

**STOP CANCER ICAPS** International Center for Prevention Society

LUNG CANCER PREVENTION - 10th International ICAPS Conference, Vienna

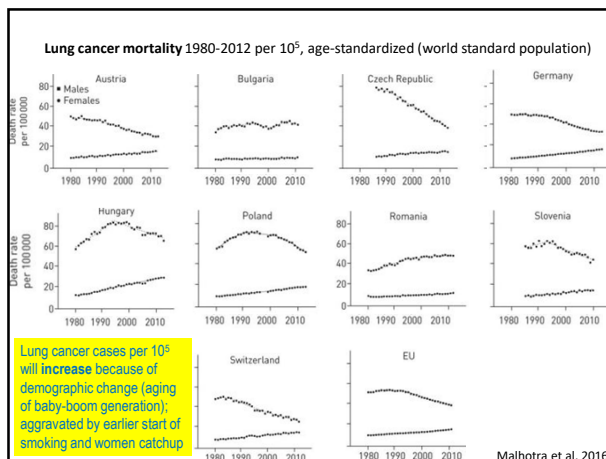
**GLOBAL APPROACHES TO TOBACCO CONTROL**

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www.aerzteinitiative.at

**Global deaths from tobacco smoking in thousands**

	2005	2015	
All causes	6879 (6207 - 7522)	7165 (6544 - 7775)	
Lung cancer	1014 (880 - 1127)	1175 (1012 - 1324)	15% of all deaths from tobacco
<b>from SHS</b>			
All causes	884 (685 - 1093)	886 (695 - 1091)	11% of all deaths from tobacco
Lung cancer	22 (11 to 37)	29 (15 to 49)	2% of all cases from tobacco

Forouzanfar et al. 2016; Lancet 388(10053):1659

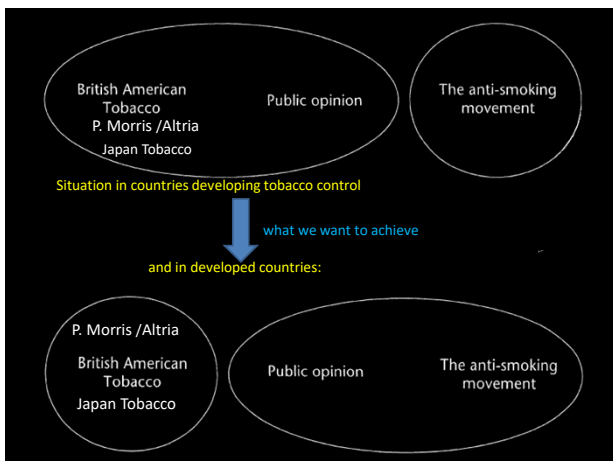
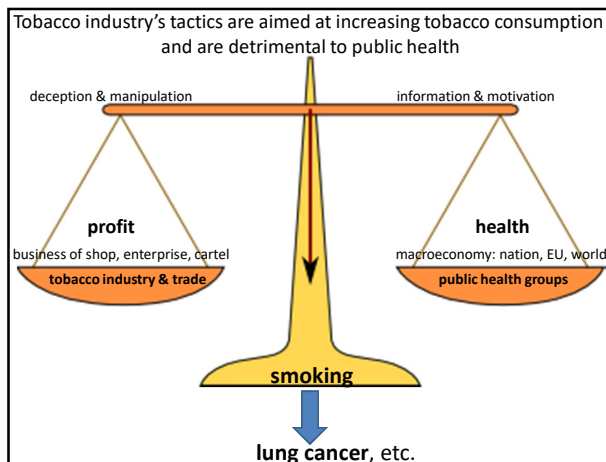


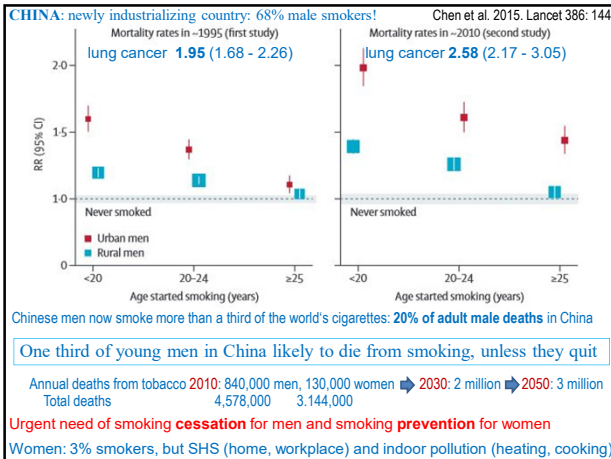
**Lung cancer decrease expected from:**

- Tobacco control according to WHO-FCTC (e.g. reform 2011 by Miklós Szócska)
- Reduction of PM<sub>2.5</sub> in ambient air (outdoor and indoor), BaP, etc.
- Ban of asbestos, ClCH<sub>2</sub>O-CH<sub>2</sub>Cl, COCl<sub>2</sub>, and other occupational carcinogens
- ↓ As, Be, Cd, Cr<sup>VI</sup>, Ni, SiO<sub>2</sub>, soot, Rn and other environmental & occup. carcinogens

**Lung cancer increase expected from:**

- Tobacco marketing, affordability
- Gateways to nicotine addiction (shisha, e-cigarettes, etc.)
- Earlier start of regular smoking (additives, advertisement, deregulation)
- Undermining of cessation (alternatives: reduction, dual use)





Low price of tobacco and easy access

Smoking bans with many exceptions, poor control

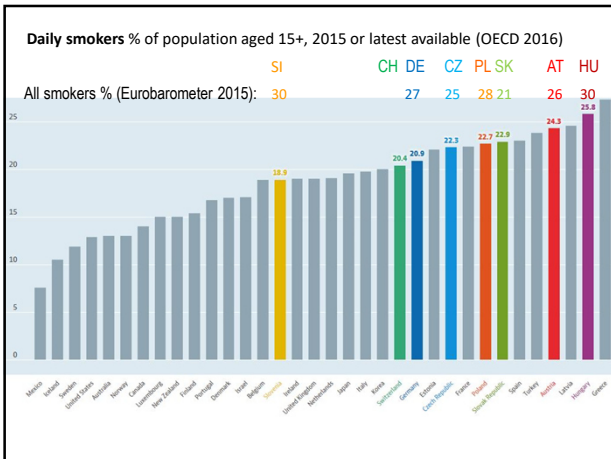
No cooperation of GO with NGOs and physicians

No budget for tobacco prevention (alibi for FCTC)

No earmarking of tobacco taxes

Smoking denormalized,  
 Recognized as air pollution,  
 Social acceptance decreases,  
 More difficult to mislead adolescents,  
 Motivation for smokers to quit/reduce  
 Tobacco consumption decreases

Iceland: display ban 2001



**Background of tobacco industry influence on government and media**

- close connections to ministry of **finance**: important tax payer, "helper" to save budget, common interest to combat smuggling (TI: raise legal sales, control legal+black market) price of cigarettes included in basket of representative goods and services measuring inflation
- close connections to ministry of **economy**, chamber of commerce, etc., liberal, national and conservative parties supporting free trade (WTO stronger than WHO)
- sponsoring of political **parties** (election campaigns), business for marketing & **advertising**
- approaching **smoking leaders** of political parties, unions, etc., offering help (smoking rooms,...)
- sponsoring of **media**, events, journalists, and pressure groups (effect on politicians)
- control of distribution system for **newspapers** via tobacco shops
- hiring handicapped as **tobacconists** (reversal of victim – offender relationship)
- make the hospitality industry to speaker of the tobacco industry

**Main obstacles against tobacco control**

Tobacco industry & trade: **corruption** of politicians and media manipulation of public opinion with help of addicts  
 Reactionary policy, intimidation (lobbies) and neglect  
 Resignation of experts!

↑Tax (80% of retail price)  
 publish health effects  
 prominent warning labels  
 comprehensive ad bans  
 smoke-free (work, public)  
 access to cessation therapies

Monitor tobacco use and prevention policies

Protect people from tobacco smoke

Offer help to quit tobacco use

Warn about the dangers of tobacco

Enforce bans on tobacco ads, promotion, and sponsorship

Raise taxes on tobacco

Art. 5.3 **tob. industry interference** (aims contradictory)

Art. 8 **protection of non-smokers** effective only in 100% smoke-free rooms

Art. 15 **combat smuggling**