

Tobacco Control and Trade Workshop

**Introduction: What is tobacco control, is it possible
and why this workshop?**

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This introduction

- What is tobacco control?
- Is tobacco control possible?
- Is tobacco control possible in EMRO?
- Why this workshop?



What is tobacco control??

- Tobacco control is to implement the measures that will reduce tobacco consumption.
- The measures were never as clear as in 2003 when the World Health Assembly of WHO adopted the WHO Framework Convention on Tobacco Control (FCTC).
- The WHO FCTC reflects the best known measures for tobacco control.



What is tobacco control??

“Main measures under WHO FCTC”

Demand side measures

- **Price and tax measures**
- Regulations of the content of the tobacco products
- Education communication and training
- Measures related to tobacco dependence
- Regular monitoring
- Total ban on advertising promotion and sponsorship
- Total ban on tobacco use in public places with no designated areas
- Pictorial health warnings at least 50% of the pack size

Supply side measures

- Control illicit tobacco trade
- Sales to and by minors
- Alternative activities

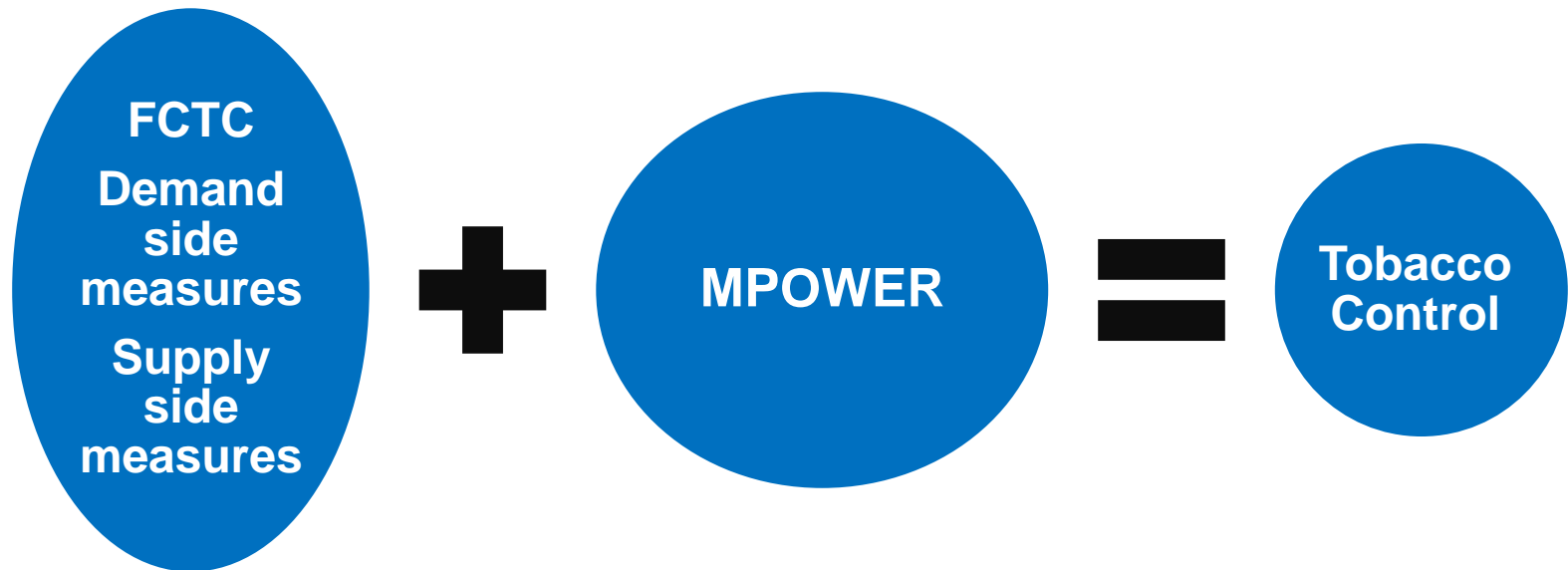


What is tobacco control??

- In 2008 WHO released its technical package that supports the implementation of the WHO FCTC under the name of MPOWER.
- **The six components of MPOWER**
 1. Monitor tobacco use and prevention policies (M)
 2. Protect people from tobacco smoke (P)
 3. Offer help to quit tobacco use(O)
 4. Warn about the dangers of tobacco(W)
 5. Enforce bans on tobacco advertising, promotion and sponsorship (E)
 6. Raise taxes on tobacco(R)



What is tobacco control??



Is tobacco control possible?

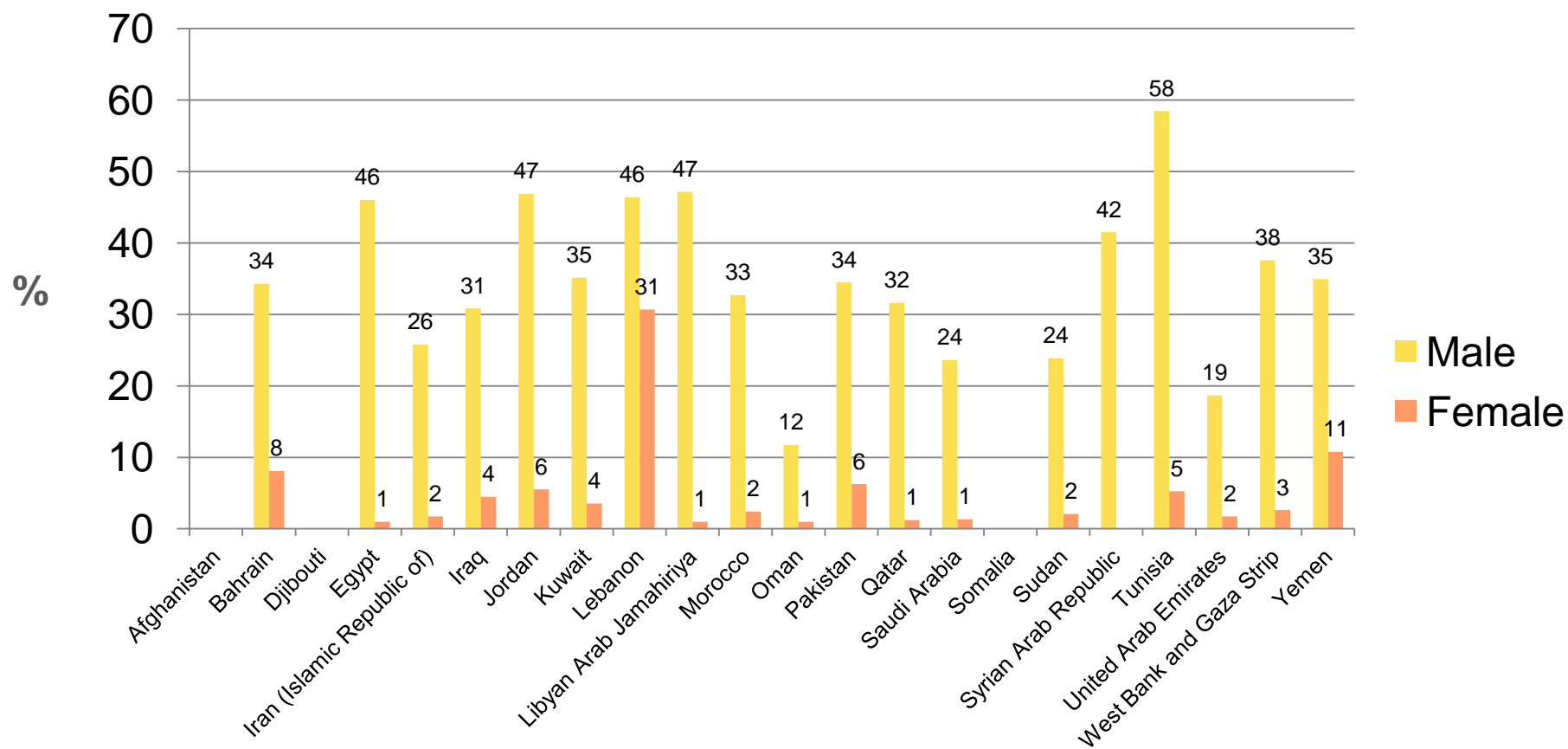
From countries that are implementing the highest measures of tobacco control ...Yes it is possible and it works...

Country	Years	Prevalence level (%)
Australia	1991	30%
	2004	21%
Iran	1993	20%
	2005	14%
Ireland	1998	33%
	2007	29%
New Zealand	1991	26%
	2006	24%
Thailand	1991	32%
	2007	21%
Turkey	2003	34%
	2008	31%
Uruguay	2000	35%
	2005	35%
United Kingdom	1994	27%
	2004	25%

Is tobacco control possible in EMR?



Age-standardized prevalence estimates for smoking among adults in EMR

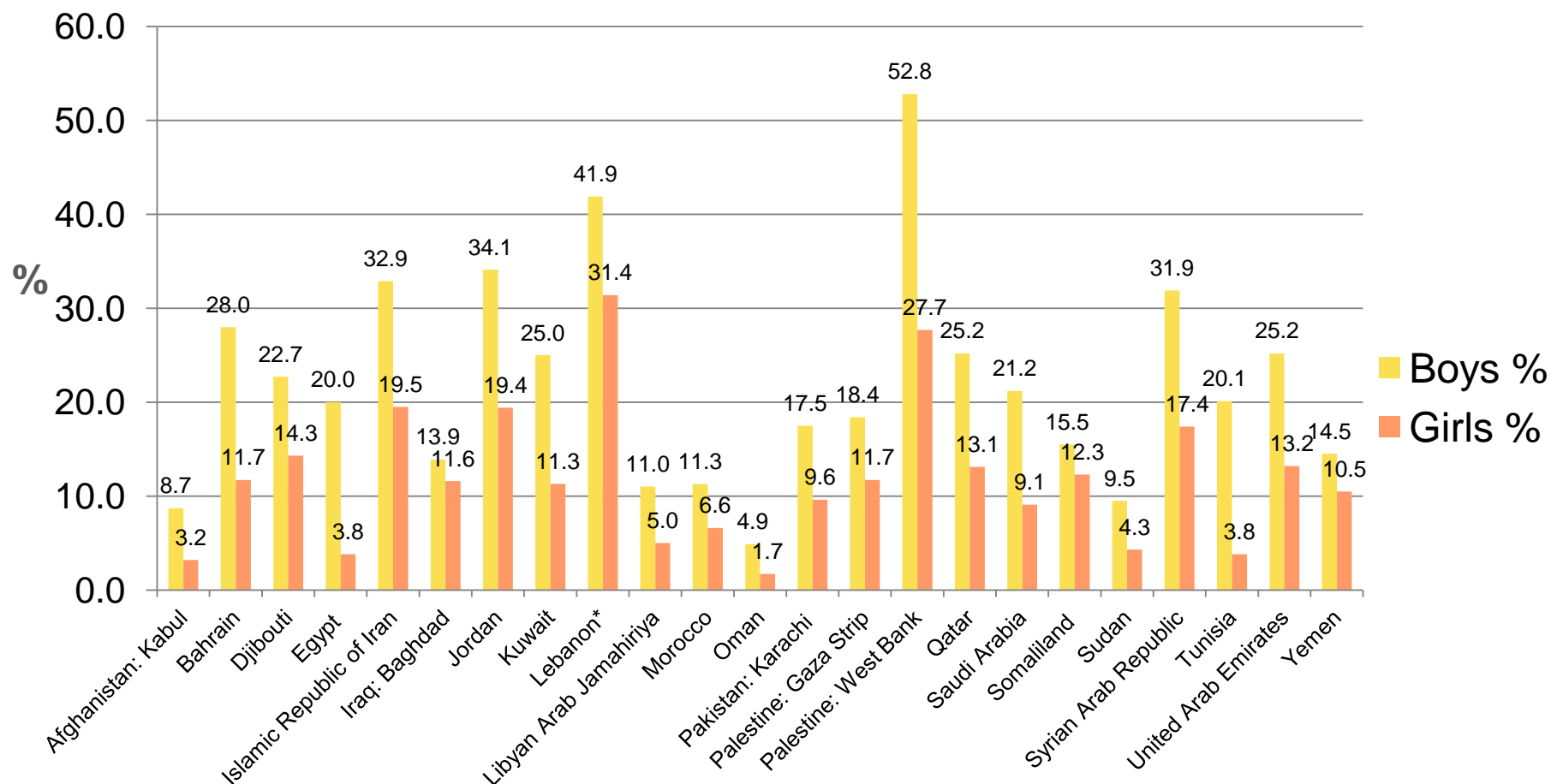


Source : WHO Report on Global Tobacco Epidemic, 2011
 Prevalence data from Steps Survey: Qatar , Egypt : STEPs survey 2012.,
 Palestine, West bank and GAZA 2011



World Health
 Organization

Currently use any Tobacco Products among youth (13-15 years) in EMR countries



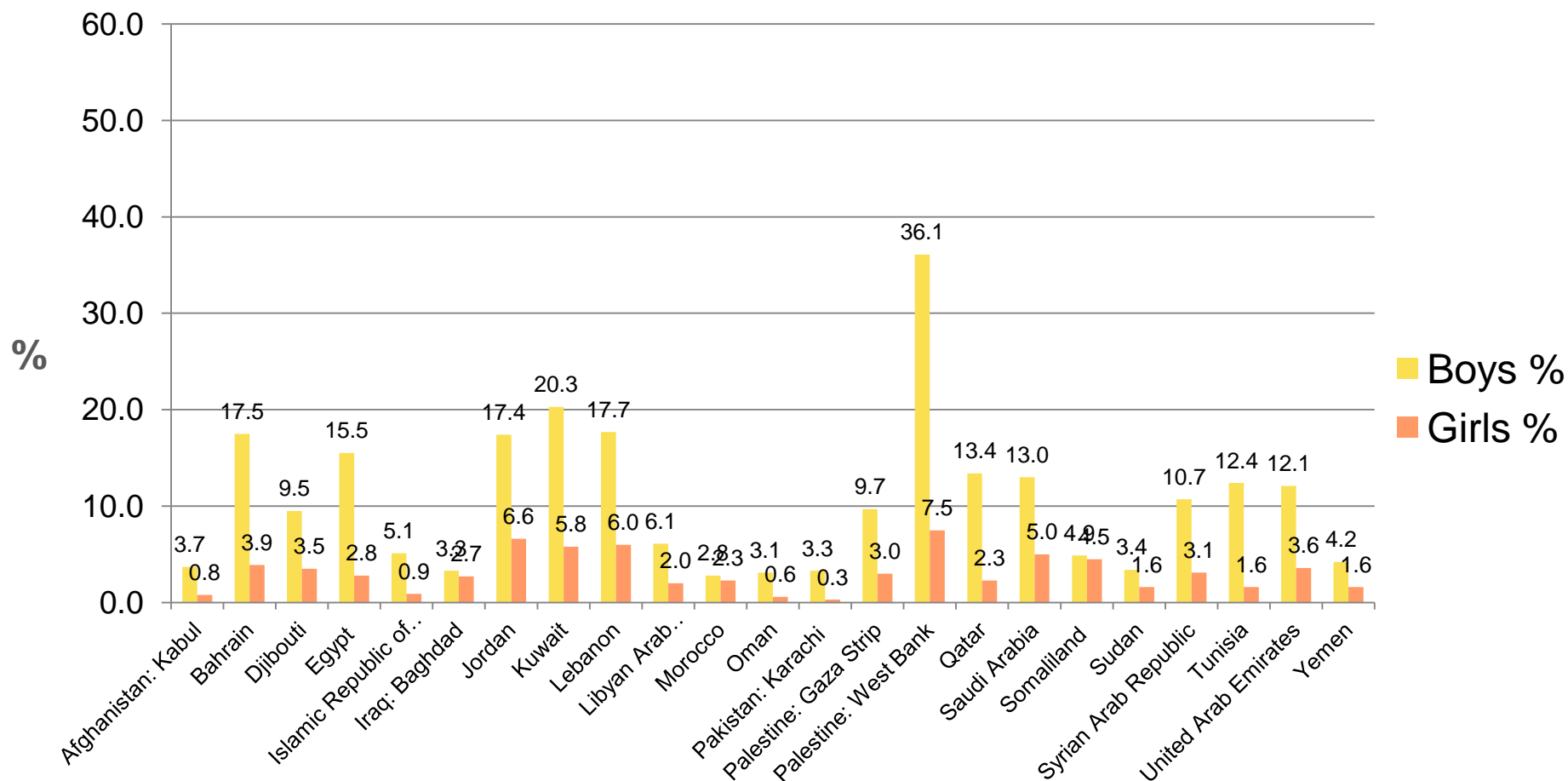
Global Youth Tobacco Survey data ,

10 | *Lebanon data reflects any smoked tobacco only



World Health Organization

Currently smoke cigarettes among youth (13-15 years) in EMR countries



Policies	M	P	O	W	E	R
Highest level	GATS GYTS GSPS GSHPS	Iran Libya Pakistan Palestine	Iran Kuwait	Djibouti Egypt Iran (although we have 13 countries with pictorial health warnings)	Bahrain Djibouti Egypt Libya Yemen	Palestine (82.82%) Tunisia (77.81%) Jordan (76.52%)
Next to highest		Djibouti Egypt Kuwait Lebanon Morocco Saudi Arabia	Bahrain Egypt Jordan Lebanon Morocco Pakistan Palestine Qatar Saudi Arabia Tunisia UAE	Bahrain Kuwait Oman Qatar Saudi Arabia UAE	Iran Kuwait Qatar Sudan Syria Lebanon Palestine Tunisia Iraq Jordan Morocco UAE	Egypt (72.50%) Sudan (72.43%) Morocco(67.71%) Pakistan (60%) Yemen(52.57%)
Intermediate		Afghanistan Jordan Oman UAE	Djibouti Iraq Libya Oman Yemen	Jordan Lebanon Pakistan Yemen	None	Lebanon (43.42%) Syria (33.33%) Djibouti (28.65%)
Lowest		Bahrain Iraq Qatar Sudan Tunisia Yemen Somalia South Sudan	Afghanistan Somalia Sudan South udan	Libya Sudan Palestine Iraq Morocco Syria Tunisia Afghanistan Somalia South Sudan	Oman Pakistan Saudi Arabia Somalia South Sudan	UAE(25.0%) Kuwait (24.62%) Oman (22.22%) Qatar(22.22%) Saudi Arabia(22.22%) Bahrain(20.0%) Iran (17.33%) Libya (14.67%) Somalia(7.48%) Iraq(3.96%) Afghanistan(2.45%) South Sudan ...

Why this workshop?

We are moving away from classical health arguments and messages to multi-sectoral approaches

Moving from vertical tobacco control to horizontal tobacco control



Why this workshop?

Tobacco and trade relation appeared in the region in many situations:

- Tobacco control and taxes.
- Tobacco control and pictorial health warnings.
- Tobacco control and illicit tobacco trade.
- Tobacco control and international agreement.



Why this workshop?

This workshop highlights the following points:

- **The tobacco industry is the key beneficiary from any contradictions or conflicts between tobacco control and trade policies.**
- **Multi-sectoral coordination is vital to address issues related to tobacco control.**
- **Role of MOH in coordination and in paving the way for better actions at country level is crucial, but it can't do it alone...other sectors are needed.**



Why this workshop?

- Discuss current issues and challenges in tobacco and trade;
- Discuss current controversies in tobacco and trade including specific cases of the tobacco industry attempting to undermine tobacco control on the basis of international trade; and
- Identify multi-sectoral action points for the health and trade sectors to ensure that public health is given due attention in current and future investment treaties and trade agreements.



Why this workshop??

- **Over the three days we will have the following session:**
 - **Trade and tobacco control: we will discuss the role of trade and public health, trade and the WHO FCTC; recent trade agreements and relevance to Tobacco Control.**
 - **Overview of the WTO, WTO related resources**
 - **Different trade agreements including:**
 1. **Free Trade Agreements**
 2. **General Agreement on Tariffs and Trade 1994**
 3. **The Agreement on Technical Barriers to Trade**
 - **Trade agreement and relevance to our region.**
 - **Tobacco industry efforts in undermining tobacco control activities.**



Why this workshop??

- **And the following exercises (main source for our report and recommendations):**
 - **National context and expectations**
 - **Tobacco industry interference**
 - **Prohibiting emerging tobacco products**
 - **The role of tobacco in a trade and investment negotiation**
 - **Country action plans**



Why this work shop?? Take home message...

- A national plan for each country
- Follow up actions
- Expected partners
- Letters to decision makers will follow from EMRO
- Special website to the workshop material



Thank you

