

Is Ireland a serious contender in the Endgame?



NEWSCLIP/APCUT

IPSWICH
EVENING STAR

Daily (Circ. 46,842)

6 JUN 1974

A 85/5

Be healthy: Puff a potato leaf

IT LOOKS like a cigarette. It tastes like a cigarette. It even smells like a cigarette.

But it is made of tobacco scented lettuce or potato leaves — without the health hazard of nicotine.

A new "safe" smoke is expected to be on sale in Argentina within six months.

The man who developed the nicotine free cigarette manufacturing system is Argentine chemist Gregorio Rubinstein, a 54-year-old chain smoker.

Senor Rubinstein, married with two sons, says of his scheme, "Instead of supplying potential suicide cases with real bullets, we shall be giving

them blank cartridges."

Senor Rubinstein started his research six years ago and two tobacco manufacturers have already backed his project. A factory is soon to be built in Southern Buenos Aires province, he says.

The first products put on the market may include 70 per cent ordinary tobacco, and the rest potato leaves. Successive stages will gradually cut out tobacco, until a 100 per cent potato cigarette will be acceptable by all, Senor Rubinstein says.

Potato cigarettes could cost less than ordinary cigarettes, since the raw material is cheaper.



What is the state of affairs in Europe?



Tobacco control in the SDGs

The background image shows a large, empty conference hall. The room is filled with rows of desks and chairs, arranged in a semi-circle. The walls are made of wood paneling, and there are two large white screens on the left and right sides. In the center of the far wall, there is a large circular emblem, likely the United Nations logo. The floor is green, and there are some technical equipment and cables visible in the foreground.

Target 3.4: By 2030 reduce by one-third premature mortality from NCDs through prevention and treatment, and promote mental health and well-being

- **Indicator 3.4.1:** Probability of dying of cardiovascular disease, cancer, diabetes, or chronic respiratory disease between ages 30 and 70

Target 3.a: Strengthen the implementation of the World Health Organization Framework Convention on Tobacco control in countries

Parties to FCTC

50



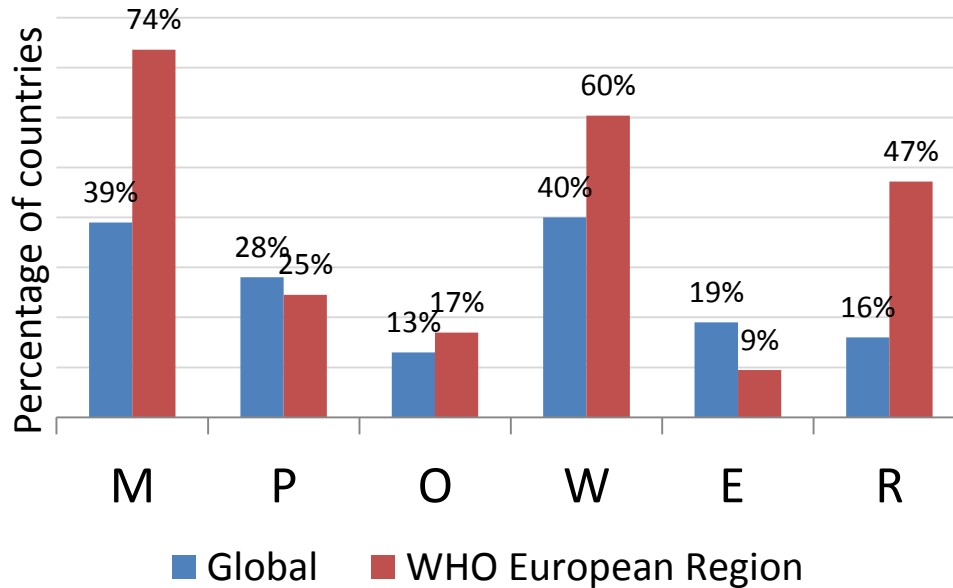
Photo credit: Kalyan Chakravarthy <https://flic.kr>



Tobacco
Users (%)
28

Photo credit: Kalyan Chakravarthy <https://flic.kr/p/9W1V1P>

Countries implementing MPOWER: Europe vs. global



Monitor tobacco use & prevention policies

Protect people from tobacco smoke

Offer help to quit tobacco use

Warn about the dangers of tobacco

Enforce bans on tobacco advertising, promotion, & sponsorship

Raise taxes on tobacco

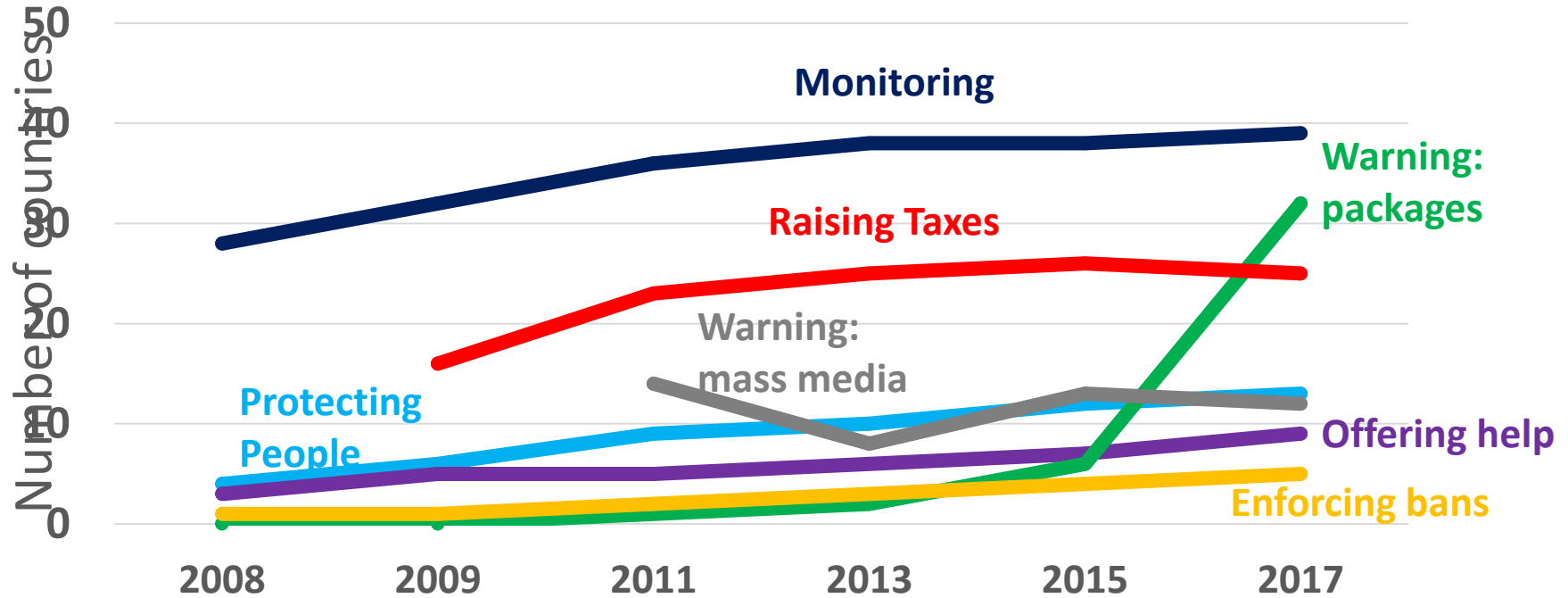
Source: Taking Stock: Tobacco control in the WHO European Region in 2017



Europe implementing MPOWER measures

| | 2008 | 2009 | 2011 | 2013 | 2015 | 2017 |
|--|------|------|------|------|------|------|
| M onitoring tobacco use | 28 | 32 | 36 | 38 | 38 | 39 |
| P rotecting people from tobacco smoke | 4 | 6 | 9 | 10 | 12 | 13 |
| O ffering help to quit tobacco use | 3 | 5 | 5 | 6 | 7 | 9 |
| W arning on cigarette packages | 0 | 0 | 1 | 2 | 6 | 32 |
| W arning through mass media campaigns | | | 14 | 8 | 13 | 12 |
| E nforcing bans on tobacco promotion | 1 | 1 | 2 | 3 | 4 | 5 |
| R aising tobacco taxes | | 16 | 23 | 25 | 26 | 25 |

Europe implementing MPOWER measures



Standardised packaging gains international momentum

The UK
became the
**1st country
in Europe**
to pass standard
packaging legislation
with Ireland, France
and New Zealand
following suit

Australia was **1st**
to introduce
standard packs in

The international momentum
around standardised packaging is
growing with countries including
New Zealand, Hungary, Sweden, Finland,



Major decline in tobacco use

| Russian Federation | Whole Population | Ukraine | Whole Population |
|--------------------|------------------|------------------|------------------|
| 2009 | 39.4% | 2010 | 28.4% |
| 2016 | 30.9% | 2017 | 23.0% |
| % Decline | -21.5% | % Decline | -19.0% |

http://bit.ly/gats_rus

http://bit.ly/gats_ukr



Smoke Free Playgrounds

County/City Councils that have adopted smoke-free playgrounds initiative





What are the trends in Europe by 2025?



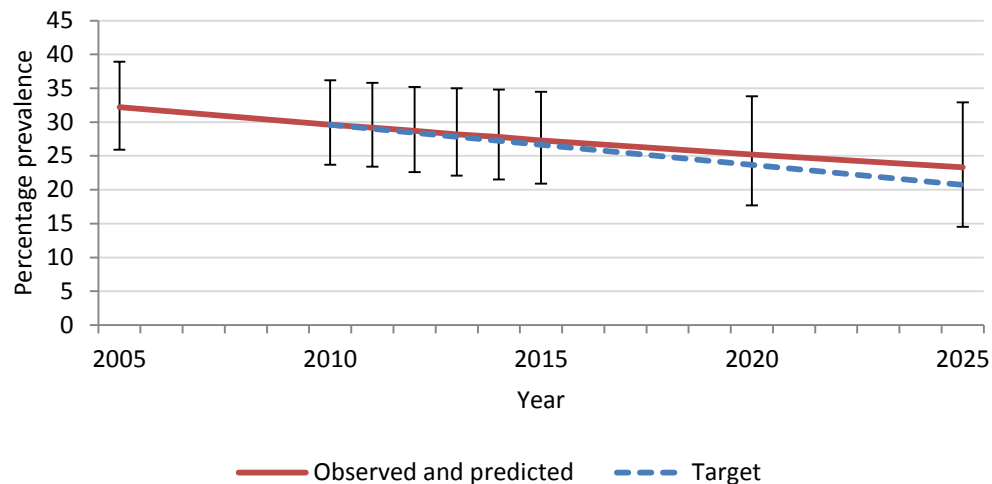
Global Monitoring Framework Scoreboard for Europe

Major scope for accelerating achievement



Trends in tobacco smoking in the Region compared with the 2025 voluntary target

Current smoking among persons aged 15+ in European Region (crude adjusted)



Trends in smoking prevalence: global vs. Europe

| Gender | WHO Region | Estimated prevalence | | | | Projected prevalence | | 2025 Target | Target gap |
|----------|------------|----------------------|------|------|------|----------------------|------|-------------|------------|
| | | 2000 | 2005 | 2010 | 2015 | 2020 | 2025 | | |
| Combined | Global | 26.9 | 24.3 | 22.1 | 20.2 | 18.7 | 17.3 | 15.5 | - 1.8 |
| | EURO | 37.3 | 34.5 | 32.0 | 29.9 | 28.0 | 26.3 | 22.4 | - 3.9 |
| Males | Global | 43.0 | 39.6 | 36.6 | 34.1 | 31.9 | 30.0 | 25.7 | - 4.4 |
| | EURO | 49.3 | 45.4 | 41.9 | 38.7 | 36.0 | 33.5 | 29.3 | - 4.2 |
| Females | Global | 10.9 | 9.0 | 7.5 | 6.4 | 5.4 | 4.7 | 5.3 | 0.6 |
| | EURO | 25.2 | 23.6 | 22.2 | 21.0 | 20.0 | 19.1 | 15.6 | - 3.6 |

Countries in European Region to meet target

- Austria
- Denmark
- Finland
- Spain
- Ireland
- Iceland
- Luxembourg
- Netherlands
- Norway
- Sweden
- United Kingdom

Ireland: Fitted trends in current tobacco smoking among persons aged 15 years and over (%)

| Year | Men | Women | Both sexes | Estimated no. of current smokers |
|---|------|-------|------------|----------------------------------|
| 2000 | 37.5 | 37.0 | 37.2 | 1,125,000 |
| 2005 | 33.2 | 31.6 | 32.4 | 1,087,100 |
| 2010 | 29.1 | 27.1 | 28.1 | 1,028,200 |
| 2015 | 25.4 | 22.6 | 24.0 | 879,600 |
| 2020 | 22.2 | 19.2 | 20.7 | 795,400 |
| 2025 | 19.6 | 16.2 | 17.9 | 729,500 |
| Voluntary target (30% relative reduction from 2010 to 2025) | 20.4 | 19.0 | 19.7 | |

Source: Country profiles, WHO global report on trends in prevalence of tobacco smoking 2000 – 2025, second edition (in print)



Is Ireland a serious contender in the Endgame?



Setting the scene

- Towards a Tobacco Free Society (2000) (Smoke-Free 2004, Point of-sale 2009, Tobacco Control Framework 2010)
- WHO: Framework Convention on Tobacco Control and MPOWER
- EU Directives
- Ministerial and Departmental concern
- Current smoking prevalence improving but unacceptable
- Healthy Ireland: essential for economic and social recovery and development
- Developed by Department of Health in consultation with key stakeholders

Connecting national and international context



Whole-of government
Whole-of society
Alcohol, Obesity, Sexual Health
Physical activity etc.

WHO FCTC

WHO Global action plan for the prevention and control of NCDs 2013-2020

Tobacco Free Ireland



EU Tobacco Related Directives

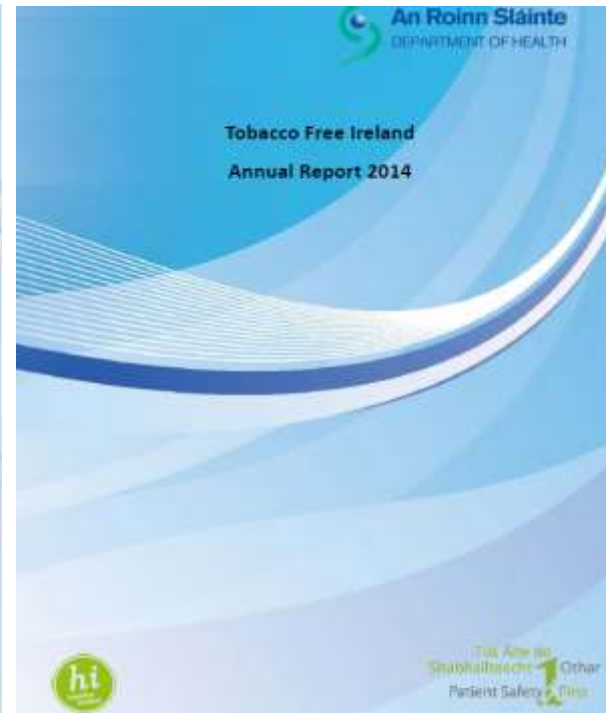
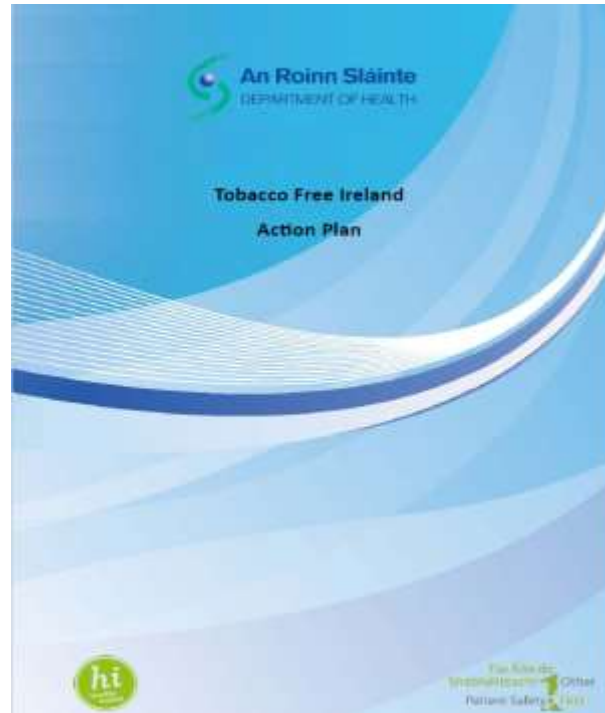
Sustainable Development Goals
SDG 3a



Making tobacco a thing of the past



Plans, actions and monitoring



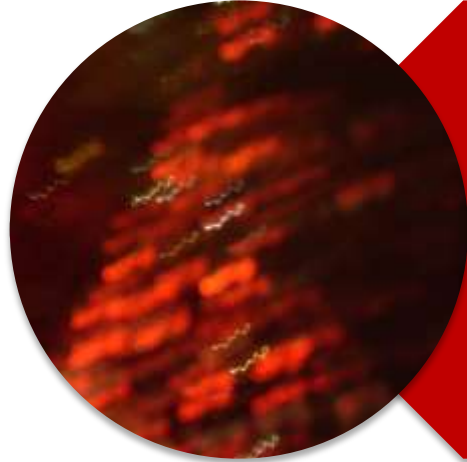
Strong partnerships

- Health Service Executive
- Non Governmental Organisations
- Healthy Ireland
- North South Co-operation
- European Union
- World Health Organisation
- International Partners



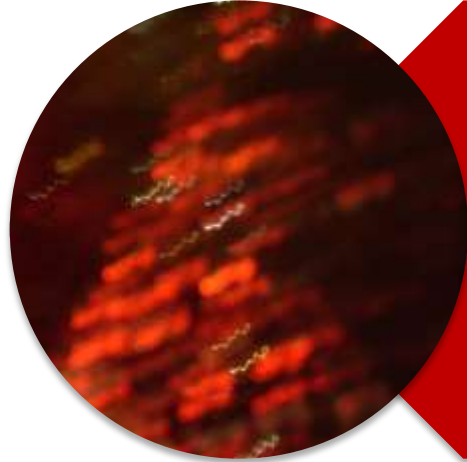
What are the challenges to the Endgame?

RISKS



Complaisancy

RISKS



Distraction

REUTERS EDITION: [NEW]

HOME BUSINESS MARKETS WORLD UK TECH MONEY ENERGY INNOVATION

Poland to challenge EU ban on menthol cigarettes

BY WIKTOR SZARY
WARSAW | Mon Aug 20, 2014 11:07am EDT

Tweet Link Use Show this Email Print



Poland's Deputy Prime Minister and junior coalition party PSL head Jarosław Pachoński (C) leaves a meeting with Poland's President Bronisław Komorowski (not pictured) at the Belvedere Palace in Warsaw, Aug. 19, 2014.

PHOTOGRAPH BY AP/WIDEWORLD

[Source >>](#)

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BRIDGES VOLUME 15 - NUMBER 11

Ukraine Launches WTO Challenge Against Australia Cigarette Packaging Law

21 March 2012

Tweet Link Use

An Australian law intended to make the packaging of cigarettes less appealing to consumers is now facing a WTO challenge, with Ukraine formally lodging a complaint at the global trade body last week. (D5454) The move follows heated discussions between WTO members in recent months over the law's conformity with multilateral trade rules.

The Australian law – also known as the Plain Packaging Act – requires that all cigarettes sold in Australia be packaged with only one colour and shape and that a significant portion of the packaging be used for health warnings. Though the bill was approved last December, tobacco companies have until December 2012 to make the necessary changes to their production.

The law has been defended by Australian officials as being necessary for public health reasons, with Australian Trade Minister Craig Emerson publicly declaring that “it’s not anti-trade, it’s anti-cancer.” According to government data, smoking kills 15,000 Australians annually, along with incurring about A\$31 billion, or US\$33 billion, in health and workplace expenses each year.

In response to the WTO complaint, Canberra said it would participate in the consultations “in a constructive and open-minded way.” However, Emerson said he was “prepared to defend any challenge that might result from the consultations.” Emerson said in a statement in Brisbane.

[Source >>](#)

http://bit.ly/pmi_bat_rus

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Philip Morris, BAT, Japan Tobacco Battle Putin's Anti-Smoke Plan

Henry Meyer
31 May 2012, 22:00 CEST

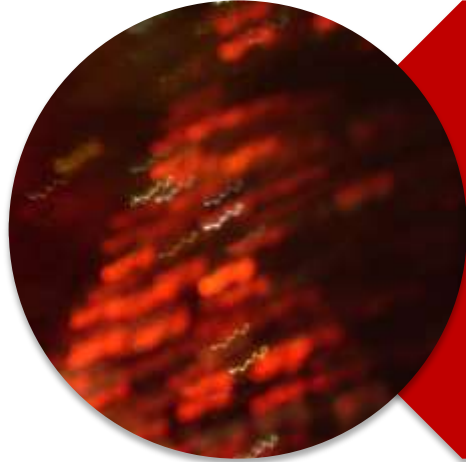
Philip Morris International Inc. and British American Tobacco Plc are leading cigarette makers seeking to derail Russian plans to crack down on smoking in the world's largest tobacco market after China.

FOUNDATION FOR A
SMOKE-FREE WORLD



<http://bit.ly/fsfworld>

RISKS



Change or
lack of
leadership



WNTD on May 31: Tobacco and CVDs



TOBACCO BREAKS HEARTS

Choose health, not tobacco

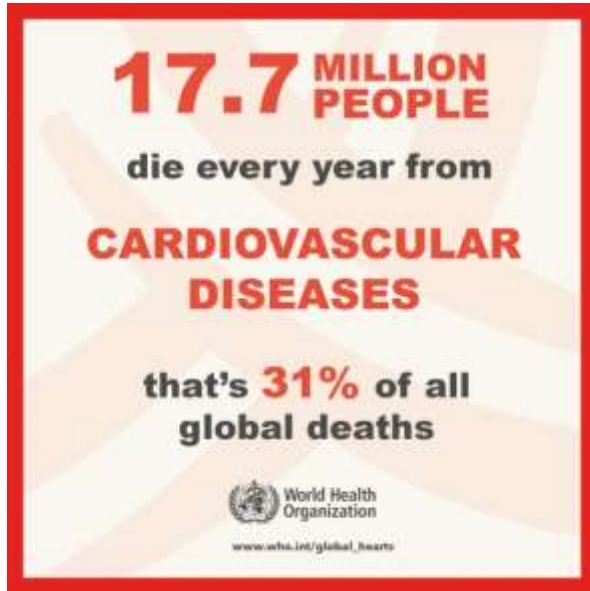
31 MAY: WORLD NO TOBACCO DAY

#NoTobacco





What are cardiovascular diseases?



- Cardiovascular diseases (CVDs) are disorders of the heart and blood vessels and include coronary heart disease, cerebrovascular disease and rheumatic heart disease
- CVDs are the **# 1** cause of death globally



3 MAJOR RISK FACTORS contribute to CARDIOVASCULAR DISEASES



Tobacco

+



Foods high
in salt

+



High blood
pressure

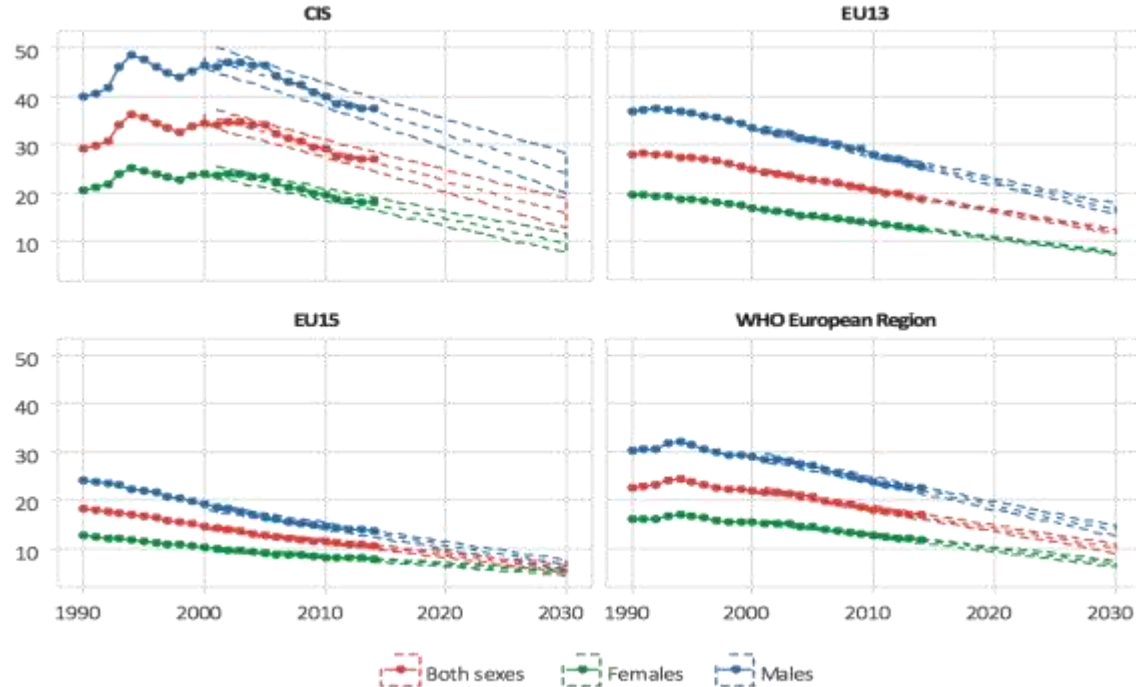
#NoTobacco





Risk of dying from NCDs: decreasing trends but gender gaps persist

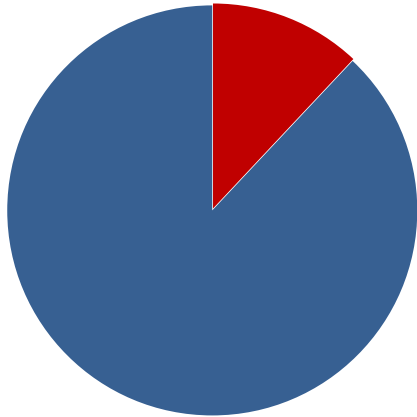
Unconditional
probability of
dying (%)





How is tobacco use related to CVDs?

Contribution of tobacco use



Tobacco use and second-hand smoke exposure:

- **second** leading cause of CVDs, with about 1.7 million deaths every year
- Contribute to approx. 10% of all CVD deaths globally

Smokers experience a 2- to 4-fold increased risk of coronary heart disease (CHD) and cerebrovascular stroke

Exposure to second-hand smoke is associated with 25–30% increased risk of CHD among adults

All causes of heart disease deaths



Tobacco related ‘best buys’ for preventing and controlling NCDs

- Increase excise **taxes** and prices on tobacco products
- Implement plain/standardized packaging and/or large graphic health **warnings** on all tobacco packages
- Enact and enforce comprehensive bans on tobacco **advertising, promotion and sponsorship**
- Eliminate **exposure to second-hand tobacco smoke** in all indoor workplaces, public places, public transport
- Implement **effective mass media campaigns** that educate the public about the harms of smoking/tobacco use and second hand smoke



WHEN YOU STOP SMOKING

After
20
MINS.

blood pressure and
heart rate drop



After
12 HOURS
carbon monoxide
levels normalize



After
2-12
WEEKS
circulation and lung
function improve



#NoTobacco



The impossible has happened



2025 Ireland Tobacco-free

Let us get it done together!



**When I Grow Up Ireland
will be Tobacco Free**

