

Strengthening prevention of noncommunicable diseases in low-and middle countries

TOBACCO CONTROL

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Agenda

- Tobacco Control and development

Tobacco Taxation

WHOLE OF GOVERNMENT approach /

WHO- MPOWER ' key demand reduction measures under WHO
FCTC

"... tobacco is the only legal product that maims and kills half of its users when used exactly as intended by the manufacturer"

Tobacco Control: the new global health issue ...

Tobacco use is the leading preventable cause of death in the world. Tobacco-related diseases are one of the biggest emerging threats for global public health



Tobacco currently kills nearly 6 Million/year. This will increase to **over 8 Million/year** in a few decades.

If current use patterns continue, the death toll from tobacco use will be:

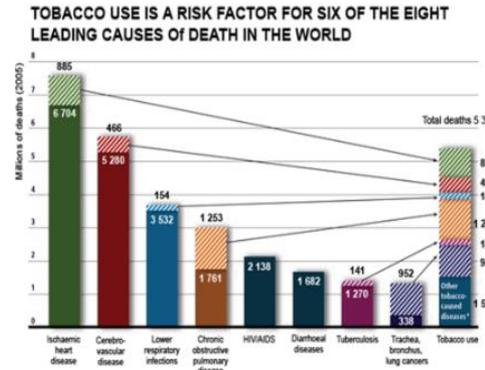
- 2000–2025 ~ 150M
- 2025 – 2050 ~ 300M
- 2050 – 2100 > 500 M

Tobacco could kill up to **1 Billion** persons in the 21st Century unless urgent action is taken



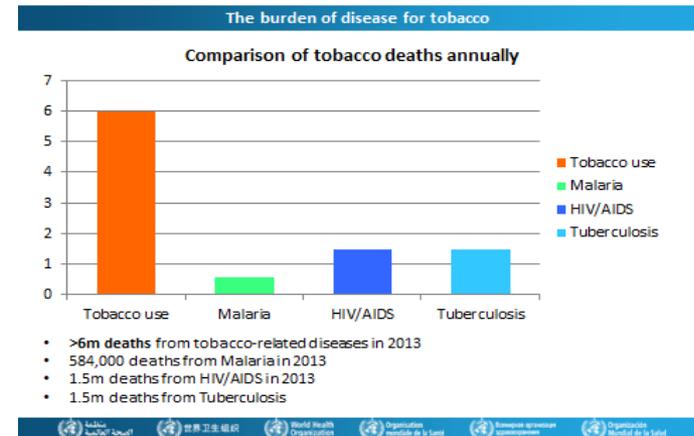
Tobacco Control: A global health issue (Cont'd)...

- the only risk factor linked to all the main non-communicable diseases (e.g., heart diseases and stroke, diabetes, Cancer, chronic lung diseases) and the risk factor for six of the eight leading causes of death
- Accounts for more than 6 million deaths globally every year,



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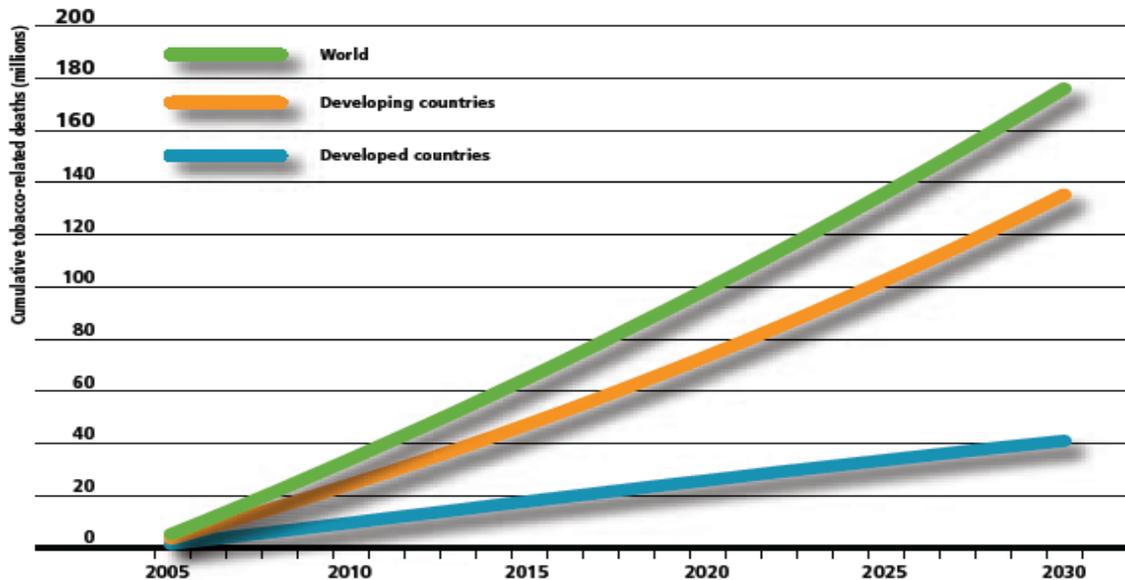
		Causative risk factors			
		Tobacco use	Unhealthy diets	Physical inactivity	Harmful use of alcohol
Non-communicable diseases	Heart disease and stroke	✓	✓	✓	✓
	Diabetes	✓	✓	✓	✓
	Cancer	✓	✓	✓	✓
	Chronic lung disease	✓			



... and a matter of development, especially in Africa

TOBACCO WILL KILL OVER 175 MILLION PEOPLE WORLDWIDE BETWEEN NOW AND THE YEAR 2030

Cumulative tobacco-related deaths, 2005–2030



Source: Mathers CD, Loncar D. Projections of global mortality and burden of disease from 2002 to 2030. *PLoS Medicine*, 2006, 3(11):e442.

- tobacco use impacts more heavily on developing countries and the poorest
- 60% of the 5.7 billion cigarettes per year are being smoked in developing countries.
- By 2030, more than 80% of the world's tobacco-related deaths will be in low- and middle-income countries.
- By 2030, deaths from tobacco use could reach 8 million per year

... and a matter of development, especially in Africa (Cont'd)

- Tobacco use is growing in the African Region and reaching epidemic proportions. If no action is taken, the number of tobacco users in Africa will more than double between 2000 and 2030
- As a result, the increased tobacco use and the resulting illnesses will
 - Adversely impact health systems
 - strain health budgets
 - reduce productive human capital and ultimately, increase poverty in Africa

Tobacco Control: Maps of prevalence

Tobacco epidemic in Africa:

- Prevalence among adults: 21% males (94M) & 3% females (11M);
- 1 in every 10 adolescents smoke tobacco;
- 1 in every 10 adolescents use OTHER tobacco products;
- Cigarette smoking is higher among boys than girls (13.5% to 5.2%);
- No difference with OTHER tobacco products (11.3%);
- Half of adolescents are exposed to secondhand smoke

Fig. 5.2 Age-standardized prevalence of current tobacco smoking in males aged 15 years and over, comparable estimates, 2012

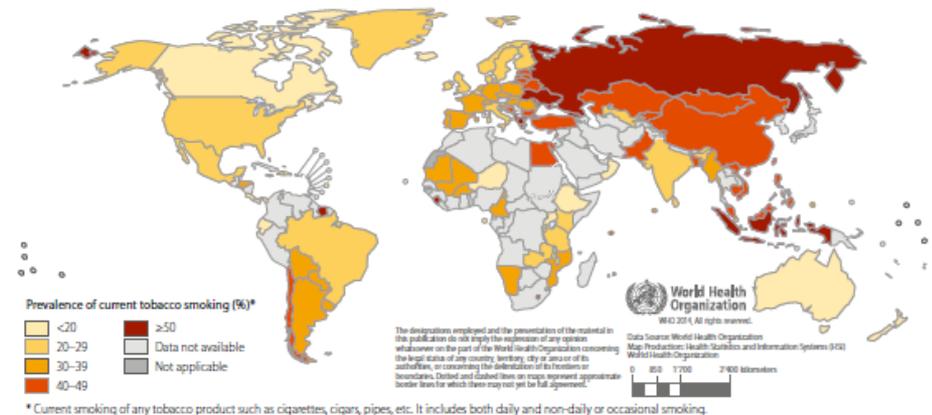
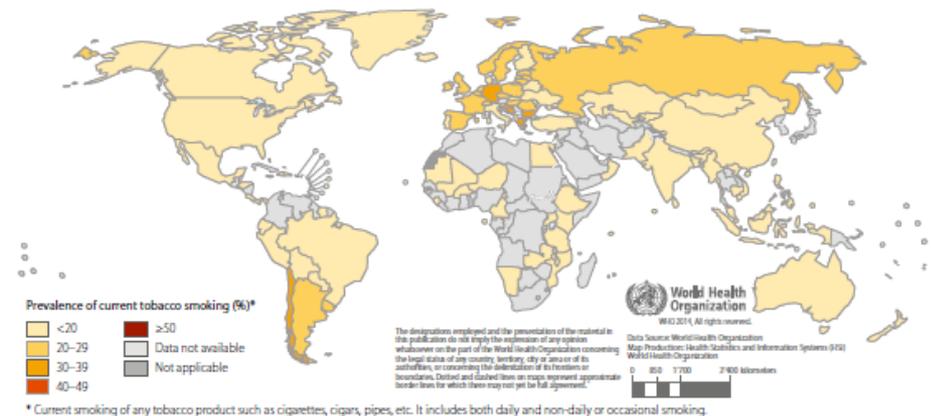


Fig. 5.3 Age-standardized prevalence of current tobacco smoking in females aged 15 years and over, comparable estimates, 2012



Tobacco Control relevance is reflected in the SDGs ...



Goal 3: Ensure healthy lives and promote wellbeing for all people at all ages

Commits governments to develop national responses:

- Target 3.4: By 2030, reduce by one third premature mortality from NCDs
- Target 3.a: Strengthen the implementation of the WHO Framework Convention on Tobacco Control



... and in the Addis Ababa Action Agenda

Paragraph 32, Addis Ababa Action Agenda

“....We recognize, in particular, that, as part of a comprehensive strategy of prevention and control, price and tax measures on tobacco can be an effective and important means to reduce tobacco consumption and health-care costs, and represent a revenue stream for financing for development in many countries.”

THE ECONOMIC
AND HEALTH
BENEFITS OF

T  BACCO 
TAXATION 

Tobacco Taxation is a unique tool for development

In addition to paying significant dividends for health, tobacco taxes have a significant potential to raise domestic resource mobilization. It's a win-win measure.

- strong evidence that higher tobacco taxes and prices lead to significant reductions in tobacco use. WHO estimates that **raising cigarette excise in each country would lead to 66 million fewer smokers and 15 million fewer smoking-attributable deaths.**
- Countries throughout the world already collect US\$ 328 billion per year from cigarette excise taxes. If all countries were to **raise cigarette excise by the equivalent of around US\$ 0.8 per cigarette pack, then an extra US\$ 141 billion in tax revenue** could be generated globally

Tobacco Taxation best cases: The Philippines

The Philippines “Sin Tax” law

- In 2013, the Philippines increased taxes significantly, simplified the tobacco excise tax structure from multi-tiered to unitary by 2017 and indexed tax rates using a 4% inflation proxy annually after 2017.
- this tax reforms were promoted primarily as a public health measure to generate new revenues to fund a universal health insurance program.
- Generated US\$3.9 billion in incremental revenues during its first three years of implementation, bulk was earmarked to health
- This enabled the government to subsidize the health insurance premiums , from 5.2 million registered primary members in 2012 to 15.3 million members in 2015.

Tobacco Taxation- case of Ivory Coast & Senegal (Cont'd)

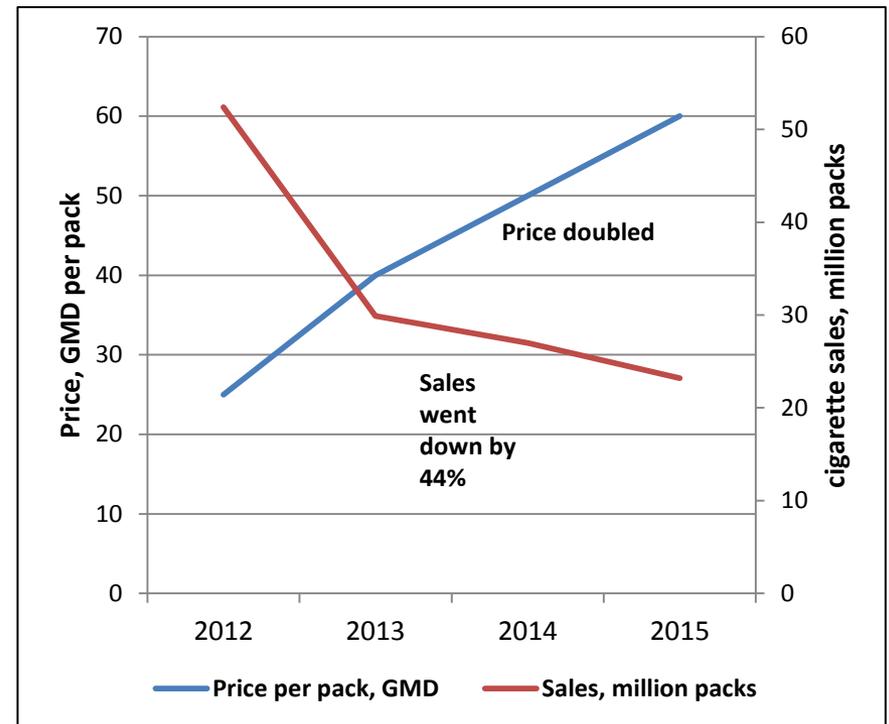
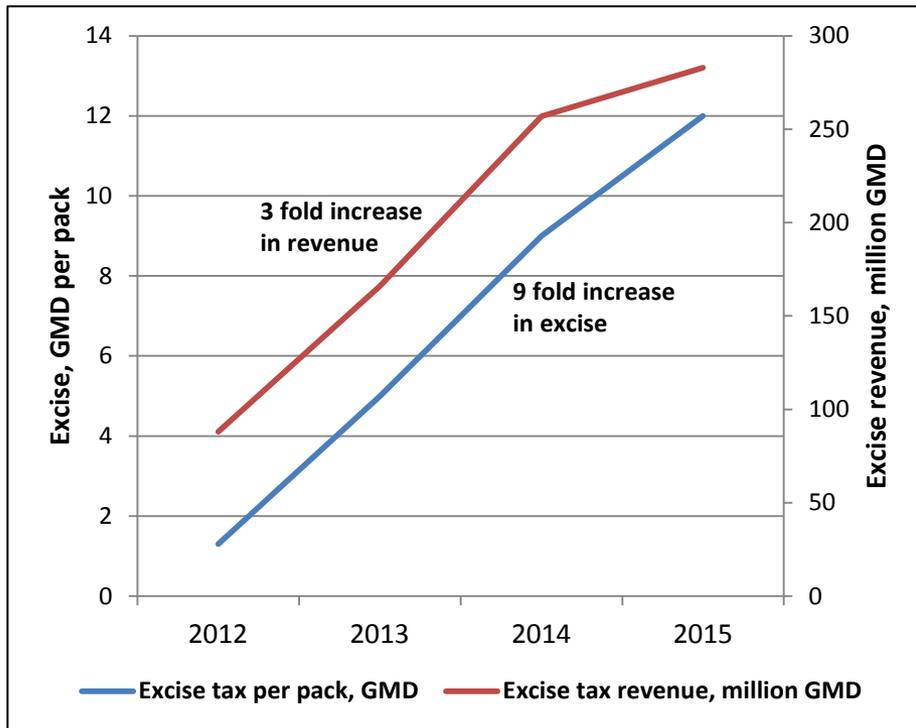
Côte d'Ivoire

- Côte d'Ivoire imposes only 35% excise tax and needs to increase taxes
- Ear marks 2% of tax to fund tobacco control and programs for AIDS, a good example of innovative financing for health. Another 5 % to funds programs for sport activities among young

Senegal

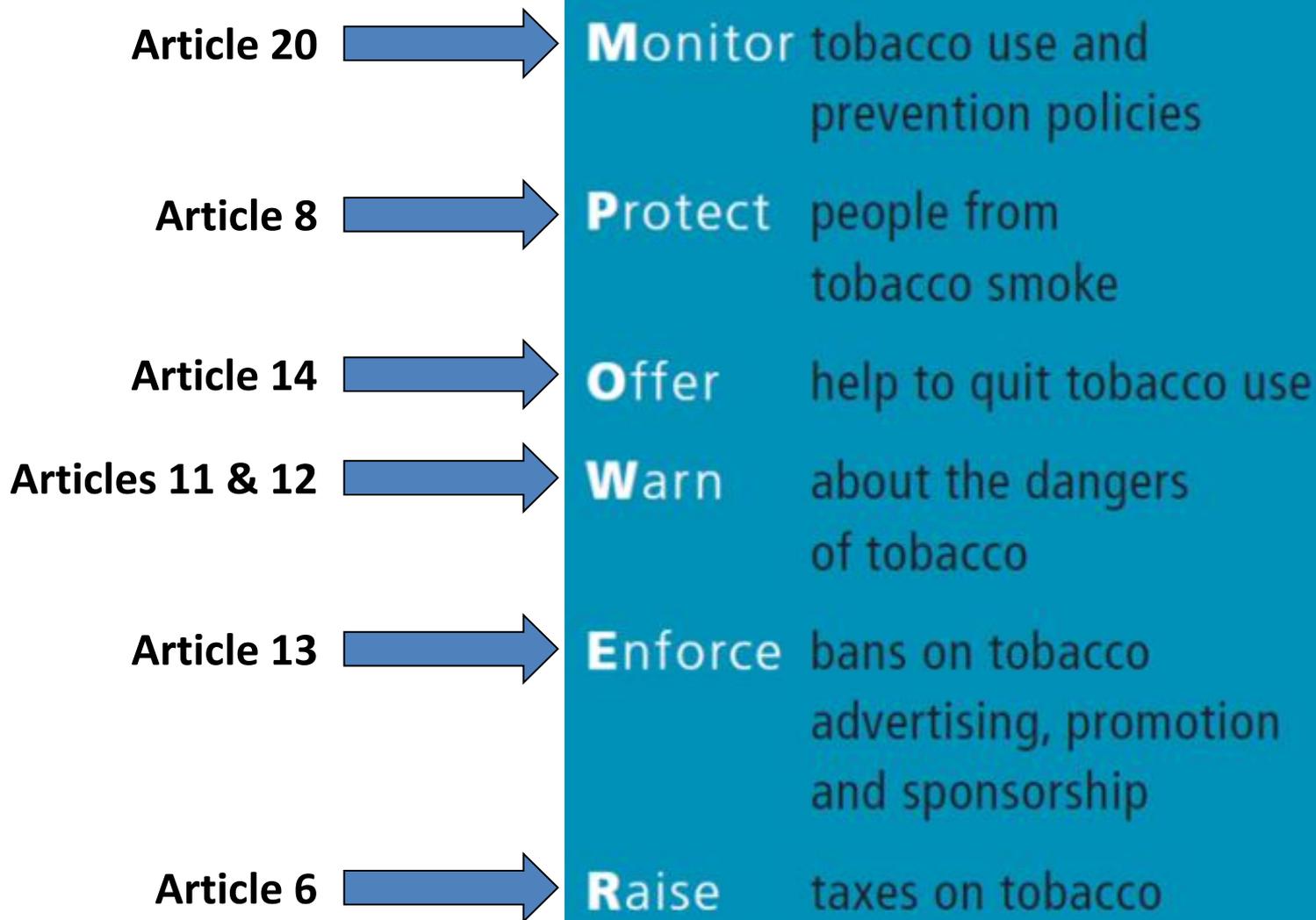
- Senegal has simplified its system since 2011 , and in 2015 reached the maximum rate set by the WAEMU Directive of 45%
- Unfortunately now, despite genuine intention to improve and increase its tax rate, the country is limited by the Directive and cannot change its tobacco tax unless the Directive is revised

Gambia Tobacco Tax Reform leads to increase domestic resources



Beyond Tobacco Taxation: MPOWER

Best-buy demand reduction articles of the WHO FCTC



Countries Focus

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