



International Union Against
Tuberculosis and Lung Disease

Health solutions for the poor

Tobacco **OR** Health

Tara Singh Bam, PhD, MPH

tsbam@theunion.org

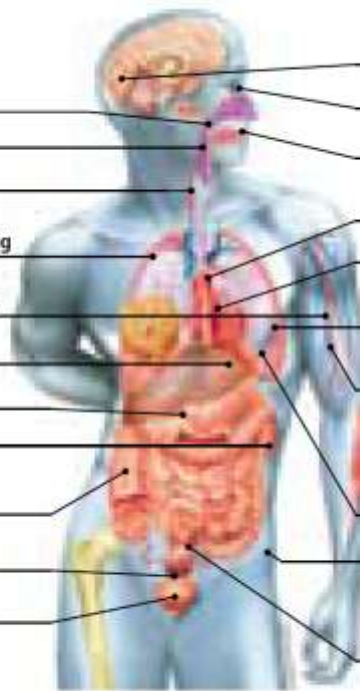
More than 7000 chemicals have been identified in tobacco smoke, 250 toxins or known carcinogens



Health Impact: Smoking and Second-Hand Smoke Damage Every Part of the Body

CANCERS

Larynx
Oropharynx
Oesophagus
Trachea, bronchus or lung
Acute myeloid leukemia
Stomach
Pancreas
Kidney and Ureter
Colon
Cervix
Bladder



CHRONIC DISEASES

Stroke
Blindness, Cataracts
Periodontitis
Aortic aneurysm
Coronary heart disease
Pneumonia
Atherosclerotic peripheral vascular disease
Chronic obstructive pulmonary disease (COPD), asthma, and other respiratory effects
Hip fractures
Reproductive effects in women (including reduced fertility)

Smoking

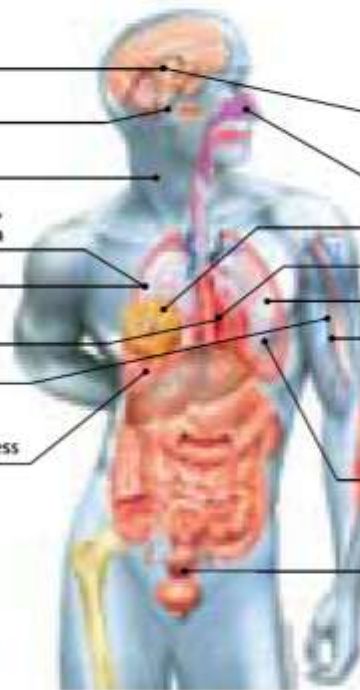
Second-Hand Smoke

CHILDREN

Brain tumours*
Middle ear disease
Lymphoma*
Respiratory symptoms, Impaired lung function
Asthma*
Sudden Infant Death Syndrome (SIDS)
Leukemia*
Lower respiratory illness

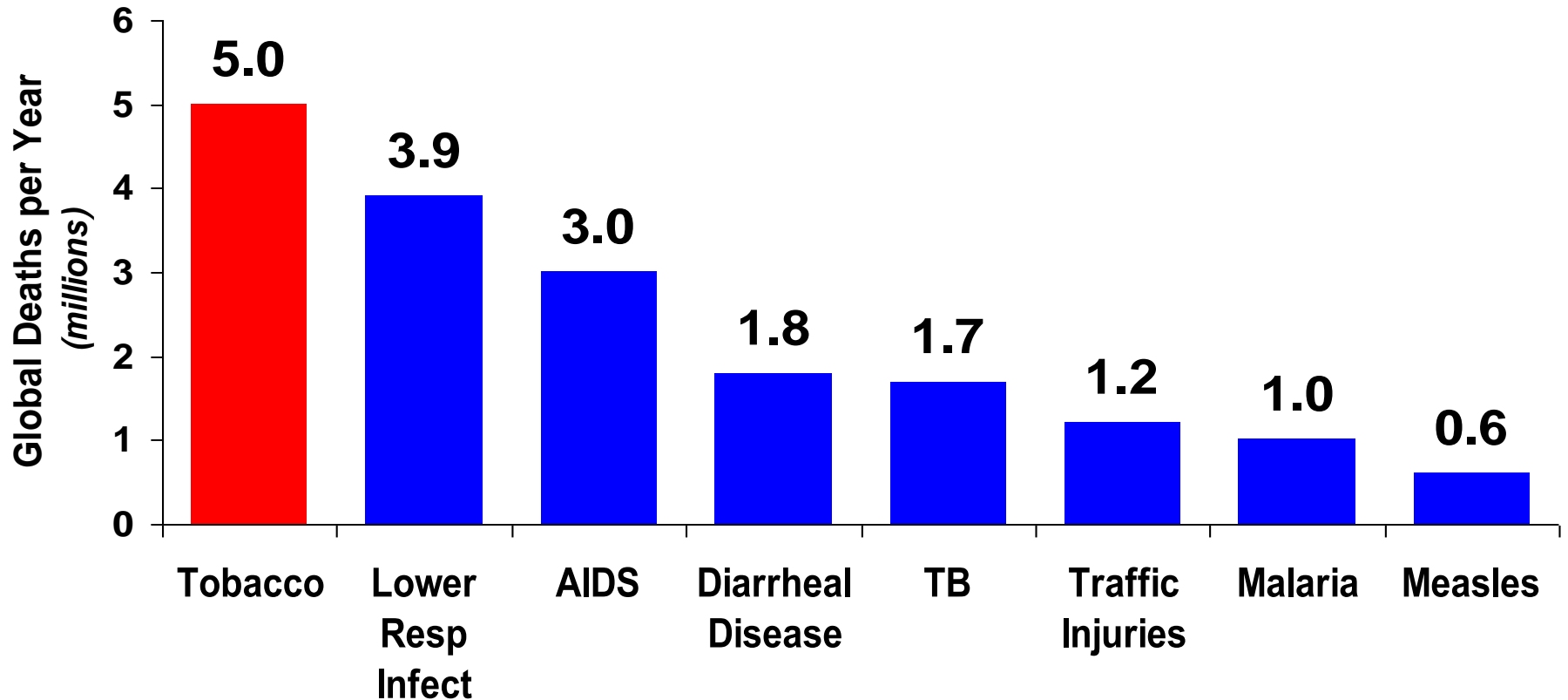
ADULTS

Stroke*
Nasal irritation, Nasal sinus cancer*
Breast cancer*
Coronary heart disease
Lung cancer
Atherosclerosis*
Chronic obstructive pulmonary disease (COPD)*, Chronic respiratory symptoms*, Asthma*, Impaired lung function*
Reproductive effects in women: Low birth weight; Pre-term delivery*



* Evidence of causation: suggestive
Evidence of causation: sufficient

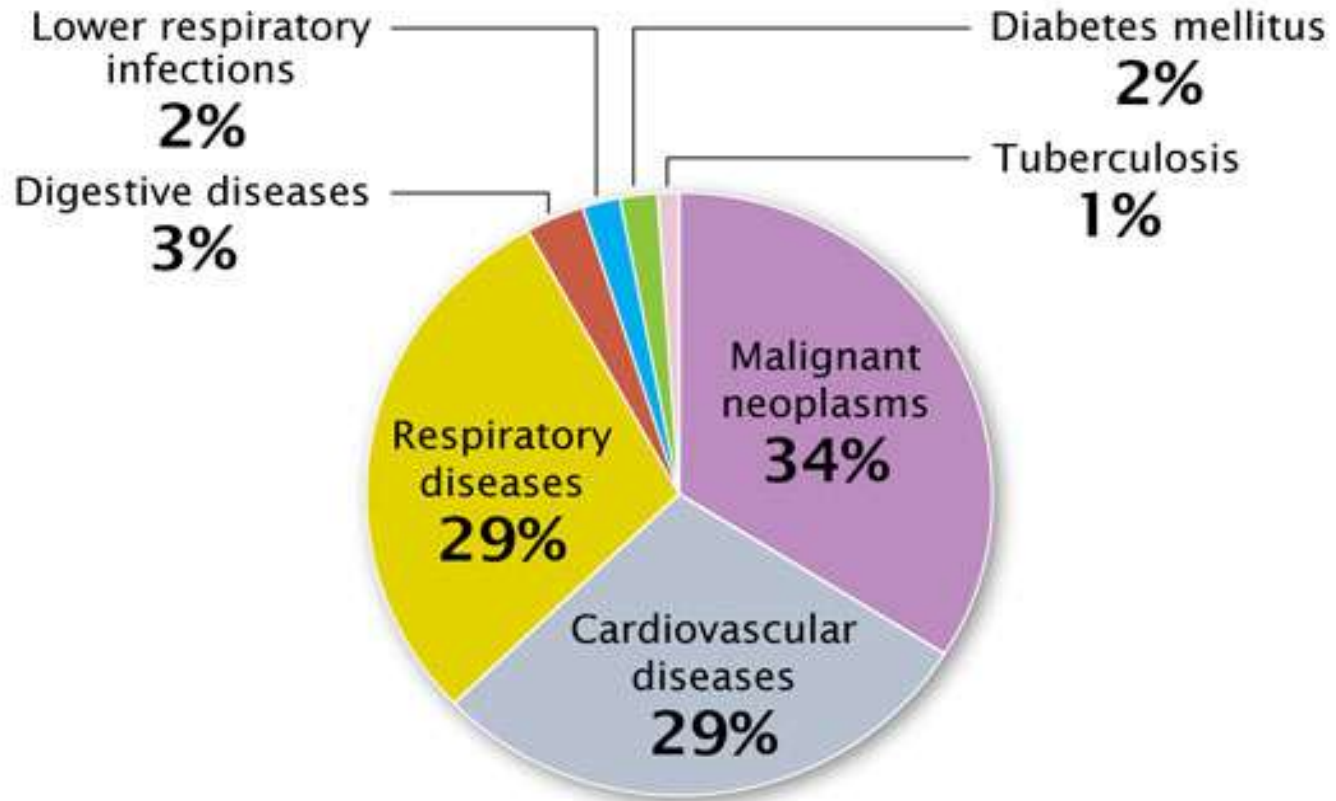
Tobacco Is Now the World's Leading Single Agent of Death



Unless urgent action is taken, tobacco will soon kill twice as many people and could kill 1 billion people this century

Deaths caused by tobacco 2015

DEATHS DUE TO TOBACCO, 2015 PROJECTION



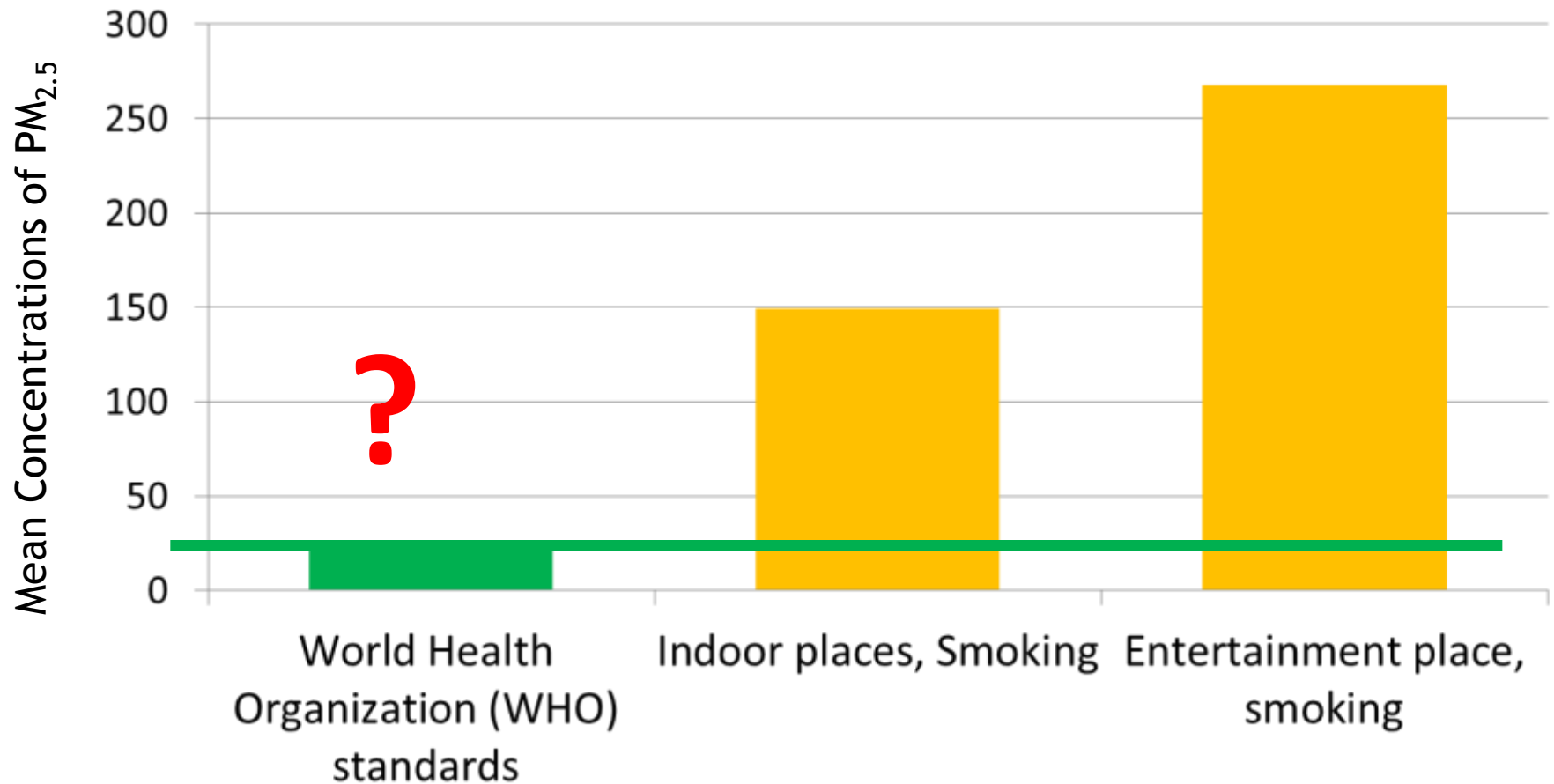
Tobacco epidemic in Indonesia



Source: GATS 2011 Indonesia, Ministry of Health, RI














Tobacco smoke is main source of indoor air pollution

Mean Concentrations of $PM_{2.5}$ in Buildings in Bogor (2009)



Noncommunicable Diseases

4 Diseases, 4 Modifiable Shared Risk Factors

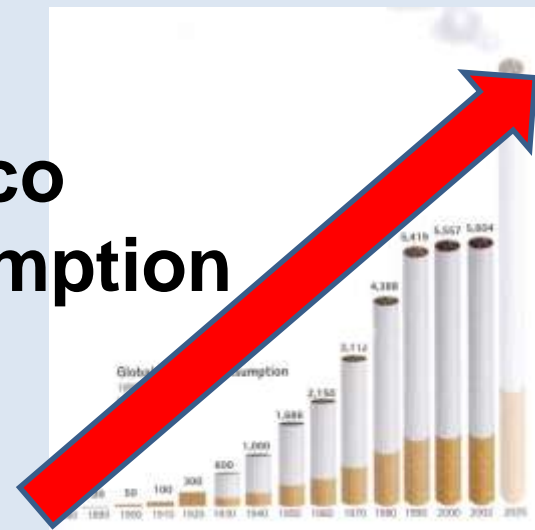
	Tobacco Use	Unhealthy diets	Physical Inactivity	Harmful Use of Alcohol
Cardio-vascular				
Diabetes				
Cancer				
Chronic Respiratory				

↑ Tobacco epidemic (~ other NCD)

Smoking prevalence



Tobacco consumption



Number smokers
1.4 b ->
1.6 b
By 2030



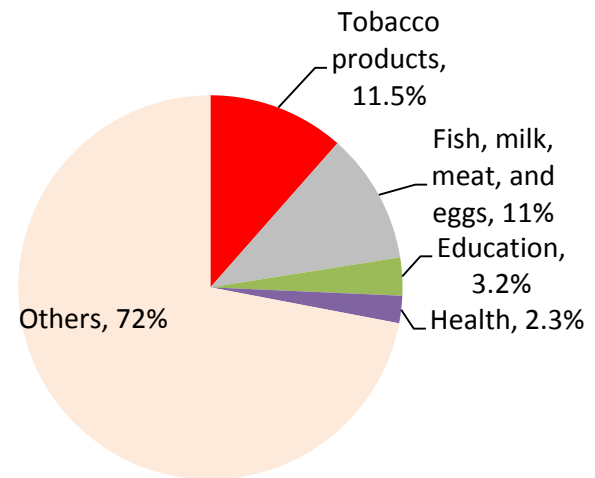
Tobacco deaths
6m->8m
p.a. by
2030



Tobacco use is highest among the poor

- In 2005, Indonesian poor households with smokers spent 11.5% of their household income on tobacco products
- In China, in 2002, poor rural households spent 11.3% of their total expenditures
- In Mexico, the poorest 20% of households spent nearly 11% of their household income on tobacco

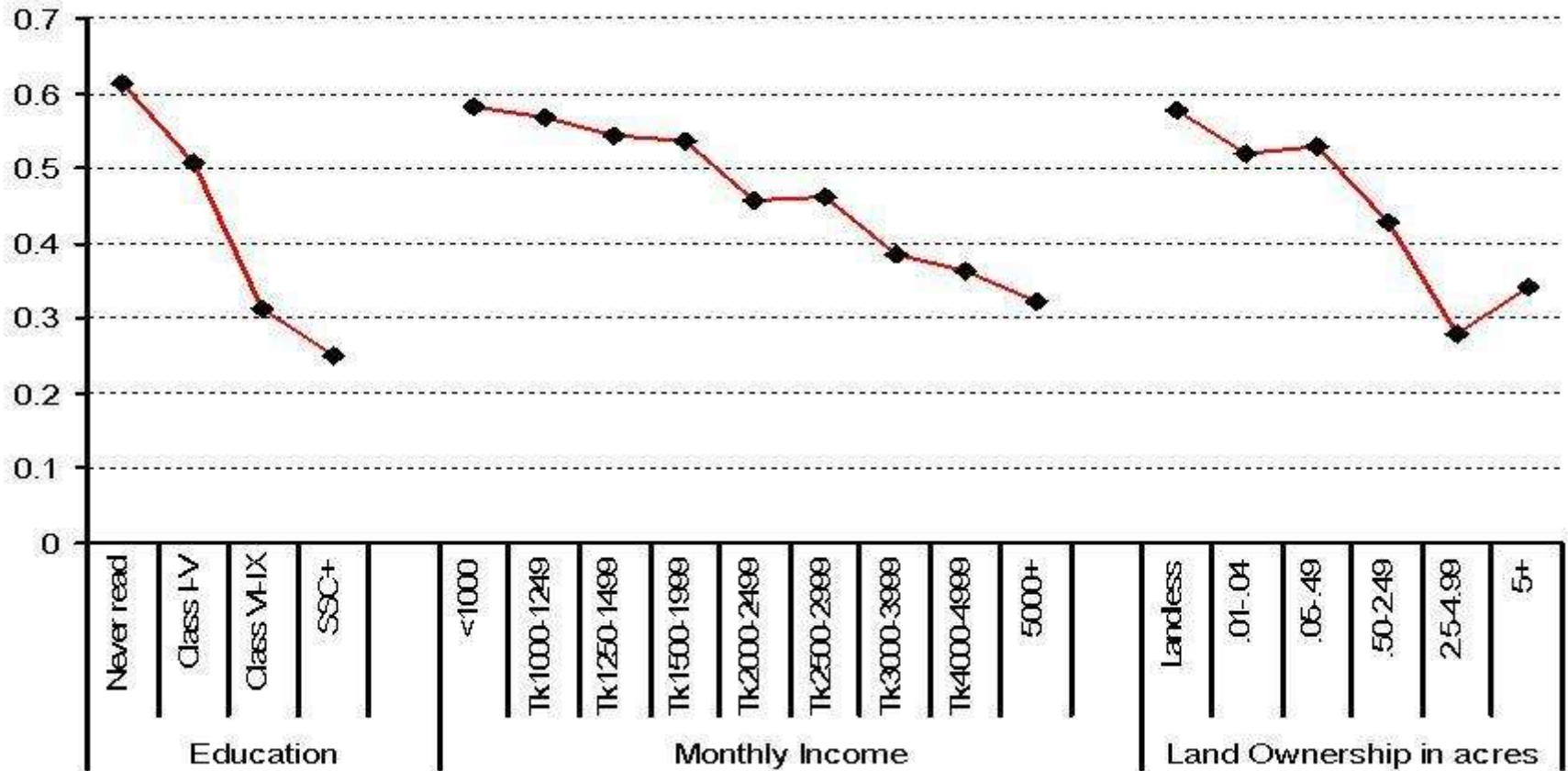
Income spent by category in households with smokers in Indonesia (2005)



Noncommunicable Diseases

Tobacco: The poorest people smoke the most

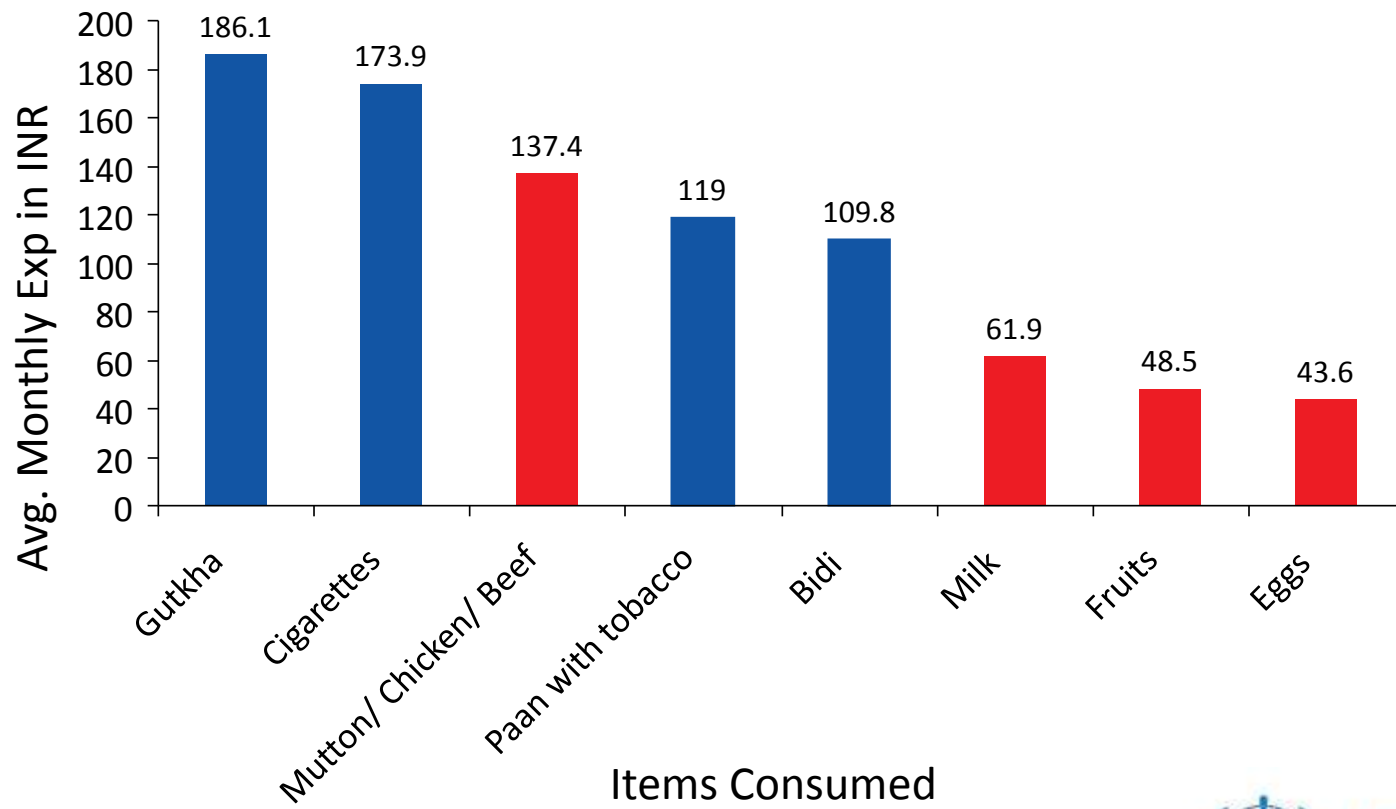
Smoking prevalence prevalence in Bangladesh



Noncommunicable Diseases

Tobacco: Behaviours associated with risk factors are costly

Monthly household expenditure of tobacco vs. nutritious food among street children in Mumbai (India)



- **Global Action**

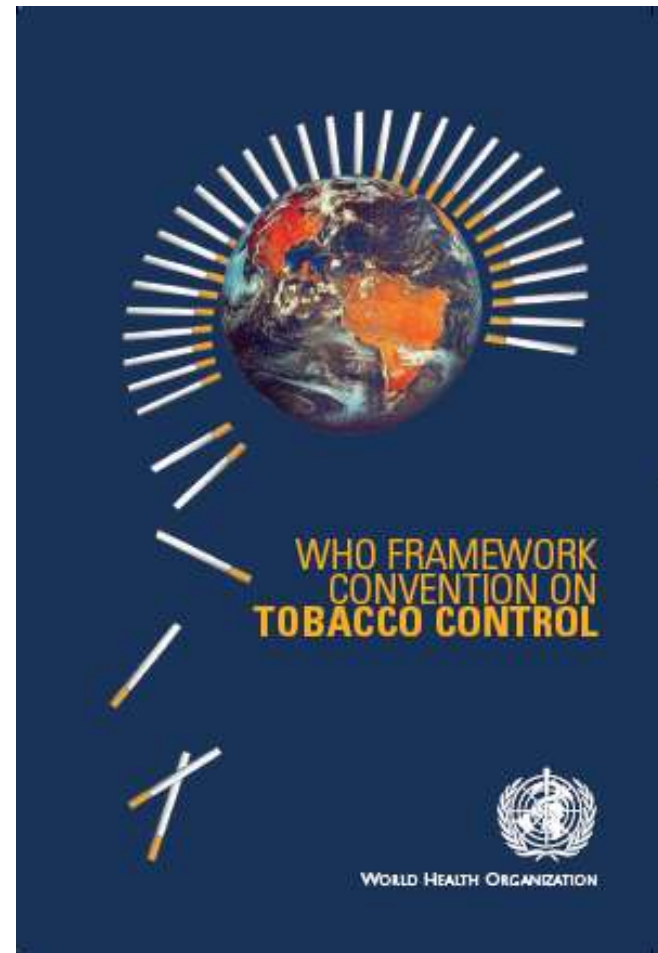
Noncommunicable Diseases

The Global Response



WHO Framework Convention on Tobacco Control – FCTC

- FCTC is the first global public health treaty.
- The ratification of the FCTC legally binds nations to implement its provisions, including effective measures to protect people from exposure to tobacco smoke.
- FCTC was adopted in May 2003, went into effect in February 2005, and has been ratified by 177 nations (status June 2013).



Tobacco Control: **WHO FCTC**



Tobacco Control:
FCTC Main Provisions



Regulation of:

- contents, packaging and labelling of tobacco products
- prohibition of sales to and by minors
- illicit trade in tobacco products
- smoking in work and public places

Reduction in consumer demand by:

- price and tax measures
- comprehensive ban on tobacco advertising, promotion and sponsorship
- education, training, raising public awareness and assistance with quitting

Protection of the environment and the health of tobacco workers

Support for economically viable alternative activities

Research, surveillance and exchange of information

Support for legislative action to deal with liability

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

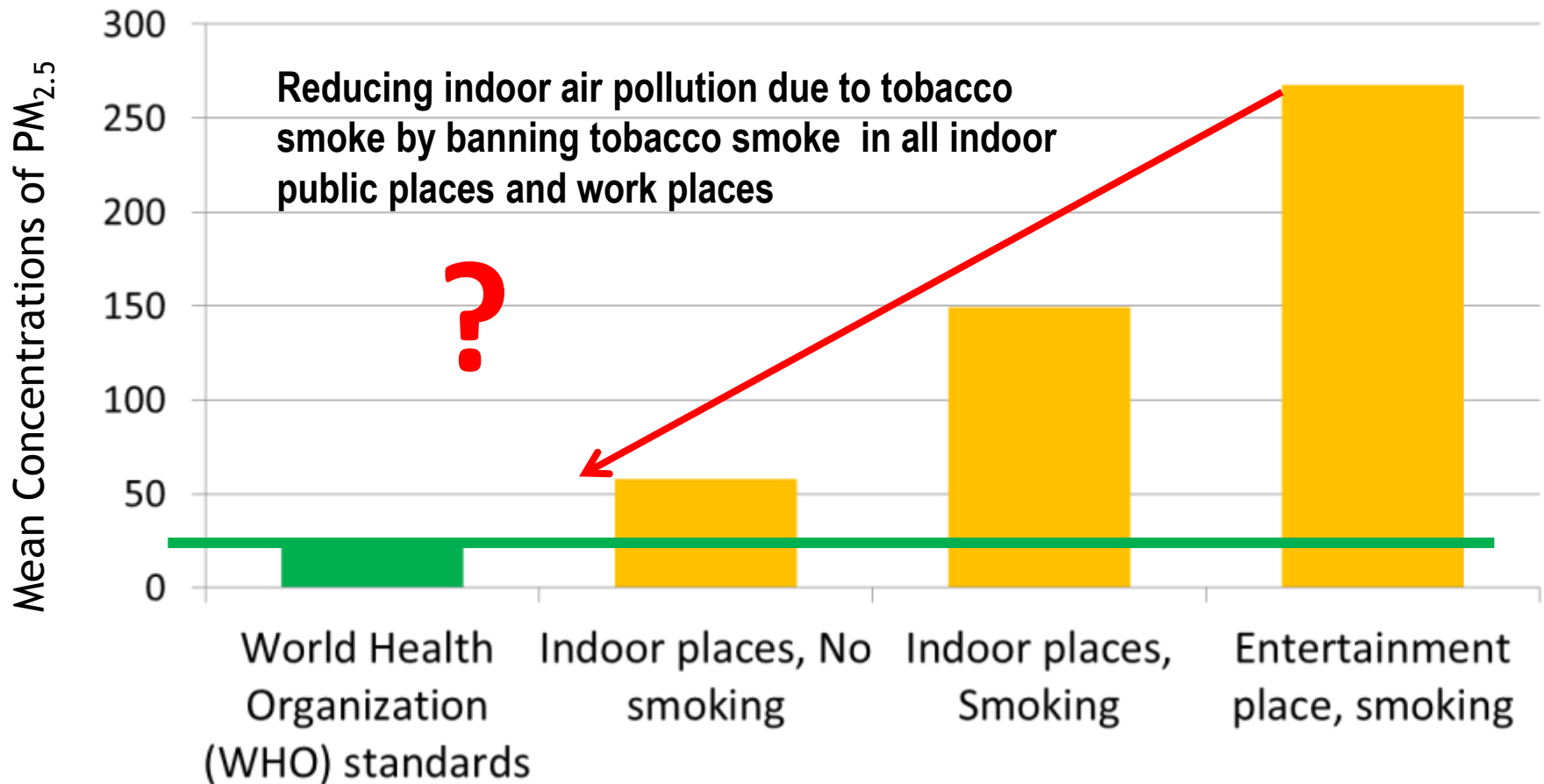
fresh and alive

mpower

Protect people from tobacco smoke

Smoke-free Laws reduce indoor air pollution

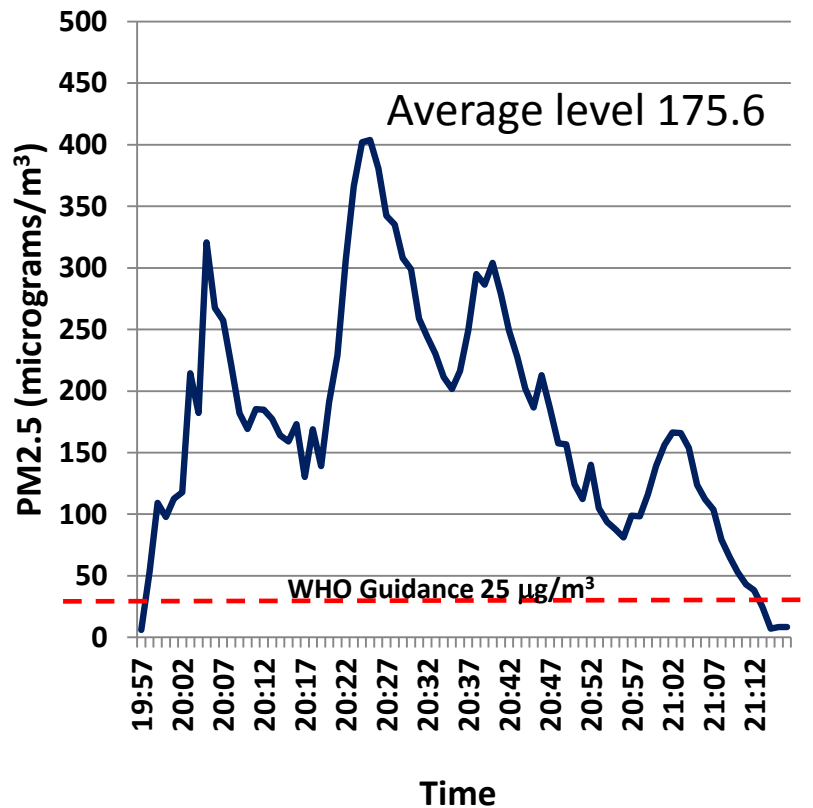
Mean Concentrations of $PM_{2.5}$ in Buildings in Bogor



The use of ventilation, filtration, and “designated smoking areas” do not protect the public from the harms of secondhand smoke

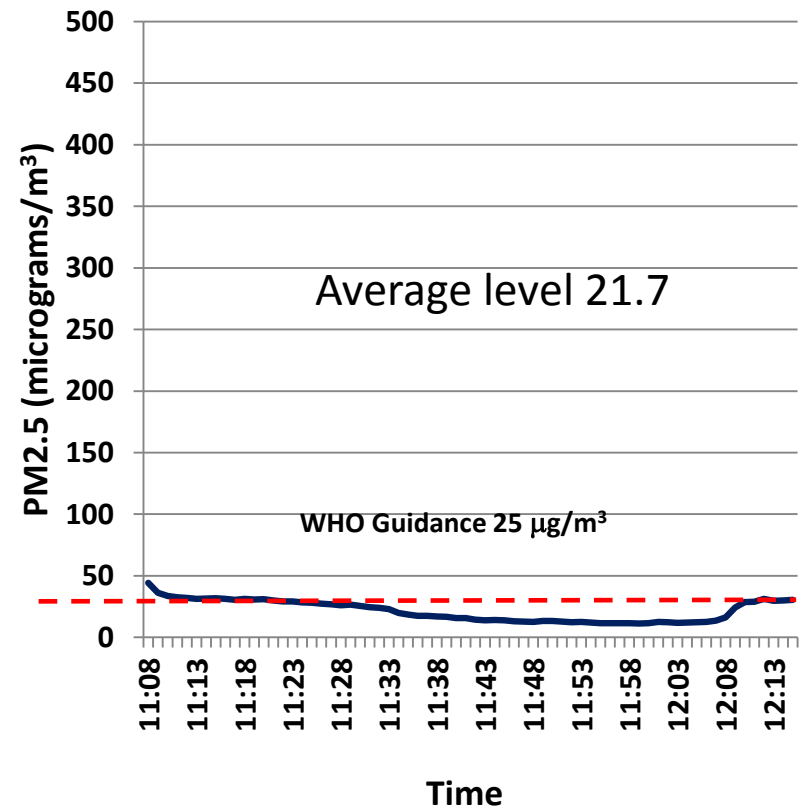
Measuring indoor air (PM2.5) in smoking and non-smoking restaurants in Mandalay

Café City Mandalay- smoking



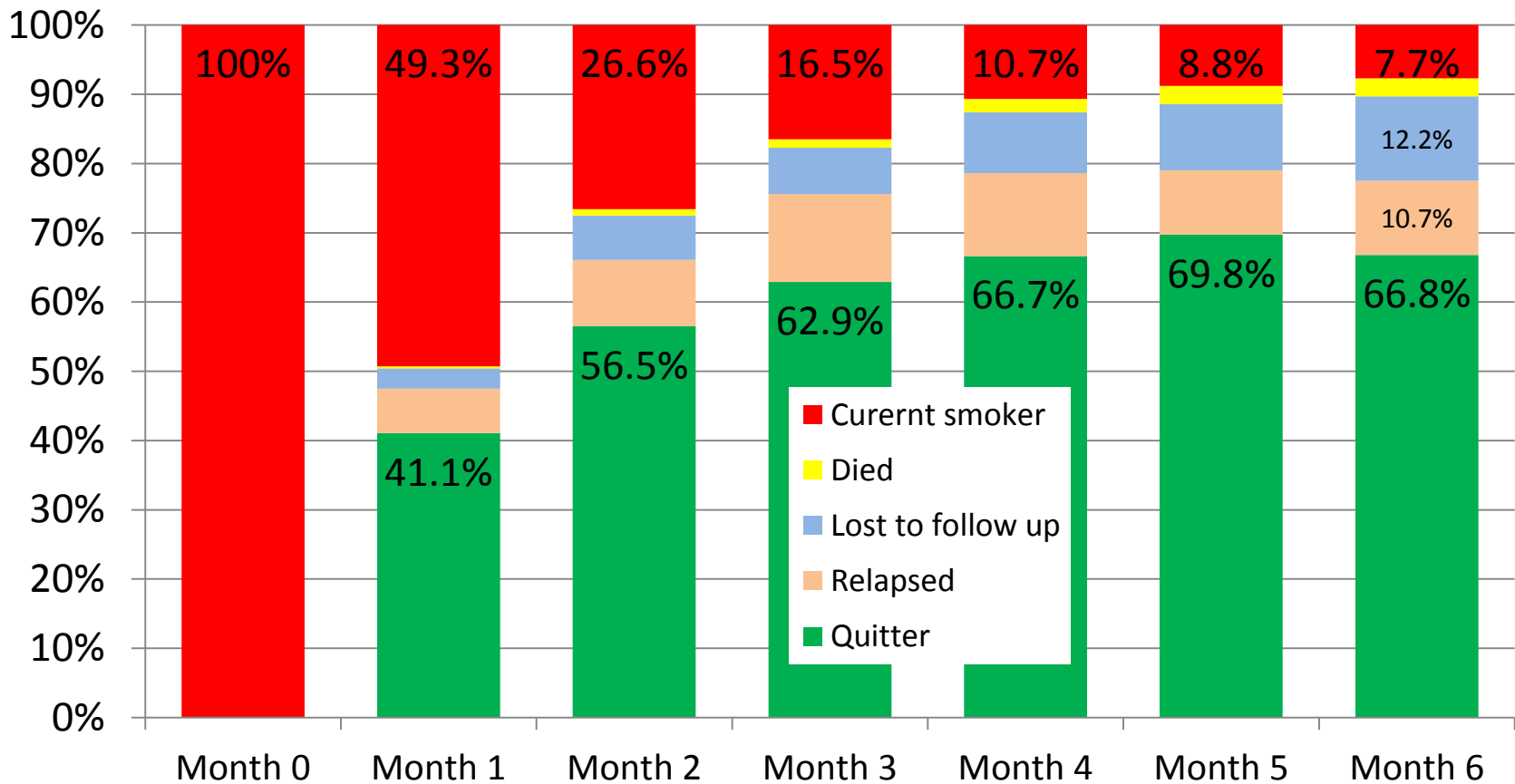
Café Corner Mandalay –

Complete ban of smoking in indoor



Offer help to quit smoking – Brief advice

Results of smoking cessation among TB patient in Bogor 2011-2012 (n=582)



Two third (66.8%) of smokers have successfully quit smoking at the end of 6 month

Tobacco Control: Pack Warnings



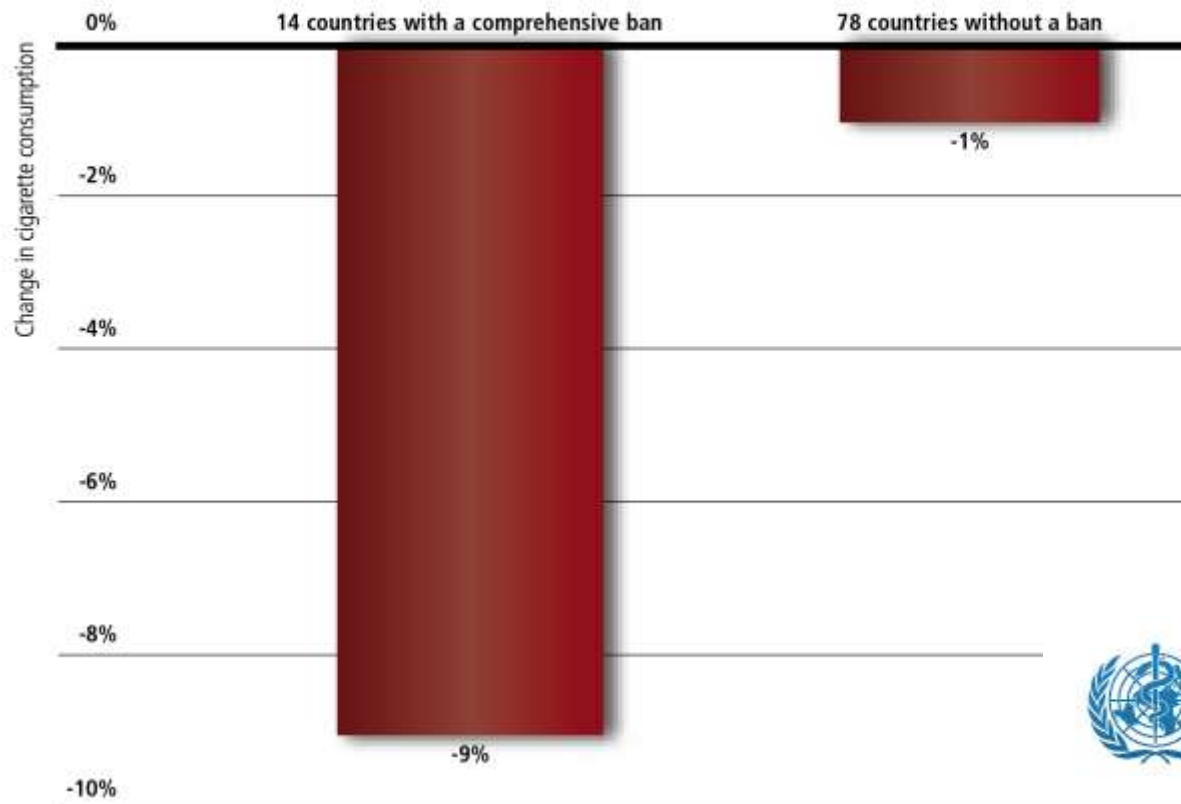
Impact of pictorial warnings on Brazilian smokers

Pack warnings are effective, especially if they have pictures covering half of pack



Enforce Bans on Tobacco Advertising, Promotion and Sponsorship

Average change in cigarette consumption 10 years after introduction of advertising bans in two groups of countries



Total tobacco taxes as a percentage of retail price and the inflation adjusted tobacco tax revenues in Poland, Zloty 2010.



Tax Revenue Goes Up as Tobacco Taxes Go Up

Total tobacco excise tax as a percentage of retail price and the inflation-adjusted tobacco tax revenues in Poland, Zloty, 2010

8.3 billion PLN
total tax revenue



2000

11.2 billion PLN
total tax revenue



2005

17.4 billion PLN
total tax revenue



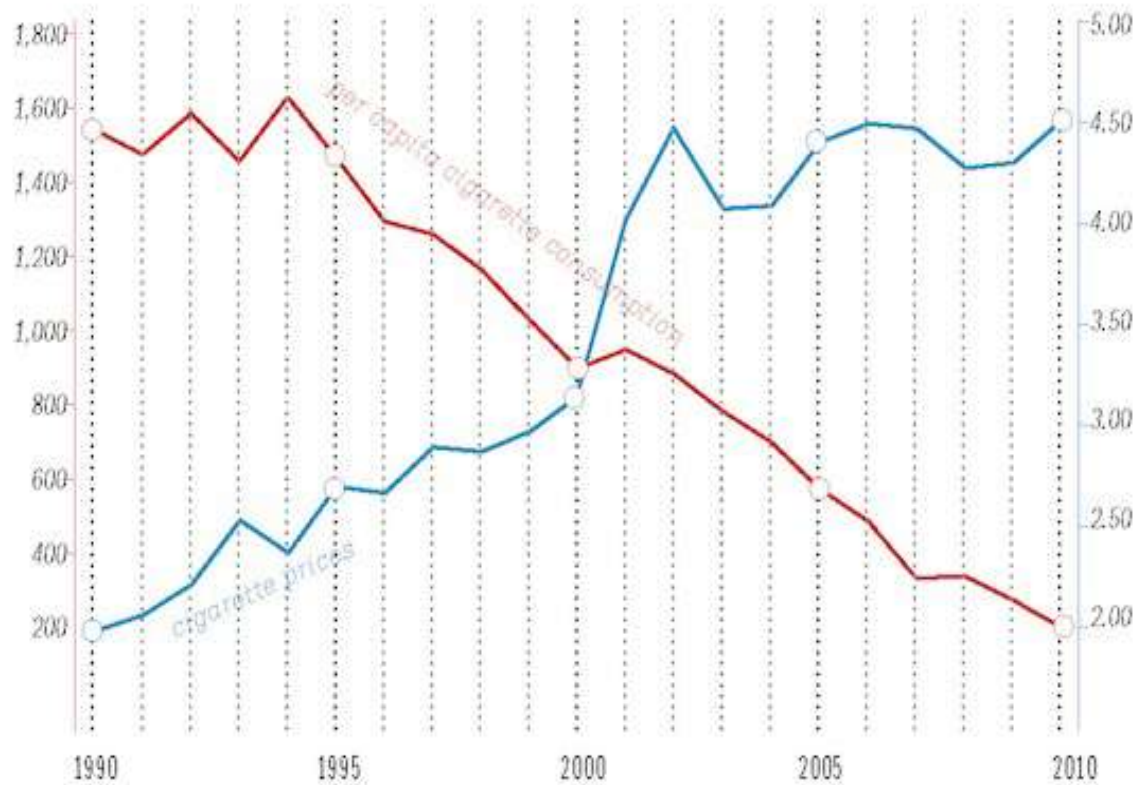
2010

Figure 2 Cigarette consumption goes down as tobacco taxes go up in Israel from 1990 – 2010. Real (inflation adjusted) price of a pack of cigarettes in 1990 Shekels (NIS) in Israel. Increases in cigarette prices were driven by tax increase.



Cigarette Consumption Goes Down as Tobacco Taxes Go Up

Real (inflation-adjusted) price of a pack of cigarettes in 1990 Shekels (NIS) in Israel. Increases in cigarette prices were driven by tax increases.




Tobacco use is
the leading
preventable cause of death
in the world

CHALLENGES

<http://www.worldtobacco.co.uk/asia/>



 Be kept up to date with the latest World Tobacco products & services [Register Today!](#)

World Tobacco Asia 2012

Jakarta will, for the second time, be the host city for World Tobacco Asia 2012 and the perfect location to celebrate World Tobacco's 40th year organising international tobacco events.

World Tobacco Asia 2012 offers the international tobacco industry a forum to build relationships and demonstrate their products and services to the Indonesian, Asia Pacific and Australian tobacco communities.

Fast developing market

Indonesia's cigarette market is considered the world's fastest developing market. 30 percent of the 248 million adult population smokes which makes Indonesia the fifth-largest cigarette market in the world.

Indonesia is a recognized tobacco-friendly market with no smoking bans or other restrictions and regulations in contrast to neighboring ASEAN countries. In 2009, the Asia Pacific region added six million new smokers and will add another 30 million smokers by 2014.

Ensure you take advantage of this growing market by exhibiting at World Tobacco Asia 2012

Indonesia is a recognized tobacco-friendly market with no smoking bans or other restrictions and regulations in contrast to neighboring ASEAN countries.

Prof. Paul

Conclusion

- > Health and illness are not just 'determined' by biology and genetics
- > Many social factors impact illness – poverty, inequality in access to health services, discrimination, lack of social networks, stigma, lack of trust
- > Very few theoretical frameworks and methodological tools call research the complexity of the SDH – I argue that the Theory of Social Quality can do this
- > A 'good society' should have:
 - social justice, solidarity, equal value of all humans, human dignity
- > These outcomes will help to provide the best health outcomes FOR ALL members of society, not just the rich and powerful

Hon'ble Health Minister, RI



Tobacco control is the best buy for public health

The Challenge is for us to **“Just do it”**
Lets **do it**

Lets ask Indonesian Government to ratify WHO FCTC

Lets ban World Tobacco Asia 2014 Bali Indonesia



The future of the children is in our hands!