

# Tobacco Control in Central Europe

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Disclosure:

No conflicts of interest

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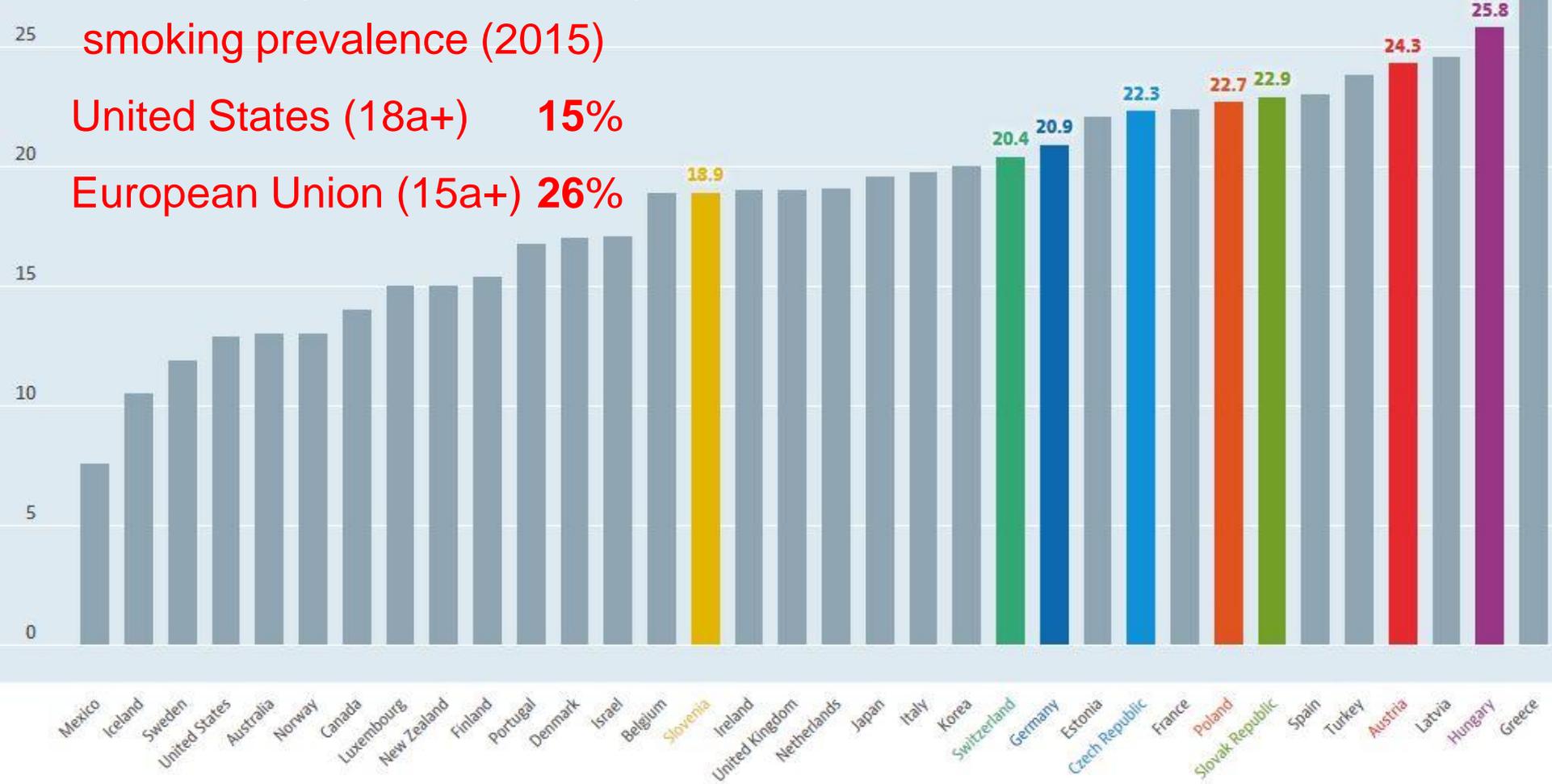
Commission  
Climate & Air  
Quality

**INITIATIVE ÄRZTE GEGEN RAUCHERSCHÄDEN**  
AUSTRIAN COUNCIL ON SMOKING AND HEALTH

# Daily smokers % of population aged 15+, 2015 or latest available (OECD 2016)

All smokers % (Eurobarometer 2015):

SI	CH	DE	CZ	PL	SK	AT	HU
30		27	25	28	21	26	30



smoking prevalence (2015)

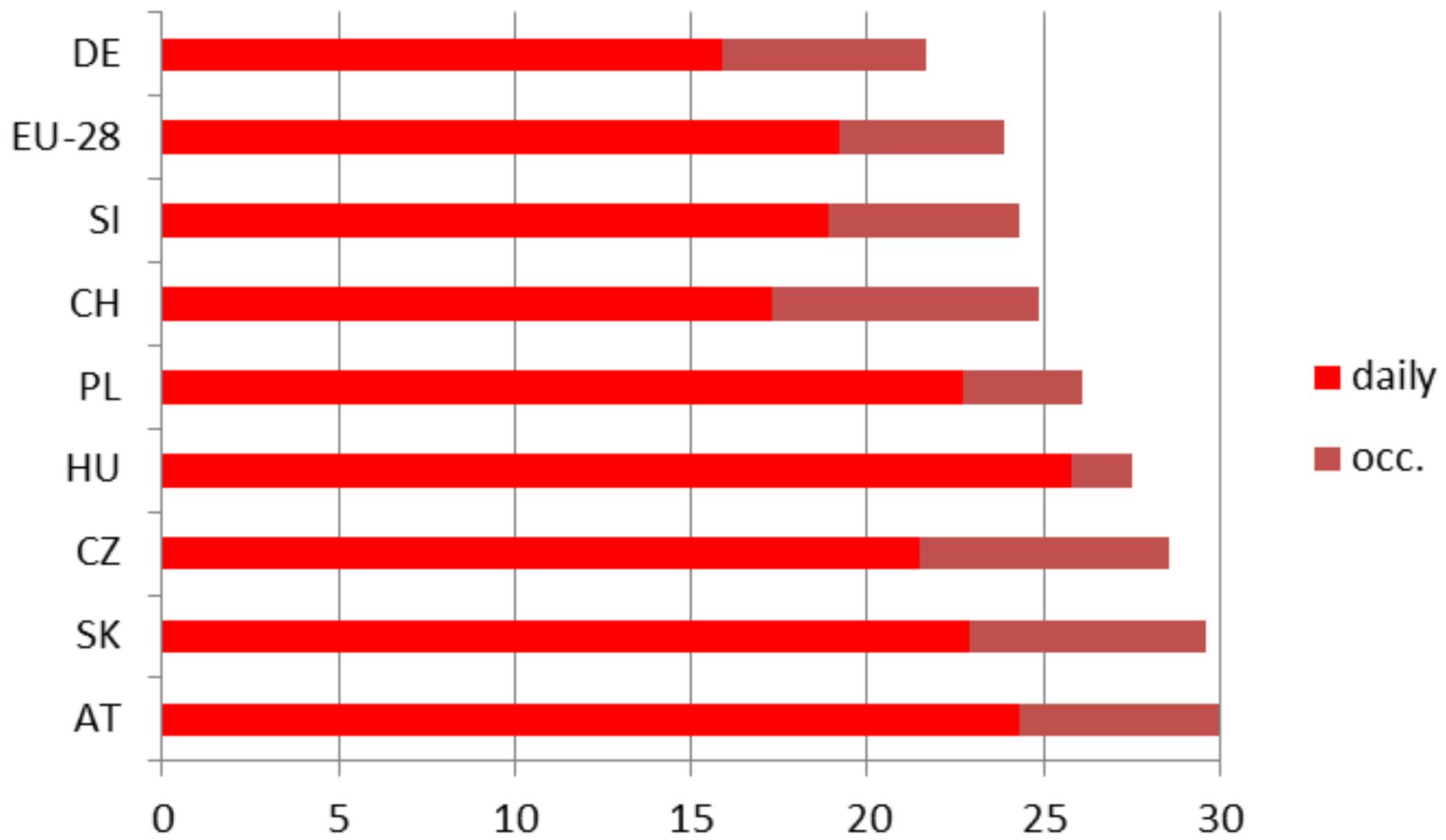
United States (18a+) 15%

European Union (15a+) 26%

Comparability of national results limited, even within EU (Eurostat gives guidelines only)

Plain packaging: Australia, France; decided: Ireland, U.K., Norway, Hungary, Slovenia; prepared: Romania, ..

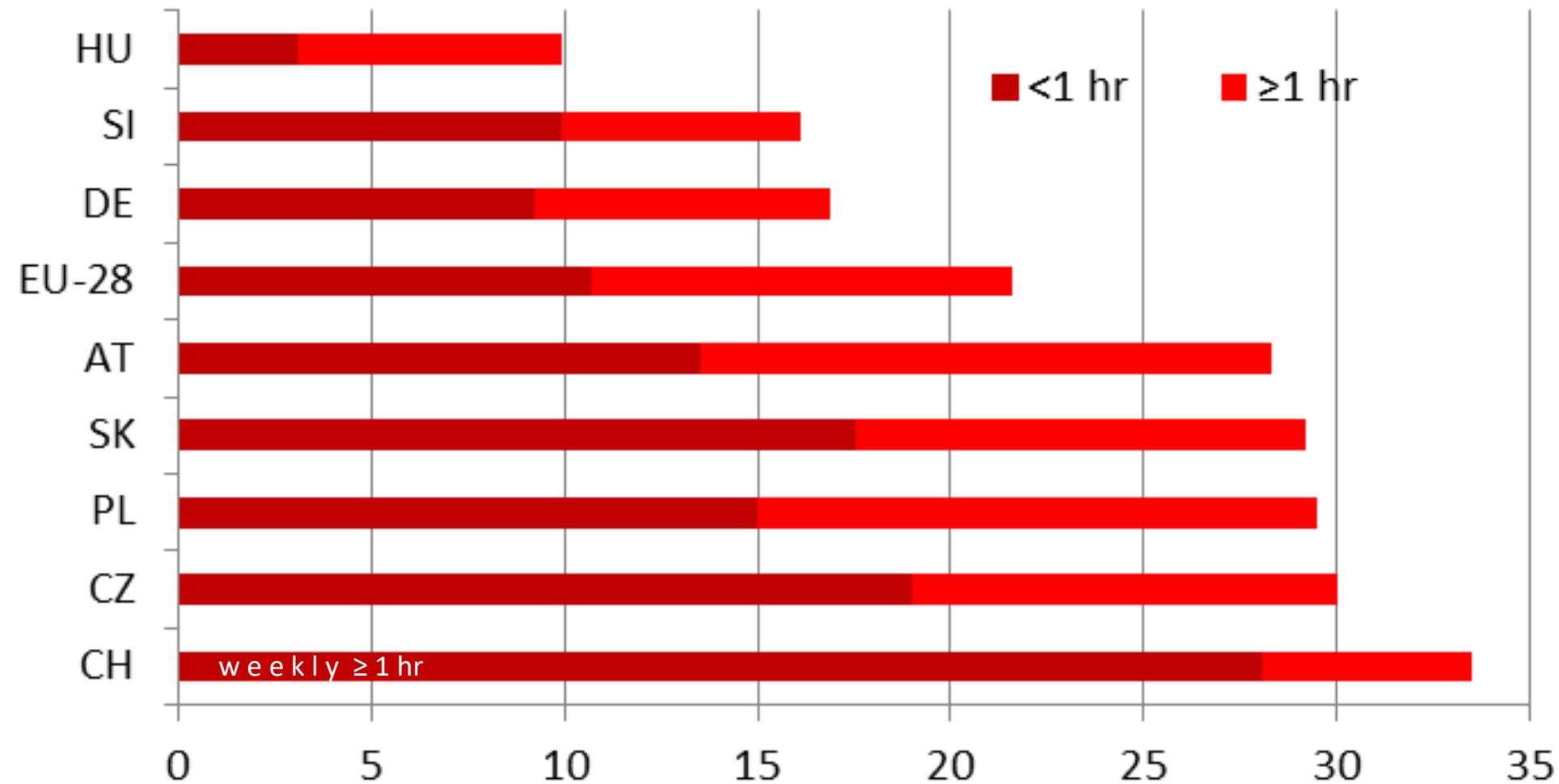
# % current smokers (daily + occasionally) in Central Europe



Source: Eurostat newsrelease 245 - 7 December 2016.

<http://ec.europa.eu/eurostat/documents/2995521/7762296/3-07122016-AP-EN.pdf/>

# % **passive** smokers (daily < 1 hour, ≥ 1 hour) in Central Europe



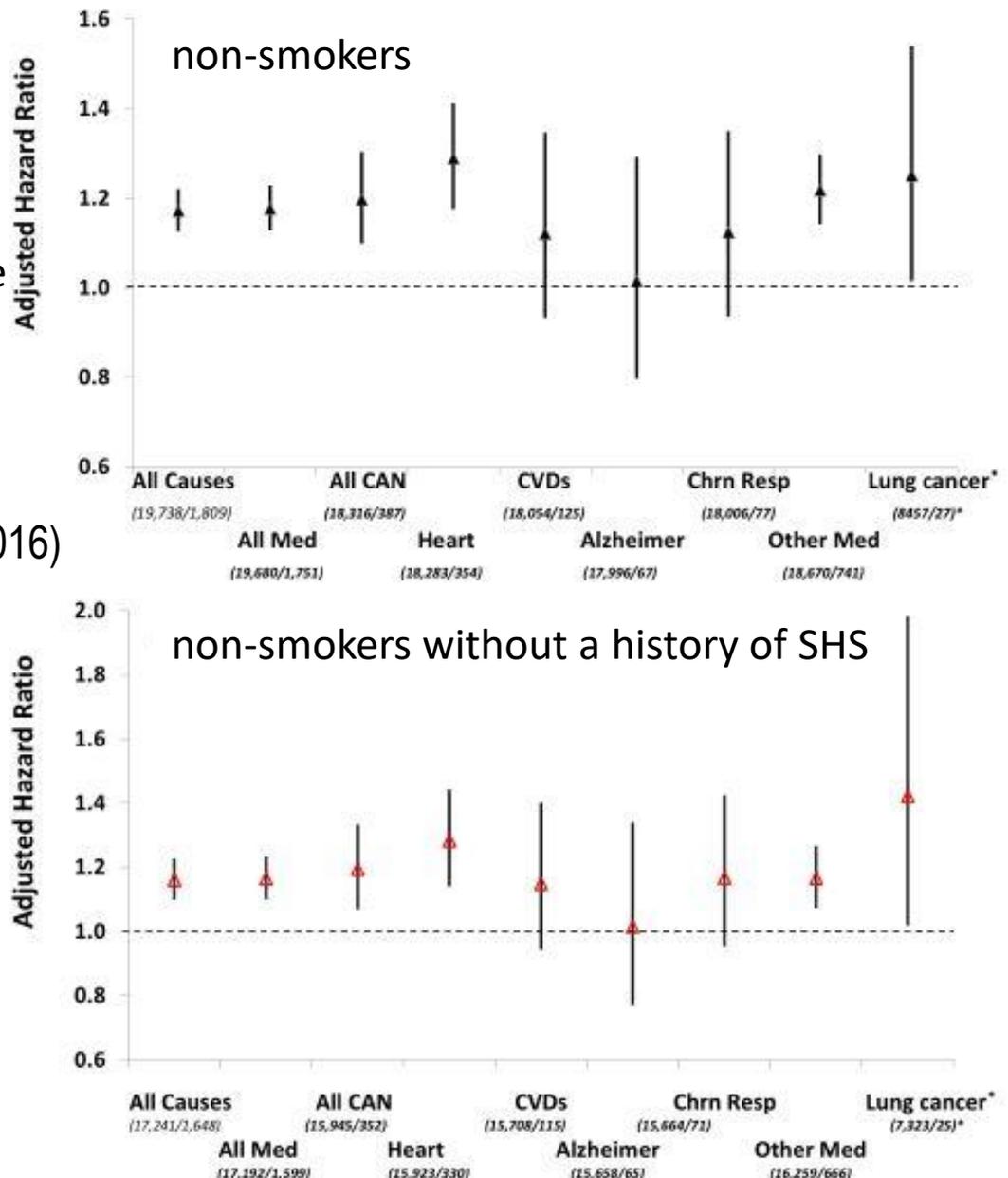
Sources: Eurostat newsrelease 245 - 7 December 2016; Kuendig, H., Notari, L., Gmel, G. 2016: Le tabagisme passif en Suisse en 2015. Lausanne, Addiction Suisse.

# Hazards of SHS are related to smoking prevalence and legislation

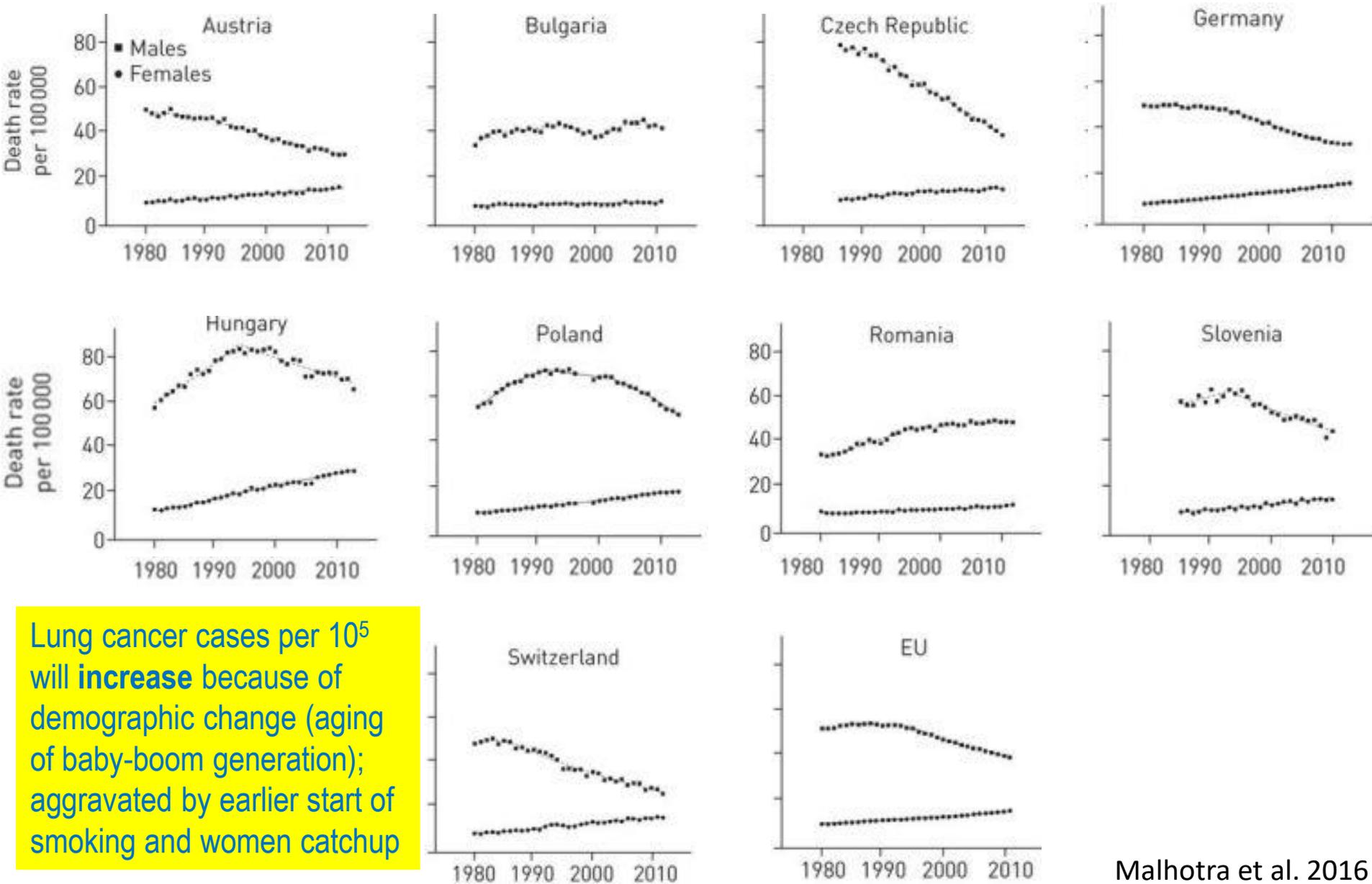
**SHS:** domestic, occupational

Hazard ratio of death (95% CI) per natural-log unit change in cotinine (range from <DL to race-specific cut-offs), adjusted for sex, BMI, education, BMI, Race/ethnicity, and smoking history, NHANES 1999-2010 (Flores et al. 2016)

**Mortality associated with serum cotinine, independent from SHS exposure history: Comparable hazard of unconscious exposure**



# Lung cancer mortality 1980-2012 per 10<sup>5</sup>, age-standardized (world standard population)



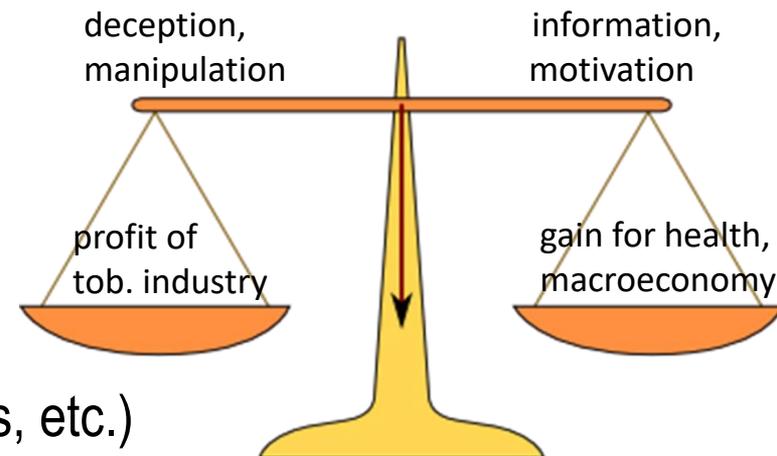
Lung cancer cases per 10<sup>5</sup> will **increase** because of demographic change (aging of baby-boom generation); aggravated by earlier start of smoking and women catchup

## 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)
- Ban of occupational (asbestos) & reduction of environmental (Rn, soot) carcinogens

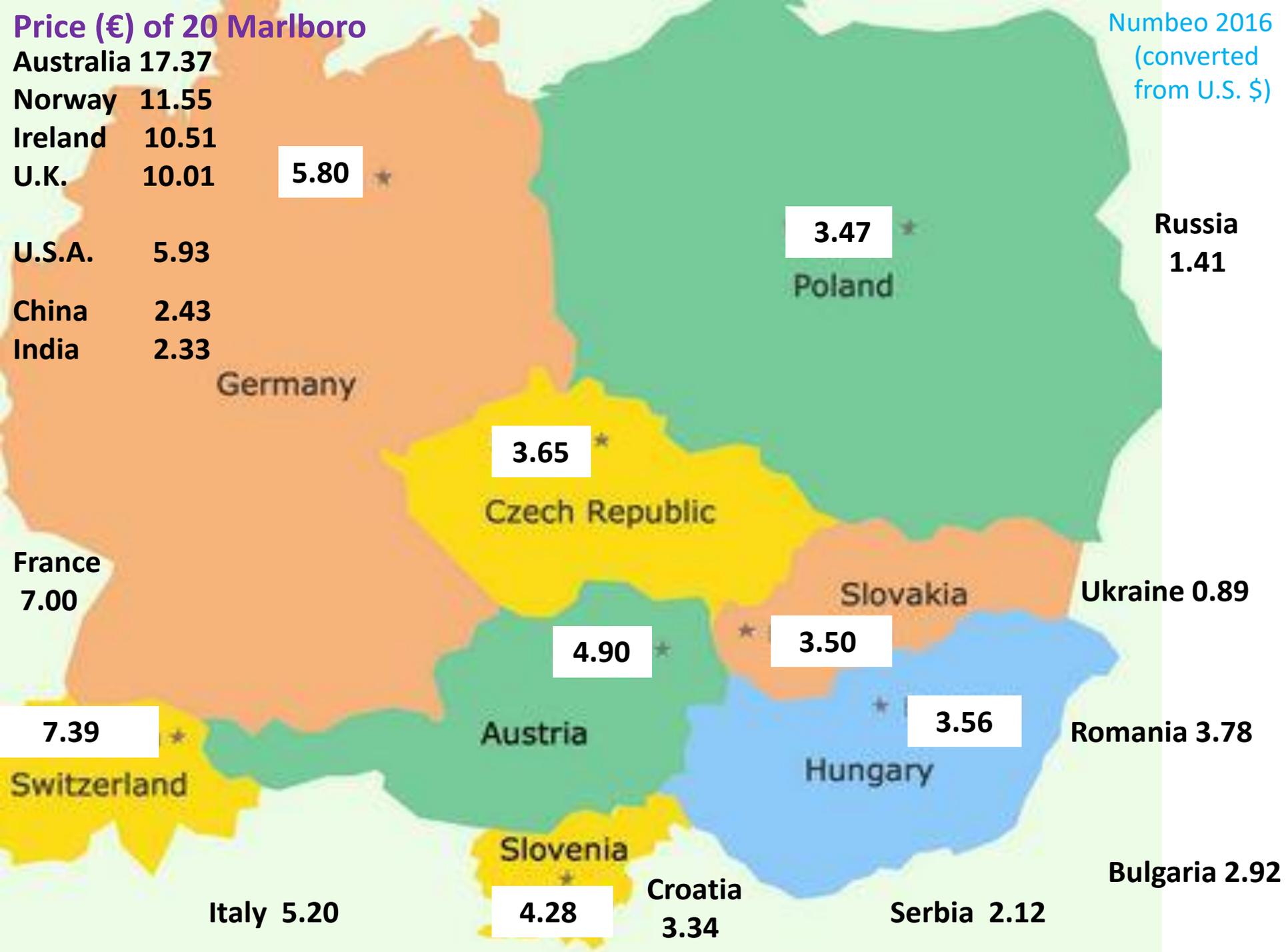
## Lung cancer **increase** expected from:

- 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)



Cigarette **vending machines**: electronic age control and advertising ban failed, no warning, easy availability

13: Austria, Belgium, Czech Republic, Denmark, Germany, Italy,  
Luxembourg, Malta, Netherlands, Norway, Portugal, Spain, Switzerland

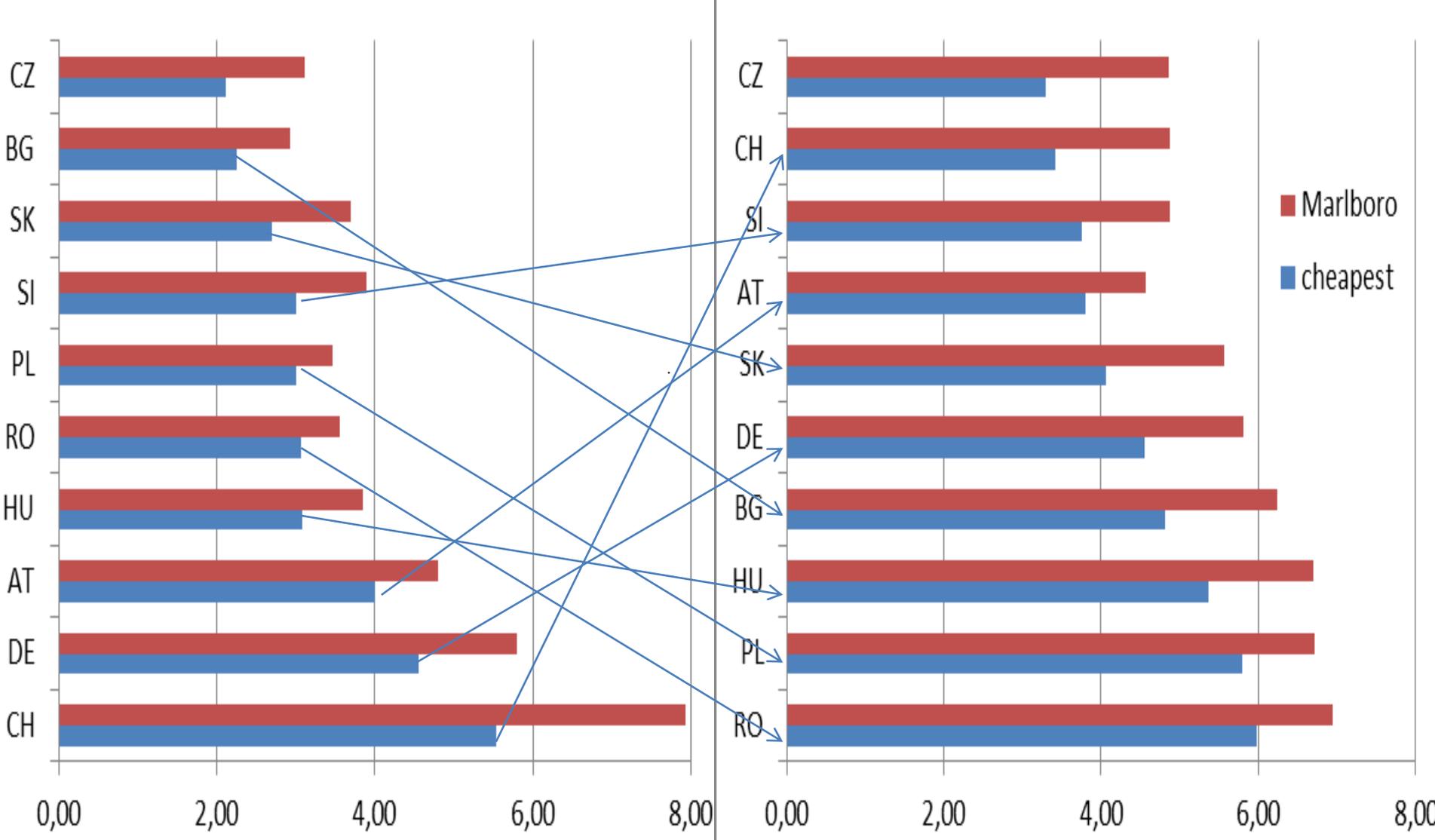


False information of ministers of finance: „loss of revenue through an increase in smuggling”

# Price of 20 cigarettes in Euro (national retail prize and conversion rates 2016)

raw prize (€)

adjusted for purchasing power (Eurostat 2015)



**Switzerland: 2 cents for tobacco prevention per pack of 20 cigs sold; cessation paid.**

No ratification of FCTC, hosts headquarters of Big Tobacco (sued Uruguay),

Tobacco advertising, promotion,

If FCTC protocol illicit trade (or track & tracing of TPD) is not followed, Switzerland could become a platform for international smuggling

**Universities:**

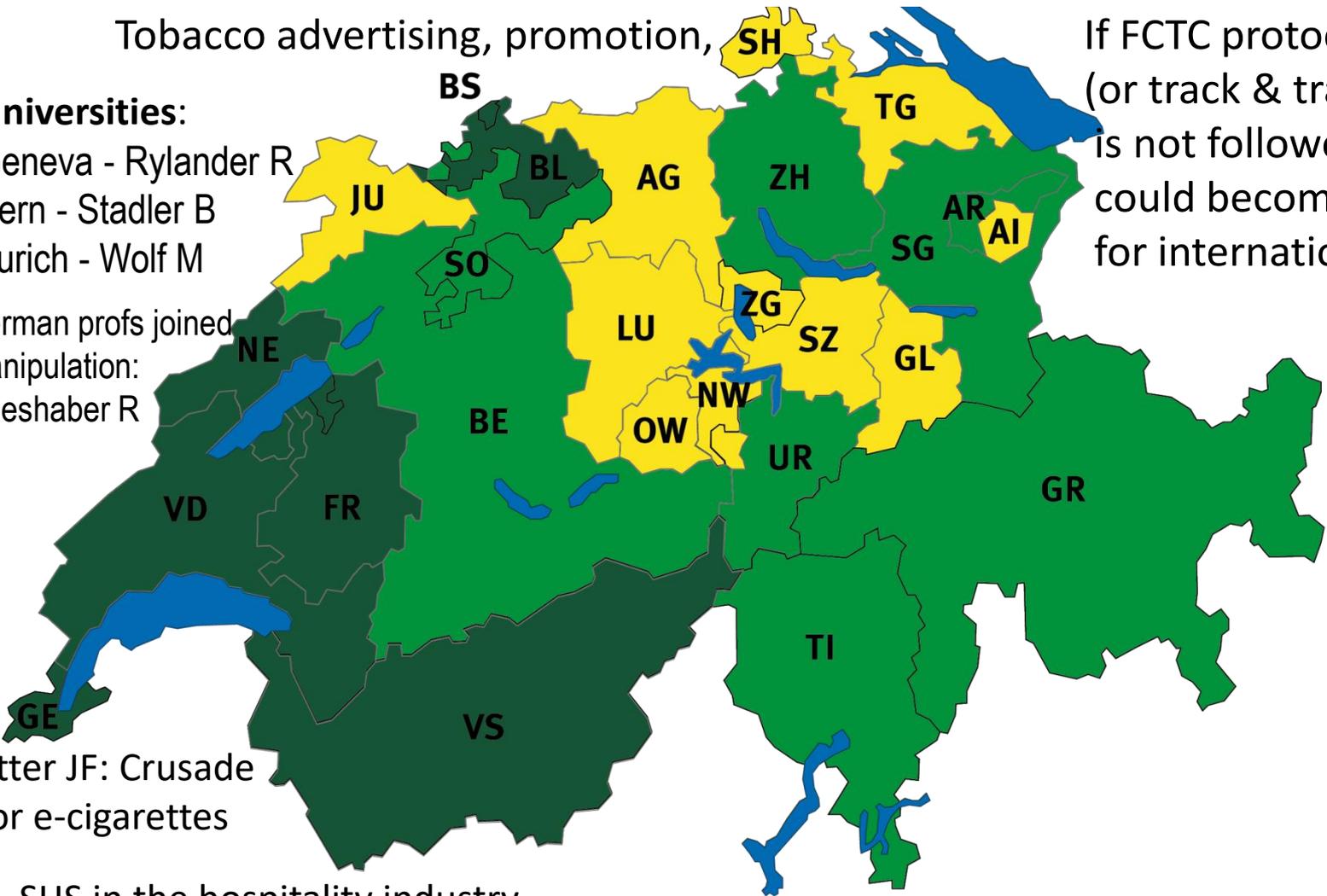
- Geneva - Rylander R
- Bern - Stadler B
- Zurich - Wolf M

German profs joined manipulation: Grieshaber R

Etter JF: Crusade for e-cigarettes

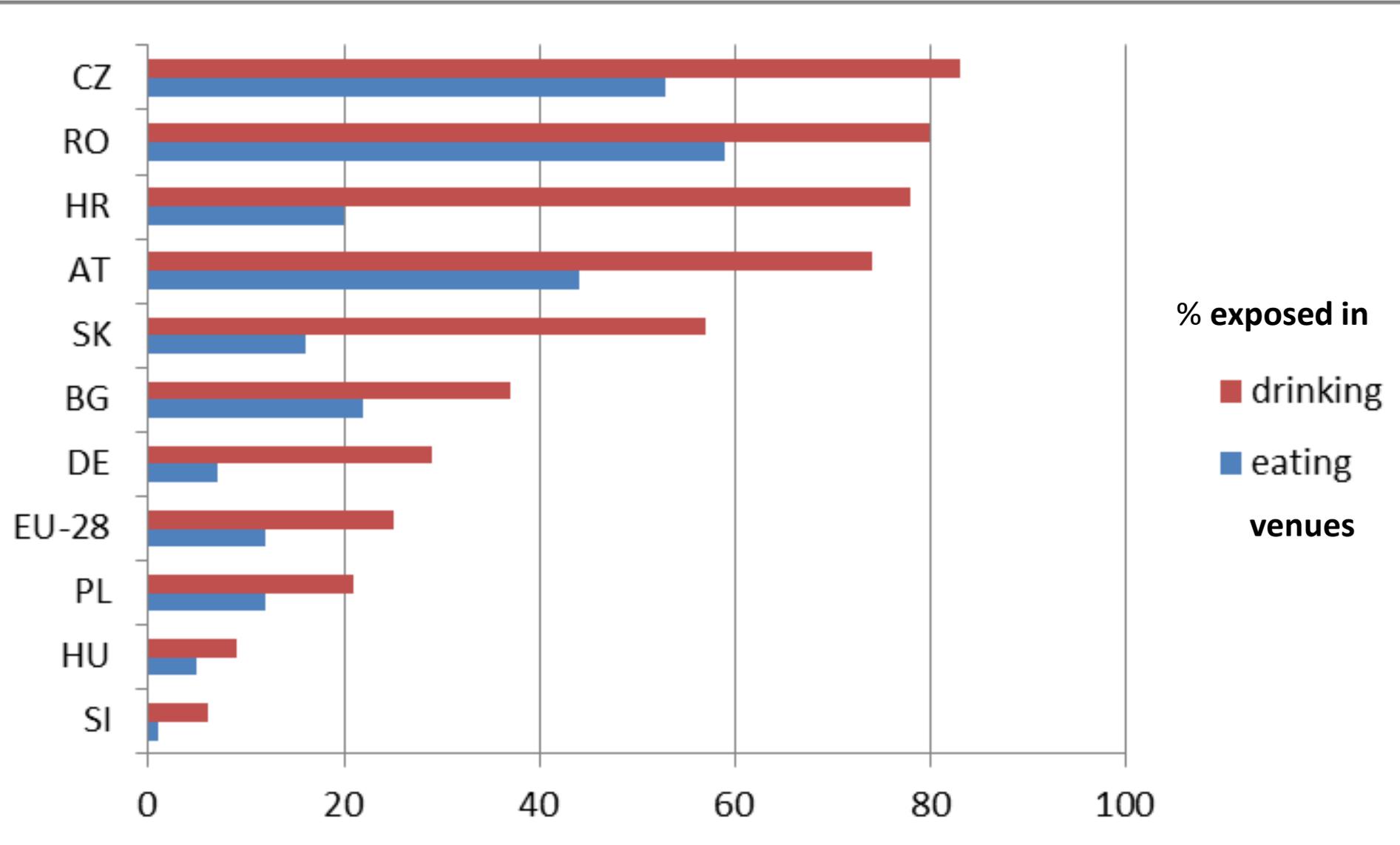
**SHS in the hospitality industry**

- Smoking rooms **without service**, 33% floor space
- Smoking rooms **with service**, 33% floor space
- Smoking venues <80 m<sup>2</sup> and smoking rooms with service



# Exposure to second-hand smoke in public places:

The last time you visited ... (in the last 6 months), were people smoking inside?



Austria: Ratified 2014 the FCTC Protocol to Eliminate Illicit Trade in Tobacco Products (EU 2016). Banned advertising, distance sale and use of e-cigarettes where smoking is forbidden. Smokefree hospitality industry 2018. Enforcement?  
No advertising ban and display ban at point of sale, no ban of vending machines.  
No enforced age control (test purchases), legal age still 16 years.  
Free cigarettes allowed for introduction of new sorts,  
Insuff. smoke-free environments: premises of schools, hospitals, health care centers, playgrounds, cars carrying children, tram stations, work-places (not office-like).  
No tobacco tax earmarked for tobacco prevention (regular funding only for quitline).  
Weak transparency law (article 5.3 FCTC ). Lobbies target poorly educated persons.  
No smoking prevention and cessation in the curricula of health professionals, TV time.  
Rare surveys on smoking prevalence, no cotinine tests for risk groups (minors, pregnant).  
Scientific evaluations of efficacy and effectiveness only for smoking cessation programs.

Czech Rep.: Smokefree hospitality 2017 except water-pipe, e-cigarette (no advertising ban)

Slovakia: Some progress by EU directives, insufficient legislation (bars) and enforcement

Croatia: Efforts (advertising, public places), enforcement insufficient, Oreskovic met BAT

Germany: Smokefree hospitality industry in 3 (of 16) counties (40% population)  
Ignores EU advertising ban (billboards), hides picture warnings at point of sale

Poland: Taxation, quitting improved, partly smokefree, tob. farming, challenged TPD at ECJ

Romania: Taxation, labelling improved, smoking rooms, supported Poland against TPD

Bulgaria: Considerable improvement of legislation, enforcement needed (e.g. drinking venues)

Slovenia: Smokefree hospitality venues, cars carrying minors, display ban, mystery shopping 2018  
Feb.15, 2017 unanimous vote with 15 abstentions, no earmarking of tob. tax

Hungary: Large improvement of legislation 2012, point of sale not accessible for minors, smoking only outdoors except 5 m from door, bus stops, prevention budget lacking

DEVELOPMENT IN PRACTICE

# Curbing the Epidemic

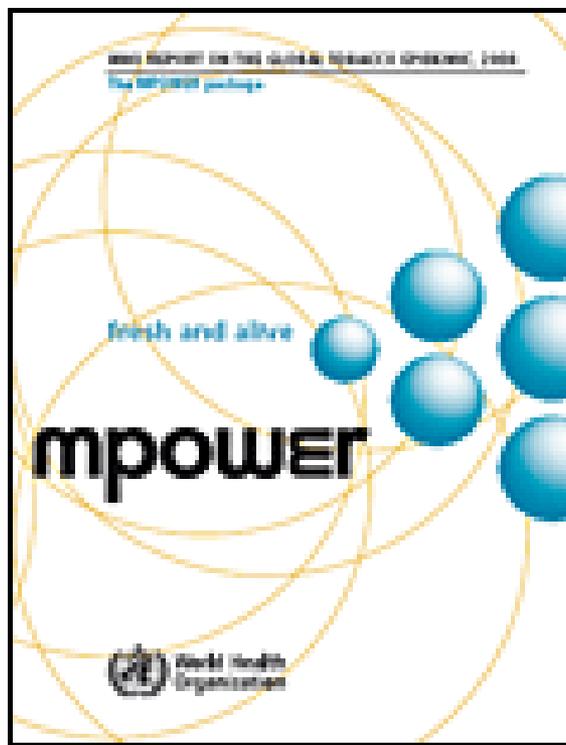
Governments and the

Economies of Tobacco Control



A WORLD BANK PUBLICATION

1999



2008



2015

- M**onitor tobacco use and prevention policies
- P**rotect people from tobacco smoke
- O**ffer help to quit tob. use
- W**arn about the dangers
- E**nforce bans on tob. ads, promotion, sponsorship
- R**aise taxes on tobacco

- Implementation of FCTC (art.5.3)
- Responding to new challenges
- Reshaping social norms
- Support by member states + WHO
  - assessing progress, gaps, trends, ...
  - working together: partnerships, coop.

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

## 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, raise legal sales (A: economic loss of 750 million € / yr) 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

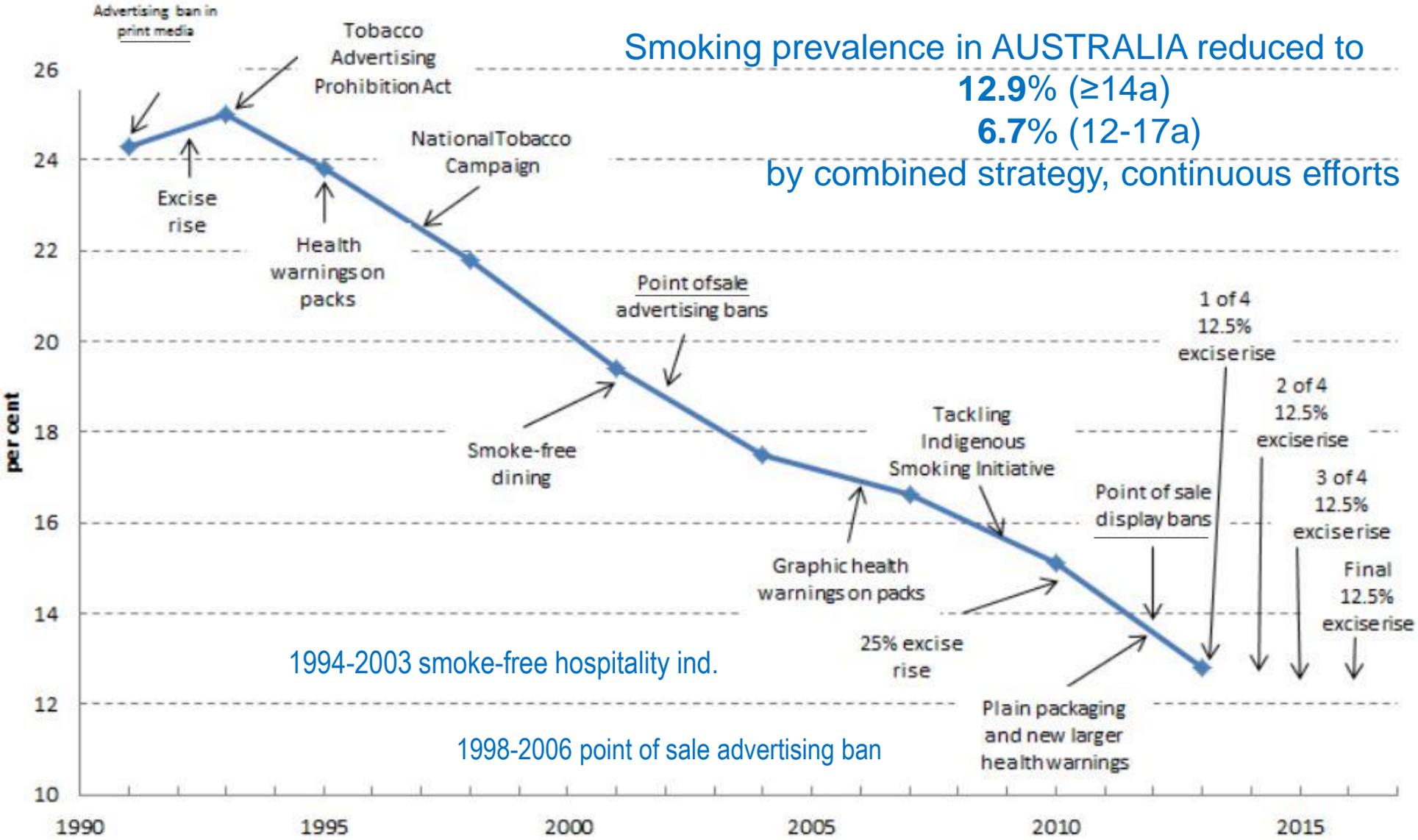
Tobacco industry & trade: **corruption** of politicians and media  
manipulation of public opinion with help of addicts  
Reactionary policy, intimidation (lobbies) and neglect  
Resignation of experts, no national agencies for TC



# TAKE HOME MESSAGE

Focus on prevention, young people, denormalize smoking (like spitting)

- Tobacco Control **NGOs** and volunteers in Central Europe need support by international foundations like Bloomberg, B. Gates, etc.
- **Governments** need advice by WHO-Europe to cooperate with NGOs, tobacco tax ↑, marketing ↓, found a national TC agency
- **Media** need better information on tactics of tobacco industry + allies  
Public opinion manipulated with the help of others:  
hospitality industry, tobacco shops, advertising & marketing ind.,  
chamber of commerce, think tanks, reactionary parties, etc.  
(see Oreskes & Conway: „Merchants of Doubt“ and [www.aerzteinitiative.at](http://www.aerzteinitiative.at))



Smoking prevalence in AUSTRALIA reduced to **12.9% (≥14a)**  
**6.7% (12-17a)**

by combined strategy, continuous efforts

1994-2003 smoke-free hospitality ind.

1998-2006 point of sale advertising ban

smoking prevalence (2015)

United States (18a+) **15%** (Utah 10%, California 12%)

European Union (15a+) **26%** (Sweden, Iceland 15%)

2015 ranking (2010 ranking)		Country	Price (30)	Public place bans (22)	Public info. campaign spending (15)	Advertising bans (13)	Health warnings (10)	Treatment (10)	Total (100)
1 (1)	–	UK	27	21	3	10	4	9	74
2 (2)	–	Ireland	24	21	1	12	5	7	70
3 (4)	▲	Iceland	20	17	12	12	4	1	66
4 (3)	▼	Norway	20	17	3	12	4	5	61
5 (4)	▼	Turkey	21	19		7	5	5	57
5 (6)	▲	France	20	17	1	9	4	6	57
7 (13)	▲	Spain	15	21	1	9	4	6	56
7 (7)	–	Malta	17	18		10	4	7	56
9 (7)	▼	Finland	15	17	3	12	2	6	55
10 (new)		Ukraine	20	17		12	4		53
11 (9)	▼	Sweden	17	15		10	1	5	48
11 (27)	▲	Hungary	15	13		11	3	6	48
15 (24)	▲	Bulgaria	18	15		10	1	2	46
18 (11)	▼	Switzerland	13	11	7	2	5	7	45
19 (16)	▼	Romania	19	7		8	3	7	44
20 (17)	▼	Slovenia	12	15		9	1	6	43
20 (19)	▼	Poland	14	11		9	1	8	43
26 (new)		Croatia	14	12		11	1	2	40
27 (22)	▼	Slovakia	13	10		9	1	6	39
31 (27)	▼	Czech Rep.	12	9		8	1	4	34
33 (26)	▼	Germany	14	11		4	1	2	32
34 (30)	▼	Austria	11	8		7	1	4	31

**FCTC-Illicit Trade Protocol**  
**European participant**

	Signature	Ratification, accession(a), formal confirmation(c)
Austria	9 Jan 2014	28 Oct 2014
Portugal	8 Jan 2014	22 Jul 2015
France	10 Jan 2013	30 Nov 2015
Lithuania	6 Sep 2013	14 Dec 2016
Spain		23 Dec 2014 a
Latvia		4 Feb 2016 a
Germany	1 Oct 2013	8 Feb 2017
<a href="#"><u>European Union</u></a>	20 Dec 2013	24 Jun 2016 c