

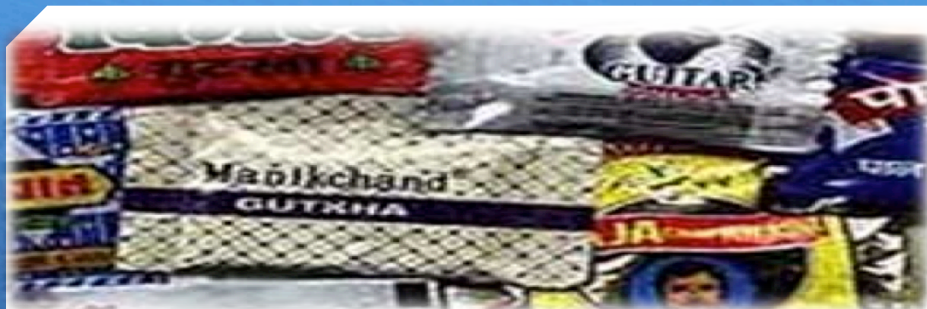
# SOUTH ASIAN PERSPECTIVES ON ENDGAME STRATEGIES



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# Myriad Varieties of Tobacco Products in the Region



# Burden of tobacco use in South-East Asia

- The burden in the south-east Asian region is one of the highest among the WHO regions **killing over 1.3 million people annually**
- The region is home to over **400 million tobacco users**
- 15 million people in India (tobacco user and and their families) are pushed towards poverty due to the financial burden of direct and indirect costs of tobacco-attributable diseases
- Poor people in Nepal spend 10 per cent of their income to buy tobacco products and related items -

# Prevalence of tobacco use in South-East Asia

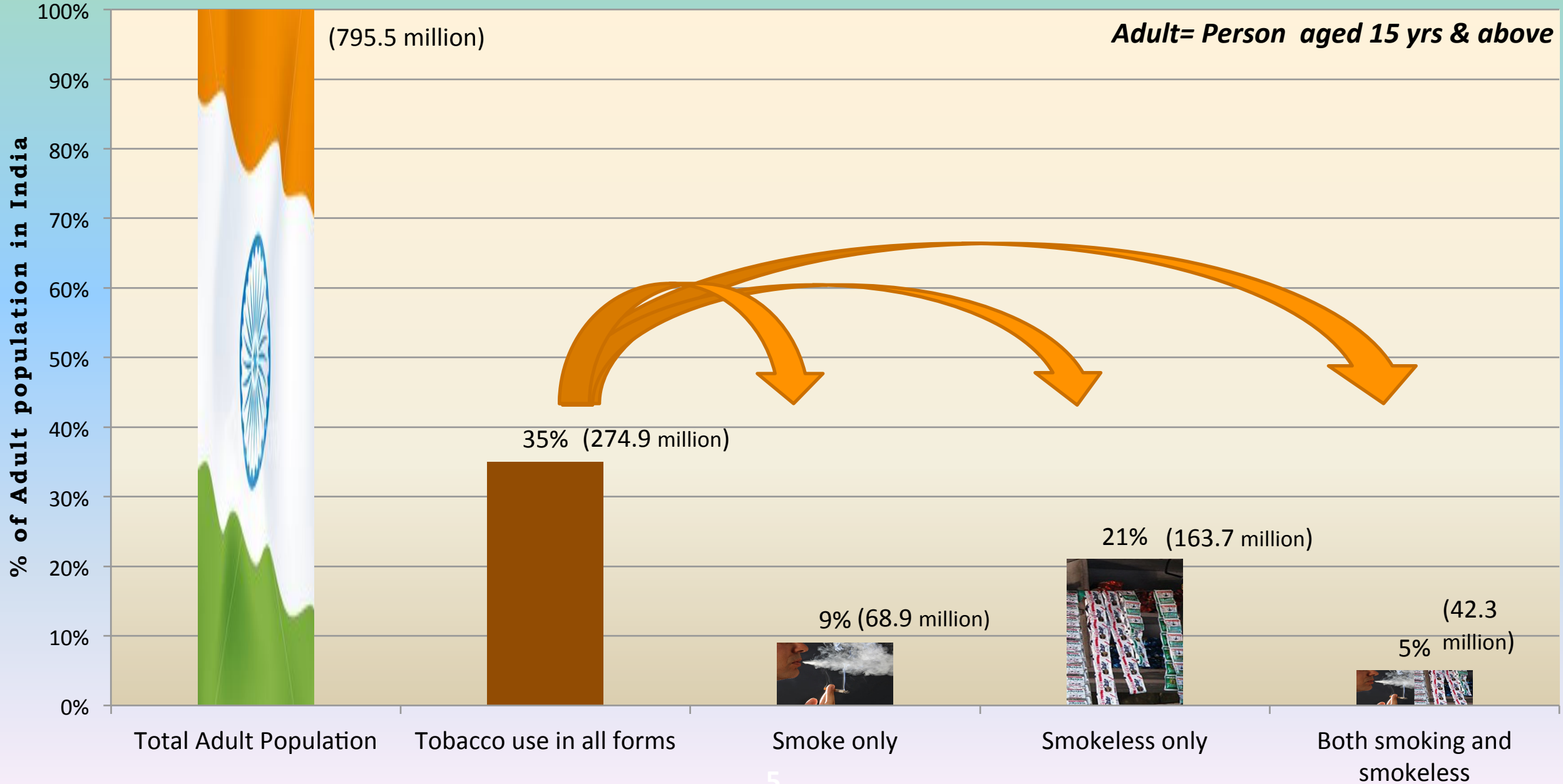
- The prevalence of **smokeless tobacco use is high** in a few countries of the region
- **Women** in the region are commonly found to be using **smokeless tobacco**, the recent rising trend of smoking among them is a grave cause of concern in the Region
- **Young people are at great risk** of tobacco use due to aggressive marketing tactics used by the tobacco industry

Member Countries	Age	Smoking (%)		Smokeless (%)	
		Male	Female	Male	Female
Bangladesh	15+	44.7	1.5	26.4	27.9
India	15+	24.3	2.9	32.9	18.4
Indonesia	15+	63.1	4.5	N.A.	N.A.
Maldives	25-64	37.5	11.8	N.A.	N.A.
Myanmar	15-64	44.7	7.8	51.4	16.1
Nepal	15-64	34.5	15.9	31.2	4.6
Sri Lanka	15-64	29.8	0.4	24.9	6.9
Thailand	15+	45.6	3.1	1.3	6.3

Source<sup>8</sup>

**Source: WHO, 2011**

# India's Adult Population & prevalence of different forms of tobacco use



# Tobacco CONTROL to Tobacco ENDGAME

## TOBACCO CONTROL

WHO Framework Convention on Tobacco Control (FCTC)/MPOWER

Monitoring implementation of tobacco control policies

National coordinating mechanism for tobacco control

Finance mechanism to enforce tobacco control policies

WHAT  
NEXT?

## TOBACCO ENDGAME

Endgame is viewed as a **long-term PROCESS** to ending tobacco use that calls for strategic action to reduce prevalence of tobacco use

Measures like smoke-free public and indoor places, were once **radical ideas**, but now reality!

Plain packaging; Tobacco Free Generations, NMT 21C & 5% prevalence by 2040

# WHERE IS AN 'ENDGAME SCENARIO' FEASIBLE?

- ❑ Countries/states with low prevalence of tobacco use
  - California (U.S) – 11.9%
- ❑ Countries/states with a rapid reduction in prevalence of tobacco use
  - Uruguay (32% in 2006 to 25% in 2009); Canada (30% in 1994 to 18% in 2008)
- ❑ High public understanding of the tobacco burden
- ❑ Support from all stakeholders/civil society movement
  - WHO, WTO, WB, UN Agencies, FCA, NCD Alliance etc.
- ❑ Strong political leadership /Government intent
  - Plain packaging in Australia
  - Gutkha ban in India



# India's pathway to tobacco endgame

## Ban on smokeless tobacco products

- Food Safety and Standards Authority notified prohibition on sale of food items containing tobacco or nicotine as ingredients.
- **33 Indian states have banned *gutkha*** while some have also banned other smokeless tobacco products like *zarda* and *paan masala*
- **10 states and Union Territories** have expanded the scope of the FSSA rules to include other smokeless tobacco products

## Regulation of tobacco imagery in films and television programmes

- No advertisement or promotion in films and television
  - Minimum 30 seconds health spots and static health warning message
  - Minimum 20 seconds A-V health spot on the adverse effects of tobacco use
  - Non compliance may lead to suspension of license
  - No films to be certified without compliance with the rules
  - A written health warning when someone smokes on screen.

## Graphic Pictorial Health Warnings

- In October 2014, India has introduced larger and more graphic pictorial health warnings on tobacco products covering 85% of the principle display area of the package. This will include a PHW covering 60% area and a textual warning covering 25% of the area
- The warnings, will be rotated every 24 months and will be implemented from April 2015



# Ban on smokeless tobacco products



**RELATED KEYWORDS:** Tarun-Gogoi | Pan-Masala | Gutka | Assam-First-State-To-Ban-Smokeless-Tobacco

## Assam first state to ban smokeless tobacco

TNN | Feb 13, 2014, 04:52AM IST

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**GUWAHATI:** Assam became the first state to legally ban consumption of all forms of smokeless tobacco, including pan masala containing tobacco and nicotine, through an act which comes into effect on Thursday. Taking note of the fact that smokeless tobacco accounts for 90% of oral cancers, the act also bans the manufacture, advertisement, trade, storage, distribution and sale of the substances.

On Wednesday, state health minister, Himanta Biswa Sarma informed the legislative assembly that governor JB Patnaik had given assent to the Assam Health (Prohibition of manufacturing, advertisement, trade, storage, distribution, sale and consumption of zarda, gutkha, pan masala, etc, containing tobacco and/or nicotine) Bill, 2013, on Tuesday. "The notification will be issued on Wednesday, and the law will come into force from Thursday," Sarma said.

Violators shall be punished with imprisonment up to seven years and a fine between Rs 1 lakh and Rs 5 lakh. Consumption or possession of zarda, gutka and pan masala containing tobacco shall be punished with a fine of Rs 1,000 for the first offence and Rs 2,000 for each subsequent offence.

## Mass-media campaign to support the SLT Ban



Source: World Lung Foundation

# Strong tobacco control efforts in India

## Regulation of depiction of tobacco imagery on-screen



## Pictorial Health Warnings from April 2015



Smokeless  
Forms

Smoking  
Forms

# The Endgame for Tobacco Conference



INTERNATIONAL CONFERENCE  
ON PUBLIC HEALTH PRIORITIES  
IN THE 21st CENTURY

- The International Conference on Public Health Priorities in the 21st Century: The Endgame for Tobacco held in New Delhi, India from 10-12 September 2013 envisioned

*“To make the 21st Century the last period in history where any harm is caused to humans by tobacco”*

- The Conference attended by 600 delegates from world over defined ‘Endgame’ as A composite of strategies to reduce or contain the prevalence of tobacco use to less than 5%, which is a tipping point of de-normalisation, at which countries are enabled to further completely eliminate all forms of tobacco consumption.



[www.endgameconference2013.in](http://www.endgameconference2013.in)

# Endgame for Tobacco: The Conference Declaration

The conference unanimously adopted a **23 point declaration** and, *inter alia*, strongly recommend:

- **Ratification and full implementation** of WHO FCTC by all countries
- **Raising tobacco taxes** sharply on all products, as recommended by WHO,
- Mandating **plain packaging** for all tobacco products
- Progressively reducing the land under tobacco cultivation
- Provision of a comprehensive set of **tobacco cessation** services
- De-Normalisation of tobacco industry through strict **adherence to Article 5.3 of FCTC**
- **Recognising the models of Prohibiting the sale of tobacco to all persons born after 2000, adopted a youth campaign of “No More Tobacco in the 21<sup>st</sup> Century”** (NMT21C) as the symbol of global movement for elimination of tobacco

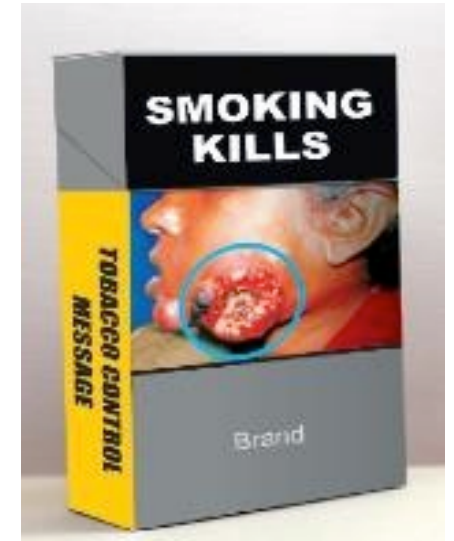
16. Strengthening of inter-governmental, inter-ministerial and multi sectoral coordination to prevent tobacco industry interference in the effective implementation of the FCTC, regional directives (such as in the European Union) and national laws for tobacco control.
17. Positioning tobacco control in other health and development agendas at both national and global levels, with particular attention to reduction of poverty and health inequality.
18. Support from WHO, Bureau of FCTC's Conference of Parties, Secretariat and the UN Interagency Task Force on the Prevention and Control of NCDs, to all countries, for effective implementation of FCTC and the WHO Global NCD Action Plan 2013-2020.
19. Ratification and implementation, by all governments, of the first protocol under the WHO-FCTC to ensure elimination of illicit trade in tobacco products.
20. Mandatory training in health promotion and tobacco control as a part of education across sectors at the graduate and post-graduate levels and especially for health professionals, social workers and teachers.
21. All health care providers to be trained to seek information from patients and families on tobacco consuming habits, so as to minimize missed opportunities for initiating effective tobacco cessation interventions.
22. Advancing research to support stronger, innovative and evidence based tobacco control measures beyond FCTC.
23. Adoption of the “No More Tobacco in the 21<sup>st</sup> Century” (NMT21C) as the symbol of global movement for elimination of tobacco.

The Conference calls on Governments, WHO, other UN agencies and the Conference of Parties to take leadership position in advancing the actions under FCTC and its protocols as well as the Global Action Plan on NCDs 2013-2020, while linking them to the evolving UN Agenda for Sustainable Development, and support the recommendations contained in this declaration to realize the vision of a world free from tobacco, within this century.



# Introducing policy recommendations on plain packaging of tobacco products in India

- **Recommending plain packaging as a policy measure**
  - The Australia-India Taskforce on Tobacco Control was set up to examine the feasibility of plain packaging of tobacco products in the India
  - Research found that the policy measure was favoured by majority of the respondents (69%) and key stakeholders (92%)
  - Civil society and media support for plain packaging
- **Private Member's Bill introduced in Parliament in 2012 and again in 2014**
- In a landmark order in 2014, the **Hon'ble Allahabad High Court recommended** the Government of India to consider the feasibility of **implementing Plain Packaging** of Tobacco Products in India.
- The Hon'be court stated that ***"tobacco plain packaging measure would be a long term investment to safeguard the health of the Indian youth."*** *The Court also observed that "Australia has adopted plain packaging in the year 2013 (December 2012). If only in one year the sale of cigarettes starts decreasing then it is very positive sign to accept said plain packaging formula in India also. We found no harm in implementing this scheme."*



**Report available: [www.aii.unimelb.edu.au/sites/default/files/Taskforce%20on%20Tobacco%20Control-Final.pdf](http://www.aii.unimelb.edu.au/sites/default/files/Taskforce%20on%20Tobacco%20Control-Final.pdf)**

# Raising tobacco taxes in India

## Health Cost of Tobacco Use

- A recent study found that the total economic costs attributable to tobacco use from all diseases in India in the year 2011 for persons aged 35-69 years amounted to **Rs. 1,04,500 crores** (US\$ 22.4 billion)
- Of these, 16 % was direct cost and 84 % indirect cost.

Ref: [www.phfi.org/images/home/empirical\\_study.pdf](http://www.phfi.org/images/home/empirical_study.pdf)

## Fiscal Policies Against Tobacco in India

- A 10% increase in cigarette prices will lead to almost 3% decrease in consumption and 7% increase in government revenue
- A 10% increase in bidi prices will lead to almost 5% decrease in consumption and 4% increase in government revenue
- Cigarette excise can be increased by 370% of present levels for a 54% decline in consumption and 115% increase in revenue
- Bidi excise can be increased by 100% of present levels for a 40% decline in consumption and 22% increase in revenue

Ref: [www.phfi.org/images/pdf/policy\\_brief\\_brochure\\_final.pdf](http://www.phfi.org/images/pdf/policy_brief_brochure_final.pdf)

# Tobacco Fiscal Policy in India

- + Increase in the specific excise duty on cigarettes from 11 percent → 72 percent.
- + The excise duty was increased from 12 percent → 16 percent on pan masala,
- + Increase in excise duties from 50 percent → 55 percent on unmanufactured tobacco
- + Increase in excise duties from 60 percent → 70 percent on gutkha and chewing tobacco.

Budget 2014: Excise duties on cigarettes, tobacco, pan-masala, gutka hiked

Writankar Mukherjee, ET Bureau Jul 10, 2014, 06:14PM IST

**Tags:** [tobacco](#) | [Phillips](#) | [pan-masala](#) | [marketing mix](#) | [ITC](#) | [Insurability](#) | [gutka](#) | [Godfrey Phillips India](#) | [Godfrey](#) | [Finance minister](#) | [excise duties](#) | [Edelweiss](#) | [Cigarettes](#) | [budget 2014](#) | [Arun Jaitley](#)

KOLKATA: Be ready to pay more the next time you think of a smoke. Cigarette price is going to go up by 12-14% for regular length cigarettes whose excise duty has been increased by 11-21%, while the smaller size cigarettes of 64 mm length prices will go up from Rs 2 per stick to Rs 2.5-3 per stick due to a whopping 72% increase in duties in this segment.



2

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# Best Practices in the Region: Bhutan



- **Ban on sale of tobacco products**
  - In 2004, the Bhutanese Government banned sale of all tobacco products.
  - It was the first country to impose such a ban.
  - Violations were severely penalized and owners of shops and hotels can lose their business licenses.
  - Imposition of 100% tax on all tobacco products brought into the country for personal consumption by Bhutanese.
  - Foreigners selling tobacco to locals severely penalized.



# Best Practices in the Region: Nepal

- Nepal has recently announced pictorial warnings covering 90% of the front and back of all tobacco products, including smokeless tobacco products.
- The Supreme Court of Nepal stated that since the WHO FCTC necessitates anti-tobacco use messages on the product pack, it did not need to intervene to change the provisions of the Act that required 75% space for anti-tobacco messages.
- The government collected around Rs 3.77 billion from the tobacco products as revenue in 2010, but spent around Rs 47 billion for the treatment of tobacco related diseases.



The screenshot shows the homepage of The Himalayan newspaper. At the top, there is a logo for SAMA PRINTERS with the tagline 'BEYOND IMAGINATION' and a banner for 'Now Ask Quotation Online'. The main header features the newspaper's name 'The Himalayan' in large blue letters. Below the header, there is a navigation menu with categories like Home, Capital, Nepal, World, Sports, Business, Variety, Opinion, Entertainment, Multimedia, and Blogs. A search bar and a 'Personalize' button are also visible. The main content area displays a 'Top Stories' section with a prominent article titled 'Supreme Court scraps cigarette companies' plea'. The article's sub-headline reads 'Tells govt to ensure 75 per cent space on tobacco product packs is allotted to health warning'. The author is identified as ANANTA RAJ LUITEL. The article text states that the Supreme Court has directed the government to strictly implement the anti-tobacco provisions of the Tobacco Product Control and Regulatory Act. A three-member bench of Justices Kalyan Shrestha, Tarka Raj Bhatta, and Gyanendra Bahadur Karki issued the order. The article also mentions that the government collected around Rs 3.77 billion from tobacco products in 2010 but spent around Rs 47 billion on treating tobacco-related diseases. A sidebar on the right contains 'Also Read' links to various news items.

# Best Practices in the Region: Thailand

- Thailand has long been at the forefront of tobacco control in Southeast Asia. On 8 March 2013, it took another step forward by requiring 85% pictorial (graphic) health warnings on cigarette packs. Current pictorial warnings are 55%.
- In 2010, smoking was banned in all indoor public and workplaces and open air public places such as markets. The only indoor venue where smoking is currently allowed is in designated smoking rooms (DSRs) in international airports.

**VOA Voice of America**

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News / Asia

## Thailand's Health Ministry Battles Big Tobacco Over Graphic Health Warnings

Print Share



FILE - The warning signs are printed on the cigarette packets on sale in Bangkok, Thailand.

Ron Corben  
October 08, 2013

BANGKOK — Major international tobacco companies are mounting a legal challenge to Thailand's plans to increase graphic health warning packaging. The court battle has wide implications for Thailand's health policy measures seeking to reduce and combat cancer.

In Thailand lung cancer rates are rising and becoming a leading cause of death. The policy backed by the World Health Organization's Framework Convention on Tobacco Control (FCTC) is being implemented by Thailand's Ministry of Public Health.

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8-1 2

### Thai youth ask the tobacco industry to withdraw against new pictorial health warnings

1 Aug, 13 | by Marita Hefler, News Editor

**Update: On 1 August, 140 youth and students held a protest rally at the World Trade Centre in Bangkok, location of the Philip Morris International offices, to show support for 85% pictorial health warnings.**

View a video of the rally here: <http://www.youtube.com/watch?v=cXsW>



Open letter  
1 August 2013

To: Manager of Philip Morris International (Tobacco) and Manager of Philip Morris International (Tobacco)

Subject: Request for the lawsuit on the regulation requiring 85% pictorial health warning on cigarette packages

**Thailand - Court decision paves the way to the resizing of graphic health warnings**

JUNE 2014 - On 8 March 2013, Thailand's Minister of Health, Dr Pradith Sintawarong, signed new regulations that require graphic health warnings to cover at least 85% of both sides of cigarette packages, up from 55%. However, implementation of the measures was held up as a result of a legal challenge initiated by three major international tobacco companies, which resulted in an injunction to that effect issued by the Central Administrative Court in August 2013.

The ruling has now been overturned by the Supreme Administrative Court, allowing the Ministry of Health to implement the regulations without delay. Tobacco companies have been given 90 days to dispose of their existing stocks and to replace them with products in packaging carrying the resized warnings.



**FCTC**  
WHO FRAMEWORK CONVENTION ON TOBACCO CONTROL

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# Best Practices in the Region: Bangladesh

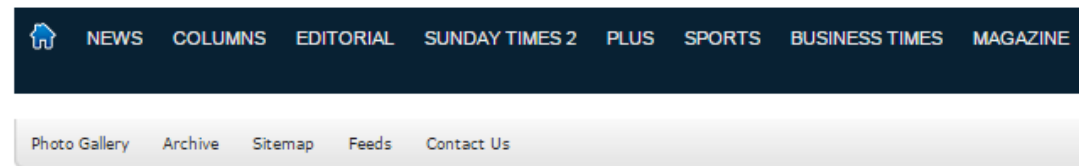
- Bangladesh law prohibits bank loans for tobacco cultivation, bans subsidies on fertilizer to tobacco farms, and stipulates that the government shall provide easy-term loans to cultivate alternate crops. To scale-up crop substitution nationally, several interventions are still needed including supply of food crop seeds.
- In Bangladesh, a Non Governmental Organization (NGO) called Policy Research for Development Alternatives (UBINIG) has conducted extensive crop substitution research. Since 2009, this project has helped over 500 farmers shift from tobacco to food production by partnering. This movement is led by farming communities practicing biodiversity-based ecological agriculture.



Source: UBINIG

# Best Practices in the Region: Sri Lanka

- Prior to recent notifications by countries, Sri Lanka notified largest pictorial warning in the region to cover 80% of the front and back under the Tobacco Product (Labelling and Packaging) Regulations No. 01 of 2012 (8 August 2012)
- Tobacco industry challenged the regulations in the Supreme Court of Sri Lanka
- Supreme Court ordered to implement pictorial warnings covering up to 50% to 60% of a packet of cigarette
- Ban on Corporate Social Responsibility activities by tobacco companies



## Sunday Times 2

### Cigarette case: Court upholds citizens' right to health

View(s):

The Petitioner in this Writ Application is the Ceylon Tobacco Company PLC. A Writ of Certiorari is sought to quash the tobacco products (labeling and packaging) Regulation No. 1 of 2012, published in Gazette Notification marked P11 of 8.8.2012. A mandate in the nature of Writ of prohibition is also sought against the three Respondents, proceeding to make regulation prescribing health warnings for tobacco products containing pictorials, graphics, images or any other non-textual content under Section 30 read with Section 34 of the National Authority on Tobacco and Alcohol Act No. 27 of 2006. Petitioner in terms of sub para (d) of the prayer to the petition has sought an interim order staying the operation of the above regulation referred to in Gazette marked P11. The learned President's Counsel for the Petitioner on 20.2.2013 supported this application for the issuance of interim relief. However the then Hon. President of this court by his order dated 22.2.2013 refused to grant and issue an interim order as prayed for in the prayer to the petition.

Petitioner Company sought Special Leave to Appeal from the order of the Court of Appeal dated 22.2.2013. However on a perusal of the record, I find that the State, at an early stage of the above leave to appeal application gave an undertaking to the Supreme Court that the impugned regulation will not be operationalised, and as such undertaking had been extended from time to time, and on 1.4.2013 the Supreme Court ordered the status quo to be maintained. Such an order pronounced by the Supreme Court to maintain the status quo also had been extended periodically.

# No More Tobacco in the 21<sup>st</sup> Century (NMT21C)



NMT 21C is a youth-led global campaign which marks the handing over of the tobacco control baton to youth – for strengthening and propelling global tobacco control efforts by employing innovative and bold strategies: such as equipped to counter the malicious tactics of the tobacco industry.

10,000 youth signatures collected  
in India



NMT 21C endorsed by  
world class cricketer and  
India's ambassador for  
tobacco control –  
Mr. Rahul Dravid



# Tobacco CONTROL to Tobacco ENDGAME



**STATUTORY WARNING!!**  
**2014 THE FOLLOWING**  
**WOULD BE LOOKING FOR**  
**J O B S . . .**

**MARLBORO MEN**  
**MARLBORO WOMEN**  
**JACKIE SHROFF**  
**CAMELS**



**Thank You!**

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