

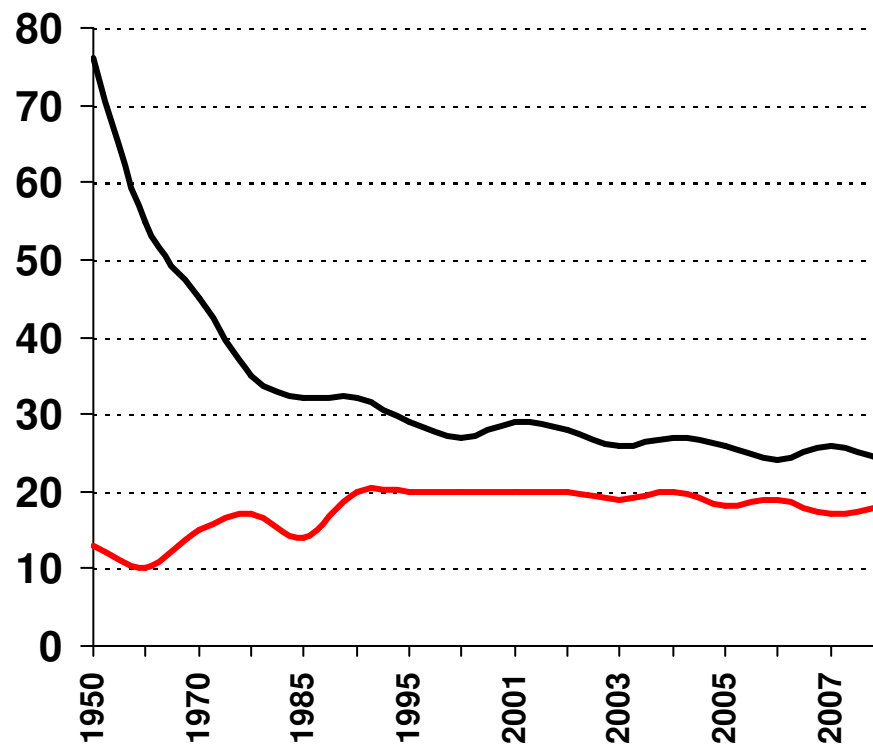


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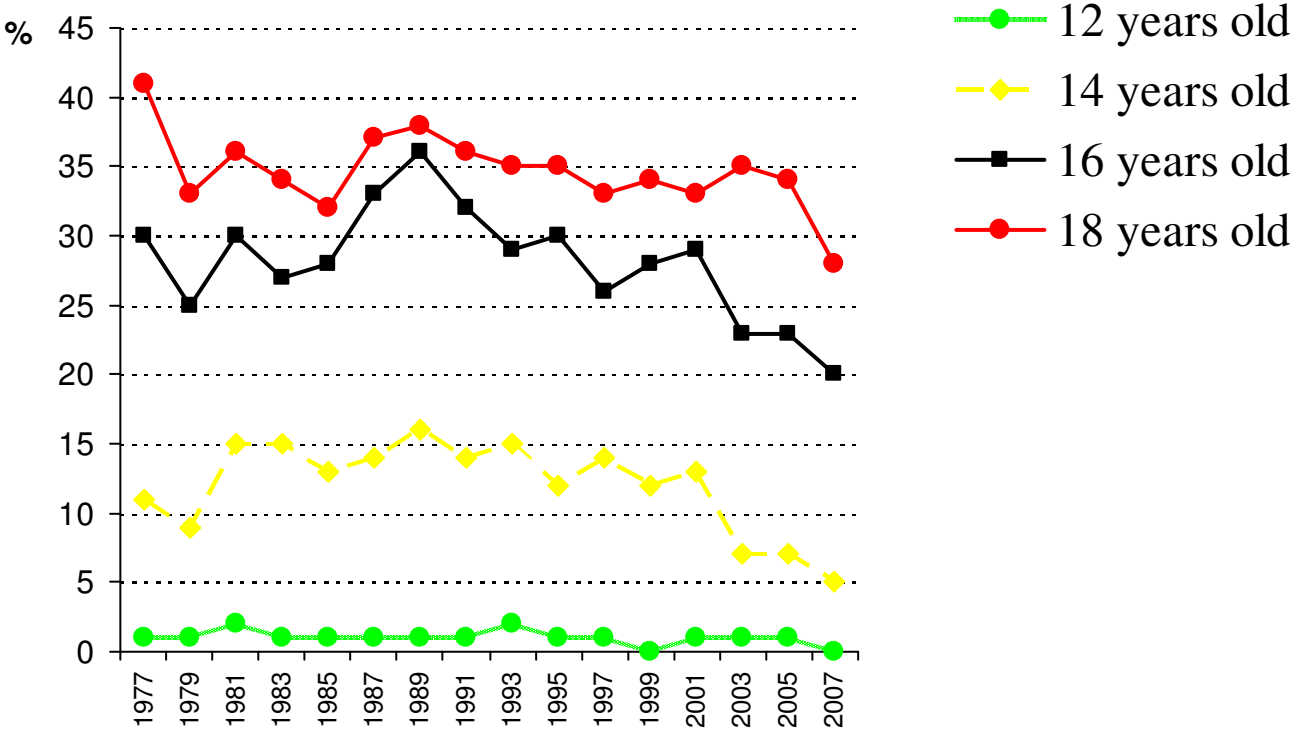
New national legislative proposals for tobacco control in Finland

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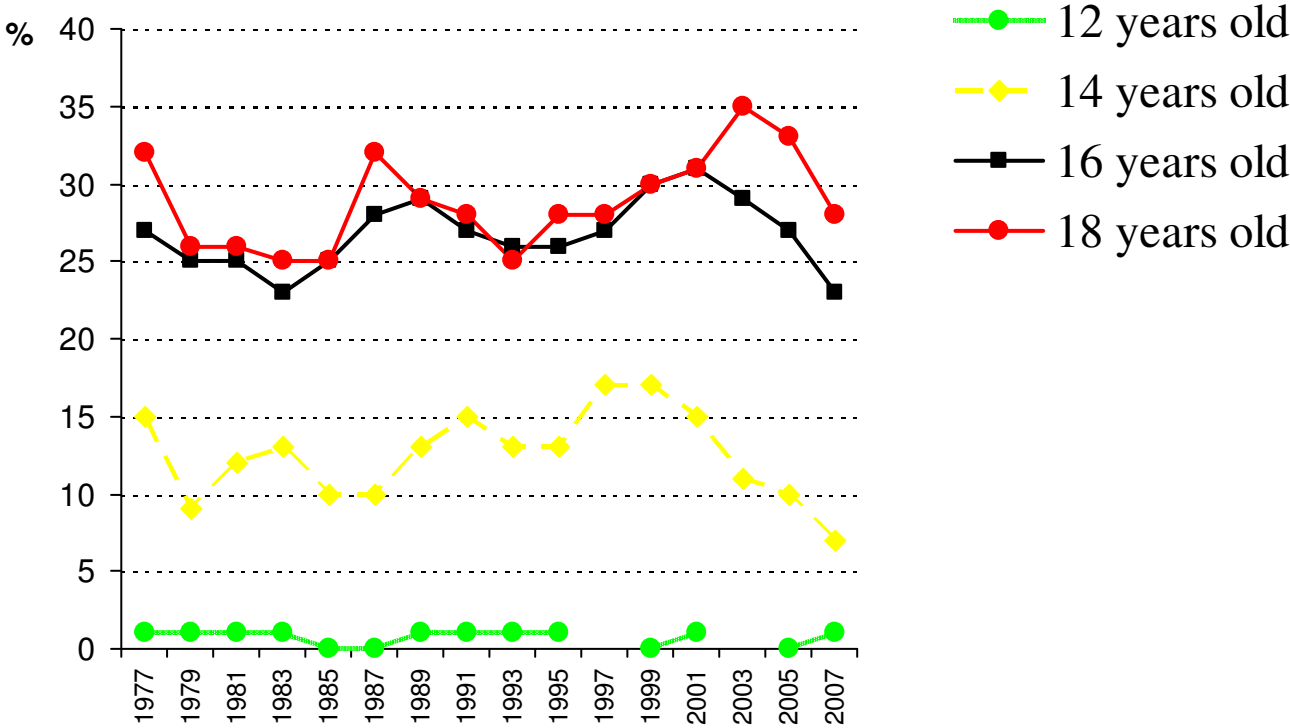
Smoking prevalence in Finland 1950-2008



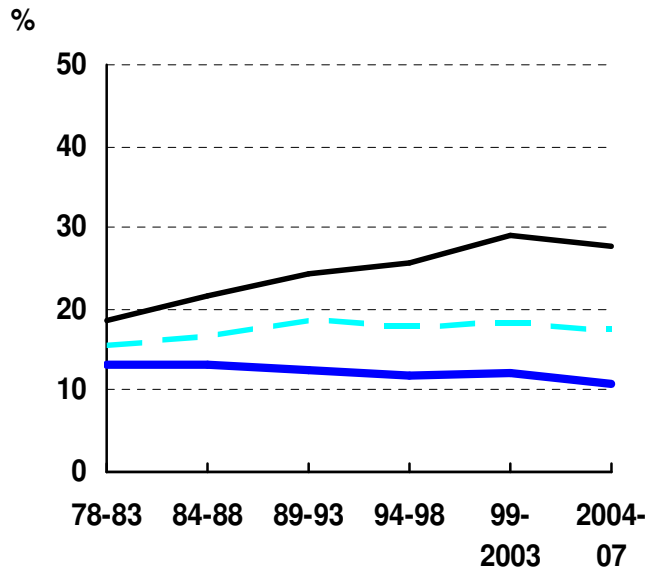
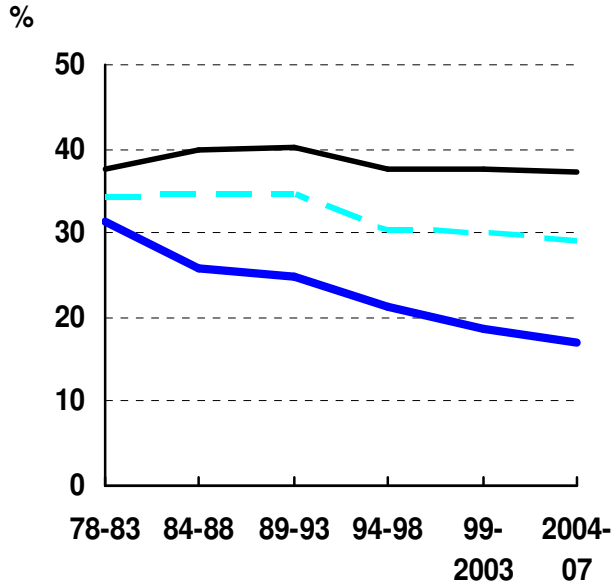
Daily smoking, boys 1977-2007



Daily smoking, girls 1977-2007



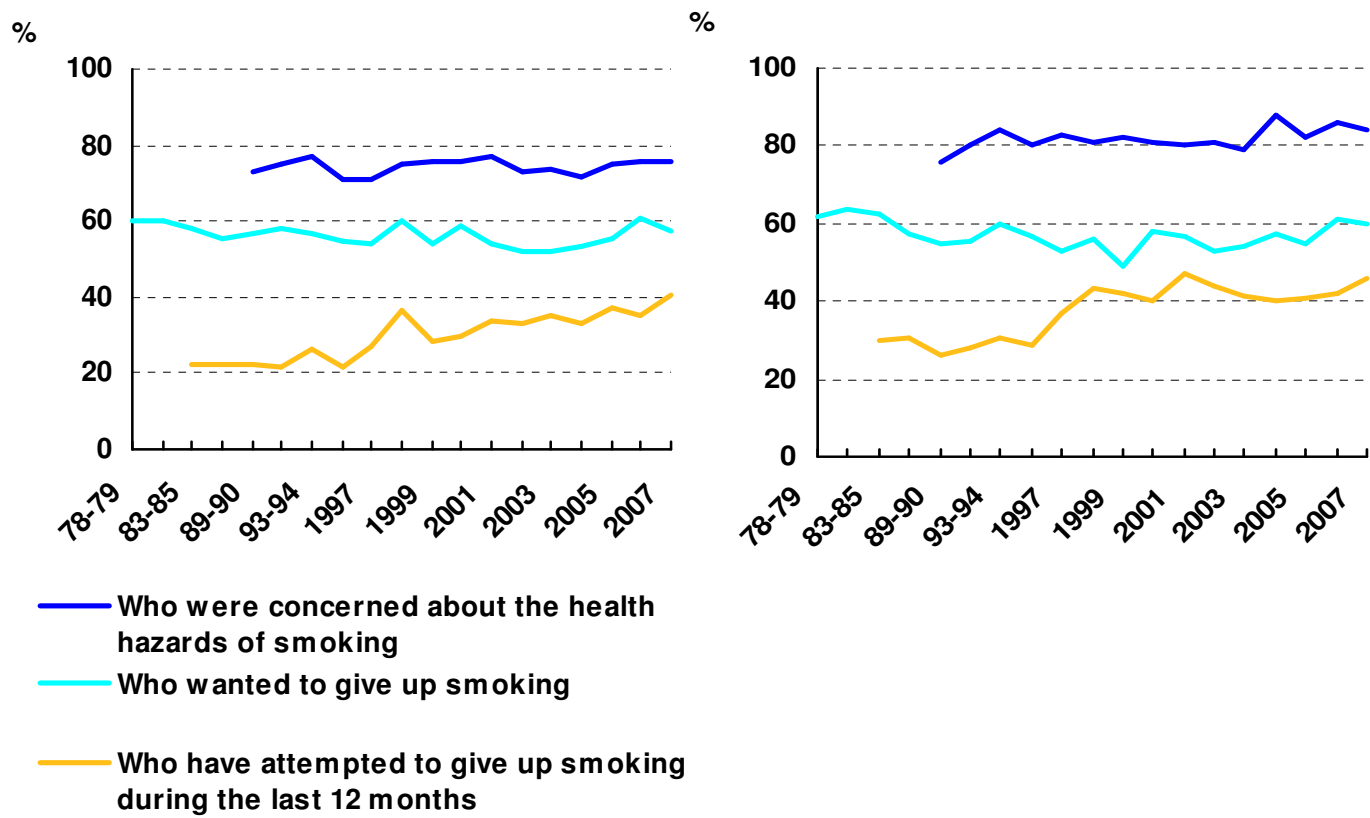
Proportion of daily smokers by educational group, 25-64-year old population (age-standardised)



— Low — Middle — High



Those wanting to give up smoking and those who have attempted to quit (among daily smokers)



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Majority of smokers want to quit

- Stopping smoking is difficult because of considerable physical, psychological and social addiction
- 80% of Finnish smokers stated that they are worried about the health risks of tobacco and 61% that they would like to stop smoking
- According to the same study 43% of smokers try to quit smoking each year but only 3-5% succeed in their quitting attempts



Cost comparisons for drugs used in cessation

- Economic comparison study for different drugs used in smoking cessation was done in Finland in 2009 (Jormanainen 2009)
- Number of regular smokers in Finland 1.3 million
- Total costs of tobacco to society 2 billion €, of which health care costs are 700 M€
- Tobacco tax revenue in 2007: 624 M€ (900 M\$)
- Cost of smoking cessation drugs 2007:
 - 42 M€ (60 M\$) wholesale
 - 28 M€ (40 M\$) retail



Direct cessation drug costs per person attempting to quit

- Direct cost comprised time used for buying in a shop or pharmacy, seeing a doctor, cost of drug
- Costs by drug used
 - Nicotine gum 149 €
 - Nicotine patch 232 €
 - Bupropione 240 €
 - Nicotine inhalator 329 €
 - Varenicline 352 €

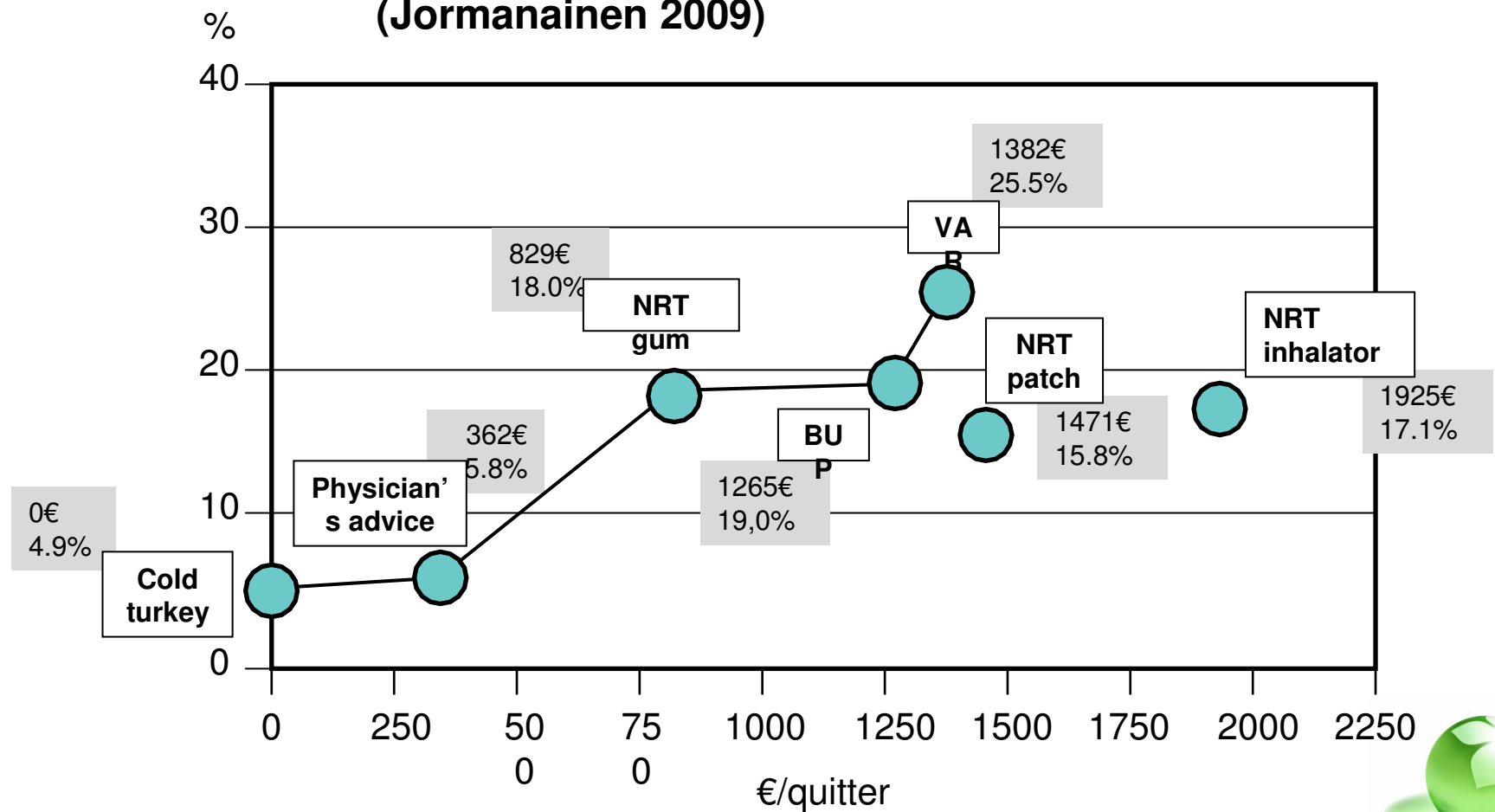


Direct costs per quitter

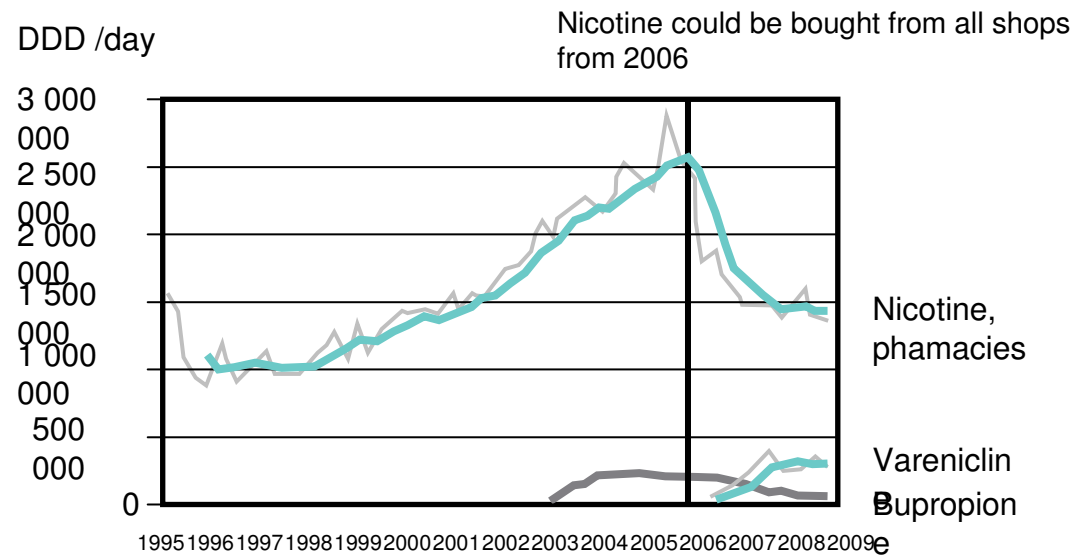
- Direct cost comprised time used for buying in a shop or pharmacy, seeing a doctor, cost of drug
- Costs by drug used
 - Nicotine gum 829 €
 - Bupropione 1265 €
 - Varenicline 1382 €
 - Nicotine patch 1473 €
 - Nicotine inhalator 1925 €



Direct costs (in euro per quitter) Effect (quitters %) [Cochrane] (Jormanainen 2009)



Defined daily doses (DDD) of nicotine, bupropione and varenicline in Finland 1995 – 2009 (for drug acquired from pharmacies)

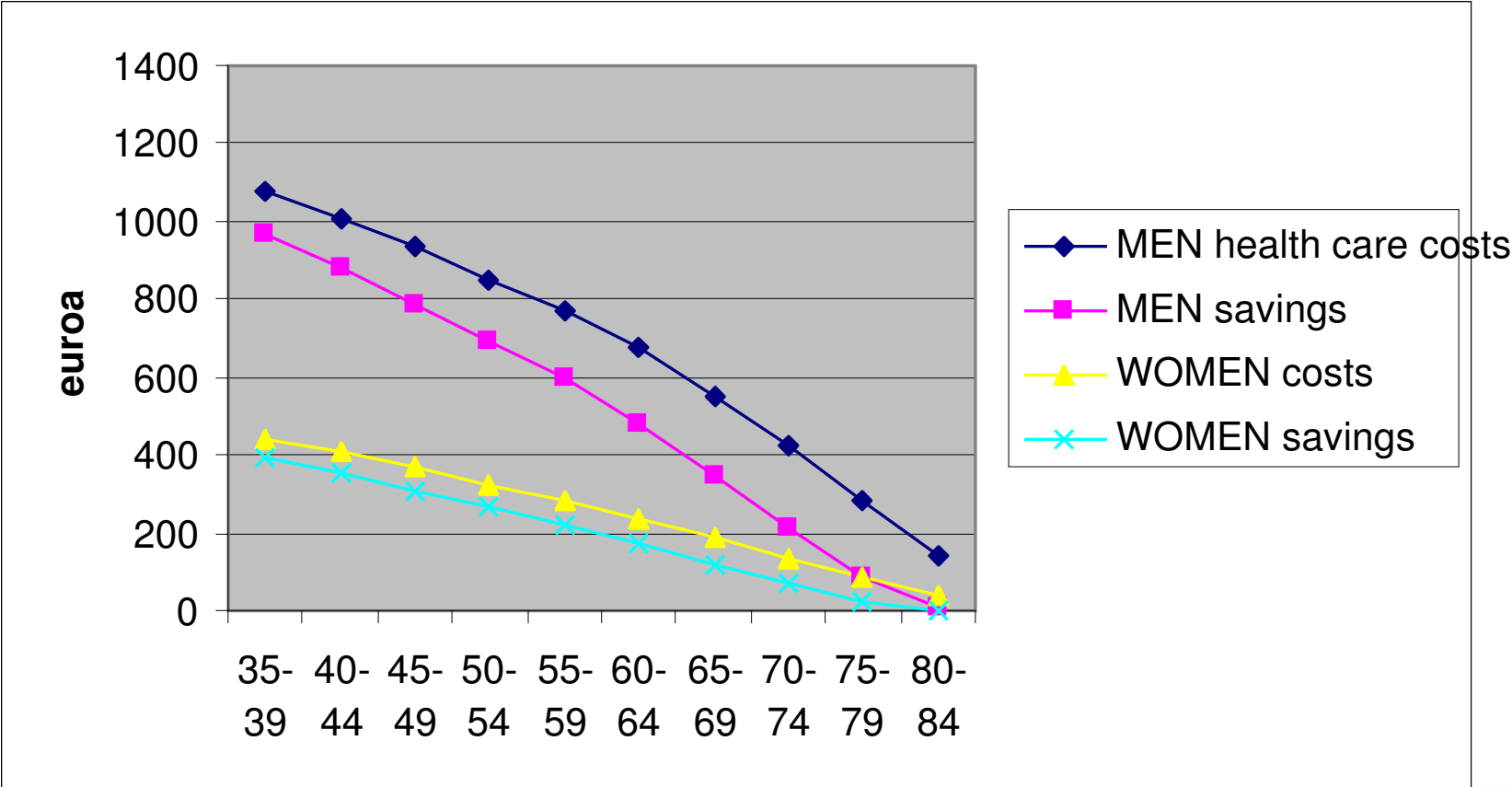


Stopping smoking reduces health care costs

- The earlier in life people stop smoking the greater are the savings in health care costs
- If all people suddenly stopped, smokers' health care costs could be reduced by 85%
- Stopping smoking in middle age makes smaller savings but the savings come quicker
- Costs incurred by cessation drugs and programmes are significantly smaller than health care savings



Lifetime health care costs due to smoking and savings achieved by stopping smoking per smoker in men and women by age group (Vitikainen&Pekurinen 2006) Finnish study

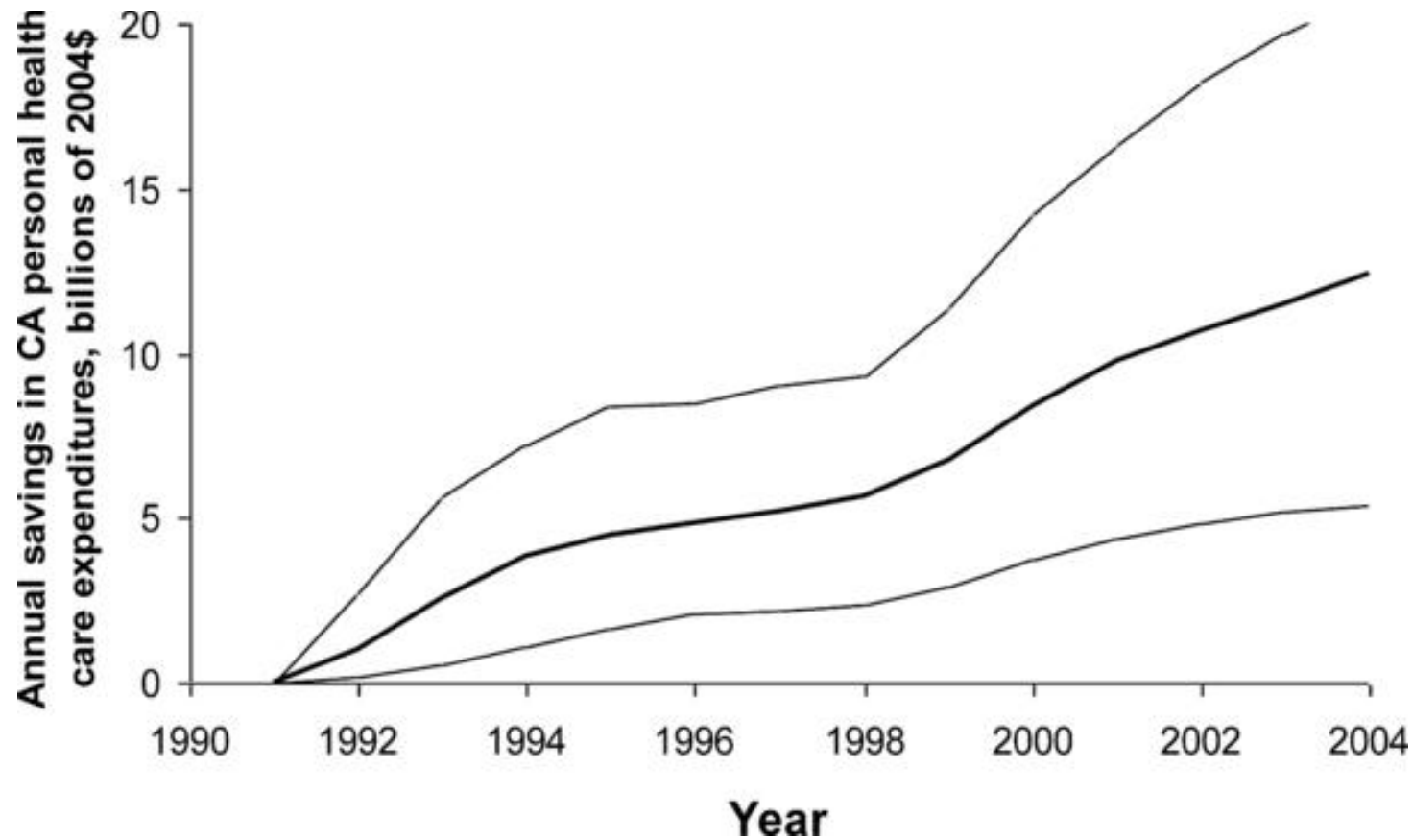


California program to reduce smoking 1989-

- Tobacco tax increase, around 5% of tobacco taxes to tobacco control programme
- Aggressive campaigning
- Social norm change approach
 - The norm is smoke-free (workplaces, restaurants, hotels etc., including many open-air areas)
 - Creating a social milieu and legal climate where smoking becomes less desirable, less acceptable, and less accessible



Annual savings in Californian personal health care expenditures after the implementation of the Tobacco Control Program (billions of USD)



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Finnish Government policy 2007-2011

- The long-term aim of the government in its Tobacco Control policy is striving towards a tobacco-free society
- Further legislation and other means are needed to minimise the number of smokers but those addicted will have the right to legally buy their cigarettes
- More resources needed for cessation



The propositions of a Government nominated Advisory Working group on Tobacco Policy 2009

- Hotels: A maximum of 10% of rooms for smokers
- Smoking ban in home day care (at times of care) and out of doors of all educational establishments
- Ban of designated smoking areas inside workplaces
- All hospitals to be fully smoke-free
- Smoking ban on sporting grounds, camping areas and bus stop shelters
- Ban on smoking in all cars (even private) if child passengers are present (constitutional dilemma?)
- Heavier penalties for selling tobacco to minors (up to 18 months in prison)



Propositions contd. (2)

- Tobacco display prohibition in shops
 - Opposed by shop owners' associations



Tobacco displays



Tobacco displayed in shops together with NRT



New solutions for shop check-outs (packs not visible to customers)



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Propositions contd. (3)

- "Plain packaging" (only brand name and health warning on cigarette packages). This proposition was suggested to be taken up at the European (EU) level



Plain packaging

- Plain packaging is important because it would help to reduce smoking uptake amongst children and young people. Plain packaging is also supported by the Chief Medical Officer in Canada and many other experts and international bodies.



British American Tobacco:

- "No country anywhere in the world requires plain or unbranded packaging of tobacco products. The idea was considered some years ago in Canada but was dropped over concerns that it would be contrary to international law and doubts that it would be effective."



Propositions contd. (4)

- Prohibition of tobacco vending machines and Internet sales
- Prohibition of new forms of tobacco (e.g. electronic cigarettes), all new kinds of smokeless tobacco
- Prohibition of non-tobacco nicotine products (except pharmaceutical products accepted for NRT)
- Prohibition of tobacco product imitations (e.g. chocolate cigarettes)
- Prohibition of the import of snus (Swedish kind of smokeless tobacco banned by the EU) including import for private use (30 cans per journey allowed)



Propositions contd. (5)

- Tobacco tax increases by 10% in 2009 and 5% in 2010
- Heavier tax increases for low-price cigarettes and smoking tobacco
- Prohibition for tobacco company sponsoring of sports, cultural events etc.



Government's proposition for the article 1 of the new Tobacco Control Act (November 2009)

- This Act regulates tobacco products and its aim is to prevent taking up smoking, to promote cessation and to protect people from the exposure to SHS.
- The aim of the Act is also to end the use of these products which include substances that are poisonous to the human body and cause addiction.



Next steps

- **Tobacco company sponsorship is prohibited but how could we prevent smoking scenes in films, theatre shows etc.**
- **Product placement is not allowed, however, the involvement of the tobacco industry is very difficult to prove**
- **Smoking in films encourages young people taking up smoking**
- **Smoking in films is already banned in some countries (e.g. India's Bollywood)**



Smoking in films (1) Madonna



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Smoking in films (2) Archie



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Thank you!



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