

TOBACCO CONTROL IN EUROPE: COMPARING WORLDS

TOBACCO CONTROL IN HUNGARY
TIBOR DEMJÉN

FOCAL POINT FOR TOBACCO CONTROL
NATIONAL INSTITUTE FOR HEALTH DEVELOPMENT

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CONTENT

- ❖ Introduction: the Focal Point for Tobacco Control
- ❖ Smoking habits, its consequences, and e-cigarette use in Hungary
- ❖ National tobacco control measures related to the WHO FCTC and the EU TPD
- ❖ Challenges and opportunities in tobacco control

Introduction: the Focal Point for Tobacco Control (FP)

Tobacco Control Unit
Established in 1989

Main activities

THE FOCAL POINT FOR TOBACCO CONTROL

MAIN ACTIVITIES

- ❖ Strategy planning and implementing, and coordinating national tobacco control initiatives based on the EU TPD and the WHO FCTC
- ❖ Conducting: research, monitoring & reporting activities, situational analysis, impact assessments
- ❖ Tracking of the newly emerging tobacco products, product categories, ENDS/ENNDS and their regulation
- ❖ Promoting smoking prevention and cessation by complex and tailored projects

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ACTIVITIES RELATED TO THE TOBACCO PRODUCTS DIRECTIVE (2014/40/EU)

- ❖ Transposition of Tobacco Products Directive (2014/40/EU)
- ❖ Tobacco Products Committee established under Article 25 of the Tobacco Products Directive (2014/40/EU):
- ❖ Expert Group on Tobacco Policy established under Commission Decision C(2014) 3509
- ❖ Expert Subgroup on E-Cigarettes
- ❖ Expert Subgroup on Ingredients and composition of tobacco and related products

THE FOCAL POINT FOR TOBACCO CONTROL

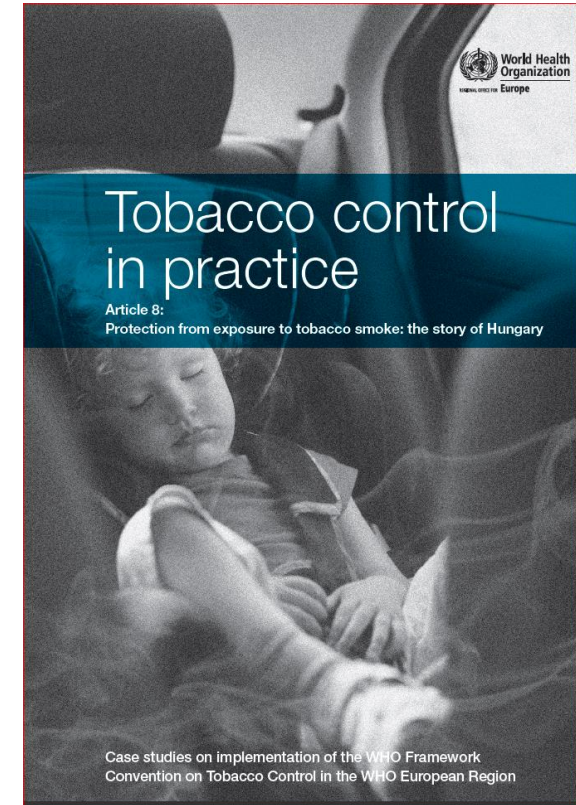
ACTIVITIES RELATED TO THE WHO FRAMEWORK CONVENTION ON TOBACCO CONTROL (WHO FCTC)

- ❖ FCTC Implementation reports, that are submitted biennially (fifth report in 2016)
- ❖ Guidelines on the protection from exposure to tobacco smoke (Article 8)
- ❖ Guidelines on education, communication, training and public awareness (Article 12)
- ❖ Working Group:
 - ❖ on sustainable measures to strengthen the implementation of the WHO FCTC
 - ❖ on Articles 9 and 10 of the WHO FCTC “Regulation of the contents of tobacco products” and “Regulation of tobacco product disclosures”

THE FOCAL POINT FOR TOBACCO CONTROL

ACTIVITIES RELATED TO THE WHO REGIONAL OFFICE FOR EUROPE

- ❖ Global Report on Mortality Attributable to Tobacco
- ❖ WHO Report on the Global Tobacco Epidemic
- ❖ Global Youth Tobacco Survey
- ❖ Biennial Collaborative Agreement (BCA) with the Regional Office for Europe of the World Health Organization
 - ❖ „Tobacco Control in Practice. Art.8.:Protection from exposure to tobacco smoke: the story of Hungary” (2014)

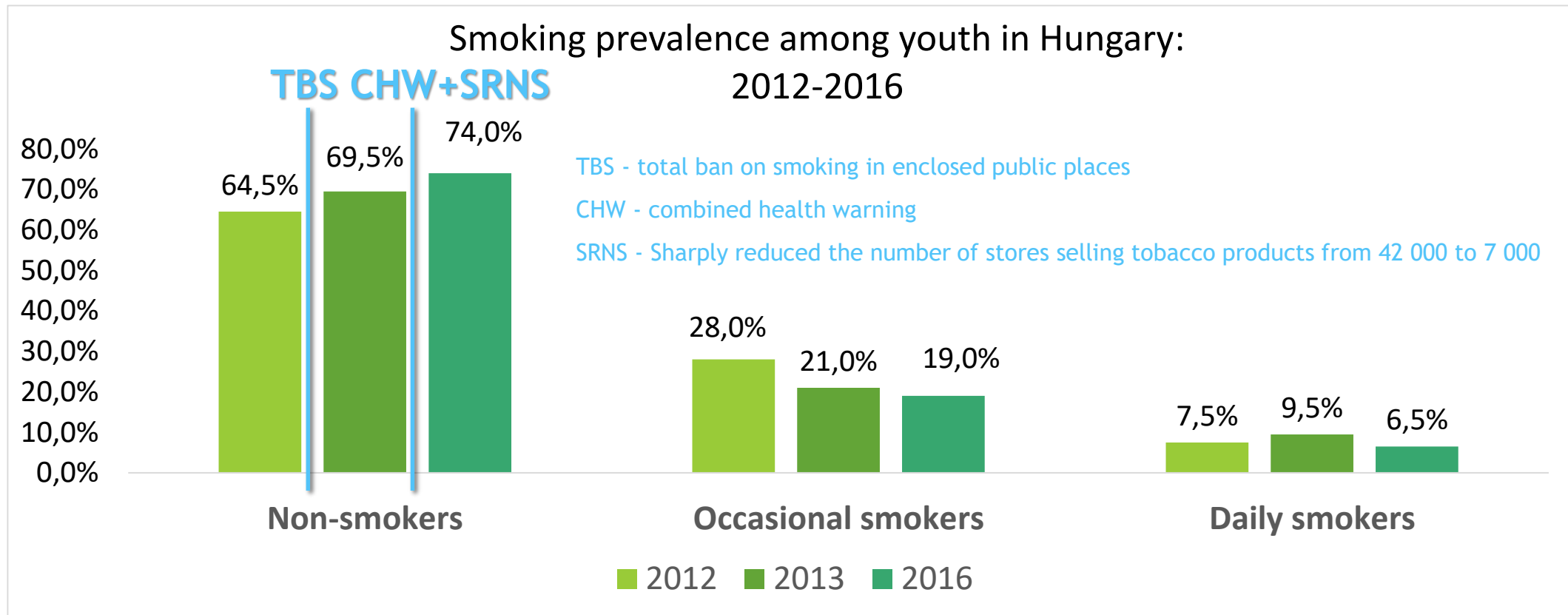


Smoking habits, its
consequences and
e-cigarette use in
Hungary

Tobacco consumption, secondhand smoke,
smoking-related mortality
and
e-cigarette use
among young people and adults

SMOKING HABITS OF YOUTH (13-15 YEAR OLDS)

GLOBAL YOUTH TOBACCO SURVEY :2012-2016



Source: National data from the Global Youth Tobacco Survey 2012, 2013, 2016.

(<http://www.fokuszpont.dohanyzasvisszaszoritasa.hu/en/content/hungarian-and-foreign-data-statistics>)

SMOKING HABITS AND E-CIGARETTE USE OF YOUNG (13-15 YEAR OLDS)

GLOBAL YOUTH TOBACCO SURVEY: 2012, 2013, 2016

	2012	2013	2016
Cigarettes	27%	23%	18%
Roll your own cigarettes	13%	14,5%	8%
Water pipe (Hookah)	19%	16%	9%
Pipe	4%	4%	1,5%
Cigars, cigarillos	6%	8%	2%
E-cigarette use:	13%	9%	10,5%

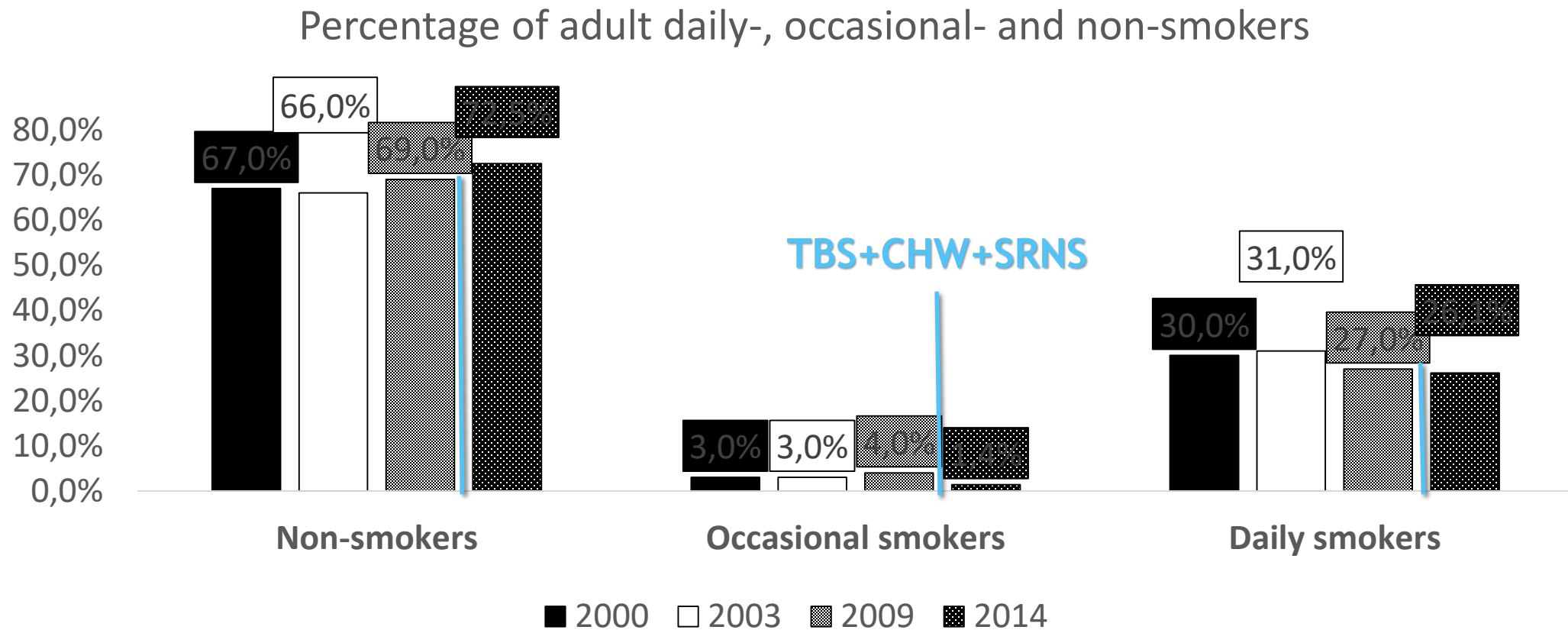
Ratio (%) of the teenagers by type of products used/consumed in the past 30 days.

Source: National data from the Global Youth Tobacco Survey 2012, 2013, 2016.

(<http://www.fokuszpont.dohanyzasvisszaszoritasa.hu/en/content/hungarian-and-foreign-data-statistics>)

SMOKING PREVALENCE RATES AMONG ADULTS (15+)

2000, 2003, 2009 & 2014



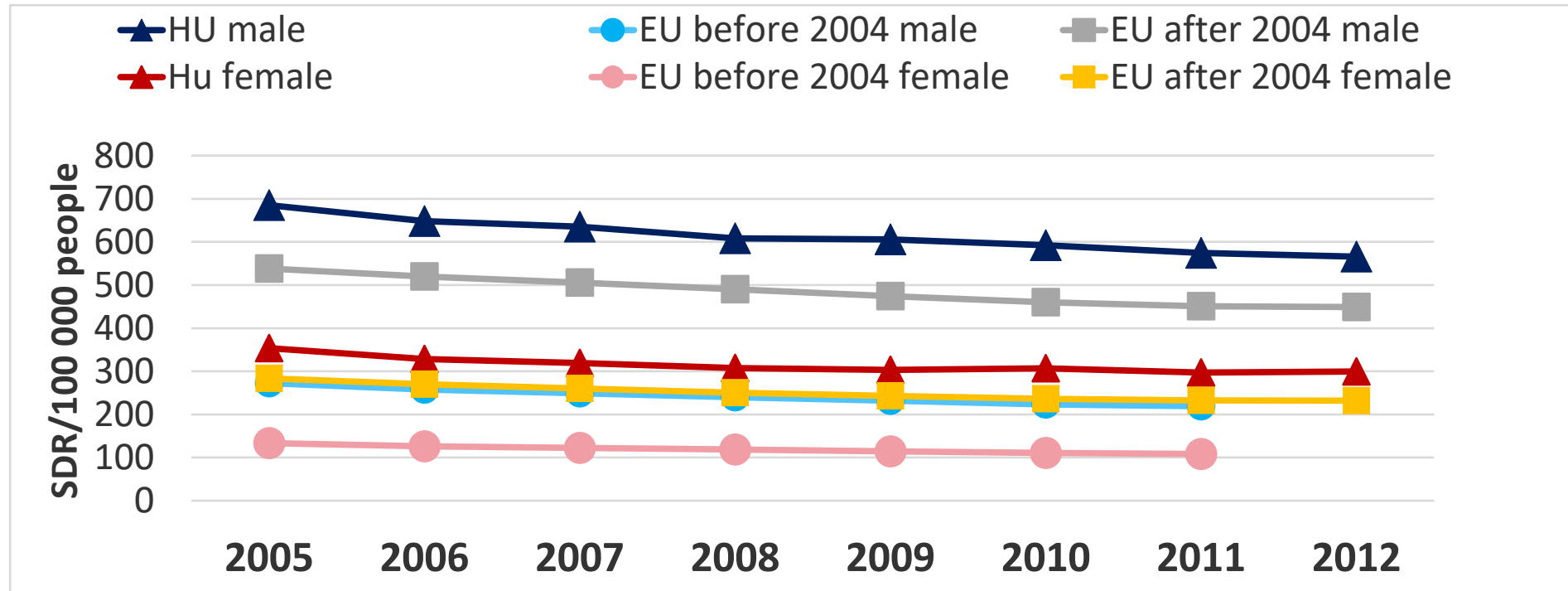
Results based on the of the National Population Health Survey (2000, 2003) and the European Health Interview Survey (2009, 2014)

CONSUMPTION BY CATEGORY OF TOBACCO PRODUCTS AND USE BY TYPE OF E-CIGARETTES AMONG ADULT CURRENT SMOKERS AND E-CIG USERS (15+)

Type of product	2014
Cigarettes	63,1%
Roll your own cigarettes	49,1%
Cigar	1,3%
Cigarillo	2,4%
Water pipe (hookah)	1,8%
Pipe	1,3%
Smokeless tobacco	0,34%
E-cigarette use	1,6%
- Electronic Nicotine Delivery System	0,8%
- Electronic Non Nicotine Delivery System	0,8%

Source:
European Health Interview Survey 2014.

SMOKING-RELATED MORTALITY RATES



Changes in standardized smoking-related mortality rates in Hungary, compared to those of the EU

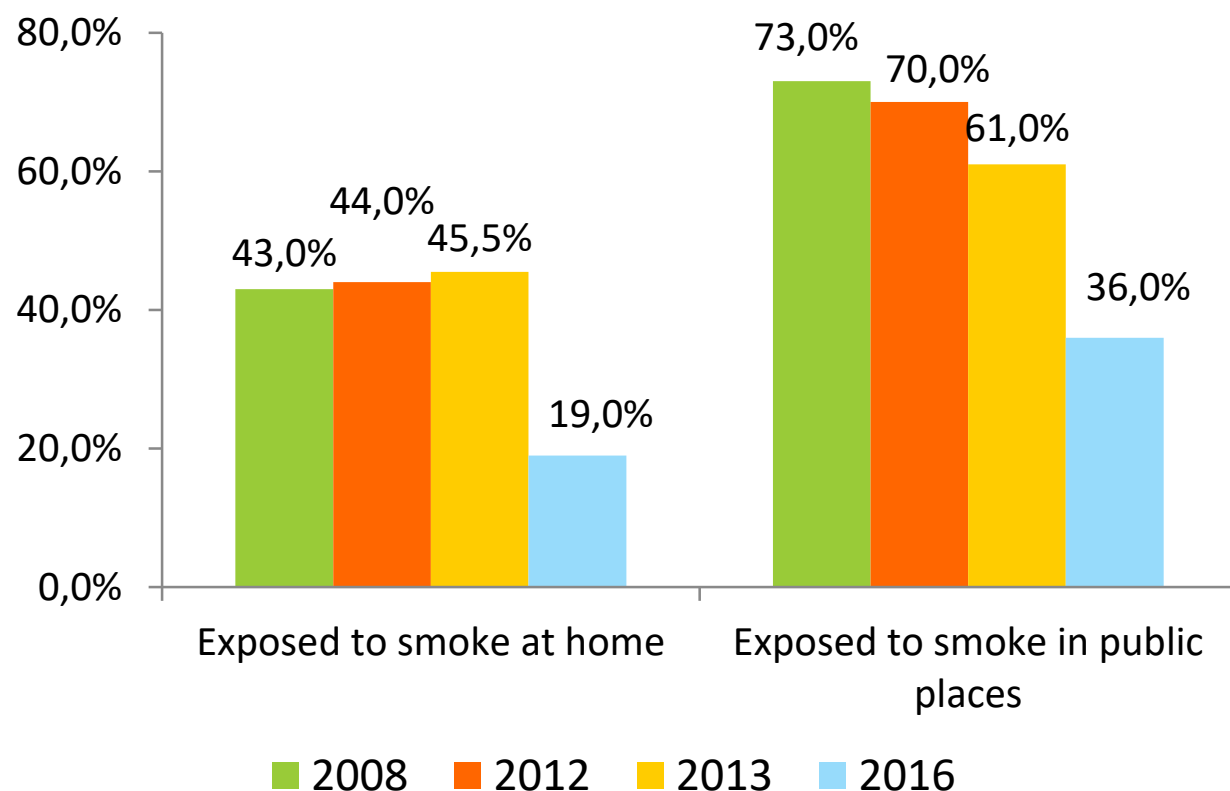
Source: "Tobacco control in Hungary 2016"

(http://www.fokuszpont.dohanyzasvisszaszoritasa.hu/sites/default/files/dohanyzas_visszaszoritasa_2016_dohanyzas_fokuszpont.pdf)

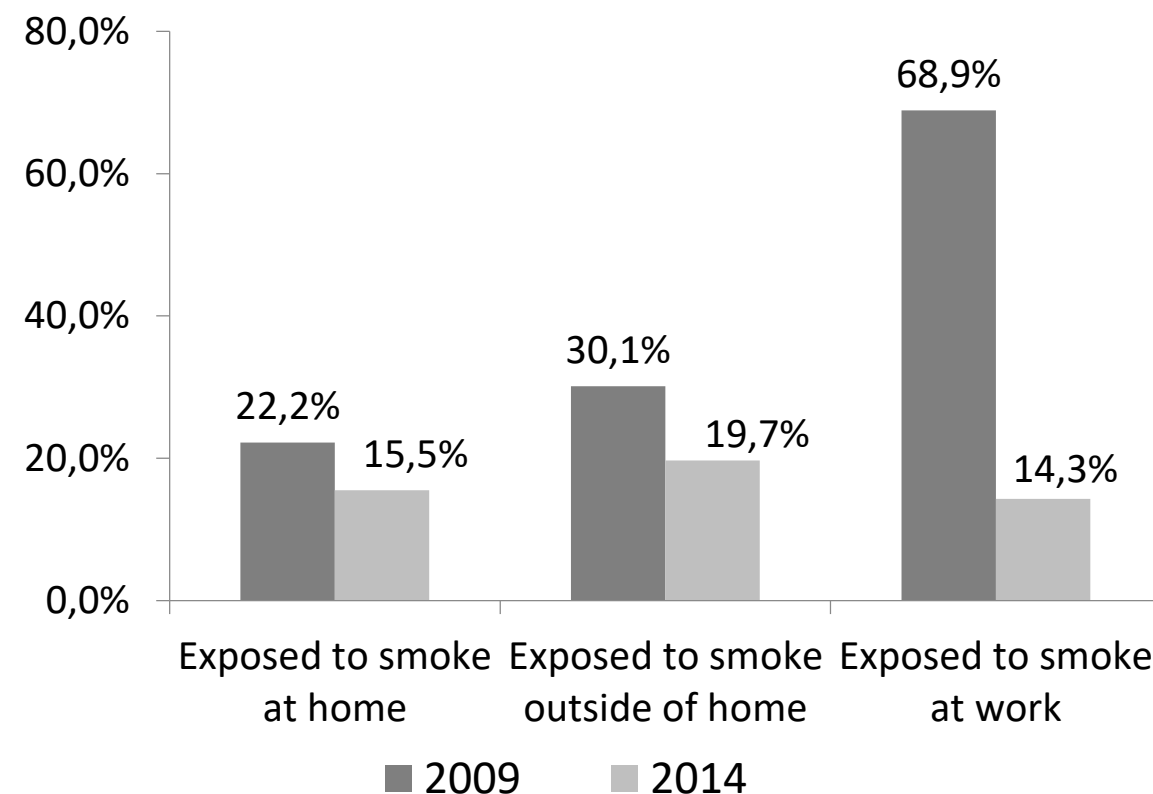
EXPOSURE TO SECONDHAND SMOKE

TEENAGERS (13-15) AND PEOPLE ABOVE 15 YEARS OF AGE

Teenagers **13-15 year olds**. (GYTS, 2008-2016)



People **15 years old and above**. (EHIS, 2009 & 2014)



Tobacco control
measures related
to the WHO FCTC
and the EU TPD

Measures related to the reduction of
demand for and supply of tobacco,
& reporting activities
(WHO FCTC Part II,III & VII)

HUNGARY - KEY STEPS TAKEN



MEASURES RELATED TO THE REDUCTION OF DEMAND FOR TOBACCO

FCTC Art. 6.: Price and tax measures

(Council directive 2011/64/EU on the structure and rates of excise duty applied to manufactured tobacco)

The overall rate of excise duty on cigarettes is going to keep being increased to reach the €90/1000 cigarettes minimum rate that must be at least 60% of the weighted average retail selling price by the 31st of December 2017, set out by the EU.

FCTC Art.8.: Protection from exposure to tobacco smoke

Amendment of the Protection of Non-smokers Act comes into force on the 1st of January 2012:

Smoking and the use of e-cigarette are prohibited in all enclosed public places (e.g. workplaces and restaurants) **and most open air public places** (e.g.: bus stops, underpasses, railway stations, etc.)

CONTROLS, COMPLAINTS AND FINES

TO ENFORCE COMPLIANCE WITH THE PNSA:

- ❖ Public health inspectors regularly control public places, where it is not allowed to smoke. In case of violation of the law, they can impose a fine.
- ❖ The public can also notify the appropriate authorities **by phone** in case they witness the violation of the law.



TILOS A DOHÁNYZÁS

**NO SMOKING
INTERDICTION DE FUMER
RAUCHEN VERBOTEN
КУРЕНИЕ ЗАПРЕЩЕНО**

A dohányzásról leszokáshoz segítséget kaphat, illetve
törvényszegés észlelése esetén észrevételt tehet
az alábbi telefonszámon:

06 40 200 493

www.leteszemacigit.hu

MEASURES RELATED TO THE REDUCTION OF DEMAND FOR TOBACCO

FCTC ART. 11.: PACKAGING AND LABELLING OF TOBACCO PRODUCTS:

DIRECTIVE 2014/40/EU OF THE EP AND OF THE COUNCIL - from 20th of May 2017

Requires health warnings on packages of tobacco and related products. Combined (picture and text) health warnings must cover 65% of the front and back of cigarette and roll-your-own tobacco packages,

Bans all promotional and misleading elements on tobacco products.

HUNGARY IS **INTRODUCING PLAIN PACKAGING**. FROM THE 20TH OF MAY 2019, ONLY CIGARETTES AND ROLL-YOUR-OWN TOBACCO WITH PLAIN PACKAGING CAN BE MARKETING.



MEASURES RELATED TO THE REDUCTION OF DEMAND FOR TOBACCO

FCTC Art. 12.: Education, communication, training and public awareness

The focal point is constantly working on developing, improving, disseminating and promoting the prevention programs in kindergartens and in schools.

Further information in English:

http://www.dohanyzasvisszaszoritasa.hu/eng/megelezes_es_leszokas_segites.html



MEASURES RELATED TO THE REDUCTION OF DEMAND FOR TOBACCO

SMOKING PREVENTION PROGRAM IN KINDERGARTENS

- ❖ Disseminating age-specific information about smoking and its consequences through games and stories for children
- ❖ Forming attitudes specific to smoking to promote a healthy lifestyle
- ❖ Education about how to take active action against second hand smoking
- ❖ Assessment of the newly required knowledge and the shift in attitudes related to smoking

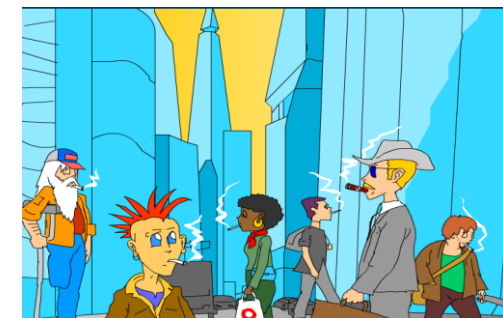


MEASURES RELATED TO THE REDUCTION OF DEMAND FOR TOBACCO

SMOKING PREVENTION ONLINE PRESENTATION MODULE AND COURSE PLAN FOR 3-5. AND 6-10. GRADERS

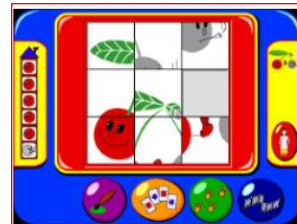
Content:

- ❖ Curriculum
- ❖ Presentation (incl. animations, short videos, quizzes, etc.)
- ❖ Teacher's guide
- ❖ Further information in EN:
 - http://dohanyzasvisszaszoritasa.hu/eng/iskolai_megelozesi_program_3-5.html
 - http://dohanyzasvisszaszoritasa.hu/eng/iskolai_megelozesi_program_6-10.html

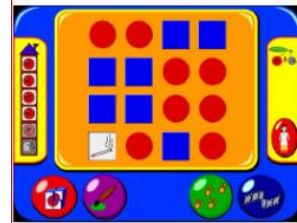


MEASURES RELATED TO THE REDUCTION OF DEMAND FOR TOBACCO

SCHOOL-BASED PROGRAM PORTABLE TOUCH SCREEN COMPUTER



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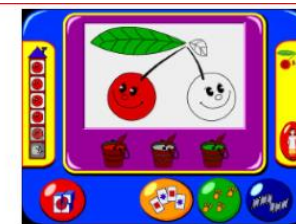
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MEASURES RELATED TO THE REDUCTION OF DEMAND FOR TOBACCO

SMOKING PREVENTION WEBSITE FOR CHILDREN AND TEENAGERS

Target population:

5-8, 9-14 and 15-20 year olds.

Contains:

- ❖ Comprehensive information on smoking, its consequences and tips on how to avoid or stop smoking
- ❖ Short videos
- ❖ Games
- ❖ Online presentation module

WWW.CIKIACIGI.HU



MEASURES RELATED TO THE REDUCTION OF DEMAND FOR TOBACCO

FCTC Art. 13.: Tobacco advertising, promotion and sponsorship

(Directive 2003/33/EC on the approximation of the laws, regulations and administrative provisions relating to the advertising and sponsorship of tobacco products)

- ❖ *Act on Commercial Advertising Activities Section (1) of § 19: “Advertising of tobacco products is prohibited.” (2008)*
- ❖ *Act on Reducing Smoking Prevalence among Young People and Retail of Tobacco Products (2012) Section (2) of § 12: “Pictures or any other depiction of tobacco products or smoking on the external surface of the stores are not allowed”.*



MEASURES RELATED TO THE REDUCTION OF DEMAND FOR TOBACCO

FCTC Art. 14: Tobacco dependence and cessation

- ❖ **National Methodological Centre for the Promotion of Smoking Cessation** established in the Koranyi National Institute for Pulmonology in 2012.
- ❖ **All evidence based cessation methods that are provided by trained professionals are available**, i.e. individual and group methods, drug-free and pharmacological therapies.
- ❖ **Free of charge Quitline across the country.**
- ❖ **Website for smokers help to stop smoking and for non-smokers how to help smokers**



MEASURES RELATED TO THE REDUCTION OF DEMAND FOR TOBACCO

FCTC Art. 16.: Sales to and by minors and measures unique to the Hungarian tobacco control scene

- ❖ **Sale of tobacco products from vending machines is banned since 1999.**
- ❖ ***Act on Reducing Smoking Prevalence among Young People and Retail of Tobacco Products (2012)***
 - Number of retail units eligible for selling tobacco products is reduced to ab. 7000 from ab. 40 000 and the availability of such products for those under the age of 18 is limited.
 - In 2012, 45% of the teenagers (13-15) purchased tobacco products in stores or tobacco retail units → in 2013 this ratio decreased to 20%.
 - Measures to prevent the illicit trade of tobacco products
 - Distance and online sales of tobacco products are also prohibited

MEASURES RELATED TO THE REDUCTION OF THE SUPPLY OF TOBACCO

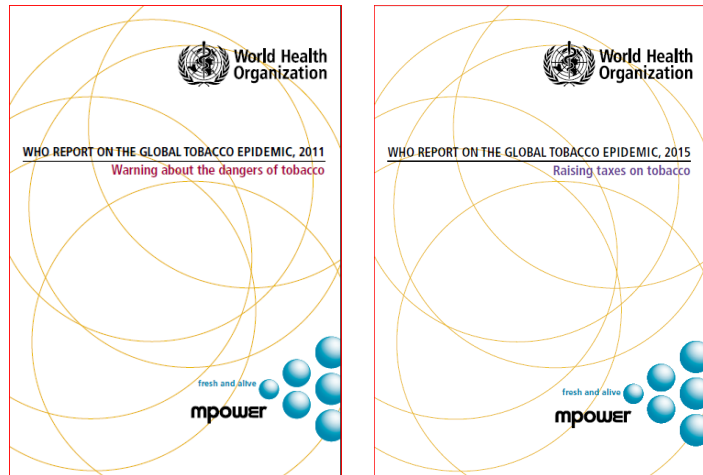
FCTC Art. 15.: Illicit trade in tobacco products

- ❖ Tracking and Tracing – EU TPD 2014/40/EU: implementing a comprehensive tracking and tracing system from the 20th of May 2019 (cigarette and cigarette tobacco) and the 20th of May 2024 (other tobacco products)
- ❖ Act on Reducing Smoking Prevalence among Young People and Retail of Tobacco Products (2012): tobacco products legally available from tobacco retail units only
- ❖ Distance and online sales of tobacco products are prohibited.

HUNGARY - OTHER MEASURES


FCTC Art. 21.: Reporting and exchange of information

- ❖ Biannual country reports
- ❖ Global Tobacco Epidemic Report




FCTC 10 WHO FRAMEWORK CONVENTION ON TOBACCO CONTROL 10 years 2003-2013
IMPLEMENTATION DATABASE

Parties

 **Hungary**

Ratification: 7 April 2004
Entry into force: 27 February 2005
Latest report submitted: 22 April 2016
Next implementation report: Early 2018
Area (thousands of km²): 89.61
Population (in thousands): 9,976



[Reports](#) [Factsheet](#) [Updates](#) [Resources](#)

2016 report
Submission date: 22 April 2016
[Report](#)

2014 report
Submission date: 18 April 2014
[Report](#)

2012 report
Submission date: 27 April 2012
[Report](#) [Annexes](#)

2010 report
Submission date: 19 February 2010
[Report](#) [Annexes](#)

2007 report
Submission date: 19 March 2007
[Report](#)

Challenges and opportunities in tobacco control

Electronic cigarettes and novel tobacco
products

THE EMERGING ELECTRONIC CIGARETTE MARKET

THE CHALLENGES:

- ❖ Promotes nicotine addiction
- ❖ Known harmful short term health effects of the aerosol and unknown long-term health effects
- ❖ Strong marketing activities by producers and distributors
- ❖ New group of users in 2013 : 4% of those 13-15 year olds who use e-cigarettes in Hungary they are nonsmoker so have never tried to smoke tobacco before.*
- ❖ In 2016: 23% of the same age group claims that they have tried e-cigarettes in their lifetime.*
- ❖ Undermines tobacco control efforts

* Source: National data from the Global Youth Tobacco Survey 2012, 2013, 2016
(<http://www.fokuszpont.dohanyzasvisszaszoritasa.hu/en/content/hungarian-and-foreign-data-statistics>)

THE EMERGING ELECTRONIC CIGARETTE MARKET

REGULATORY ACTIONS TAKEN IN HUNGARY:

- ❖ Regulation in line with EU TPD 2014/40/EU

FURTHERMORE:

- ❖ E-cigarette use is only allowed in places where smoking is also permitted.
- ❖ Flavoring
All types of flavored e-cigarettes can be marketed until the 20th of May 2017. After then, only fruit, menthol and tobacco flavored electronic cigarettes and liquids can be sold in retail units, up until 2020, when all flavored ENDS/ENNDS will be banned.

NOVEL TOBACCO PRODUCTS

HEAT-NOT-BURN TOBACCO PRODUCTS:

- ❖ Electrically Heated Tobacco Product (EHTP, e.g.: PM – iQOS)
- ❖ PM recently handed in the notification about the production and marketing of iQOS, a novel tobacco product in Hungary (December 2016)
- ❖ Advantage: Probably less harmful for the environment
- ❖ Risks: Well known detrimental consequences to health of tobacco and nicotine
- ❖ Appealing to a new group of tobacco consumers



RECOMMENDATIONS

- ❖ In surveys about the frequency and consumption it would be important to ask the new categories of tobacco and e-cigarettes from young people as well
- ❖ Total ban on smoking in enclosed public places
- ❖ Disseminating and strengthening prevention and cessation programs
- ❖ Strengthening efforts to better regulate e-cigarettes and novel tobacco products

Thank you for your attention!

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<http://www.dohanyzasvisszaszoritasa.hu/eng/index.html>

