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Woman and tobacco: How to curb the growing epidemic

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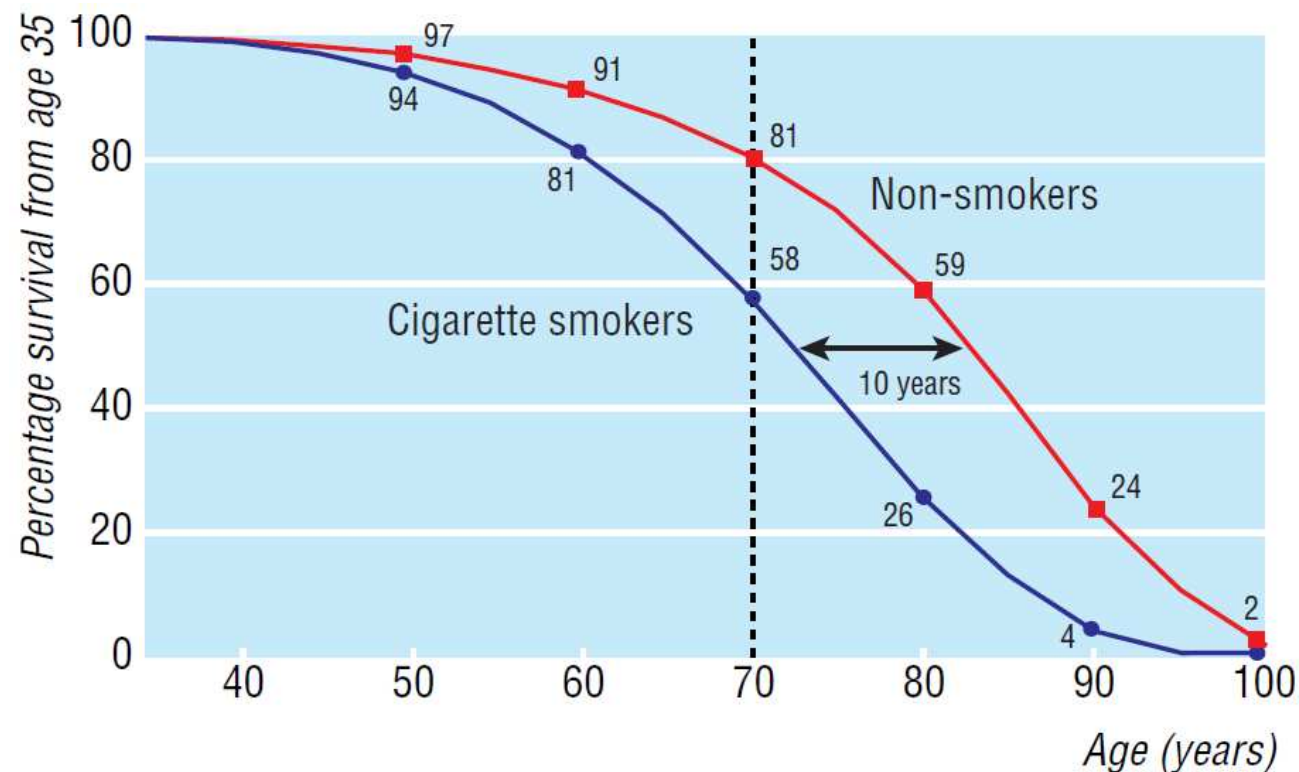
- **Why tobacco control?**
- **Global trends in female smoking**
- **How to curb the growing epidemic**



Why tobacco control?

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Tobacco is the only legally available consumer product which kills people when it is used as intended: Smokers lose, on average, 10 years of healthy life.



Survival from age 35 for continuing cigarette smokers and lifelong non-smokers among UK male doctors born 1900-1930, with percentages alive at each decade of age

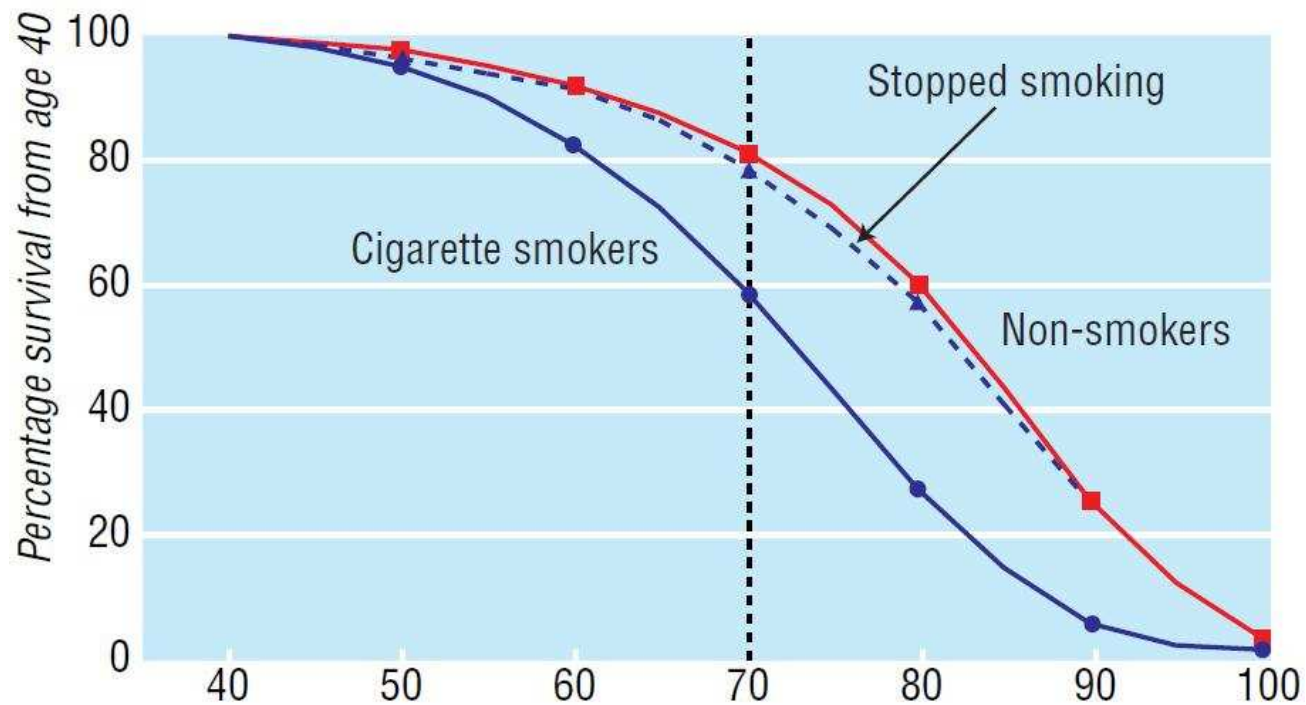
Reference: Doll R, Peto R et al. (2004) Mortality in relation to smoking: 50 year's observation on male British doctors. *BMJ* 328: 1519-1528



Why tobacco control?

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Stopping smoking works and safe life.



Stopping smoking at age 35-40

Reference: Doll R, Peto R et al. (2004) Mortality in relation to smoking: 50 year's observation on male British doctors. *BMJ* 328: 1519-1528

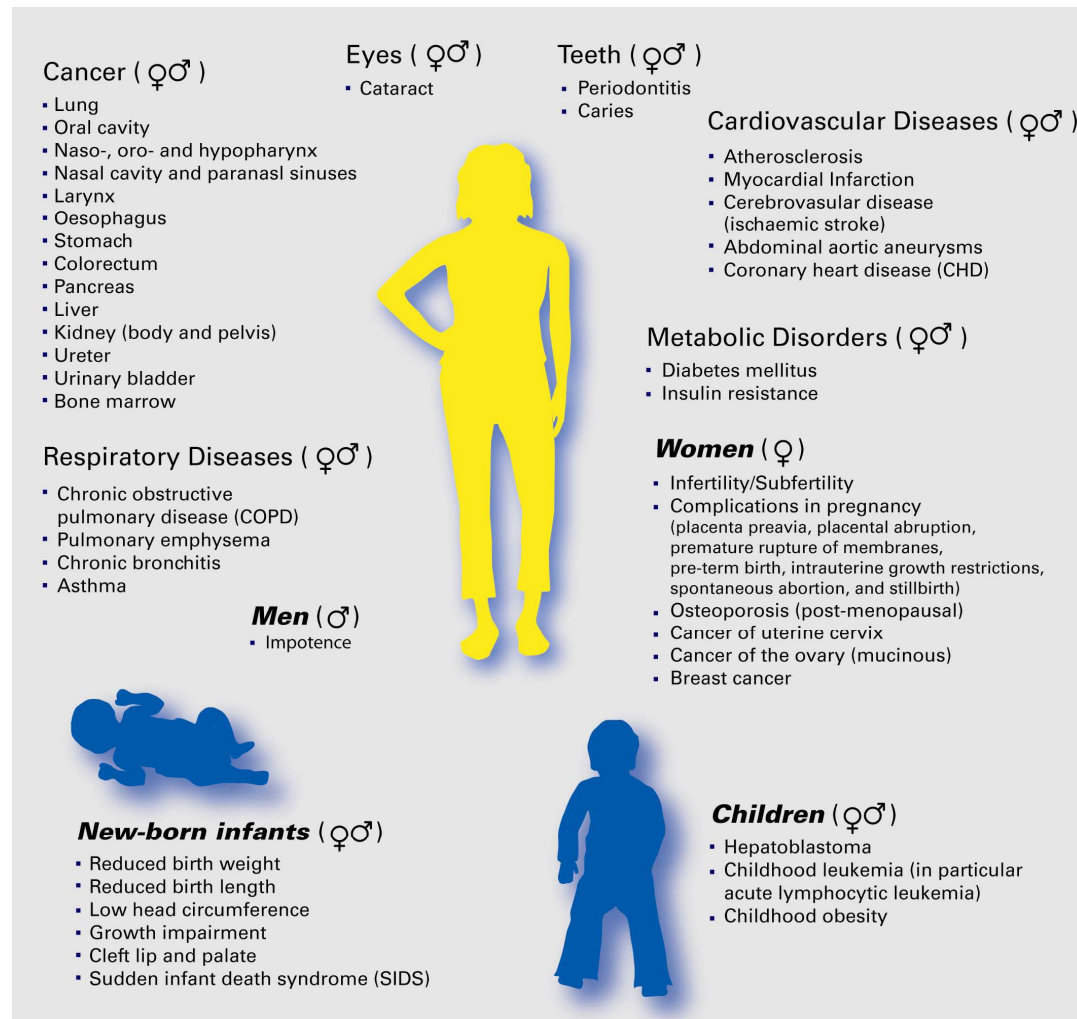


Why tobacco control?

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Women and smoking – the health consequences

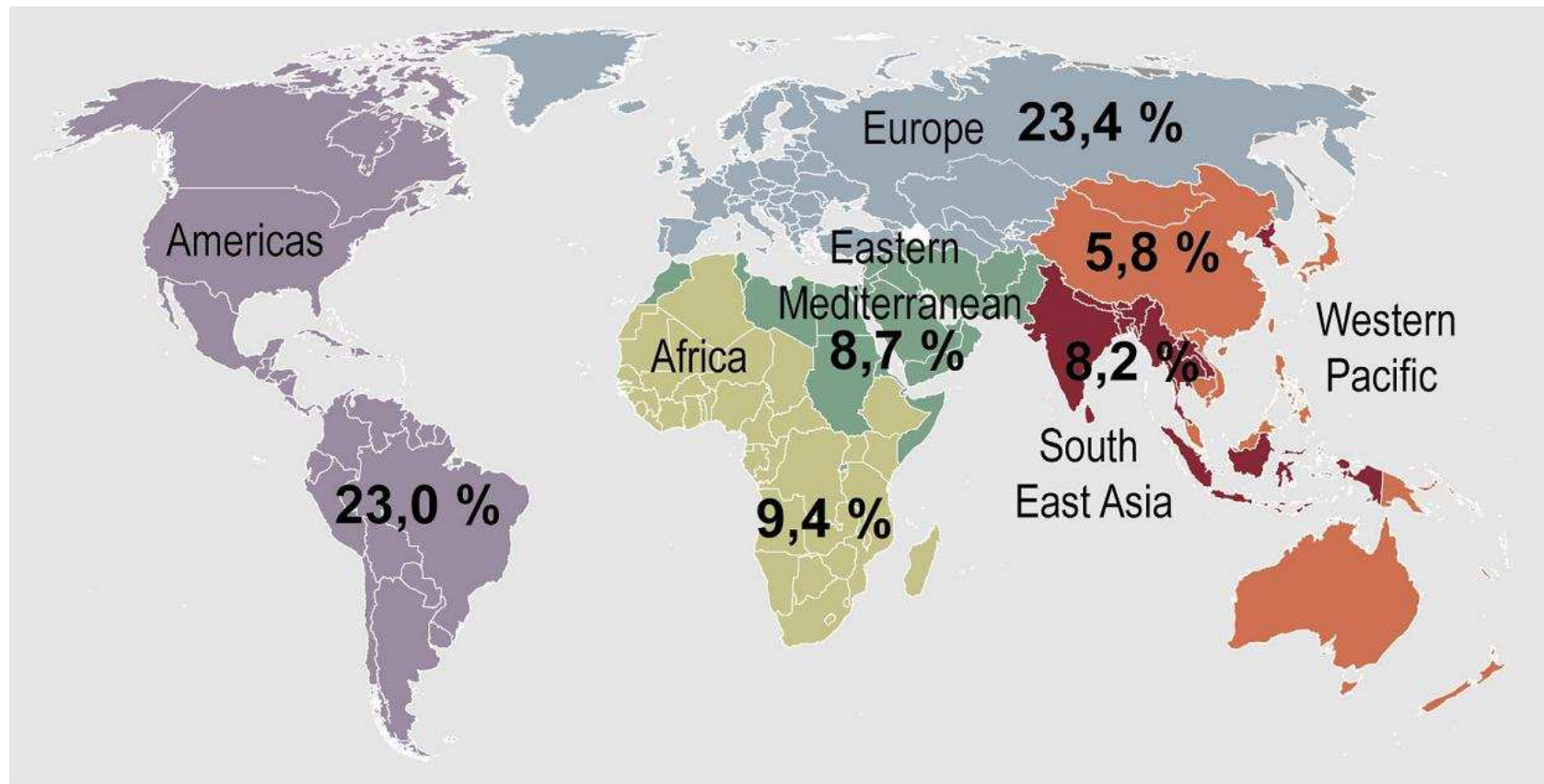
- If women smoke like men, they will die like men and they will suffer additionally from women specific diseases.
- If women smoke like men, they will damage the life of their children.



Reference: Deutsches Krebsforschungszentrum (2009) *Tabakatlas Deutschland 2009*, Steinkopff Verlag, Heidelberg



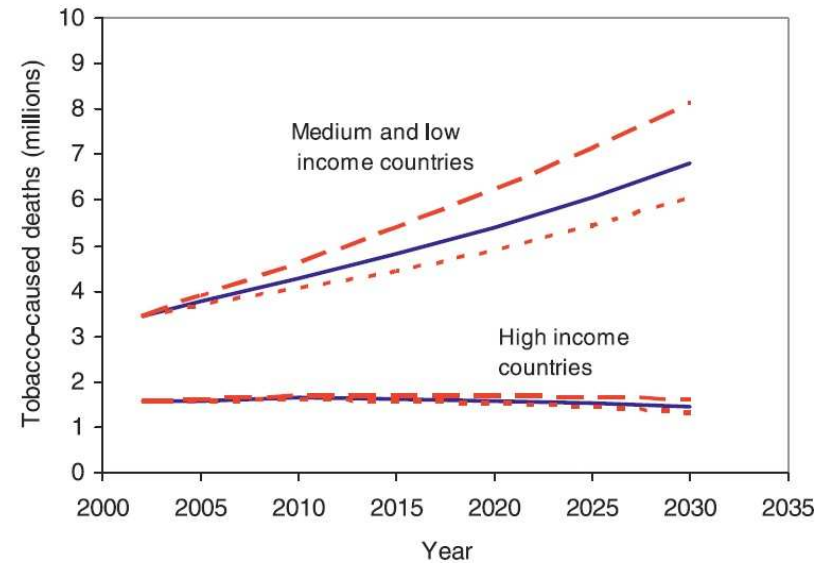
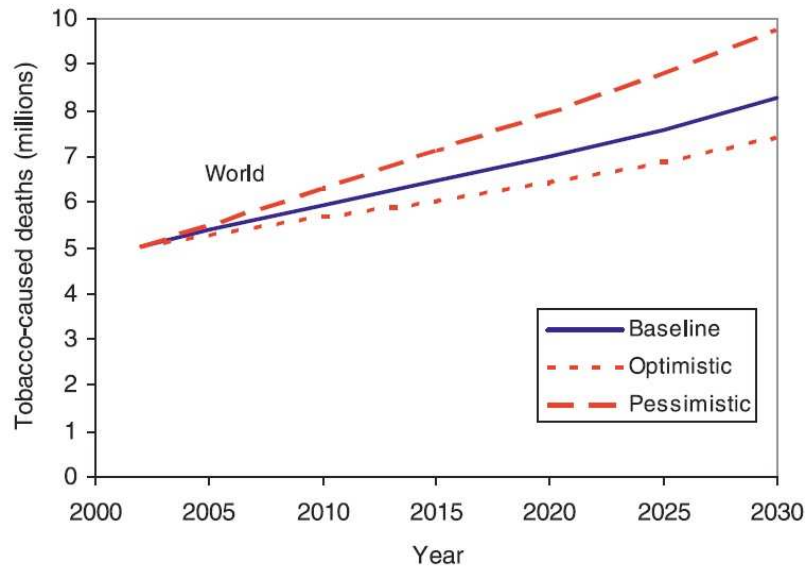
Female-specific smoking prevalence by WHO Region



Reference: Corrao MA et al. (2000) Building the evidence base for global tobacco control. *Bulletin of the World Health Organization* 78: 884-890



Tobacco attributable mortality



Mathers CD & Loncar D (2006) Projections of global mortality and burden of disease from 2002 to 2030. *PLoS Med* 3: e442

2005: 5.4 Million

2015: 6.4 Million

2030: 8.3 Million



20th century: 100 Million

21st century: 1,000 Million

Mackay J & Erikson MP (2002) *The Tobacco Atlas*.
World Health Organization



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What are effective tobacco control strategies?

- Efforts to curb the *availability* of tobacco products
- Efforts to curb the *use* of tobacco products
- Efforts to educate about the *harms* of tobacco products and the tobacco industry
- Efforts to reduce *exposure* to tobacco smoke in public places
- Monitoring of tobacco *distribution* and *use*
- Exposure of tobacco *industry practices*

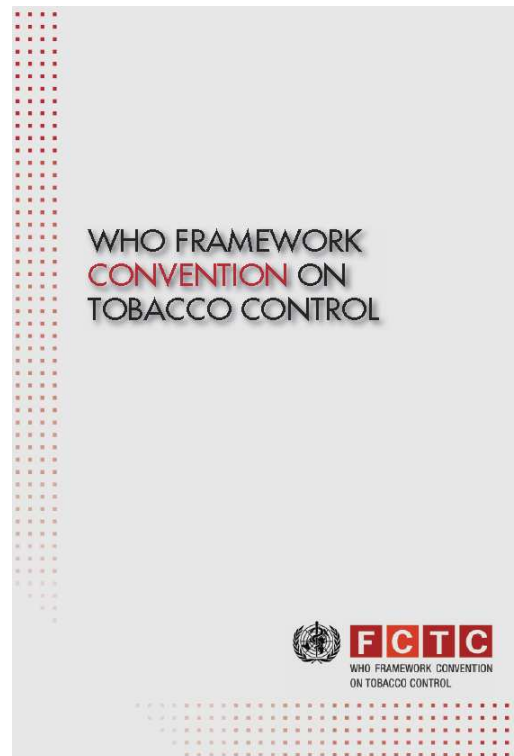


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WHO Framework Convention on Tobacco Control (FCTC)

The **FCTC** is an international treaty – the **first** legal instrument designed to reduce tobacco-related deaths and disease around the world.



- Ratified 2003, entered into force on 27 February 2005
- Status: ratified by **169 Parties** (June 2010)
 - ➔ One of the most widely supported UN treaties!

Key areas addressed by the treaty:

- Advertising, sponsorship, and promotion
- Protection from exposure to tobacco smoke
- Illicit trade in tobacco products
- Packaging and labeling of tobacco products



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Curb the *availability* of tobacco products

- **End all forms of subsidies to tobacco farming** (FCTC Art. 17, 18)
- **Comprehensive regulation of the tobacco industry** (FCTC Art. 9, 10, 11, 12, 19)
 - Ban of misleading claims or descriptors (health claims, “lights”, “mild”, “ultra low”)
 - Litigation
 - Ban of tobacco industry funding (education, research, cultural events)
- **Combat illicit trade** (FCTC Art. 15, draft Illicit Trade Protocol)
- **Ban duty free sales** (FCTC Art. 15, draft Illicit Trade Protocol)
- **Ban all forms of direct and indirect tobacco advertising / promotion and sponsorship** (FCTC Art. 13)





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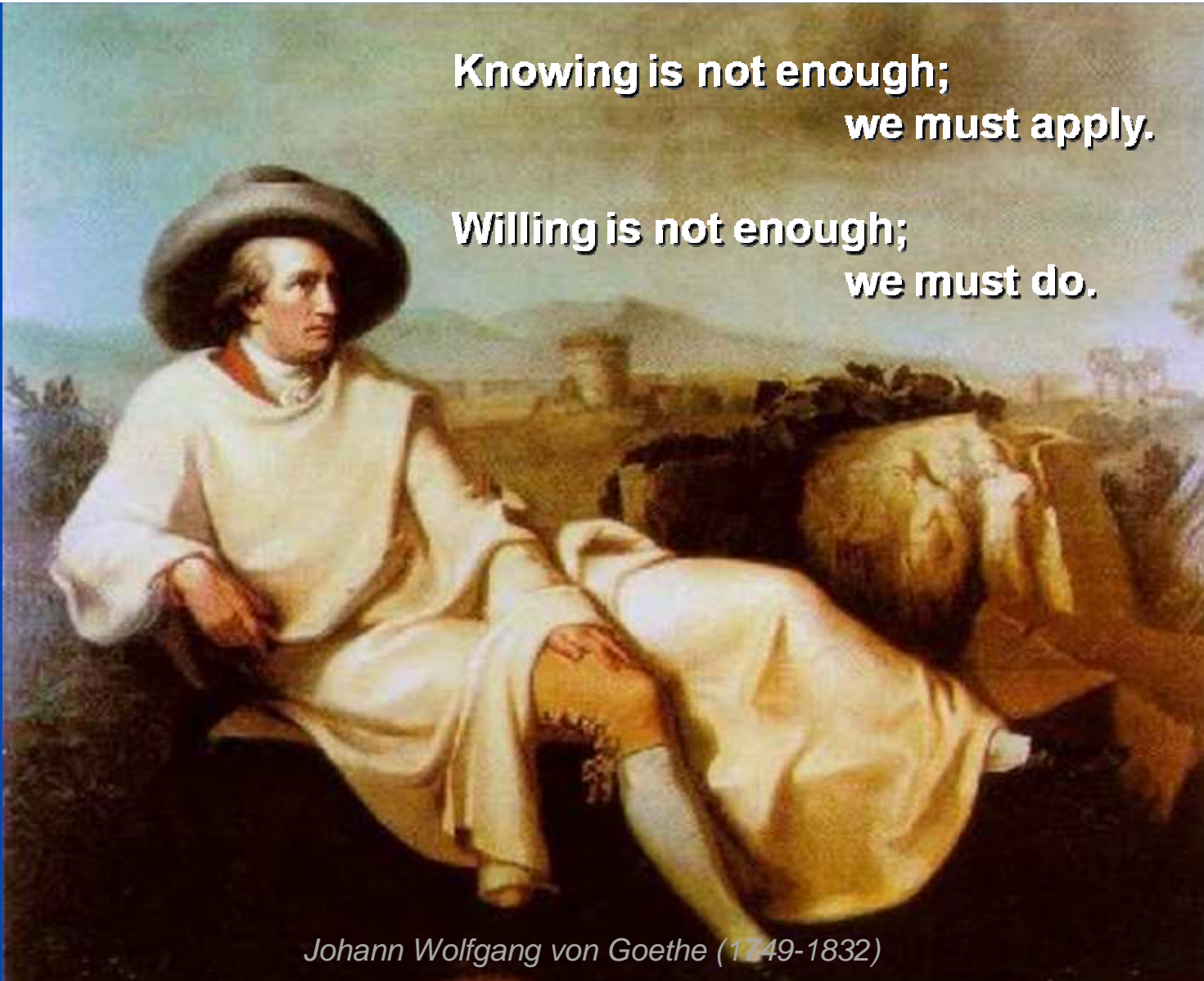
Curb the *use* of tobacco products

- **Education and public awareness**
(FCTC Art. 12)
- **Access to smoking cessation programs**
(FCTC Art. 14)
 - Primary care
 - Accessible and free Quitlines
 - Affordable pharmacological treatment (free)
- **Raise tobacco taxes**
(FCTC Art.6)
 - Best way to cut tobacco use (e.g. excise tax)
 - Increase government revenues
 - Help young and the poor
 - Does not increase smuggling
 - Fraction dedicated to fund tobacco control activities



**Knowing is not enough;
we must apply.**

**Willing is not enough;
we must do.**



Johann Wolfgang von Goethe (1749-1832)



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Go forward – using treaties

- **The Framework Convention on Tobacco Control (FCTC)**
 - Commitment to gender
 - Highlighting of women, girls and indigenous peoples

- **Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW)**
 - Women's rights are human rights
 - Eliminate discrimination against women in health care

- **Kobe Declaration**

(Kobe Conference was a pivotal event in the area of Women and Tobacco)

 - Promotion of gender equality
 - Inclusion of women as leaders / decision-makers

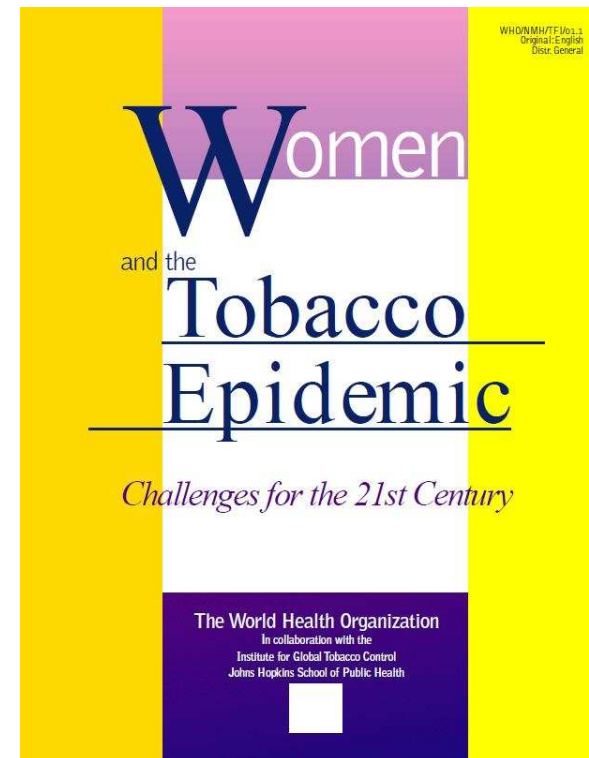
- **International Women against Tobacco (INWAT)**
 - Increasing status of women along with tobacco control



Going further

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WHO – sifting the evidence: FCTC articles given a gender analysis





Going further

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Turning a New Leaf: Women, Tobacco and the Future

“This report is concerned with preserving the health of women worldwide. However, it is equally concerned with improving women’s economic, political, and social empowerment and progress.

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