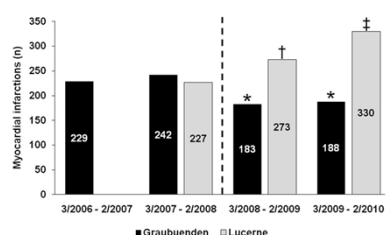
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Swiss Med Wkly, 2011 May 27;141:w13206. doi: 10.4414/smw.2011.13206.

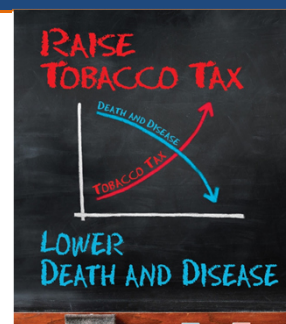
article at smw.ch

Incidence of acute myocardial infarction after implementation of a public smoking ban in Graubünden, Switzerland: two year follow-up.

Bonetti PO¹, Trachsel LD, Kuhn MU, Schulzki T, Erne P, Radovanovic D, Reinhart WH.



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



WORLD NO TOBACCO DAY, 31 MAY
www.who.int/world-no-tobacco-day

WHO 2014

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THE EFFECT OF CIGARETTE PRICES ON CIGARETTE SALES: EXPLORING HETEROGENEITY IN PRICE ELASTICITIES AT HIGH AND LOW PRICES

Tobacco Control
doi:10.1136/tobaccocontrol-2015-020208

Research paper
The smoking population in the USA and EU is softening not hardening

Margaret C. Kuhl, Stephen A. Glantz

Correspondence to:
Professor Stephen A. Glantz, University of California, Center for Tobacco Control Research and Education, 520 Parnassus, Suite 308, San Francisco, CA 94143-1086, USA; sglantz@ucsf.edu

Received 4 March 2015
Accepted 12 May 2015
Published Online First 24 June 2015

Abstract
Background I have been arguing that as existing cigarette smokers in countries, the smokers that remain include higher proportions of those who are unwilling or unable to quit a process known as 'hardening'. Evidence shows that cigarette use has not permitted an adequate response to the rise in cigarette prices. This suggests that there will be a public health impact on tobacco control measures and that the rise in cigarette prices will also be a result of higher associated tobacco prevalence and the number of cigarettes smoked.

Methods We examined US state-level associations using the Tobacco Use Supplement (1992-1993-2001) and Consumer surveys for 24 European countries (2006-2010-2012), using regression of quit attempts, quit rates, and number of cigarettes smoked on smoking prevalence over time.

Results For each 1% drop in smoking prevalence, quit attempts increase by 0.07% (95% CI 0.01-0.13) in the USA and remain stable in Europe (95% CI, 0.01-0.02) and quit rates increase by 0.04% (95% CI, 0.01-0.07) in the USA and 0.02% (95% CI, 0.01-0.03) in Europe. These associations were stable over time (95% CI, 0.01-0.02), with significantly lower consumption of any given cigarette brand in the USA (95% CI, 0.01-0.02) than in Europe.

Conclusions Consistent with prior research using different data and methods, these population-level results support the hypothesis of 'hardening' on smoking prevalence drops, instead supporting softening of the smoking population as prevalence declines.

How to
NOTES
FISCAL POLICY
How to Design and Enforce Tobacco Excises?

Schoberberger R. u. M. Kunze (1999):
1 % Preiserhöhung bringt 0,5 % weniger Raucher und umgekehrt

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What happens when the price of a tobacco retailer licence increases?

Jacqueline A Bowden¹, Joanne Dones², David L John¹, Caroline L Miller^{1,2}

Author Affiliations
¹Correspondence to: Joanne Dones, Behavioural Research and Evaluation Unit, Cancer Council SA, PO Box 929 Unley BC, SA 5061, Australia; jdone@cancer.org.au

Received 27 May 2012
Accepted 26 May 2013
Published Online First 19 June 2013

Abstract
Objective To measure the impact of a 15-ba licence fee increase on tobacco retailer licence renewals.

Methods The regulatory change increasing tobacco licence fees from \$412.90 to \$420.00 per annum took effect on 1 January 2007. Government Tobacco Licence records (n=1083) were audited for 1 year prior to, and 2 years after the change. An interrupted time series analysis using ARIMA modelling was conducted to examine the impact of fee increases on the number of active licences.

Results The total number of tobacco licences decreased by 23.7% from December 2007 to December 2009. The increased tobacco licence fee implemented on 1 January 2007, was associated with a significant reduction in the number of tobacco licences purchased or renewed in subsequent years. Of the 1144 entertainment licences holding valid licences in December 2007, 30.9% no longer held a licence by December 2009, and 19.9% had reduced the number of points of sale within the same venue.

Conclusions Licensing of tobacco retailers has received little attention in tobacco control in Australia and internationally. Our data add to the growing body of evidence supporting further regulation of retail sale of tobacco. The results demonstrate that a tobacco licence price increase of a low base is a potentially effective method of reducing tobacco points of sale when consumer demand for cigarette products is low. However, further research is needed to identify additional measures that may be necessary to reduce the availability of tobacco products in areas where consumer demand for cigarettes is high.

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Impact of a point-of-sale tobacco display ban on smokers' spontaneous purchases: comparisons from postpurchase interviews before and after the ban in Western Australia

Owen B. J. Carter^{1,2}, Tina Phua^{1,2}, Breven W. Miles^{2,3}

Correspondence to:
Dr Owen Carter, Office of the Vice-Chancellor (Health Management), Edith Cowan University, Room 21, 244, Building 21, 275 Joondagar Drive, Edith Cowan University, Joondagar 6207, Western Australia; owen.carter@ecu.edu.au

Received 30 January 2015
Revised 26 November 2015
Accepted 27 November 2015
Published Online First 23 December 2015

Abstract
Objective To assess the impact of the Western Australian tobacco point-of-sale display ban on spontaneous purchase behaviours.

Methods Daily adult smokers (n=402) observed purchasing cigarettes were recruited via exit interviews either 2 months before or after the implementation of the display ban. Smokers were asked if they had intended to purchase cigarettes before entering the store to assess spontaneous purchase behaviours. Whether smokers had reduced the display before their purchase and the extent to which they influenced their purchase decision was also assessed via non-prompting questions.

Results When compared with before the ban, fewer smokers after the ban reduced the display (27.1% vs 1.1%, p<0.01), fewer reported making spontaneous purchases (28.2% vs 19.1%, p<0.05) and fewer claimed the display influenced their purchase decision (18.1% vs 1.1%, p<0.05), over a 22.1% vs 3.4%, p<0.01). Before the ban, spontaneous purchases were more likely than planned purchases to suggest the display influenced their purchase decision (18.1% vs 3.2%, p<0.05, used mean 45.0% vs 17.3%, p<0.01). After the ban, spontaneous purchases remaining the influence of display was substantially less (1.1% vs 4.8%, p<0.05, used mean 40.2% vs 11.1%, p<0.01) as it did for planned purchases (18.1% vs 3.2%, p<0.05, used mean 17.9% vs 2.7%, p<0.01).

Conclusions We observed a 30% reduction in smokers making spontaneous tobacco purchases after implementation of the Western Australian tobacco display ban and between a twofold and sixfold reduction in the proportion suggesting display influenced their decision to purchase cigarettes. These data are consistent with previous research suggesting tobacco display encourages spontaneous purchases and that removal corresponds to reductions in the same.

wie auch in Irland, United Kingdom, Norwegen, Finnland, Frankreich und Ungarn

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Doctors to vote on cigarette sale ban for those born after 2000

Public health specialists say most adult smokers began as teens and notion is aimed at youngest generation taking to habit.

Tobacco 21—An Important Public Policy to Protect our Youth

What is Tobacco 21?
Tobacco 21 bans the sale of tobacco products to persons under 21 years of age. Tobacco products include cigarettes, cigars, pipe tobacco, and roll your own tobacco, oral tobacco (chewing tobacco, snuff, and snus), hookah (water pipe) tobacco, and electronic nicotine delivery systems (electronic cigarettes and others).

ATS 1.12.2016

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Introduction of Tobacco Plain Packaging in Australia

Since 1 December 2012, all tobacco products sold, offered for sale, or otherwise supplied in Australia must be in plain packaging.

Page last updated: 27 May 2016

Plain packaging is a key part of Australia's comprehensive package of tobacco control measures, which include:

- **Updated and expanded health warnings**: the Competition and Consumer (Tobacco) Information Standard 2011, which commenced on 1 January 2012 and took full effect from 1 December 2012, requires health warnings to cover at least 75 per cent of the front of most tobacco packaging, 90 per cent of the back of cigarette packaging and 75 per cent of the back of most other tobacco product packaging;
- **Legislation to restrict internet advertising** of tobacco products in Australia, effective from 6 September 2012;
- **record investments in anti-smoking social marketing campaigns;**
- **the 25 per cent tobacco excise increase in April 2010;**
- **staged increases in excise and excise-equivalent customs duty on tobacco and tobacco-related products:** 12.5 per cent increases occurred on 1 December 2013, 1 September 2014 and 1 September 2015. The next staged increase of 12.5 per cent will occur on 1 September 2016;
- **a reduction in duty free concessions for tobacco products; and**
- **stronger penalties for tobacco smuggling offences.**

Australian Government, Department of Health, 27. 5. 2016

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Plain packaging in Australien:

↓ Raucherprävalenz auf 15,8 %

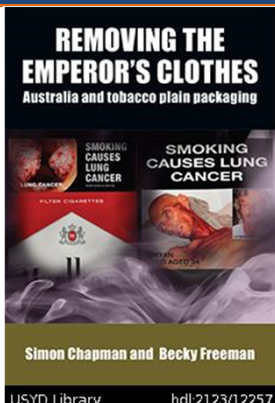
↓ Prävalenz tgl. Raucher ab 14 a auf 12,8 %

Research Article
Refuting tobacco industry funded research: empirical data shows a decline in smoking prevalence following the introduction of plain packaging in Australia

Paucal A Dietheiser¹, Timothy M Farley²

Tobacco Prevention & Cessation 2015

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USYD Library hdl:2123/12257

Sydney University Press 2014

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Joseba Zabala
@aupazabala

Breaking ! #plainpacks to be introduced in UK before general election Minister announced goo.gl/nJrrsJ @WHO pic.twitter.com/iWhnfMnYKw

21 de ene. de 2015 23:15



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GET READY FOR PLAIN PACKAGING

No logos, colours, brand images or promotional information

Pack surfaces in a standard colour

Brand and product names in a standard colour and font



Graphic health warnings used in conjunction with plain packaging



31 MAY • WORLD NO TOBACCO DAY

WHO 2016

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Forum Raucherfrei Berlin

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Forum Raucherfrei Berlin

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Vergleich zwischen der Türkei und Österreich

TÜRKIE

Gesetz zur Tabakprävention und zum Nichtraucher-schutz, 1996

Rauchverbot: - öffentliche Gebäude und Plätze
- Gesundheits-, Erziehungs-, Sporteinrichtungen
- öffentliche Verkehrsmittel (Bus, Zug, Flugzeug)
- öffentliche Büros (>5 Mitarbeiter)

Verbot von Werbung für Tabakkonsum

Verkaufsverbot von Tabak an Minderjährige (<18 Jahre)

90 Minuten Fernsehzeit monatlich für Tabakprävention

Warnung auf Packungen

ÖSTERREICH

Keine umfassende gesetzliche Regelung

Rauchverbot in Schulen, 2006
Rauchverbot in Zügen, 2007
Rauchverbot in Büros (wenn 1 Nichtraucher dort beschäftigt ist), 2001

Minimale Umsetzung der EU-Richtlinie

Verkaufsverbot von Tabak an unter 16-Jährige

Keine Regelung

Kleiner, ohne Bild; minimale Umsetzung der EU-Richtlinie

Neuberger 2011

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Tobacco Control
ISSN 1474-2915
Tab Control doi:10.1136/tobaccocontrol-2015-022701

Research paper

The importance of continued engagement during the implementation phase of tobacco control policies in a middle-income country: the case of Costa Rica

Eric Cristan^{1,2}, Patricia Sosa³, Stanton A Glantz¹

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Received 8 September 2015

Accepted 8 January 2016

Published Online First 8 February 2016

Abstract

Objective To analyse the process of implementing and enforcing smoke-free environments, tobacco advertising, tobacco taxes and health warning labels from Costa Rica's 2012 tobacco control law.

Method Review of tobacco control legislation, newspaper articles and interviewing key informants.

Results Despite overcoming decades of tobacco industry dominance to win enactment of a strong tobacco control law in March 2012 consistent with WHO's Framework Convention on Tobacco Control, the tobacco industry and their allies lobbied executive branch authorities for exemptions in smoke-free environments to create public confusion, and continued to report in the media that increasing cigarette taxes led to a rise in illicit trade. In response, tobacco control advocates, with technical support from international health groups, helped strengthen tobacco advertising regulations by prohibiting advertising at the point-of-sale (POS) and banning corporate social responsibility campaigns. The Health Ministry used increased tobacco taxes earmarked for tobacco control to help effectively promote and enforce the law, resulting in high compliance for smoke-free environments, advertising restrictions and health warning label (HWL) regulations. Despite this success, government trade concerns allowed, as of December 2015, POS tobacco advertising, and delayed the release of HWL regulations for 15 months.

Conclusions The implementation phase continues to be a site of intensive tobacco industry political activity in low and middle income countries. International support and earmarked tobacco taxes provide important technical and financial assistance to implement tobacco control policies, but more legal expertise is needed to overcome government trade concerns and avoid unnecessary delays in implementation.

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Occupational Medicine & Health Affairs

Neuberger, Occup Med Health Aff 2013, 1:2
<http://dx.doi.org/10.4172/2229-6879.1000109>

Commentary

Open Access

Failure of Tobacco Control in Central Europe

Manfred Neuberger*

Medical University of Vienna, Austria

Abstract

Failure of tobacco control in Europe is mainly due to lack of enforcement of smoke-free workplaces and public places, low tobacco tax and price, easy access of cigarettes for adolescents, and public smoking visible to children as the normal adult behavior. Driving force behind all these laws without implementation is the corruption by the tobacco industry. An example of an EU member country is given, where tobaccoists distribute the newspapers and the government resists amendments of the tobacco law to meet article 5.3 and article 8 of the Framework Convention on Tobacco Control. This WHO convention should be included in binding directives of the European Union.

4. PNEUMO AKTUELL

Association Between Smoke-Free Legislation and Hospitalizations for Cardiac, Cerebrovascular, and Respiratory Diseases

A Meta-Analysis

Circulation. 2012;126:2177-2183

Crystal E. Tan, MS; Stanton A. Glantz, PhD

Abnahme der Spitalsaufnahmen und Todesfälle an allen Arbeitsplätzen inklusive Gastronomie nach Rauchverbotseinführung:

Herzinfarkt/Koronarsyndrom	15 %
andere Herzerkrankungen	39 %
Schlaganfall	16 %
Atemwegs- u. Lungenerkrankungen	24 %

Effect of Uruguay's National 100% Smokefree Law on Emergency Visits for Bronchospasm

Sara Hershberg, MD, Estrella D. Solari, MD, MPH, Esteban Sandoval, MD, Stanton A. Glantz, PhD
DOI: <http://dx.doi.org/10.1016/j.amepre.2014.12.009> Am J Prev Med
Published online: May 18, 2015

Conclusions

Uruguay's 100% smokefree law was followed by fewer emergency visits for bronchospasm and less need for treatment, supporting adoption of such policies in low- and middle-income countries to reduce the disease burden and healthcare costs associated with smoking.

4. PNEUMO AKTUELL

Werbekontakt und Initiierung des täglichen Rauchens

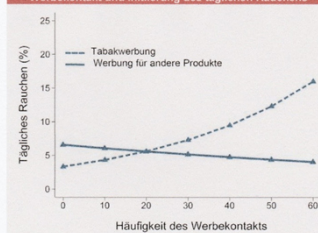


Abbildung: Kontakt zu Werben und das Risiko, täglich zu rauchen bei vormaligen Nie-Rauchern (Beobachtungszeitraum: 30 Monate)

J.D. Sargent et al.;
Pediatrics 2004; 114: 149-156

Im Vergleich zu Jugendlichen aus Nichtraucherfamilien ohne Konsum solcher Filme ist das Risiko:

- 10 x größer, wenn Jugendliche unbeschränkter Zugang zu solchen Filmen haben, obwohl die Angehörigen nicht rauchen
- 4 x größer, wenn Jugendliche nur ab und zu einen derartigen Film sehen

4. PNEUMO AKTUELL

- Rauchszenen in Filmen fördern nachweislich aus das Rauchen von Minderjährigen
- In 86 % der deutschen und europäischen Filme, die für Kinder ab dem 1. Lj. bzw. ab dem 6. Lebensjahr freigegeben sind, wird geraucht, verglichen mit 52 % der US-Filmproduktionen.
- Rauchszenen treten signifikant häufiger in deutschen Kinoproduktionen (Ø 14,5 x pro Film) als in US-amerikanischen (Ø 6,5 x pro Film) auf.
- Rauchszenen korrelieren nicht mit Zuschauerzahl.
- Rauchszenen liegen nicht unbedingt im Interesse der Filmindustrie und Kinos, sondern im Interesse der Tabakindustrie.
- Auch viele prominente Hollywood-Schauspieler starben schon am Rauchen.

<http://smokefreemovies.ucsf.edu>, <http://www.cinekid.nl/>

4. PNEUMO AKTUELL

Sylvester Stallone

April 28, 1983

Mr. Bob Koveloff
ASSOCIATED FILM PROMOTION
10100 Santa Monica Blvd.
Los Angeles, CA 90067

Dear Bob:

As discussed, I guarantee that I will use Brown & Williamson tobacco products in no less than five feature films.

It is my understanding that Brown & Williamson will pay a fee of \$500,000.00.

Hoping to hear from you soon;

Sincerely,

Sylvester Stallone

SS/sp

RHINESTONE COWBOY
GODFATHER III
RAMBO
50/50
ROCKY IV

4. PNEUMO AKTUELL

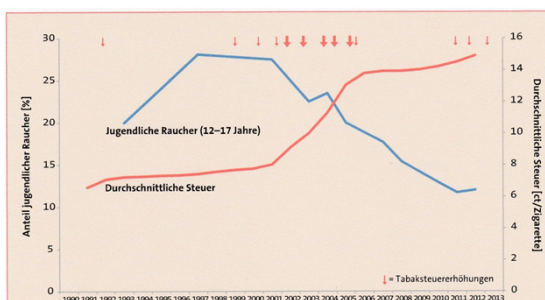


Abbildung 3: Anteil von Rauchern unter Jugendlichen in Deutschland und durchschnittliche Tabaksteuer. Quellen: Statistisches Bundesamt 1991-2013³⁾, Bundeszentrale für gesundheitliche Aufklärung 2013⁴⁾

DMFZ

4. PNEUMO AKTUELL

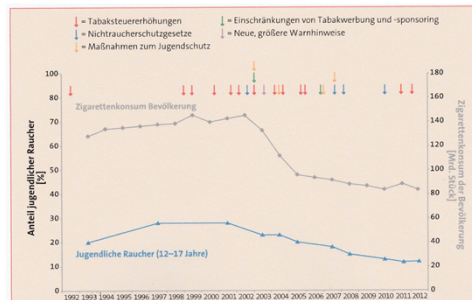


Abbildung 4: Tabakkontrollmaßnahmen, Zigarettenkonsum und Raucheranteile bei Jugendlichen in Deutschland. Quellen: Statistisches Bundesamt 1991-2013³⁾, Bundeszentrale für gesundheitliche Aufklärung 2013⁴⁾

DMFZ

4. PNEUMO AKTUELL

November 10th 2015, 10:00 AM
Free full-text article (under CC BY)

The hazards of new media: Youth's exposure to tobacco ads/promotions

Frederick A. Cantor-Bryant, PhD¹, Melissa J. Kratoch, PhD², Richard A. Givens, PhD³, and Laura Jean Smith, MD⁴

¹ Author Affiliation
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Received March 21, 2015
Accepted September 16, 2015

Abstract

Background: A gap in knowledge exists about the youth's exposure to tobacco ads/promotions via new electronic media outlets. In response, we use national data to delineate the associations between tobacco ads/promotions delivered through new media outlets (i.e., social network sites and text messages) and youth attitudes/beliefs about tobacco and intent to use (among youth who had not yet used tobacco).

Methods: Data were derived from the 2011 National Youth Tobacco Survey, a nationally representative sample of U.S. youth enrolled in both public and private schools in the United States (N = 15,675). Logistic regression models were used to examine associations between demographic characteristics and reported exposure to tobacco ads/promotions via social networking sites and text messages. Logistic regression models were also used to investigate associations between exposure to tobacco ads/promotions and attitudes toward tobacco.

Results: We found that highly susceptible youth (i.e., minorities, very young youth, and youth who have not yet used tobacco) have observed tobacco ads/promotions on social networking sites and text messages. These youth are more likely to have favorable attitudes toward tobacco, including the intention to use tobacco among those youth who had not yet used tobacco.

Conclusions: Our findings underscore the need for policy strategies to more effectively monitor and regulate tobacco advertising via new media outlets.

4. PNEUMO AKTUELL



4. PNEUMO AKTUELL

BE BOLD. GET BLACK.
Look for it at a store near you.



Marlboro Niedrigpreis - Marlboro Markanteil von 1 % nach Einführung im ersten Jahr auf 44 %. Markanteil bei 18-25 Jährigen um 3 % auf 46 % von 2011 bis 2014.

The Wall Street Journal 28. 11. 2016

4. PNEUMO AKTUELL

Research paper

What is the impact of e-cigarette adverts on children's perceptions of tobacco smoking? An experimental study

D C Petersen¹, M Vasiljevic¹, J K Pepper¹, J A M Roberts¹, T M Marteau²

<http://dx.doi.org/10.1136/tobaccocontrol-2015-022960>

Abstract
Objective Exposure to e-cigarette adverts increases children's positive attitudes towards using them. Given the similarity in appearance between e-cigarettes and tobacco cigarettes, we examined whether exposure to e-cigarette adverts has a cross-product impact on perceptions and attitudes towards smoking tobacco cigarettes. Exposure to the adverts had no impact on the appeal or perceived benefits of smoking tobacco cigarettes. While the perceived harm of smoking more than 10 cigarettes per day was similar across groups, those exposed to either set of adverts perceived the harm of smoking one or two tobacco cigarettes occasionally to be lower than those in the control group.

Conclusions This study provides the first evidence that exposure to e-cigarette adverts might influence children's perceptions of smoking tobacco cigarettes, reducing their perceived harm of occasional smoking. These results suggest the potential for e-cigarette adverts to undermine tobacco control efforts by reducing a potential barrier (ie, beliefs about harm) to occasional smoking.

Keywords e-cigarettes, children, advertising, tobacco, smoking, attitudes, perceptions, harm, occasional smoking.

Introduction
The introduction of e-cigarettes has led to a rapid increase in their use, particularly among young people. E-cigarettes are often marketed as a safer alternative to traditional cigarettes, and this perception has led to a significant increase in their use among children and adolescents. However, there is growing concern that exposure to e-cigarette advertising may lead to increased use of both e-cigarettes and traditional cigarettes, potentially undermining tobacco control efforts. This study aimed to investigate the impact of e-cigarette advertising on children's perceptions of tobacco smoking.

Methods
A randomised controlled trial was conducted with 110 children (aged 10-11 years) in New Zealand, initially surveyed in 2013 (T1) and followed up 1 year later (T2). The assigned e-cigarette use, propensity to smoke based on 10 e-cigarette factors known to predict smoking (childhood, parental support and self-efficacy to smoke), and cigarette smoking status. Analyses based on 111 never-smokers tested the relation of T1 e-cigarette use to T2 smoking status for participants lower versus higher on T1 propensity to smoke.

Results
The relation between T1 e-cigarette use and T2 smoking onset was stronger among participants with lower levels of rebelliousness and self-efficacy and higher levels of parental support. A multiple logistic regression analysis with T2 smoking as the outcome tested the cross-product of T1 e-cigarette use and T1 propensity to smoke. The interaction (OR=0.88, p=0.01) indicated a significantly larger effect for smoking onset among lower propensity youth.

Conclusions
The results indicate that e-cigarette use is a risk factor for smoking onset and that a number of high risk factors for smoking. This study provides evidence that e-cigarettes are recruiting lower risk adolescents to smoking, which has public health implications.

4. PNEUMO AKTUELL

**EU 2003 spezielle Empfehlungen für Präventionsmaßnahmen
für Medien- und Gesundheitsexperten bei Kindern und Jugendliche,
die sich auch an die Erwachsenen richten sollen (Rom)**

**Wichtig dabei ausreichende Finanzierung und
gute Gesetze für eine rauchfreie Umwelt ohne Ausnahmen**

z.B. USA - Australien

4. PNEUMO AKTUELL

Nicotine & Tobacco Research Advance Access published February 24, 2016

Volume 18, Number 1, 2016
doi:10.1093/ntr/ntw001

Brief report

Has Childhood Smoking Reduced Following Smoke-Free Public Places Legislation? A Segmented Regression Analysis of Cross- Sectional UK School-Based Surveys

Srinivasa Vittal Kattikundi PhD¹, Geoff Der PhD², Chris Roberts MSc¹,
Sally Hens BSc¹

¹Department of Health Sciences, University of Birmingham, Birmingham, United Kingdom; ²Health Research
and Information Division, World Government, Cardiff, United Kingdom; ³School of Health Sciences, University of
Birmingham, Birmingham, United Kingdom

Conclusions: Smoke-free legislation may help reduce smoking uptake amongst teenagers, with
stronger evidence for an association seen in females. Further research that analyses longitudinal
data across more countries is required.

Implications: Previous research has established that smoke-free legislation has led to many
improvements in population health, including reductions in heart attack, stroke, and asthma.
However, the impacts of smoke-free legislation on the rates of smoking amongst children have
been less investigated. Analysis of repeated cross-sectional surveys across the four countries of
the United Kingdom shows smoke-free legislation may be associated with a reduction in regular
smoking among school-aged children. If this association is causal, comprehensive smoke-free leg-
islation could help prevent future generations from taking up smoking.

4. PNEUMO AKTUELL

Journal of Health Economics

Volume 32, Issue 2, March 2013, Pages 353–366

Reducing underage alcohol and tobacco use: Evidence from the
introduction of vertical identification cards

Andriana Bellor^{a,*}, Rachana Bhatt^{a,b}

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^bDepartment of Economics, Andrew Young School of Policy Studies, Georgia State University, P.O. Box 3992,
Atlanta, GA 30302-3992, United States

Received 22 June 2012; Revised 21 November 2012; Accepted 3 December 2012; Available online 22
December 2012

Abstract

From 1994 to 2009, forty-three states changed the design of their driver's license/state
identification cards in an effort to reduce underage access to and consumption of alcohol and
tobacco. In these states, individuals under the age of 21 are issued licenses that are vertically
oriented, whereas licenses for individuals 21 and older retain a traditional horizontal shape.
This paper examines the effect of this design change on underage alcohol and tobacco use.
Using a difference-in-differences methodology, we find a reduction in drinking and smoking
for 16 year olds. These results are upheld in a triple difference model that uses a within state
control group of teens that did not receive a vertical license to control for state-specific
unobserved factors. Interestingly, we find that the effects of the design change are
concentrated in the 1–2 years after a state begins issuing vertical licenses. We consider
various explanations for our findings: teen learning, the availability of false identification, and
changes in retailer behavior.



Schärferer Jugendschutz Foto: privat

Ausweiskontrollen in Trafiken

WIEN. Ab 2017 werden Ausweis-
kontrollen in Trafiken Pflicht. Ju-
gendliche müssen dann nach Aus-
weisen gefragt werden, um Gewiss-
heit zu haben, dass sie alt genug
sind, um Tabakwaren zu kaufen.
Das teilen das Bundesgremium der
Tabaktrafiken der Wirtschaftskammer und die Monopolverwaltung bei einer Pressekonferenz mit.

Die Monopolverwaltung will
jährlich 600 Überprüfungen der
Ausweiskontrollen durchführen.
Dabei werden Jung aussehende
über 16-Jährige in Trafiken ge-
schickt, um festzustellen, ob der
Trafikant einen Ausweis verlangt
oder nicht.

ÖN 2.12.2016

4. PNEUMO AKTUELL

- Am meisten effektiv ist die Verminderung der Prävalenz des Erwachsenenrauchens um die Kinder vor Passivrauch zu schützen
- Die Verminderung der Prävalenz ist bislang bei den Jugendlichen geringer als bei den Erwachsenen
- Die Tabakkontrolle muss an die Bevölkerung und an den Individuen angepasst und verbessert werden um die Jugendlichen effektiver zu erreichen
- Dies erfordert eine umfassende Strategie: dauerhafte Preiserhöhungen, weitere Reduktion des Schmuggels und illegalen Handels, Investition in neue und innovative Massenmedienkampagnen mit Zielrichtung Jugend, effektivere Warnhinweise, strenge Strafen an die an Jugendliche verkaufen und Promotion durch Klassenbeste oder anderen schulbasierten Interventionen
- Rauchfreie Wohnungen sollen über Massenmedienkampagnen propagiert werden und Entwöhnungshilfen angeboten werden
- Eine rauchfreie Gesetzgebung sollte umfassend sein, wie öffentliche Plätze, die häufig von Kindern und Jugendlichen frequentiert werden, Rauchverbote in Autos und anderen Fahrzeugen. Medienkampagnen sollen die gebotene Vermeidung von Passivrauch und Rauchen erklären.
- Regierungen und Einzelpersonen haben die Pflicht Kinder vor Passivrauch zu schützen ebenso wie vorm Rauchen
- Es gibt eine öffentliche Unterstützung für weitreichende Tabakkontrollmaßnahmen und eine starke ethische Verpflichtung dafür.

Royal College of Physicians, 22. 6. 2010

4. PNEUMO AKTUELL

Local Restaurant Smoking Regulations and the Adolescent Smoking Initiation Process

Results of a Multilevel Contextual Analysis Among Massachusetts Youth

Michael Siegel, MD, MPH, Alison B. Albers, PhD, Debbie M. Cheng, ScD, William L. Hamilton, PhD, Lois Bener, PhD

Objectives: To assess whether smoke-free restaurant laws influence the progression from (1) never smoking to early experimentation and (2) early experimentation to established smoking.

Design: A longitudinal, 4-year, 3-wave study of a representative sample of Massachusetts youth.

Setting: A total of 301 Massachusetts communities.

Participants: Study participants were 3834 Massachusetts youth aged 12 to 17 years at baseline, from January 2, 2001, to June 18, 2002, of whom 2791 (72.8%) were reinterviewed after 2 years (from January 30, 2003, to July 31, 2004) and 2217 (57.8%) were reinterviewed after 4 years (from February 16, 2005, to March 26, 2006). Wave 3 respondents were recruited from both those who responded at wave 2 and those who did not.

Main Exposure: The primary predictor of interest is the strength of the local restaurant smoking regulation in the respondents' town of residence at the baseline of each transition period.

Main Outcome Measures: (1) Overall progression to established smoking (having smoked ≥ 100 cigarettes in one's lifetime), (2) transition from nonsmoking (never having puffed a cigarette) to experimentation, and (3) transition from experimentation to established smoking.

Results: Youths living in towns with a strong restaurant smoking regulation at baseline had significantly lower odds of progressing to established smoking (odds ratio, 0.50; 95% confidence interval, 0.42–0.58) compared with those living in towns with weak regulations. The observed association between strong restaurant smoking regulations and impeded progression to established smoking was entirely due to an effect on the transition from experimentation to established smoking (odds ratio, 0.53; 95% confidence interval, 0.33–0.86).

Conclusions: Local smoke-free restaurant laws may significantly lower youth smoking initiation by impeding the progression from cigarette experimentation to established smoking.

Arch Pediatr Adolesc Med. 2008;162(5):477–483

4. PNEUMO AKTUELL

Tobacco Control

doi:10.1136/tobaccocontrol-2014-062207

Tob Control doi:10.1136/tobaccocontrol-2014-062207

Brief report

Community reductions in youth smoking after raising the minimum tobacco sales age to 21

Shari Kessel Schneider¹, Stephen L. Buka², Kim Dash³, Jonathan P. Winickoff⁴, Lydia O'Donnell⁵

¹ Author Affiliations

Shari Kessel Schneider, Education Development Center (EDC), Inc, 43 Fountain Ave, Watham, MA 02463, USA, skschneider@edc.org

Correspondence to

Received 18 December 2014

Accepted 13 May 2015

Published Online First 12 June 2015

Abstract

Objective: Raising the tobacco sales age to 21 has gained support as a promising strategy to reduce youth cigarette access, but there is little direct evidence of its impact on adolescent smoking. Using regional youth survey data, we compared youth smoking trends in Needham, Massachusetts—which raised the minimum purchase age in 2005—with those of 16 surrounding communities.

Methods: The Metropolitan Adolescent Health Survey is a biennial census survey of high school youth in communities west of Boston, over 16 000 students participated at each of four time points from 2005 to 2012. Using these pooled cross-sectional data, we used generalised estimating equation models to compare trends in current cigarette smoking and cigarette purchases in Needham relative to 16 comparison communities without similar ordinances. To determine whether trends were specific to tobacco, we also examined trends in youth alcohol use over the same time period.

Results: From 2006 to 2010, the decrease in 30-day smoking in Needham (from 13% to 7%) was significantly greater than in the comparison communities (from 15% to 12%, $p < .001$). The larger decline was consistent for both genders, Caucasian and non-Caucasian youth, and grades 10, 11 and 12. Cigarette purchases among current smokers also declined significantly more in Needham than in the comparison communities during this time. In contrast, there were no comparable differences for current alcohol use.

Conclusions: Our results suggest that raising the minimum sales age to 21 for tobacco contributes to a greater decline in youth smoking relative to communities that did not pass this ordinance. These findings support local community-level action to raise the tobacco sales age to 21.

4. PNEUMO AKTUELL



4. PNEUMO AKTUELL



Deutsche und Japaner sind alltäglich massiver Zigarettenwerbung ausgesetzt: Beim Einkaufen in Supermärkten oder Einzelhandelsgeschäften, an Tankstellen, an rund 400.000 Zigarettenautomaten in beiden Ländern, in Wartebereichen öffentlicher Verkehrsbetriebe, in der Gastronomie oder auf Freizeitveranstaltungen

Zigarettenwerbung in Deutschland und Japan – eine Dokumentation und Handlungsempfehlungen

Cigarette Advertising in Germany and Japan – a Documentation and Recommendations

ドイツと日本におけるタバコ広告 – 証拠書と提言

2011

4. PNEUMO AKTUELL



Global Evidence on the Association between POS Advertising Bans and Youth Smoking Participation

Ce Shang^{1,*}, Jidong Huang¹, Kai-Wen Cheng^{1,2,3}, Qing Li⁴ and Frank J. Chaloupka^{1,2}

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³ Tobacco Center of Regulatory Science, Georgia State University, Atlanta, GA 30303, USA

⁴ American Cancer Society, Atlanta, GA 30303, USA; qing.li@acs.org

* Correspondence: cshang@uic.edu; Tel.: +1-312-996-0774

Academic Editor: Paul B. Tchounwou
Received: 20 December 2015; Accepted: 20 February 2016; Published: 9 March 2016

Abstract: Background: Point-of-sale (POS) tobacco advertising has been linked to youth smoking susceptibility and experimental smoking. However, there is limited evidence of the association between POS advertising bans and youth smoking participation. This study aims to examine how such bans are associated with current smoking, daily smoking, and regular smoking (≥1 cigarettes per day) participation among youth. Methods: One to two waves (primarily one wave) of the Global Youth Tobacco Survey were conducted in 130 countries between 2007 and 2011. These surveys were linked to the WHO “MPOWER” data using country and year identifiers to analyze the association between POS advertising bans (a dichotomous measure of the existence of such bans) and smoking participation in the past month. Weighted logistic regressions were employed to analyze this association while controlling for age, gender, parents’ smoking status, 6 MPOWER policy scores, and GDP per capita. Results and Conclusions: We find that in countries with POS advertising bans, current smoking (OR = 0.73, $p < 0.1$), daily smoking (OR = 0.70, $p < 0.1$), and regular smoking (OR = 0.75, $p < 0.05$) participation in the past month is significantly lower, suggesting that POS promotion bans can potentially reduce youth smoking. This study provides evidence to support the implementation of POS promotion regulations by the US FDA and implementation of the WHO FCTC guidelines regarding restrictions on tobacco POS promotion.

4. PNEUMO AKTUELL

Tobacco Control
doi:10.1136/tobacco-2010-038141

Research paper

Evaluation of the removal of point-of-sale tobacco displays in Ireland

Ann McNeill¹, Sarah Lewis¹, Casey Quinn², Maurice Mulcahy³, Luke Clancy³, Gerard Hastings³, Richard Edwards³

* Author Affiliations

Correspondence to

Professor Ann McNeill, UK Centre for Tobacco Control Studies, Division of Epidemiology and Public Health, Clinical Sciences Building, University of Nottingham, Nottingham, UK; ann.mcneill@nottingham.ac.uk

Contributors AM developed the study with contributions from RE, MM, LC, SL, and GH. SL and CG carried out the statistical analyses.

Received 27 May 2010

Accepted 27 September 2010

Published Online First 18 November 2010

Abstract

Aim To evaluate the short-term impacts of removing point-of-sale tobacco displays in Ireland, implemented in July 2009.

Methods: Retailer compliance was assessed using audit surveys in 2007, 2008 and 2009. Using a monthly survey of 1000 adults carried out since 2002, changes in smoking prevalence were assessed; attitudes were measured using extra questions added for a 10-month period before and after the law. Youth responses were assessed using a cohort of 100 15–16 year olds, interviewed in June and August 2009.

Results: Immediately following implementation, compliance was 97%. Support for the law increased among adults after implementation (59% Ag-Jul vs 69% Ag-Dec, $p < 0.001$). Recall of displays decreased significantly for adults (49% to 22%, $p < 0.001$), more so among teenagers (81% to 22%, $p < 0.001$). There were no significant short-term changes in prevalence among youths or adults. The proportion of youths believing more than a fifth of children their age smoked decreased from 42% to 40%, $p < 0.001$. Post-legislation, 14% of adult smokers thought the law had made it easier to quit smoking and 39% of teenagers thought it would make it easier for children not to smoke.

Conclusions: Compliance was very high and the law was well supported. Recall of displays dropped significantly among adults and teenagers post-legislation and there were encouraging signs that the law helped de-normalise smoking.

4. PNEUMO AKTUELL

Marc T. Braverman and Leif Edvard Aarø. Adolescent Smoking and Exposure to Tobacco Marketing Under a Tobacco Advertising Ban: Findings From 2 Norwegian National Samples. *American Journal of Public Health*. July 2004, Vol. 94, No. 7, pp. 1230-1236. doi: 10.2105/AJPH.94.7.1230

Accepted on Apr 21, 2003

Adolescent Smoking and Exposure to Tobacco Marketing Under a Tobacco Advertising Ban: Findings From 2 Norwegian National Samples

Marc T. Braverman, PhD, and Leif Edvard Aarø, PhD

Marc T. Braverman is with the University of California, Davis. Leif Edvard Aarø is with the University of Bergen in Norway.

Contributors: Both authors developed the research questions, designed the data analyses, and interpreted the results. M. T. Braverman conducted the data analyses and drafted the article. L. E. Aarø was an investigator on the original survey project, participated in designing the survey and data collection procedures, participated in the data analyses, and reviewed and revised the article.

Peer Reviewed

ABSTRACT

Objectives: We examined the extent to which adolescents in Norway have been exposed to tobacco marketing despite an existing ban, and whether exposure is related to their current smoking or expectations they will smoke in the future.

Methods: Questionnaires were administered to nationally representative systematic samples of Norwegian youths aged 13 to 15 years in 1990 ($n = 4282$) and 1995 ($n = 4065$).

Results: About half in each cohort reported exposure to marketing. Youths reporting exposure were significantly more likely to be current smokers and to expect to be smokers at 20 years of age, after control for important social influence predictors.

Conclusions: Adolescents' current smoking and future smoking expectations are linked to marketing exposure even in limited settings, suggesting the need for comprehensive controls to eliminate the function of marketing in promoting adolescent smoking.

4. PNEUMO AKTUELL

Perspectives in Public Health

doi:10.1136/aph.2010.038141

Published online before print November 8, 2010; doi: 10.1136/aph.2010.038141

Perspectives in Public Health September 2010; 136: 338-343

Teenage perceptions of electronic cigarettes in Scottish tobacco-education school interventions: co-production and innovative engagement through a pop-up radio project

Maria de Andrade¹

¹ School of Health in Social Science, University of Edinburgh, UK

Kathryn Angus

² Institute for Social Marketing, University of Stirling, Stirling, UK

Gerard Hastings

³ Institute for Social Marketing, University of Stirling and the Open University, Stirling, UK; ⁴ Ecole des Hautes Etudes en Santé Publique, Rennes, France

Maria de Andrade, School of Health in Social Science, University of Edinburgh, Edinburgh EH8 8AG, UK; Email: maria.deandrade@ed.ac.uk

Conclusions: This was a qualitative study in one region, and perception of e-cigarettes was not an a priori topic. However, it provides insights into youth perceptions of e-cigarettes. How they discerned e-cigarettes reflects their marketing environment. The relative harmlessness of nicotine, affordability of e-cigarettes, coolness of vaping, absence of second-hand harms and availability of innovative products are all key marketing features. Conflicting messages on safety, efficacy, potential 'gateway' to smoking and nicotine may be contributing to teenagers' confusion. The allure of 'youthful cool' to vaping offers no public health gain, so children should be protected from misleading promotion. Consistent tobacco-education initiatives need to account for this popular trend.

4. PNEUMO AKTUELL

From The JAMA Network

Alternative Tobacco Products as a Second Front in the War on Tobacco

Stephen M. Aronoff, MD, Michael Wolfson, MD

JAMA PEDIATRICS

Associations Between Initial Water Pipe Tobacco Smoking and First Use and Subsequent Cigarette Smoking: Results From a Longitudinal Study of US Adolescents and Young Adults
 Aaron S. Kania, PhD, James D. Sargent, MD, Suzanne E. Lewis, MD, MPH, Susan A. Perera, MD, PhD

IMPORTANCE: Many adolescents and young adults use alternative tobacco products, such as water pipes and snus, instead of cigarettes.

OBJECTIVE: To assess whether prior water pipe tobacco smoking and snus use among non-smokers were risk factors for subsequent cigarette smoking.

DESIGN, SETTING, AND PARTICIPANTS: We conducted a 2-year national longitudinal study in the United States among 2541 individuals aged 15 to 21 years old. At baseline (October 25, 2010), through June 11, 2012, we assessed whether respondents had smoked cigarettes, smoked water pipe tobacco, or used snus. At the 2-year follow-up (October 27, 2012), through March 11, 2013, we determined whether baseline non-cigarette smokers had subsequently tried cigarette smoking, were current (past 30 days) cigarette smokers, or were high-intensity cigarette smokers. We fit multivariable logistic regression models among baseline non-cigarette smokers to assess whether baseline water pipe tobacco smoking and baseline snus use were associated with subsequent cigarette smoking initiation and current cigarette smoking, accounting for established sociodemographic and behavioral risk factors. We fit similarly specified multivariable logistic regression models to assess whether baseline

water pipe tobacco smoking and baseline snus use were associated with high-intensity cigarette smoking at follow-up.

EXPOSURES: Water pipe tobacco smoking and the use of snus at baseline.

MAIN RESULTS AND RELEVANCE: Among baseline non-cigarette smokers, cigarette smoking initiation, current (past 30 days) cigarette smoking at follow-up, and the intensity of cigarette smoking at follow-up.

RESULTS: Among 1506 respondents, 1048 had never smoked cigarettes at baseline, of whom 71 had smoked water pipe tobacco and 21 had used snus at baseline. At follow-up, accounting for behavioral and sociodemographic risk factors, baseline water pipe tobacco smoking and snus use were independently associated with cigarette smoking initiation (adjusted odds ratios: 2.56, 95% CI 1.46-4.47 and 1.73, 95% CI 1.43-9.76, respectively), current cigarette smoking (adjusted odds ratios: 2.48, 95% CI 1.01-6.08 and 6.89, 95% CI 1.80-25.56, respectively), and higher intensity of cigarette smoking (adjusted proportional odds ratios: 2.55, 95% CI 1.48-4.38 and 4.46, 95% CI 1.79-9.22, respectively).

CONCLUSIONS AND RELEVANCE: Water pipe tobacco smoking and the use of snus independently predicted the onset of cigarette smoking and current cigarette smoking at follow-up. Comprehensive Food and Drug Administration regulation of these tobacco products may first then speed to growth and curb the onset of cigarette smoking.

JAMA. 2015;303(25):2578-2586. doi:10.1001/jama.2015.2007

4. PNEUMO AKTUELL

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Peers, tobacco advertising, and secondhand smoke exposure influences smoking initiation in diverse adolescents.

Vithayas DC, Ye C, Carter-Pokras O, MacPherson L, Kanamori M, Khana G, Chen L, Frazier B

Author information

Abstract

PURPOSE: Identify demographic, social, and environmental factors associated with smoking initiation in a large, racially and ethnically diverse sample of underage youth participating in the 2006 Maryland Youth Tobacco Survey.

DESIGN: Cross-sectional, multistage, probability sample survey.

SETTING: Schools (308 middle and high schools) in Maryland.

SUBJECTS: Subjects were 12- to 17-year-old adolescents participating in a school-based survey. New smokers and non-smokers were included in the analysis (n = 87,072).

MEASURES: Social and media influence, secondhand smoke exposure, tobacco product use, and demographic information including age, race/ethnicity, and geographic region.

ANALYSIS: Chi-square and multiple logistic regression analyses controlling for clustering.

RESULTS: Hispanic and Hawaiian/Pacific Islander youth were most likely and Asian and Black youth were least likely to be new smokers. Smoking initiation was positively associated with higher age, living with a current smoker, secondhand smoke exposure, exposure to advertisements for tobacco products, having more friends that smoke, tobacco products offered by friends, risk perceptions, and use of other tobacco products such as smokeless tobacco and cigars. Multivariate logistic regression results suggested that composite measures of peer influence, advertising exposure, and secondhand smoke exposure were independently associated with smoking initiation.

CONCLUSIONS: Media, peer influence, and secondhand smoke exposure were the most important factors influencing smoking initiation and were common to all racial/ethnic groups in this study. Interventions combining targeted public awareness, education, and media campaigns directed at parents/guardians should be investigated.

4. PNEUMO AKTUELL

Reactions to Thirdhand Smoke are Associated with Openness to Smoking in Young Never Smoking Children

Journal of Community Health

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Authors Authors and affiliations

Jian Jiu Chen, Sai Yin Ho, Man Ping Wang, Tai Hing Lam

4. PNEUMO AKTUELL

Tobacco Control

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Tobacco Control doi:10.1136/tobaccocontrol-2015-051630

Research paper

Tobacco industry use of flavours to recruit new users of little cigars and cigarillos

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Published Online First 29 October 2014

Abstract

Objective: Flavoured cigarettes were prohibited in the USA in 2009. Flavoured little cigars and cigarillos (LCCs) remain on the market. We describe the evolving strategies used by tobacco companies to encourage uptake of flavoured LCCs and industry research findings on consumer perceptions of flavoured LCC products.

Methods: Analyses of internal tobacco industry documents was triangulated with data from tobacco advertisement archives, national newspapers, trade press and the internet.

Results: Flavoured LCC products were associated with young and inexperienced tobacco users, women and African-Americans. Internal industry studies confirmed that menthol and candy-like flavours (eg, vanilla and cherry) increased LCC appeal to starters by making the heavy cigar taste, reducing throat irritation and making LCC smoke easier to inhale. To appeal to new users, manufacturers also reduced the size of cigars to make them more cigarette-like, introduced filters and flavoured filter tips, emphasised mildness and ease of draw in advertising, and featured actors using little cigars in television commercials. As Reynolds tried to capitalise on the popularity of menthol cigarettes among African-Americans and marketed a menthol little cigar to African-Americans.

Conclusions: Tobacco companies engaged in a calculated effort to blur the line between LCCs to increase the appeal to cigarette smokers, and the use of flavours facilitated these efforts. Bans on flavoured cigarettes should be expanded to include flavoured LCCs, and tobacco use prevention initiatives should include LCCs.

4. PNEUMO AKTUELL

Tobacco Control

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Research paper

E-cigarette use and willingness to smoke: a sample of adolescent non-smokers

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Abstract

Objective: There is little evidence on the consequences of using electronic cigarettes (e-cigarettes) in adolescence. With a multiethnic sample of non-smokers, we assessed the relation between e-cigarette use and social-cognitive factors that predict smoking of combustible cigarettes.

Methods: School-based cross-sectional survey of 2009 high school students (mean age 14.7 years). Participants reported on e-cigarette use and cigarette use, on smoking-related cognitions (smoking expectancies, prototypes of smokers) and peer smoker affiliations, and on willingness to smoke cigarettes. Regression analyses conducted for non-cigarette smokers tested the association between e-cigarette use and willingness to smoke cigarettes, controlling for demographics, parenting, academic and social competence, and personality variables. Structural equation modelling (SEM) analyses tested whether the relation between e-cigarette use and willingness to smoke was mediated through any of the three smoking-related variables.

Results: Non-smokers who had used e-cigarettes (10% of the total sample) showed more willingness to smoke cigarettes compared with those who had never used any tobacco product; the adjusted OR was 2.35 (95% CI 1.73 to 3.19). SEM showed that the relation between e-cigarette use and willingness to smoke was partly mediated through more positive expectancies about smoking, but there was also a direct path from e-cigarette use to willingness.

Conclusions: Among adolescent non-smokers, e-cigarette use is associated with willingness to smoke, a predictor of future cigarette smoking. The results suggest that use of e-cigarettes by adolescents is not without substantial risk for cigarette smoking. These findings have implications for formulation of policy about access to e-cigarettes by adolescents.

4. PNEUMO AKTUELL

JAMA Pediatr. 2015 Mar;169(3):e1563. doi: 10.1001/jamapediatrics.2015.63. Epub 2015 Mar 2.

Electronic cigarette sales to minors via the internet.

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CONCLUSIONS AND RELEVANCE:

Minors are easily able to purchase e-cigarettes from the Internet because of an absence of age-verification measures used by Internet e-cigarette vendors. Federal law should require and enforce rigorous age verification for all e-cigarette sales as with the federal PACT (Prevent All Cigarette Trafficking) Act's requirements for age verification in Internet cigarette sales.

4. PNEUMO AKTUELL

E-cigarettes, Cigarettes, and the Prevalence of Adolescent Tobacco Use

Jessica L. Barrington-Trimis, Robert Urban, Adam M. Leventhal, W. James Gaudeman, Tess Boley Cruz, Tamika D. Gilreath, Steve Howland, Jennifer B. Unger, Kiros Berhane, Jonathan M. Samet, Rob McConnell

Pediatrics July 2016

Abstract

BACKGROUND: Adolescent e-cigarette use has increased rapidly in recent years, but it is unclear whether e-cigarettes are merely substituting for cigarettes or whether e-cigarettes are being used by those who would not otherwise have smoked. To understand the role of e-cigarettes in overall tobacco product use, we examine prevalence rates from Southern California adolescents over 2 decades.

METHODS: The Children's Health Study is a longitudinal study of cohorts reaching 12th grade in 1995, 1998, 2001, 2004, and 2014. Cohorts were enrolled from entire classrooms in schools in selected communities and followed prospectively through completion of secondary school. Analyses used data from grades 11 and 12 of each cohort ($N = 5490$).

RESULTS: Among 12th-grade students, the combined adjusted prevalence of current cigarette or e-cigarette use in 2014 was 13.7%. This was substantially greater than the 9.0% adjusted prevalence of current cigarette use in 2004, before e-cigarettes were available ($P = .003$) and only slightly less than the 14.7% adjusted prevalence of smoking in 2001 ($P = .54$). Similar patterns were observed for prevalence rates in 11th grade, for rates of ever use, and among both male and female adolescents and both Hispanic and Non-Hispanic White adolescents.

CONCLUSIONS: Smoking prevalence among Southern California adolescents has declined over 2 decades, but the high prevalence of combined e-cigarette or cigarette use in 2014, compared with historical Southern California smoking prevalence, suggests that e-cigarettes are not merely substituting for cigarettes and indicates that e-cigarette use is occurring in adolescents who would not otherwise have used tobacco products.

4. PNEUMO AKTUELL

Electronic Cigarettes and Conventional Cigarette Use Among US Adolescents: A Cross-sectional Study

Laurie M. Datta, PhD, Sharon A. Glantz, PhD

IMPORTANCE: Electronic cigarette (e-cigarette) use is increasing rapidly among adolescents, and e-cigarettes are currently unregulated.

OBJECTIVE: To examine e-cigarette use and conventional cigarette smoking.

DESIGN, SETTING, AND PARTICIPANTS: Cross-sectional analyses of survey data from a representative sample of 10 middle and high school students in 2011 ($n = 17,353$) and 2012 ($n = 23,520$) who completed the 2011 and 2012 National Youth Tobacco Survey.

EXPOSURES: Ever and current e-cigarette use.

MAIN RESULTS AND MEASURES: Experimentation with, ever, and current smoking, and smoking abstinence.

RESULTS: Among cigarette experimenters (1+ puffs), ever e-cigarette use was associated with higher odds of ever smoking cigarettes (1000 cigarettes, odds ratio [OR] = 4.39, 95% CI, 3.39-5.78) and current cigarette smoking (OR = 5.56, 95% CI, 3.47-8.75). Current e-cigarette use was positively associated with ever smoking cigarettes (OR = 2.42, 95% CI, 1.63-3.70) and current cigarette smoking (OR = 2.88, 95% CI, 1.93-4.32). In 2011, current cigarette smokers who had ever used e-cigarettes were more likely to intend to quit smoking within the next year (OR = 1.53, 95% CI, 1.02-2.28). Among experimenters with conventional cigarettes, ever use of e-cigarettes was associated with lower 30-day (OR = 0.34, 95% CI, 0.21-0.50), 6-month (OR = 0.24, 95% CI, 0.15-0.38), and 1-year (OR = 0.25, 95% CI, 0.15-0.39) abstinence from cigarettes. Current e-cigarette use was also associated with lower 30-day (OR = 0.39, 95% CI, 0.26-0.55), 6-month (OR = 0.31, 95% CI, 0.19-0.50), and 1-year (OR = 0.32, 95% CI, 0.20-0.50) abstinence from cigarettes. Current e-cigarette use was negatively associated with 30-day (OR = 0.46, 95% CI, 0.30-0.68), 6-month (OR = 0.33, 95% CI, 0.21-0.50), and 1-year (OR = 0.32, 95% CI, 0.20-0.50) abstinence from conventional cigarettes. Current e-cigarette use was also negatively associated with 30-day (OR = 0.35, 95% CI, 0.23-0.50), 6-month (OR = 0.30, 95% CI, 0.19-0.46), and 1-year (OR = 0.34, 95% CI, 0.23-0.50) abstinence.

CONCLUSIONS AND RELEVANCE: Use of e-cigarettes was associated with higher odds of ever or current cigarette smoking, higher odds of established smoking, higher odds of planning to quit smoking among current smokers, and, among experimenters, lower odds of abstinence from conventional cigarettes. Use of e-cigarettes does not discourage, and may encourage, conventional cigarette use among US adolescents.

JAMA Pediatr. 2014;168(7):610-617

4. PNEUMO AKTUELL

Int J Public Health. 2016 Mar;61(2):237-41. doi: 10.1007/s00038-015-0783-7. Epub 2016 Feb 1.

Use of electronic nicotine delivery systems and recent initiation of smoking among US youth.

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Author information

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- ¹Fay W. Bozeman College of Public Health, Little Rock, AR, USA.

Abstract

OBJECTIVES:

We assessed whether the prevalence of recent (within a year) initiation of cigarette smoking was associated with reports of ever using electronic delivery systems (ENDS) in the National Youth Tobacco Survey (NYTS) and whether the association varied by age.

METHODS:

Weighted cross-sectional analysis of use of ENDS, cigarette smoking, age at interview and age at initiation of smoking collected systematically through the 2011-2013 NYTS cycles.

RESULTS:

In multivariate analyses those who ever used ENDS were twice as likely as nonusers of ENDS to have tried cigarette smoking in the last year (multivariate PR: 2.3, 95% CI 1.9, 2.7). This average had significant variations by age: a 4.1-fold increase (95% CI 2.9-6.4) among those 11-13 years of age, compared to a smaller increase among those 16-18 years: 1.4-fold (95% CI 1.1, 1.8).

CONCLUSIONS:

Use of ENDS by adolescents was associated with initiation of cigarette smoking in the last year. This association was stronger in younger adolescents.

4. PNEUMO AKTUELL

Addictive Behaviors 42 (2015) 73–78

Contents lists available at ScienceDirect

Addictive Behaviors



Parent, peer, and executive function relationships to early adolescent e-cigarette use: A substance use pathway?

Mary Ann Pentz^{a,*}, HeeSung Shin, Nathaniel Riggs, Jennifer B. Unger, Katherine L. Collison, Chih-Ping Chou

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HIGHLIGHTS

- Lifetime e-cigarette use was almost twice the use of cigarettes in early adolescents.
- Executive function (EF) deficits related to e-cigarette, cigarette, and alcohol use.
- EF deficits were more important than demographic, peer, or parent influences on use.
- Suggests adolescent drug use prevention programs should include EF skills training.

4. PNEUMO AKTUELL

E-Cigarettes and Future Cigarette Use

Jessica L. Barrington-Trimis, PhD, Robert Urban, PhD, Kiros Berhane, PhD, Jennifer B. Unger, PhD, Tess Boley Cruz, PhD, Mary Ann Pentz, PhD, Jonathan M. Samet, MD, Adam M. Leventhal, PhD, Rob McConnell, MD

BACKGROUND: There has been little research examining whether e-cigarette use increases the risk of cigarette initiation among adolescents in the transition to adulthood when the sale of cigarettes becomes legal.

METHODS: The Children's Health Study is a prospectively followed cohort in Southern California. Data on e-cigarette use were collected in 11th and 12th grade (mean age = 17.4); follow-up data on tobacco product use were collected an average of 16 months later from never-smoking, never e-cigarette users at initial evaluation ($n = 146$) and from a sample of never-smoking, never e-cigarette users ($n = 152$) frequency matched to e-cigarette users on gender, ethnicity, and grade.

RESULTS: Cigarette initiation during follow-up was reported by 40.4% of e-cigarette users ($n = 59$) and 10.5% of never users ($n = 16$). E-cigarette users had 6.17 times (95% confidence interval: 3.30-11.6) the odds of initiating cigarettes as never e-cigarette users. Results were robust to adjustment for potential confounders and in analyses restricted to never users of any combustible tobacco product. Associations were stronger in adolescents with no intention of smoking at initial evaluation. E-cigarette users were also more likely to initiate use of any combustible product (odds ratio = 4.98; 95% confidence interval: 2.37-10.4), including hookah, cigars, or pipes.

CONCLUSIONS: E-cigarette use in never-smoking youth may increase risk of subsequent initiation of cigarettes and other combustible products during the transition to adulthood when the purchase of tobacco products becomes legal. Stronger associations in participants with no intention of smoking suggests that e-cigarette use was not simply a marker for individuals who would have gone on to smoke regardless of e-cigarette use.

Pediatrics 2016; 138(1):e20160379

4. PNEUMO AKTUELL



Das, was sie verkaufen, ist, wenn man so will, ein Zwischending zwischen herkömmlicher und elektronischer Zigarette, weshalb auch schon einmal von Hybrid-Zigarette zu lesen ist. Wie bei der E-Zigarette braucht der Konsument einen Halter und ein Ladegerät. Bei Iqos kommt ein etwa fünf Zentimeter langer Tabak-Stift mit Filter in das Gerät und kein Tank mit Flüssigkeit wie bei E-Zigaretten üblich. Der stark komprimierte Tabak wird auf Knopfdruck erhitzt und nicht verbrannt. Im Vergleich zum Nikotinverdampfer kommt Iqos von Geschmack und Mundgefühl der klassischen Zigarette näher als die Liquid-Geräte. Eine Packung mit 20 Sticks kostet sechs Euro, das Gerät dazu 65 Euro.

Frankfurter Allgemeine 12. 8. 2015

4. PNEUMO AKTUELL

Waterpipe Use and Cognitive Susceptibility to Cigarette Smoking Among Never-Cigarette Smoking Jordanian Youth: Analysis of the 2009 Global Youth Tobacco Survey

Khalid A. Kheirallah, PhD¹, Laksana Klayprad, PhD² and Kenneth G. Ward, PhD²

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² Received May 15, 2014. Accepted July 10, 2014.

Abstract
Introduction: Susceptibility to cigarette smoking, defined as lack of a firm decision to not initiate smoking, predicts youth smoking initiation and experimentation, and is a first step in the transition to regular smoking. This study investigated whether waterpipe (WP) smoking, an increasingly prevalent form of tobacco use among Arab adolescents, was associated with increased susceptibility to cigarette smoking.
Methods: A secondary analysis of the 2009 Jordan Global Youth Tobacco Survey was conducted to assess the association between WP use and cigarette susceptibility, adjusting for important confounders.
Results: A total of 1,476 youth, 13–15 years old, who had never smoked cigarettes were identified, representing a total of 166,593 never-cigarette smoking Jordanian youth. Forty percent of boys and 29% of girls were susceptible to cigarette smoking. Both boys [adjusted odds ratio (AOR) = 1.49, 95% confidence interval (CI) = 1.41–1.54] and girls (AOR = 1.35, 95% CI = 1.33–2.04) who had ever smoked WP were more susceptible to cigarette smoking than those who never smoked WP.
Conclusion: This is the first study to report that WP use may increase youth's susceptibility to initiate cigarette smoking.

4. PNEUMO AKTUELL

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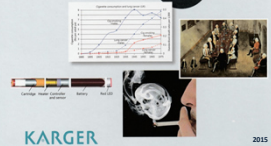
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