

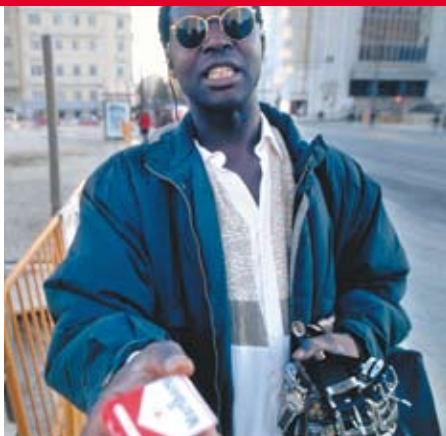
# The Union Tobacco Control



International Union Against  
Tuberculosis and Lung Disease

Department of Tobacco Control

# Tobacco control at The Union



*80% of smokers live in low- and middle-income countries.*

The International Union Against Tuberculosis and Lung Disease (The Union) has been active in tobacco control for 25 years. In the 1990s, The Union produced the first guide describing the tobacco control challenges faced by low- and middle-income countries. Since 2007, the Department of Tobacco Control has expanded in response to the passage of

the World Health Organization's Framework Convention on Tobacco Control (FCTC), the growing tobacco epidemic and the release of the WHO tobacco control strategy, MPOWER.

#### **The Union works to reduce tobacco use by:**

- Promoting effective tobacco control policy through technical trainings and resources
- Training a new generation of managers and practitioners
- Supporting effective tobacco control programmes through grants
- Building knowledge for action through research

#### **Through its network of regional centres and offices, The Union works to support tobacco control initiatives by:**

- Building organisational and technical capacity for tobacco control
- Enabling access to best-practice resources and advice for effective tobacco control
- Fostering partnerships and promoting coordinated tobacco control activities
- Promoting and supporting Bloomberg Initiative grants

## **Tobacco use in low- and middle-income countries**

Tobacco use kills more people than any other preventable cause of death. It is the only legal product that kills half of the people who use it, along with hundreds of thousands of non-smokers.

By 2030, if current trends continue, tobacco use will account for more than eight million deaths each year. More than 80% will be in low- and middle-income countries.

As markets open around the world and tobacco sales decline in higher-income countries, the tobacco industry is employing increasingly aggressive marketing and sales tactics in developing countries.

Low- and middle-income countries are particularly vulnerable. In poorer families, money that would have been spent on food is often spent on tobacco instead. Public health services are frequently unable to deal with the increases in cancers, cardiovascular disease, lung disease and reproductive health problems that accompany rises in tobacco use.

The Union works to reduce tobacco use and save lives. Effective tobacco control programmes combat poverty and challenge inequalities in health.

*Tobacco control activities are supported by the Bloomberg Philanthropies through a grant managed by the World Lung Foundation.*



## GOVERNMENT AND NGOS COLLABORATE ON TOBACCO CONTROL IN BANGLADESH

- ▶ In 2003, Bangladesh was one of the first countries to ratify the WHO Framework Convention on Tobacco Control (FCTC). This early engagement was due in large part to the establishment of a coalition of anti-tobacco advocacy organisations in 1999.
- ▶ The Union works to strengthen FCTC/ MPOWER implementation in Bangladesh through improved cooperation between the Government of Bangladesh and more than 300 tobacco control non-governmental organisations (NGOs) working in 40 districts around the country. Assisting the collaboration between government ministries and the anti-tobacco coalition ensures that tobacco control activities are cohesive and consequently more effective.
- ▶ Current efforts of the partnership focus on enforcing bans on tobacco advertising. The main achievements include raising public awareness of the tobacco control law, supporting “mobile courts” for law enforcement and removing illegal tobacco advertisements.

## Reversing the tobacco epidemic

To support global efforts for tobacco control, The Union focuses on several key policies that are proven to reduce tobacco consumption.

### Taxation

Increasing the price of tobacco via taxation is the single most effective way to reduce tobacco consumption. The Union supports governments, legislators and lobby groups to develop, implement and increase national tobacco control taxes.

### Smokefree policies

Smokefree policies are essential because there is no safe level of exposure to second-hand tobacco smoke. The Union works with governments to develop national smoke-free laws, and supports organisations – hospitals, schools, sports facilities – to implement smokefree policies.

### Health warnings

Warnings on cigarette packs – especially graphic warnings – encourage users to quit and discourage others from starting. The Union works with governments and NGOs to legislate for health warnings of specified size, content and design on all tobacco products.

### Bans on advertising, sponsorship and promotion

Tobacco advertising is proven to increase tobacco consumption. The Union provides training to counter industry advertising tactics and supports legislation imposing bans on all forms of tobacco promotion, from point-of-sale ads to sponsorships.

Adherence to these effective policies helps countries to meet their commitments to the FCTC, a global treaty that outlines national, regional and international tobacco control standards. More than 160 countries are now Parties to the FCTC.

# Building capacity in low- and

## Supporting grants to priority countries

The Union administers grants under the Bloomberg Initiative to Reduce Tobacco Use in collaboration with the Campaign for Tobacco-Free Kids. The competitively awarded grants fund tobacco control programmes in low- and middle- income countries, with particular focus on the 15 priority countries that account for two-thirds of the world's tobacco users.

- Bloomberg Initiative grants provide up to US\$ 500,000 per year to governments and NGOs for effective interventions to reduce tobacco use.
- Since the inception of the grants programme in 2007, the Bloomberg Initiative has supported 97 organisations in 38 countries.
- The Union currently has 67 active grants.
- Union technical consultants provide ongoing assistance to grantees to help ensure the successful completion of projects. Current projects focus on increased tobacco taxation, smokefree public places, bans on tobacco advertising, establishing graphic health warnings and other evidence-based initiatives.

## STRENGTHENING GOVERNMENT PROGRAMMES IN EGYPT

- ▶ One in every five Egyptians is a smoker. To counter this risk to public health, the Egyptian Ministry of Health (MOH) has begun to work closely with The Union and other partners to promote tobacco control.
- ▶ While tobacco control formerly received only limited attention on the national public health agenda, the MOH now has a small team dedicated to this issue. The Union worked with the MOH to establish and equip the new Ministerial Tobacco Control Department and continues to provide training and resources to foster the burgeoning national programme.
- ▶ The Union also supports the government through the National Coalition for Tobacco Control, which aims to coordinate the activities of all partners and ensure implementation of national tobacco control programmes, with particular focus on protection against second-hand smoke and the promotion of smokefree areas throughout Egypt.

## HEALTH WARNINGS ON TOBACCO PACKAGING IN INDIA

Under Indian law, all tobacco products must carry public health warnings about the dangers of tobacco use. While the law requires warnings to cover at least 40% of the front panel of the packaging, implementation of effective warnings remains weak.

Through strong partnerships and coordinated engagement of civil society in India, The Union has worked to raise the profile of strong pack warnings that convey a clear public health

message. A successful World No Tobacco Day campaign in 2009 focused on pack warnings, which helped to promote public awareness of the issue. Recent research indicates that there is now strong public support for pictorial health warnings.

The Union collaborates with central and state governments and prominent NGOs, including the Advocacy Forum for Tobacco Control network of NGOs, to strengthen pack warning

content and implementation. On 31 May 2009, the Government of India implemented compulsory pictorial warnings on all tobacco products. The new regulations require health messages to be presented graphically. Graphic health warnings can be understood by the illiterate population and have been proven to be more effective in encouraging smokers to quit. Enforcement remains the next key challenge.

# middle-income countries



## Training managers for effective tobacco control

Tobacco control programmes need good managers to function effectively. The Union provides a series of management courses that focus on skills crucial to success in this field. Courses include:

- Management and Leadership
- Budget and Financial Management
- Human Resources Management

- Management of Managers
- Project Management

More than 1,000 managers from over 10 countries undertook training within this series in its first three years.

## SHARING KNOWLEDGE ON TOBACCO CONTROL ACROSS EUROPE

- ▶ One in every two people in Turkey is a smoker. In an effort to protect public health, the Government of Turkey passed a nationwide smokefree law on 3 January 2008, and smoking is now permitted only in private homes and some hotel rooms.
- ▶ Prior to the enactment of the law, The Union sponsored a study tour of Scotland for delegates from the Turkish Ministry of Health, Ministry of the Interior, The Tobacco and Alcohol Market Regulatory Authority, The Confederation of Turkish Tradesmen and Craftsmen and the Turkish Thoracic Society.
- ▶ Scotland's smokefree legislation was enacted in March 2006, and the delegates met with members of the Scottish Government, tobacco control advocates and researchers to share knowledge and experiences. The Scottish smokefree movement was particularly successful in countering tobacco industry obstruction of smokefree legislation and educating the public on the risks of secondhand smoke through public information campaigns.
- ▶ Building the capacity of the Turkish government galvanised efforts towards effective smokefree legislation and helped ensure smooth and effective enactment of the Turkish smokefree law.



## Technical training and resources provide the latest knowledge

The Union produces policy-oriented briefings, reports and guidelines on tobacco control. Regional centres and offices in India, China, Egypt, Mexico and Russia facilitate access to the latest knowledge for both governments and civil society organisations. Technical trainings allow local policy makers to interact directly with international experts in tobacco control.

- More than 200 policy makers, health professionals and tobacco control stakeholders received technical training in tobacco control policies in 2009.
- 100% of the participants said they would recommend the training to their colleagues and peers.
- Following technical trainings, participants have developed national or subnational action plans that enable governments to meet their commitments under the FCTC.

### SMOKEFREE MEXICO CITY

▶ Mexico spends, on average, US\$ 2.6 billion each year to treat tobacco-related illnesses. This amount continues to grow as smoking rates increase, especially among young people in the capital and around the country. To combat the growing epidemic and address the hazard of secondhand smoke, the local government of Mexico City introduced two city-wide smokefree laws.

▶ The Union worked closely with the Ministry of Health, the National Council Against Addiction and the InterAmerican

Heart Foundation and other organisations to promote the smokefree agenda and support the new law, which came into force on 3 April 2008. It prohibits smoking in all enclosed public spaces, including workplaces, hospitals, schools, sports stadiums, theatres, restaurants, bars and public transportation.

▶ Although initial opposition was strong, public support for the law has increased. Media campaigns fostered awareness of the dangers of tobacco smoke. Coordinated advocacy efforts among civil society partners

and collaboration between legislators and other political actors were central to the success of the campaign and legislation.

▶ Following implementation of the law, exposure to secondhand smoke fell significantly throughout the city. Preliminary research also indicates that the law has had a positive economic impact on restaurant, bar and cantina businesses. This success strengthens the case for comprehensive federal tobacco control laws in Mexico.

# es for a smokefree world



What's  
wrong with  
this picture?

## TOBACCO CONTROL AT THE BEIJING OLYMPICS

- ▶ The 2008 Summer Olympics and Paralympics in China offered a tremendous opportunity to boost public awareness of the problems caused by tobacco use and secondhand smoke. China is home to one-third of the world's smokers, and each year, tobacco use kills one million Chinese citizens. But prior to the Olympics, public knowledge of the consequences of tobacco use – and secondhand smoke in particular – was very low.
- ▶ The Union worked closely with the Beijing Patriotic Health Campaign Committee, the Beijing Municipal Health Bureau and the Chinese Centre for Disease Control and Prevention to promote smoking bans in public

places in six Olympic cities under a grant from the Bloomberg Initiative. All Olympic venues were smokefree. Mass media campaigns educated the general public on the health benefits of a smokefree lifestyle and available cessation support programmes. Advocacy efforts promoted improved legislation for effective tobacco control.

- ▶ Union-managed grantees have continued to harness the public awareness and political momentum created by the 100% smokefree Olympics. The Union supports tobacco-free and tobacco control initiatives throughout China, in Guangzhou, Beijing and Shanghai and other regions.



## PRIORITY COUNTRIES FOR TOBACCO CONTROL

- ▶ The top 15 tobacco-using countries are China, India, Indonesia, Russia, Bangladesh, Brazil, Mexico, Turkey, Pakistan, Egypt, Ukraine, Philippines, Thailand, Viet Nam and Poland.
- ▶ The Union is working with ministries of health in 14 of these countries to support tobacco control programmes and strategies. Engaging with governments helps to ensure the sustainability of all tobacco control activities.



## ABOUT The Union

The mission of the International Union Against Tuberculosis and Lung Disease (The Union) is to bring innovation, expertise, solutions and support to address health challenges in low- and middle-income populations. With nearly 10,000 members and subscribers from 152 countries, The Union has its headquarters in Paris and region and country offices serving the Africa, Asia Pacific, Europe, Latin America, Middle East, North America and South-East Asia regions. Its scientific departments focus on tuberculosis, HIV, lung health and non-communicable diseases, tobacco control and research. Each department engages in research, provides technical assistance and offers training and other capacity-building activities leading to health solutions for the poor.

For more information about The Union and the Department of Tobacco Control, please visit [www.theunion.org](http://www.theunion.org).

### Join The Union

Both individuals and organisations may join The Union. Please visit Membership Services at: [www.theunion.org](http://www.theunion.org). For more details, visit [www.theunion.org](http://www.theunion.org).

PHOTO CREDITS: GARY HAMPTON/LHIL – COVER, JAD DAVENPORT/LHIL – 2, WBB TRUST, BANGLADESH – 3, COURTESY OF THE UNION MIDDLE EAST OFFICE – 5, SUDIPTO DAS/LHIL – 6, SOFIAWORLD/DREAMSTIME.COM – 7, WLF IMAGE LIBRARY – 8, PICTOGRAM ON P 7 ADAPTED FROM THE ORGANIZING COMMITTEE FOR THE BEIJING 2008 OLYMPIC GAMES



International Union Against  
Tuberculosis and Lung Disease

68, boulevard Saint-Michel – 75006 Paris – France  
Tel: (+33) 1 44 32 03 60 – Fax: (+33) 1 43 29 90 87  
[union@theunion.org](mailto:union@theunion.org) – [www.theunion.org](http://www.theunion.org)