Declaración Endgame del Tabaco - España
Why tobacco endgame, and why now?
Reflections on a decade of endgame conversations

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Imagining things otherwise: new endgame ideas for tobacco control

Ruth E Malone

Where are we going in tobacco control long-term, and how will we get there? This issue of Tobacco Control features three new contributions to the growing ‘endgame’ literature with possible answers to those questions: big-picture radical ideas that seek to propel the tobacco control movement more quickly towards a time when the global tobacco disease pandemic that began in the 20th century will be ended. Could the multitude of social structures and institutions that sustain the tobacco problem be unlinked? Could altered market forces—price controls, supply controls—render tobacco less attractive to those who profit most from continuing to add new genera-

In this issue, Gilmore and colleagues argue that regulating prices of tobacco through capping of manufacturers’ prices could reduce tobacco industry market power by eliminating manufacturers’ ability to disguise price increases and achieve higher profits. As they point out, in higher-tax western countries, the industry’s profits are increasing despite declining sales—profits that are then available to the industry to further promote tobacco use in the emerging markets of low-income countries. The thoughtful argument by Gilmore et al extends ongoing conversations about regulatory approaches to the tobacco market and offers an innovative practical approach that could radically alter the tobacco control landscape within a country.

Could any of these latest big picture ideas really work? Perhaps not immediately, but they inspire us all to think beyond the next smoke-free ordinance or tobacco quelline. Perhaps they could not work in one country, but could be done in another—in one with more easily controlled borders, for example, in the New Zealand case, or in a country generally supportive of government regulation, as in the UK and Singapore.

It was through visionary thinking that we began to understand that the suffering and death tobacco causes is not merely a problem of poor individual health behaviour choices, but of the rise of an entire industry focused on aggressively promoting deadly addictive products. It was through visionary thinking that we began to question whether breating the smoke from others’ cigarettes might be harmful to non-smokers. It is visionary thinking, combined with skilled advocacy, that pushes governments to act more decisively to protect the public and to rein in the activities of tobacco companies.
THE END

of tobacco?

The Tobacco Endgame

tobaccocontrol.bmj.com
Many endgame conversations
What is an ‘endgame’ policy?

• *Initiatives designed to change permanently the structural, political and social dynamics that sustain the tobacco epidemic, in order to end it within a specific time.*

What sustains the epidemic?

- **Structural**: Unequal distribution of burdens, e.g. greater number and density of tobacco retailers in disadvantaged neighborhoods
- **Political**: Industry lobbying influence, particularly at national level; industry front groups
- **Social**: Acceptance of tobacco as normal consumer product widely sold, despite its deadliness when used as intended
How do we create lasting change?
Policy approaches to endgame

• Regulate product—flavors, ingredients, design, packaging, warnings
• Regulate users—smokefree policies
• Regulate retail market
Examples of endgame-oriented policy options

• Reduce retail availability of tobacco
  – Completely ban vending machines*
  – Incentive program for retailers who commit to end sales
  – Retailer-free buffer zones around youth-oriented places*
  – Minimum distance between retailers*
  – Cap number of licenses*
  – Stop issuing new licenses*
  – Reduce number of available licenses
  – Ban sale of flavored tobacco products*
  – Ban sales of all tobacco products*

*At least one jurisdiction in CA has adopted
Endgame-oriented policy options

• Different approaches to sales phase out, e.g. “Tobacco-Free Generation” idea

• Reduce affordability of tobacco products
  – Establish a minimum price*
  – Raise minimum price regularly and steeply
  – Prohibit redemption of cigarette discounts and coupons*

*At least one jurisdiction in CA has adopted
Endgame in your community: starting the conversation
Driving question

How is it that the single most deadly consumer product ever made continues to be sold on every street corner?
Beverly Hills, CA:
First US city ordinance
ending sale of cigarettes
Possible messaging elements

We made it – we can unmake it
• Industrially produced epidemic
• Most lethal consumer product in history

We have lost too many loved ones
• We are losing our wise elders too soon
• Tobacco companies are targeting new generations
Possible messaging elements

Level playing field
• Compare with other dangerous products phased out or strictly regulated
• Other products must meet safety standards

The Cigarette Century is over
• Not a “normal business” anymore
• It’s time to plan and prepare for the transition
“You can’t...”

- Have nonsmoking sections in restaurants
- Ban smoking on airplanes
- Have smokefree workplaces
- Have smokefree bars
SMOKING AND CARCINOMA OF THE LUNG
PRELIMINARY REPORT

A. BRADFORD HILL, M.D., Edin.
Professor of Medical Statistics, London School of Hygiene and Tropical Medicine—Research Director of the Statistical Research Unit of the Medical Research Council

In England and Wales the phenomenal increase in the number of cases attributable to carcinoma of the lung may be traced to changes in the smoking habits of the public. It is often suggested that the increase in deaths from this cause between 1932 and 1947 is the result of a change in the proportion of males who smoke cigarettes, and that this change is reflected in the figures for mortality from carcinoma of the lung. The increase in the number of deaths from 1932 to 1947 is approximately 600 per cent, and if this increase were due to a proportional increase in the number of smokers, it would amount to a change from 40 to 80 per cent of the population. This change is unlikely to have occurred, and it is more likely that the increase is due to a change in the smoking habits of the population.

Possible Causes of the Increase
Two main causes have been put forward: (1) an increase in the number of persons who smoke, and (2) an increase in the number of cigarettes smoked by each person. The former cause is unlikely, as the number of deaths from carcinoma of the lung has increased more rapidly than the number of deaths from other causes. The latter cause is more likely, as the number of cigarettes smoked by each person has increased more rapidly than the number of deaths from other causes. The increase in the number of cigarettes smoked by each person is more likely to be due to an increase in the number of persons who smoke, as the number of deaths from carcinoma of the lung has increased more rapidly than the number of deaths from other causes. The increase in the number of persons who smoke is more likely to be due to an increase in the number of cigarettes smoked by each person, as the number of deaths from carcinoma of the lung has increased more rapidly than the number of deaths from other causes.

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2010-2020 → 550,000 TOBACCO DEATHS IN SPAIN

“TOBACCO CONTROL SPANISH PROGRAM”

SMOKE-FREE AREAS

LEGAL LEVELING in Advertising, Taxation, Consumption restrictions.

TOBACCO = NEW WAYS OF CONSUMPTION

TAX INCREASE

PLAIN PACKAGING

ELIMINATE POINTS OF SALE (vending machines)

Industrial and professional RECONVERSION OF THE TOBACCO SECTOR

1st TOBACCO FREE GENERATION

2025

END GAME

2030

DENMARK

IRELAND

UK

DESNORMALIZATION

MAKE HARD TO ACCESS
"PROGRAMA DE LUCHA CONTRA EL TABACO EN ESPAÑA"

2010-2020 ➔ 550.000 MUERTES POR TABAQUISMO

ESPACIOS SIN HUMO

EQUIPARACIÓN LEGAL en Publicidad, Fiscalidad, restricciones al Consumo. TABACO=NUEVAS FORMAS DE CONSUMO

SUBIDA IMPUESTOS

EMPAQUETADO GENÉRICO

ELIMINACIÓN DE PUNTOS DE VENTA (máquinas expendedoras)

RECONVERSIÓN industrial y profesional DEL SECTOR DEL TABACO

1ª GENERACIÓN SIN TABACO 2025

END GAME 2030

DESNORMALIZACIÓN

DIFICULTAR EL ACCESO

DINAMARCA

IRLANDA

REINO UNIDO

nofumadores.org
Por el derecho a vivir sin humo de tabaco
AT WHAT AGE DO YOU WANT YOUR OFFSPRING TO START SMOKING?

97.6%

14 (average age in Spain)
18 (legal age in Spain)
21 (legal age in USA)
Never
I don’t care

5,066 answers

Does anyone in your household smoke, use electronic cigarettes or heated tobacco?

- No: 61.9%
- Yes, burned tobacco: 33%
- Yes, e-cigs or heated Tobacco: 1.5%
- Yes, both e-cigs & heated tobacco: 3%

Do they do at home?

- No: 82.6%
- Yes, burned tobacco: 14.8%
- Yes, e-cigs or heated Tobacco: 1%
- Yes, both e-cigs & heated tobacco: 3%

If someone smokes at home, who is it?

- Nobody: 73.4%
- One of the parents: 12.6%
- Both parents: 13.2%
- Son or daughter: 0.7%
- Grandparents: 0.3%
- Caretakers: 0.1%
- Visits/others: 0.1%
¿A QUÉ EDAD QUIERES QUE TU HIJO/A EMPIENCE A FUMAR?

97,6%

¿Alguna persona de tu núcleo familiar fuma, consume cigarrillos electrónicos o tabaco calentado?

- No: 61,9%
- Sí, tabaco tradicional: 33%
- Sí, cigarrillos electrónicos o tabaco calentado: 1%
- Sí, tanto tabaco como cigarrillos electrónicos o tabaco calentado: 0,1%

¿Lo hacen dentro del domicilio familiar?

- No: 82,6%
- Sí, tabaco tradicional: 14,8%
- Sí, cigarrillos electrónicos o tabaco calentado: 1,7%
- Sí, tanto tabaco como cigarrillos electrónicos o tabaco calentado: 0,1%

Si fuma alguien dentro del domicilio ¿quién es?

- No fuma nadie en el domicilio: 73,4%
- Uno de los progenitores: 12,6%
- Ambos progenitores: 4,3%
- Alguno de los hijos: 1,1%
- Abuelos: 0,3%
- Cuidadores: 0,1%
- Visitas / Otros: 0,1%

5,066 respuestas
PROJECT SUNSET
ash.org/sunset
Danish Institute for Human Rights

“there can be no doubt that the production and marketing of tobacco is irreconcilable with the human right to health. For the tobacco industry, the UNGPs therefore require the cessation of the production and marketing of tobacco.”
Basics

- Phase-in approach
- Focused primarily on cigarettes/combustible tobacco
- Focused on advocacy rather than policy development
- Focused on human rights - disparities and health equity
- Not prescriptive re: other products
- Not prescriptive re: specific policy – must envision zero sales
- Sales, not possession or use
- Cessation imperative
Visions

• Global – *Phase-out the sale of commercial combustible tobacco products*

• U.S. – *Phase tobacco products out of the market*

• California (under contract) – *Prevalence for all commercial tobacco product use at or below 1.9% by 2035.*
Cardinal rules

• Sales, not possession or use
• Access to cessation imperative
• Ensure against inequitable enforcement
Global - Goals

- Inspire and assist national Project Sunset movements
- PS becomes “normal” topic in tobacco control/public health conversations
- Support the generation and communication of evidence (where it’s lacking) to support the vision
- Establish a viable and effective global Project Sunset network with regional hubs
- Seek legal/litigation support for sub-global movements
- Economic modelling
Thank you

Chris Bostic
Action on Smoking and Health
BosticC@ash.org

#PhaseOutCigs
@ASHorg
@ASHglobalAction

Together, we can END the world’s leading cause of preventable death.
#StandWithHealth
Towards a tobacco free future in the Netherlands

Building a strong alliance with partners working together on one strategy: the Smokefree Generation

Daniëlle Arnold
Policy advisor at Health Funds for a Smokefree Netherlands
The facts

- The Dutch situation:
  - 21.7% of adults smoked (16% daily) in 2019
  - 7.7% of youth (12-16 years) smoked (in month before survey)
  - Each year 20,000 people die from smoking
  - Every week hundreds of children start with daily smoking
  - Two thirds of the current smokers started before they turned 18
Tobacco control: where we came from (1)

Minister of "Tobacco" - Netherlands

October 2011, The Netherlands - A Dutch documentary entitled "Minister of Tobacco" has recently been released detailing alleged links between the Netherlands Minister of Health, Edith Schippers, and the tobacco industry.

The documentary describes and provides evidence of Ministry of Health officials having made frequent contact with the tobacco industry. The Ministry declined an invitation to be interviewed regarding the topic.

Since October 2010, at which point Edith Schippers came into office, tobacco control initiatives in the Netherlands have been weakened or cancelled - including the reversal of the smoke-free law in small bars, funding cuts for media campaigns and the cancellation of reimbursement for stop-smoking medications.

The documentary was aired on 21 October in the Netherlands and is available at http://zembla.vara.nl/ (in Dutch only).

To see an English transcript of the Documentary, please click here
Tobacco control: where we came from (2)

- Polarized society:
  - Tobacco control supporters: Fun corrupter, Nosey-parker, Health freaks
  - Tobacco control opponents: Freedom of choice
Turning the tide

- November 2013: Dutch Alliance for a Smokefree Society was founded
- Within a year +/- 40 partners joined the network
- Taking FCTC as a starting point, first question to answer:

*What is the fastest road towards a smokefree Netherlands?*

Unite forces → Joint strategy
Roadmap towards a Smokefree Netherlands: goals

- More and structural public, political and societal **support** for a smokefree Netherlands

- **Focus** towards feasible and effective measures (based on FCTC) to realize a smokefree Netherlands as quickly as possible

- Making **friends** among crucial stakeholders
The Frame: the Smokefree Generation

- We are going to protect youth against tobacco
- We strive for a society in which parents of children born from 2017 onwards can raise them free from exposure to smoking and passive smoking
- We try to make sure these children never decide to start smoking themselves
• **Protecting youth is key**, hardly anyone is against this

• Increased support for measures through **stepwise approach**, following life path of children born in 2017

• **Consistent with all political colors**, takes away polarization and opens conversation

• **It does not prohibit** smoking, but calls on smokers not to smoke in front of children and offers help to stop

• A **positive tone of voice** in all communication
Characteristics of the frame (2)

- Works as a **positive ‘umbrella’**
- Creates a **relationship** between various initiatives
- **Everybody can contribute**
Characteristics of the frame (3)

TOWARDS A SMOKEFREEm GENERATION IN THE NETHERLANDS

WHAT IS OUR AIM?
To protect youth from tobacco. We strive for a society in which parents of children born from 2017 onwards will be able to raise them without any exposure to smoking and passive smoking. We also try to make sure these children never decide to start smoking themselves.

HOW?
Through measures that protect children from tobacco smoke and the temptation to start smoking in each stage of their development.

START 2017

Each day, roughly 100 children start smoking
Over half of the people who continue to smoke die because of the consequences of smoking
Each year 20,000 people in the Netherlands die because of smoking, and several thousand die because of passive smoking
More people die because of smoking in the Netherlands than because of drinking, drug use, crime and traffic accidents combined
Smoking decreases your lifespan by 10 to 12 years on average
General successes

- Joining forces in the same direction has led to **more power and better results**
- **Support** for tobacco control has increased significantly
- The movement has **rapidly expanded**
- The movement becomes **more and more visible**, growth in smokefree environments
Political successes: National Prevention Agreement

- Concluded by societal organizations & government in 2018
- **Goal**: Smokefree Generation by 2040
- **Package of actions and measures, e.g.:**
  - Societal actions (e.g. smokefree sports clubs, hospitals, playgrounds)
  - Tax increases
  - Smoking cessation campaigns & improved cessation aid (incl. funding)
  - Display ban
  - Plain packaging
  - Smoking ban on school premises
  - Reducing number of tobacco points of sale

**2015**: Start Smokefree Generation movement

**2018**: National Prevention Agreement concluded

**2019**: National Prevention Agreement adopted by Parliament
Recent success: plan to reduce tobacco points of sale (1)

- Approach:
  - **Increase awareness and support** among population, using Smokefree Generation frame & campaigns, with result:

<table>
<thead>
<tr>
<th>% that (totally) agrees</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
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<tbody>
<tr>
<td>The government should reduce the number of tobacco points of sale to prevent smoking initiation among youth</td>
<td>62%</td>
<td>68%</td>
<td>66%</td>
<td>64%</td>
<td>71%</td>
</tr>
<tr>
<td>The government should make sure that tobacco products can only be sold in tobacconist shops to prevent smoking initiation among youth</td>
<td>61%</td>
<td>64%</td>
<td>66%</td>
<td>64%</td>
<td>73%</td>
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*Research by Kantar in commission of Health Funds for a Smokefree Netherlands, N (2020)= 1,358*

- **Influence government action** through lobbying
Recent success: plan to reduce tobacco points of sale (2)

- **Societal successes**: several store chains and national railway service phase(d) out tobacco sales in 2018-2020

- **Government presented policy plan**:
  - Ban on online sale of tobacco and related products in 2023
  - Ban on sale in supermarkets in 2024
  - At a later stage: phasing out sale in gas stations and convenience stores...
  - so that eventually the sale is limited to tobacco shops
Q&A
Stay Involved

Twitter
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@LaurentHuber

Instagram
@ASHorg

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@ASHglobalAction

Info@ash.org

NEXT WEBINARS:
Thank you for your participation!
Please stay tuned for announcements about our upcoming webinars.

Recordings from previous webinars and Live Chats on social media, under “Resources from ASH” here:
ash.org/coronavirus-update

Toolkit for Advocates
Talking with government and media about the COVID-19 and tobacco use co-morbidity and policies to protect the health of everyone during the pandemic.
ash.org/covid19

Recursos Adicionales
• Una Generación sin Tabaco
• Tabaco y COVID-19
• ENDGAME DEL TABACO EN ESPAÑA
• “¿Cuándo quieres que tus hijos empiecen a fumar?”