Impact Assessment of the WHO Framework Convention on Tobacco Control in Its First Decade

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The Global Tobacco Epidemic

◆ 1.1 billion people smoke (82% live in LMICs)

◆ 20th century: 100 million deaths

◆ 21st century: 1 billion deaths

◆ This year: 5.4 million users will die and 600,000 non-users will die of second-hand smoke

◆ Tobacco (smoking) causes 1/6 of all NCDs worldwide and is the only risk factor that causes all 4 leading NCDs

◆ WHO: tobacco is the leading preventable cause of death and disability in the world
<table>
<thead>
<tr>
<th>Region</th>
<th>2010 male</th>
<th>2010 female</th>
<th>2010 both sexes</th>
<th>2025 male</th>
<th>2025 female</th>
<th>2025 both sexes</th>
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<td>43.3</td>
<td>2.4</td>
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<td>22.1</td>
<td>33.2</td>
<td>4.7</td>
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</table>

WHO global report on trends in prevalence of tobacco smoking 2015
Percentage of all deaths caused by tobacco by WHO Region

<table>
<thead>
<tr>
<th>WHO Region</th>
<th>Proportion of all deaths attributable to tobacco (%)</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Men</td>
</tr>
<tr>
<td>African</td>
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<tr>
<td>Americas</td>
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<tr>
<td>Eastern Mediterranean</td>
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<tr>
<td><strong>European</strong></td>
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<td>South East Asian</td>
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<tr>
<td>Western Pacific</td>
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</tr>
<tr>
<td>Global</td>
<td>16</td>
</tr>
</tbody>
</table>

- One in 6 deaths in Europe are caused by tobacco (nearly all due to smoking);
- Smoking causes one in 4 deaths among EU men
Economic Costs of Smoking-Attributable Diseases as Share of GDP, 2012, by Income Group and WHO Region

Source: Goodchild et al. (2017), Tobacco Control
Tobacco use causes over $1 Trillion per year in economic losses.

“Tobacco is the most effective agent of death ever developed and deployed on a worldwide scale.”

– John Seffrin, former CEO
American Cancer Society
The only feasible way to combat such a massive threat is by implementing population-level interventions.
Huge Potential of Population Interventions

Estimated cumulative tobacco deaths 1950-2050

Intervention impact depends on two main factors:
1. Timing
2. Strength

Keys to Combating the Tobacco Epidemic:

1. Identify strong, evidence-based measures that will reduce tobacco-caused harm.

2. Implement them as quickly as possible.
Framework Convention on Tobacco Control (FCTC)

- Legally binding international treaty: first under the WHO
- Adopted May 2003; came into force in Feb 2005
- Multisectoral: whole-of-government approach
- Includes broad range of tobacco control policies:
  - Pictorial warnings
  - Comprehensive smoke-free laws
  - Higher taxes to reduce demand
  - Bans/restrictions on marketing
  - Support for cessation
  - Measures to reduce illicit trade
  - Tobacco product regulation
- Tobacco industry must be prevented from influencing policies and measures
- Greatest disease prevention initiative in history
Framework Convention on Tobacco Control (FCTC)

- 180 Parties (179 countries + European Union)
- 7 Conferences of the Parties
- Guidelines have been developed and adopted for many of the Articles
- New protocol on illicit trade was adopted at COP5 (2012)
Development Planning and Tobacco Control

Integrating the WHO Framework Convention on Tobacco Control into UN and National Development Planning Instruments
To assess and examine the impact of the WHO FCTC on:
1. Implementation of tobacco control measures
2. The effectiveness of implementation
Impact Assessment Expert Group

Pekka Puska, Finland (Chair)
Mike Daube, Australia (Deputy Chair)
Geoffrey T. Fong, Canada (Technical Coordinator)
Sudhir Gupta, India
Tom McInerney, United States
Corné van Walbeek, South Africa
Sources of Evidence

1. Global evidence review of scientific studies (ITC Project)
2. Commissioned reports, government reports, other literature
Sources of Evidence

3. Missions to 12 selected countries  
   (2 x 6 WHO Regions, 3 x 4 World Bank economic groups)

<table>
<thead>
<tr>
<th></th>
<th>Low Income</th>
<th>Lower-Middle Income</th>
<th>Upper-Middle Income</th>
<th>High Income</th>
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<tbody>
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<td>Uruguay</td>
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<td>Pakistan</td>
<td>Iran</td>
<td>Republic of Korea</td>
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<td>AFR</td>
<td>AMR</td>
<td>EUR</td>
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<td></td>
<td>EUR</td>
<td>SEAR</td>
<td>WPR</td>
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Global Progress in FCTC Implementation

- Higher: Significant, rapid progress in implementation
  - Article 8
  - Article 11
  - Article 12
  - Article 16
  - Article 21
- Intermediate: Some progress, but slower and often partial
  - Article 6
  - Article 10
  - Article 13
  - Article 14
  - Article 15
  - Article 20
- Lower: Some momentum, but slow
  - Article 5.3
  - Article 9
  - Article 17
  - Article 18
  - Article 19
  - Article 22

Agenda item n° 5.2
COP7 Document n° 6
The International Tobacco Control Policy Evaluation Project (the ITC Project)

- Canada
- United States
- Australia
- United Kingdom
- Ireland
- Thailand
- Malaysia
- South Korea
- China
- New Zealand
- Mexico
- Uruguay
- France
- Netherlands
- Bangladesh
- Germany
- Mauritius
- Bhutan
- India
- Zambia
- Kenya
- Abu Dhabi
- Greece
- Hungary
- Poland
- Romania
- Spain
Smoking in Restaurants

Decrease in restaurant smoking in China is much smaller than in other ITC countries that have implemented completely smoke-free laws.


But Beijing’s comprehensive smoke-free law shows that comprehensive smoke-free laws can work in China (data from Xiao et al., 2016).

Strong Article 8 implementation leads to dramatic decreases in tobacco smoke in public areas.

Note: The percentage shown for Republic of Korea in 2016 is based on a preliminary, unweighted, and unadjusted dataset.
Cotinine decreased 87% after the comprehensive smoke-free law in Spain
Smokers’ support for comprehensive smoke-free laws in China is already MUCH higher than it was in any other ITC country before those countries implemented smoke-free laws that were successful.
2012: 1.1 billion people in 43 countries (16% of the world's population) are covered by complete smoke-free legislation.

2014: 1.3 billion people in 49 countries (18% of the world’s population)
Philip Morris International challenges 80% Uruguay’s warnings claiming that warnings larger than 50% (Article 11 Guidelines) would not be more effective.

**Gravely et al., 2016 (Tob Control)**

The impact of the 2009/2010 enhancement of cigarette health warning labels in Uruguay: longitudinal findings from the International Tobacco Control (ITC) Uruguay Survey

Shannon Gravely,1 Geoffrey T Fong,1,2,3 Pete Driezen,1 Mary McNally,1 James F Thrasher,4 Mary E Thompson,5 Marcelo Boado,6 Eduardo Bianco,7 Ron Borland,8 David Hammond2

Conclusions The 2009/2010 changes to HWLs in Uruguay, including a substantial increment in size, led to increases of key HWL indicators, thus supporting the conclusion that enhancing HWLs beyond minimum guideline recommendations can lead to even higher levels of effectiveness.
Warn About The Dangers of Tobacco (FCTC Article 11)

2012: 1.0 billion people in 30 countries (14% of the world's population) are exposed to strong graphic health warnings.

2014: 1.4 billion people in 42 countries (20% of the world’s population)
Analysis of WHO data from 126 countries

**Predictor:** number of highest-level implementations of key demand-reduction FCTC policies between 2007 and 2014

**Outcome:** WHO smoking prevalence trend estimates from 2005 to 2015 (first decade of the WHO FCTC)

**Results:** Each additional highest-level implementation associated with 1.57 percentage point decrease in smoking rate (7.09% relative decrease)
1. Why has FCTC implementation been so slow?

2. Why has implementation been, in too many cases, at levels below the standards set by the FCTC Article Guidelines?

“Tobacco use is unlike other threats to global health. Infectious diseases do not employ multinational public relations firms. There are no front groups to promote the spread of cholera. Mosquitoes have no lobbyists.”

Tobacco Industry Interference

- Overt and covert political influence (donations, corporate social responsibility)
- Misinformation and disinformation campaigns to spread and perpetuate myths:
  - Graphic warnings will make people defensive; they will be MORE likely to smoke
  - People, especially smokers, won’t support smoke-free laws
  - Tobacco growing/manufacturing/sales are central to the country’s economy
  - Tobacco control laws will have negative economic impact
    - “Smoke-free laws will hurt restaurants and bars.”
    - “Higher taxes/graphic warnings/plain packaging will increase smuggling.”
The war against the industry is fought on the battlefield of evidence
MAIN FINDINGS

• FCTC has played an instrumental role as catalyst and framework for action—foundation for legislation and in defense against legal challenges.

• FCTC has promoted tobacco control action in countries where little had been done, and has helped to strengthen action in countries where it was in place before ratification.

• FCTC has broadened tobacco control across government and administration. And it has had impact on a range of international and global institutions and agendas.

• FCTC has strengthened the role of civil society in tobacco control

• FCTC has contributed to reductions in prevalence among Parties that have implemented FCTC policies at high levels, thus contributing to reductions in tobacco-related mortality and morbidity.

• Tobacco industry continues to be the greatest threat to the implementation of the WHO FCTC.
RECOMMENDATIONS

• Parties should strongly support action towards swifter and stronger implementation.

• Article 5.3 should be fully observed by all sectors of government.

• Increase and align tax levels with Article 6 guidelines.

• Increase technical support especially in LMICs in key areas (eg. taxation) and to respond to emerging challenges (esp. non-cigarette tobacco products, new nicotine delivery products).

• Parties should develop national surveillance systems to assess trends, to evaluate measures, and to make full use of the information.
“The FCTC is an evidence-based treaty that reaffirms the right of all people to the highest standard of health.”

– FCTC Foreword

“Evidence” mentioned 5 times

“Scientific” mentioned 13 times

“Effective(ness)” mentioned 28 times
Final thoughts on evidence

- Industry could not stop the FCTC
- But the industry can slow and weaken the implementation of the FCTC
- Evidence has never been more important in the fight against the global tobacco epidemic
Thank you
Obrigado

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www.itcproject.org