

Tobacco control in Europe - Comparing worlds Finland

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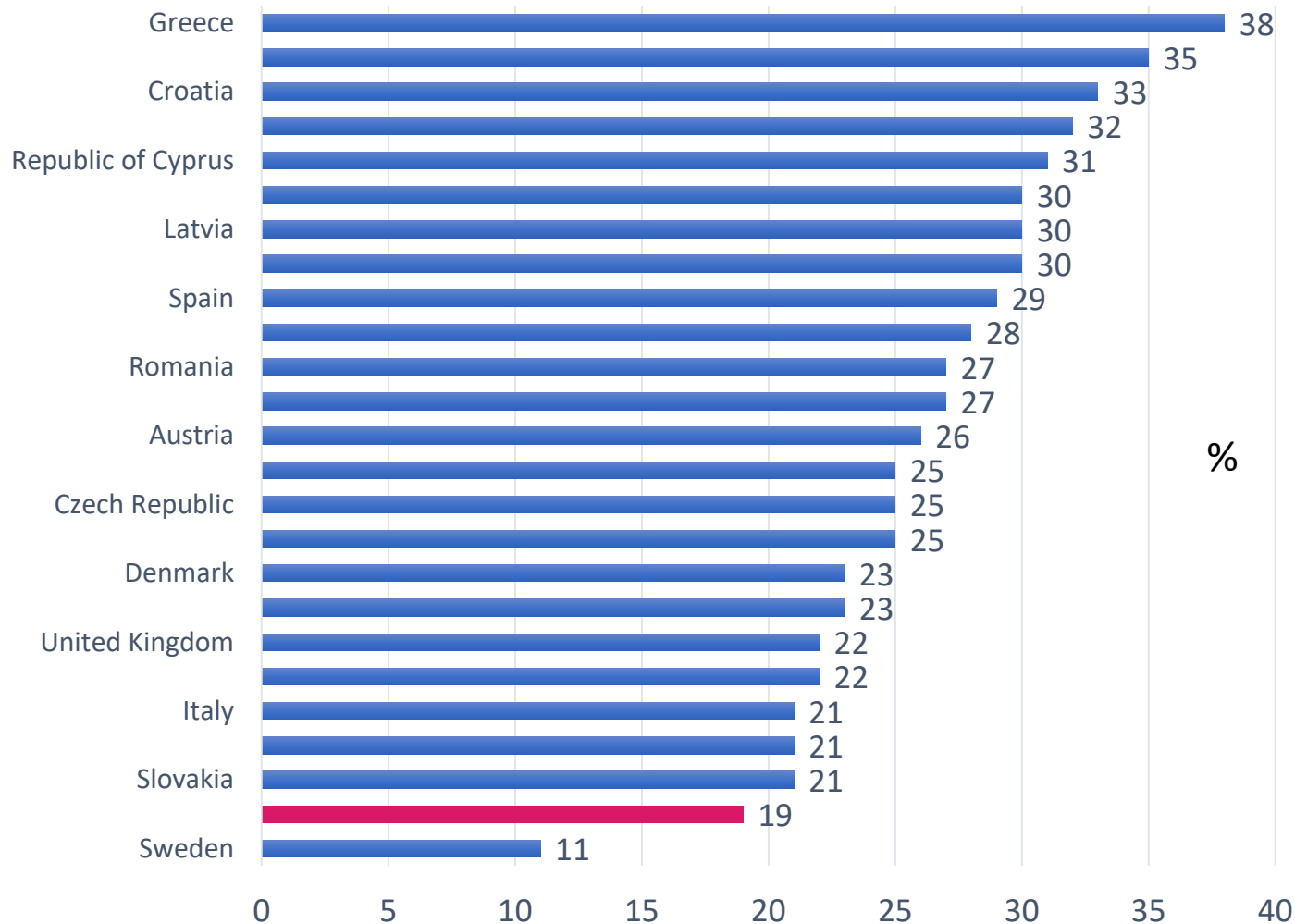
Current Smoking in Europe

WHO Region	Male prevalence	Female prevalence	Both sexes
Europe	38%	19%	28%
Western Pacific	48%	3%	26%
Eastern Mediterranean	37%	3%	20%
America	22%	13%	17%
South-East Asia	32%	2%	17%
Africa	25%	2%	13%
Global	36%	7%	21%

Source: WHO report on the global tobacco epidemic, 2015



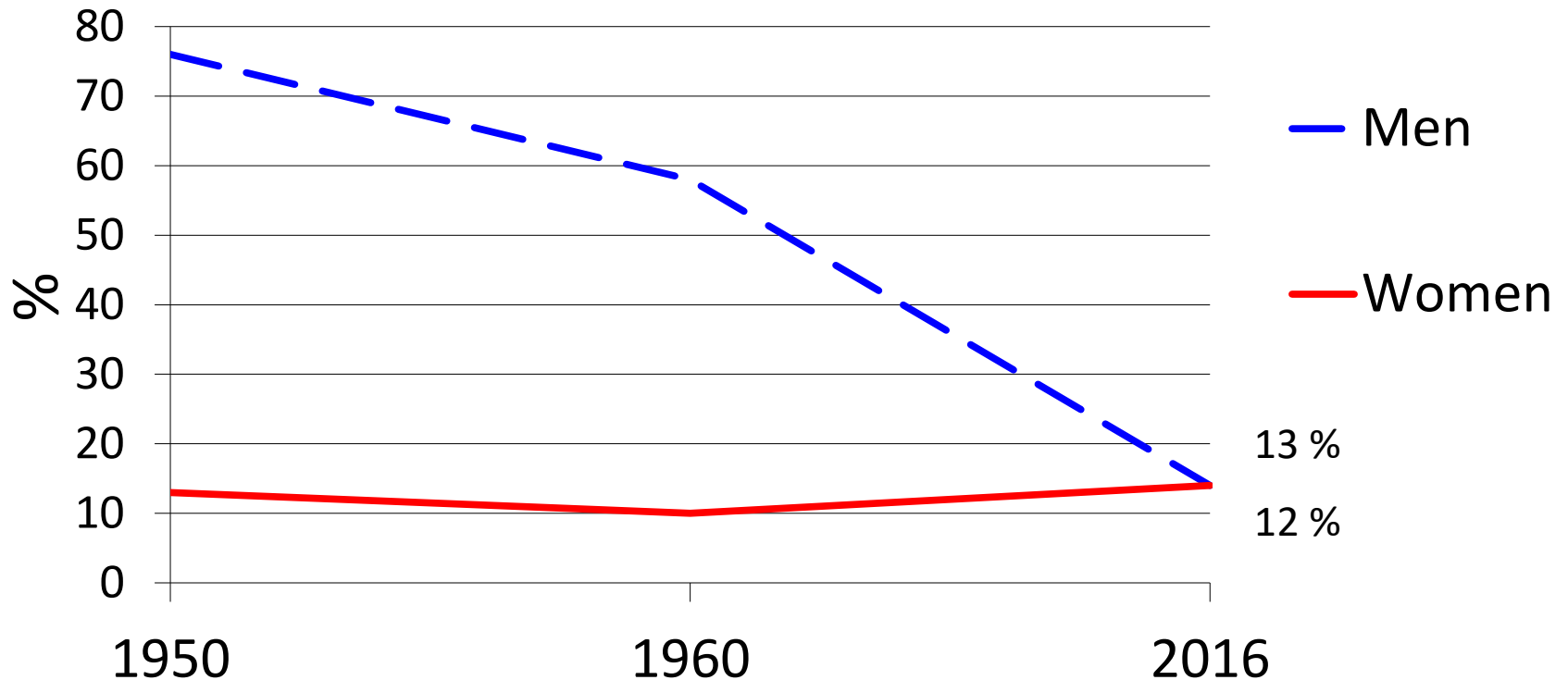
Currently smoking (cigarettes/cigars/cigarillos/pipe) selected European countries in 2014



Source: The Statistics Portal, www.statista.com



Daily smoking adults in Finland 1950 - 2016



Source: National Institute for Health and Welfare, 2016



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TOBACCO CONTROL



tobaccocontrol.bmj.com

BMJ

The Finnish Tobacco Act, 1§

The aim of the Act is to **end the use of tobacco and other nicotine-containing products.**



The Goal of the Tobacco Act

In 2030, **five percent or less** of the Finnish adult population will use tobacco or other nicotine products.



Not only health

- 4300-4500 deaths annually due to tobacco
- Smoking causes a significant economic burden on society
- The total economic burden was about 1.5 billion euros in 2012

Source: National Institute for Health and Welfare, 2015



Tobacco Legislation in Finland

The Tobacco Act in 1977:

- incl. smokefree public places and public transportation, sales ban to minors, total tobacco ad ban

Later added, for example:

- Smokefree workplaces
- Smokefree bars and restaurants
- Licensing system of retail sales
- Tobacco display ban in retail stores



The latest elements of 2016

- Implementation of TPD plus
- E-cigarettes treated like cigarettes
- Nicotine-free e-cigarettes cannot have characteristic flavours
- Restriction on the private import of tobacco/nicotine products (24 hour-rule)
- Ban on distance sales (tobacco, e-cigs)
- Restriction on smoking on the balconies of private houses
- Smoking/vaping ban in a private cars when children are present



The next steps

- Standardised (plain) packaging
- Free of charge, low-threshold services for quitting
- Regular price increases through taxation
- Nationwide, continuous and tailored mass media campaigns
- Less retail outlets for tobacco and nicotine products



Standardised
packaging



Main messages

- Political commitment
- Can not be achieved by one measure
- Comprehensive strategy: $1 + 1 > 2$
- National + international collaboration
- Legislation + prevention + action

Tobacco epidemic
can be stopped.



MISSION POSSIBLE Tobacco-Free Finland

Obrigada!
Thank you!

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