


The future of tobacco control

Simon Chapman





Now
where's
my pipe?

Created by Jerry Berg
www.jerryberg.com

Schopenhaur & Ghandi

**Arthur Schopenhaur
(1788-1860)**

- **“All truth passes through three stages. First, it is ridiculed. Second, it is violently opposed. Third, it is accepted as being self-evident.”**

**Mahatma Gandhi
(1869-1948)**

- **“First they ignore you, then they laugh at you, then they fight you, then you win.”**



Future issues

- how low can we go? Proportionality questions
- **Plain packs ✓**
- Floor pricing
- Reducing number of retail licences + ending duty free
- Smoker smart card licensing (smoker set limits; cash-ins; knowledge tests)
- progressively raising smoking age
- Product regulation (additives, carcinogen levels)
- Combustible products phase out
- **Areas where angels should fear to tread**
- Regulating internet promotion?
- Censoring smoking in movies
- Banning smoking in wide-open outdoor areas



Predicting the future prevalence of cigarette smoking in Australia: how low can we go and by when?

C E Gartner, J J Barendregt, W D Hall

ABSTRACT

Background: In Australia, smoking prevalence has declined in men since the 1950s and in women since the 1980s. Future smoking prevalence in Australia is predicted from estimates of previous and current age-specific and sex-specific cessation rates and smoking uptake in young people derived from national survey data on the prevalence of smoking between 1980 and 2007.

Methods: A dynamic forecasting model was used to estimate future smoking prevalence in the Australian population based on a continuation of these current trends in smoking uptake and cessation.

Results: The results suggest that Australia's smoking prevalence will continue to fall while current rates of initiation and cessation are maintained. But a continuation of current smoking cessation and initiation patterns will see around 14% of adults still smoking in 2020.

Conclusions: Smoking cessation rates will need to double for Australian smoking prevalence to reach a policy target of 10% by 2020.

among the segment of the population that is the best-educated and most informed about the risks of smoking, such as medical practitioners.¹³ In the absence of recent data on smoking prevalence among Australian medical practitioners, we have used the figure of 10%, the level suggested as a policy goal for the USA in a recent US Institute of Medicine report on the future of tobacco control.¹⁴

We used modelling to answer the following questions: (1) how much lower is the Australian smoking prevalence likely to go with a continuation of current rates of smoking cessation and initiation? (2) If the best estimate for this prevalence is greater than 10%, then what smoking cessation and initiation rates will we need to achieve to reduce smoking prevalence to less than 10% of adults by 2020?

METHODS

Base model

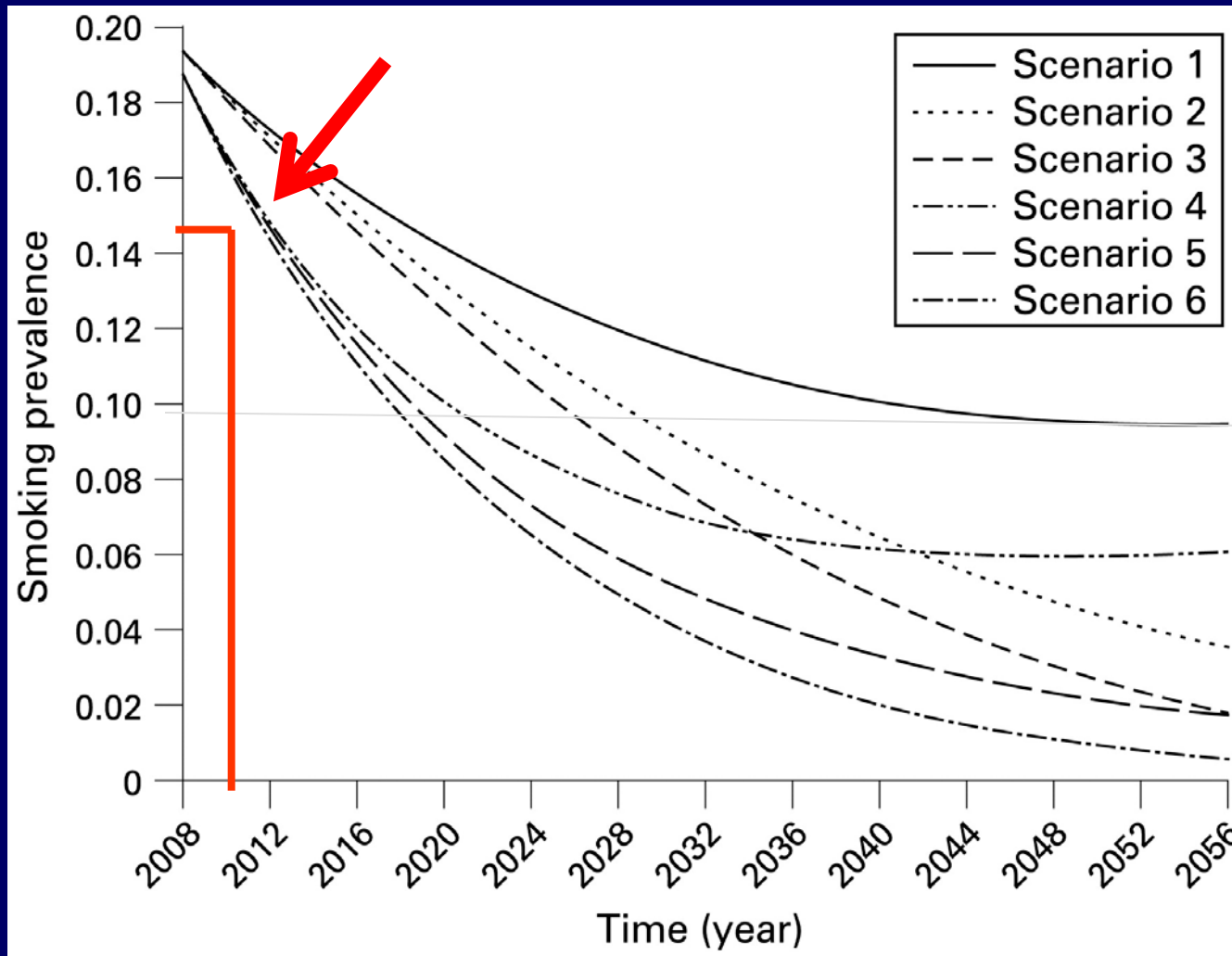


Table 4 Forecasting scenarios

Initiation prevalence	Cessation rates	
	2001–2007	Double 2001–2007
Constant 2007	Scenario 1	Scenario 4
Decline 2001–2007	Scenario 2	Scenario 5
Double decline 2001–2007	Scenario 3	Scenario 6



Projected future Australian smoking prevalence in the population aged 20+ under six scenarios.



Gartner, C E et al. *Tob Control* 2009;18:183-189

Gartner & Hall 2009 (Tobacco Control)

- “ even if initiation continues to decline, smoking prevalence in the adult population will not drop below 10% until 2029 unless rates of cessation increase.
- A policy goal of 10% smoking prevalence in the Australian adult population by 2020 **requires a doubling of the cessation rate observed between 2001 and 2007. “**



Retail regulation

Pharmaceuticals vs Tobacco



Abolishing Duty Free



Smoker smart card licensing (smoker set limits; cash-ins; knowledge tests)



Should we license smokers who can demonstrate they are “fully informed” of the risks?

Tobacco Control **tc12591** Module 2 7/6/05 10:16:37

Topics: 306

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RESEARCH PAPER

Ensuring smokers are adequately informed: reflections on consumer rights, manufacturer responsibilities, and policy implications

S Chapman, J Liberman

Tobacco Control 2005;000:1–7. doi: 10.1136/tc.2005.012591

The right to information is a fundamental consumer right. It is essential to understand specific risks, and whether they are sufficiently



Precedents for tests of knowledge

- Driving
- Firearms licensing
- Contracts
- Professions (drs, dentists, lawyers, teachers)
- Licensed trades (electricians, plumbers)



Licensing

Road Users' Handbook



Roads and Traffic Authority
www.rta.nsw.gov.au



Leave a longer gap at night as it is easier to misjudge distances. Keep in mind that when you drive you may have to stop unexpectedly. In wet weather, including the time it takes to see a hazard and react:

at 60 km/h it can take 75 metres to stop

at 80 km/h it can take 115 metres to stop

at 100 km/h it can take 170 metres to stop

For example... breaking distances



How informed are Australian smokers?

- **Q1: Below is a list of causes of death for Australians today.**
- - Diabetes
- - Breast cancer
- - Smoking
- - Suicide
- - Stroke
- - Road injuries
- - Murder (homicide)

Which statement below is true? In this list:

- **smoking is the number 1 leading cause of death**
- smoking is the number 2 leading cause of death
- smoking is the number 3 leading cause of death
- smoking is the number 4 leading cause of death
- smoking is the number 5 leading cause of death
- smoking is the number 6 leading cause of death
- smoking is the number 7 leading cause of death
- Smoking is the number 8 leading cause of death

**89% of smokers
gave **incorrect**
answer**



Q2: Below is a list of major causes of death in the world today.
Violence and war Diarrhoea AIDS Malaria Tobacco use Motor vehicle
injuries **Which statement below is true?**

- **smoking is the number 1 cause of death in this list**
- smoking is the number 2 cause of death in this list
- smoking is the number 3 cause of death in this list
- smoking is the number 4 cause of death in this list
- smoking is the number 5 cause of death in this list
- smoking is the number 6 cause of death in this list

93% of smokers gave the **incorrect answer**



Progressively raising smoking age

Phasing-out tobacco: proposal to deny access to tobacco for those born from 2000

Deborah Khoo,¹ Yvonne Chiam,¹ Priscilla Ng,¹ AJ Berrick,² HN Koong¹

ABSTRACT

As a contribution to worldwide efforts towards a tobacco-free society, this paper considers the possibility of a long-term phasing-in of a total ban, by proposing that individuals born in or after the year 2000 have their supply of tobacco restricted. In conjunction, a survey that we have conducted in Singapore indicates strong public support (even among current smokers) for the proposal.

nature of nicotine,⁷ which limits the effectiveness of measures to encourage quitting, this is the group that forms the principal battleground for both sides in the tobacco war. There is a strong trend worldwide for those who started smoking as teenagers to go on to become adult, long-term tobacco users.⁸⁻¹⁰

Unfortunately, the ammunition provided by the measures indicated above seems to be insufficient to prevent young people from taking up the smoking habit. This suggests that, although the



Regulating cigarettes?



Variation within global cigarette brands in tar, nicotine, and certain nitrosamines: analytic study

NIGEL GRAY, DAVID ZARIDZE, CHRIS ROBERTSON, L KRIVOSHEEVA, N SIGACHEVA, PETER BOYLE and THE INTERNATIONAL CIGARETTE VARIATION GROUP

Tob. Control 2000;9:351-352

doi:10.1136/tc.9.3.351

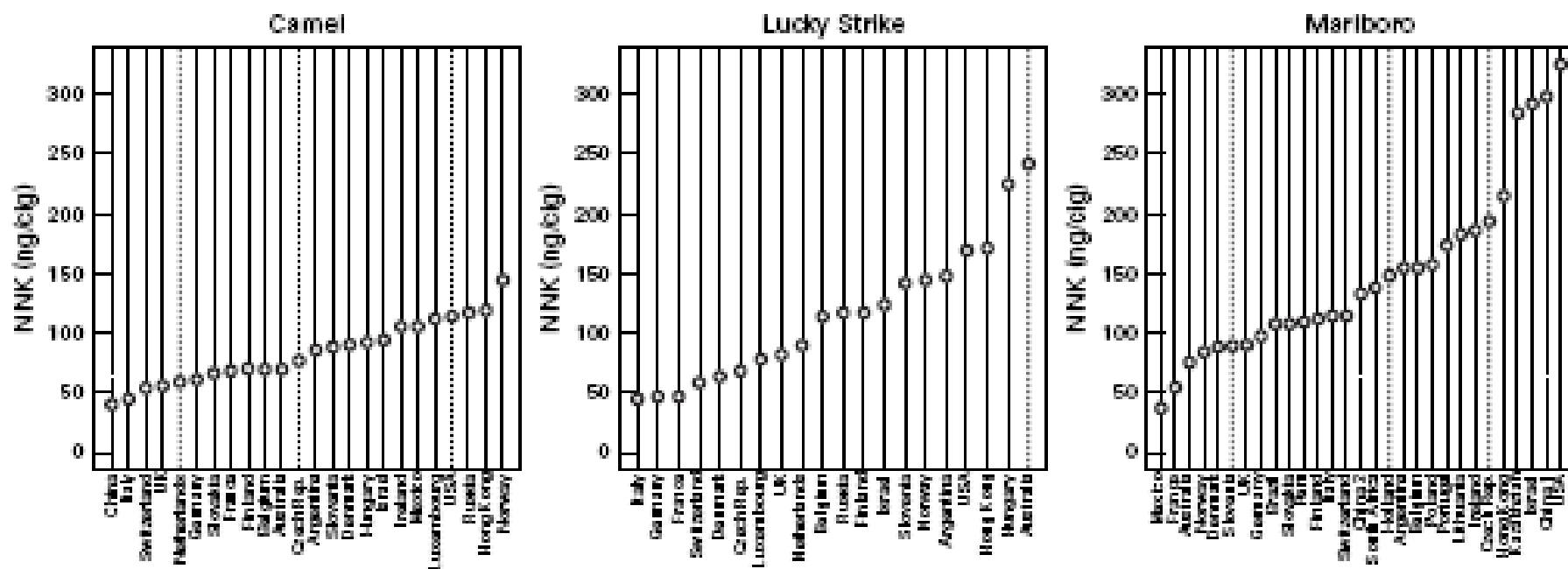


Figure 1 Results of testing for NNK yields from three brands of cigarettes in various countries.



Flavourants

- Additives and other ingredients affect palatability and mask signs of toxicity
- May increase uptake in the young, especially young women
- Making tobacco more palatable is unconscionable





Source: <http://213.189.222.60/16217.JPG>



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BAQUEDANO

Combina sabores, combina sensaciones



Prueba Belmont Crema Mix y Menta Mix



Edición Limitada Verano 2005

ADVERTENCIA : "El tabaco puede producir cáncer" Ministerio de Salud - Chile



School of Public Health
The University of Sydney



Alpine Menthol King-Size Hard Pack 25's

Product Weight: 0.842 g

Tobacco Weight: 0.636 g

Ingredients listed in descending order by weight

tobacco

water

honey

glycerol

propylene glycol

sugars (sucrose and/or invert sugar and/or high fructose corn syrup)

cocoa and cocoa products

l-menthol

licorice extract

carob bean and/or extract and/or gum

natural & artificial flavourings

NOTES:

- + Refer to the "Composite List of Tobacco Ingredients" accompanying this report for the quantities not exceeded and function of the listed ingredients.
- + Flavourings that make up each brand's unique flavour characteristics are grouped as "natural" and/or "artificial" flavours. Each flavouring grouped under this heading is disclosed the "Composite List of Tobacco Ingredients" accompanying this report.
- + Details of the non-tobacco ingredients can be found in the "Composite List of Non-Tobacco Ingredients" accompanying this report.
- + Processing aids and preservatives that are not significantly present in, and do not functionally affect, the finished product are grouped as "processing aids" and/or "preservatives". Each processing aid and preservative grouped under this heading is disclosed in the "Composite List of Tobacco Ingredients" accompanying this report.



Fools rush in where angels fear to tread

- **Regulating internet promotion**
- **Censoring smoking in movies**
- **Banning smoking in wide-open outdoor areas**

