

THE TOBACCO ATLAS

SIXTH EDITION

Successful Policies the Tobacco Industry Tries to Stop

The best results are achieved when countries adopt a fully comprehensive set of tobacco control policies and prevent the industry from interfering in policy making, implementation and enforcement.

The tobacco industry likes to present itself as part of the solution to the problem it has made. In reality it still commits most of its work to perpetuating that problem. As well as aggressively targeting consumers, especially vulnerable populations like youth, it has launched legal actions in many countries to delay and stop effective tobacco control policies like those detailed below.

- The real solution is clear: the proven provisions in the Framework Convention on Tobacco Control and MPOWER

Most countries can adopt these policies, which provide a good return on investment. Better implementation and enforcement will reduce tobacco use and related harm – including economic costs.

Outstanding examples of innovative tobacco control work that makes a difference and drives down consumption

Innovations in regulating tobacco packaging have been highly successful. In 2016, half the world's population was covered by policies to mandate large graphic health warnings, which are more impactful and effective than text warnings – up from just 21% in 2014. Some countries are emulating Australia's leadership in pioneering plain, standardized packaging with large, graphic warning labels. Canada is now considering further innovations like plain products.

- Government analysis found that plain packaging alone resulted in 108,228 fewer smokers in Australia between December 2012 and September 2015

Implementing high tobacco taxes that reduce affordability is proven to be the single most effective policy to reduce tobacco use. South Africa was one of the earliest low and middle income countries (LMICs) to implement sustained and strong efforts to raise tobacco taxes, driving down smoking prevalence. New Zealand aims to increase cigarette prices to more than US\$20 /pack in order to accelerate progress towards the government's Smokefree 2025 goal. The European Union (EU) was the first region to harmonize tobacco taxes, increasing prices and leading to marked declines in consumption in most EU countries.

- In 2013, the Philippines implemented one of the largest tobacco tax increases in a LMIC – reducing the number of smokers by more than one million. Much of the new revenue was allocated to expanding access to universal health coverage for the least wealthy members of society
- Countries could achieve the World Health Organization target of a 30% relative reduction in smoking prevalence by 2025 just through effective use of tobacco taxes. This would save 38 million lives and \$16.9 trillion, just from former smokers becoming healthier



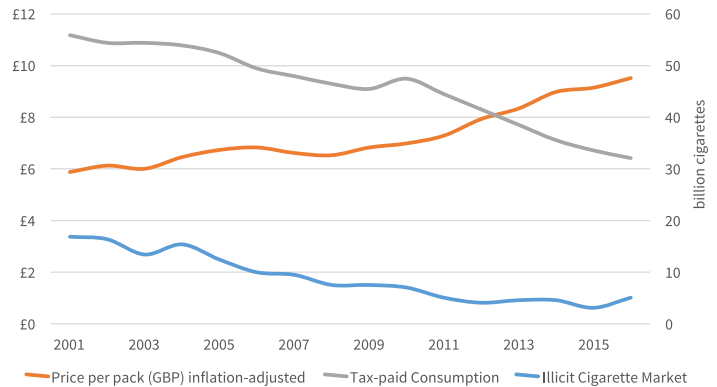
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The tobacco industry claims that tobacco control – especially taxes – increase illicit trade. The United Kingdom is a good case study for rebutting that claim. Between 2001 and 2016, the UK:

- decreased consumption by increasing the price of cigarettes by 63%, making UK prices among the highest in the world
- used strong enforcement efforts (costing a small fraction of the new tobacco tax revenues) to help decrease the illicit market by over 70%

Cigarette prices vs. illicit market in the UK



Other countries have also taken strong action on illicit trade. Kenya implemented a successful track and trace system for tobacco products, which helped to stem the illicit market.

Brazil has banned all tobacco additives such as flavors used to attract kids and is one of a handful of countries that closely monitors the industry's behavior.

- WHO predicts that the number of smokers in Brazil will drop by three million between 2015 and 2025

Uruguay implemented large graphic warning labels and banned brand variants so tobacco companies couldn't slyly imply that some variants (e.g. "Blue" vs. "Red") were less harmful than others.

- Uruguay's tobacco control policies have reduced prevalence from 40.2% in 2000 to 21.6% in 2015. Smoking prevalence is set to fall to 14.4% by 2025.

Norway has adopted a comprehensive tobacco control policy including plain packaging, a retail display ban, intensive mass media campaigns, and among the world's highest cigarette prices.

- Smoking prevalence is set to drop from 41% in 2000 to just 14% in 2025.

Turkey has implemented a comprehensive tobacco control strategy, including 100% smokefree laws that cover public transport places such as trams and bus stops.

- This reduced smoking prevalence from 39.3% in 2000 to 25.9% in 2015 and is projected to fall further to 19.4% by 2025

