



# **The Tobacco Control Scale: measuring tobacco control policies in 30 European countries.**

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# Effective tobacco control policies

- Higher prices
- Smoking bans and restrictions
- Media campaigns
- Advertising bans
- Prominent warning labels
- Smoking cessation support

**Source: World Bank 2003**

# Expert group

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# Tobacco control scale

- **Prices : 30 points**
- **Smoking restrictions/bans: 22 points**
- **Tobacco control funding : 15 points**
- **Ad ban: 13 points**
- **Smoking cessation : 10 points**
- **Labelling: 10 points**

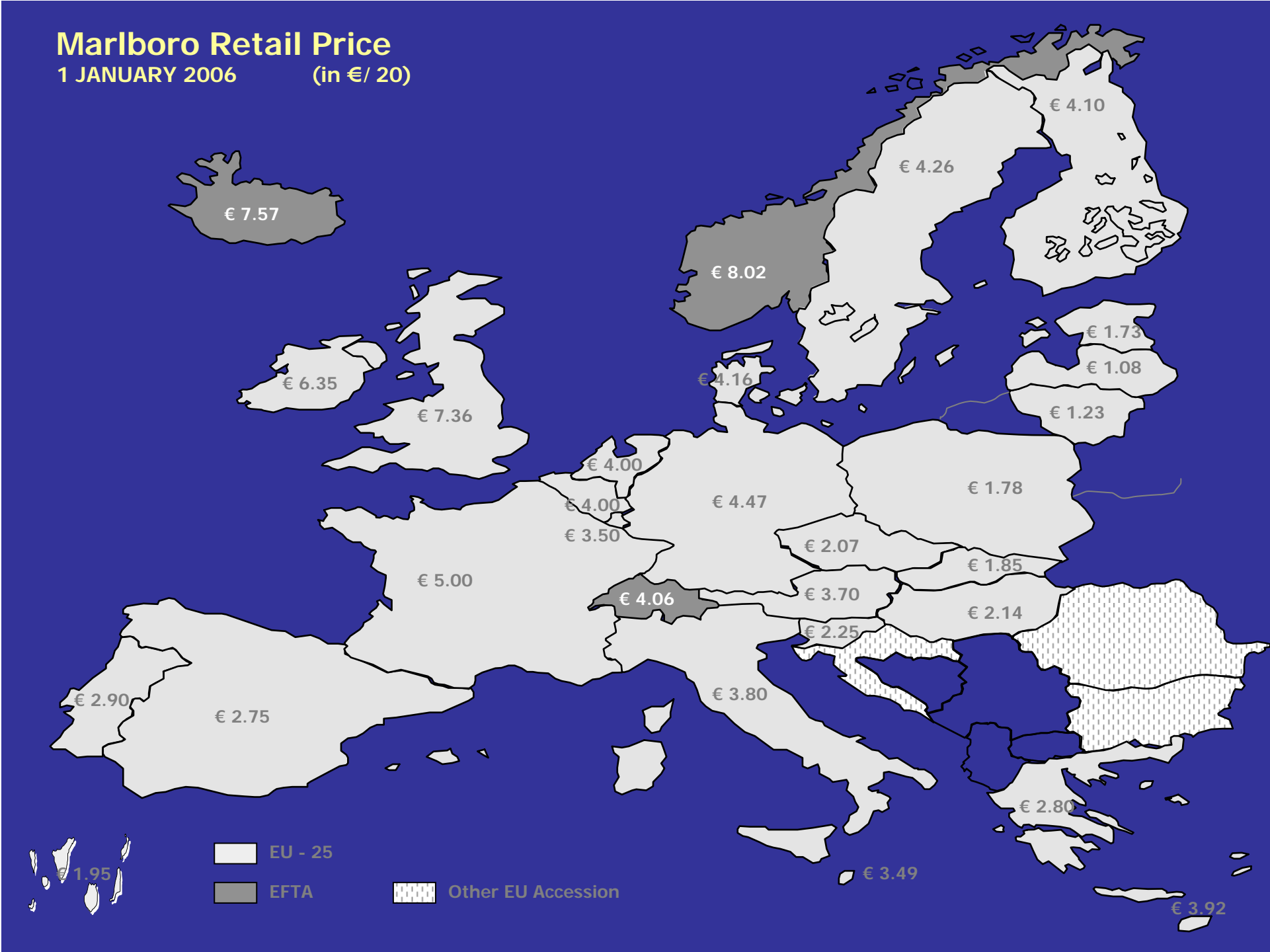
**Source: ENSP 2004**

# **1) Prices: 30 points**

**According to the World Bank, price increases are the most effective and cost effective deterrent.**

# Marlboro Retail Price

1 JANUARY 2006 (in €/ 20)



## **2) Smoking restrictions and bans: 22 points**

**A review of 26 studies on the effect of smoke-free workplaces concluded that totally smoke-free workplaces are associated with reduction in prevalence of smoking of almost 4% ...**

**Source: Fichtenberg, Glantz, BMJ, 2002**

# **Worst-case scenario 1993-2000**

**“If one assumed that smoking restrictions and social acceptability in Europe reach the same levels as they have in North America, it could result in a market drop of 150 billion units by the end of the decade.”**

**Source: PM 1993**

# Best smoke-free standards in bars and restaurants in 2007

- Ireland
- Norway
- Scotland
- England
- Iceland

# Acceptable smoke-free standards in bars and restaurants in 2008

- Italy
- Malta
- Sweden
- Lithuania
- Estonia
- France
- Netherlands
- Finland
- Slovenia

# **Wishy-washy smoke-free standards in bars and restaurants**

- **Spain**
- **Belgium**
- **Luxembourg**
- **Denmark**
- **Portugal**

### **3) Tobacco control funding: 15 points**

**Spending on tobacco control in Europe is much less than in the US: only one EU country - UK - spends more than 2 euro per capita in 2004.**

# Tobacco control funding

The best system is illustrated by Iceland where the law obliges the government to spend at least 0.9% of the total amount spent on tobacco, on tobacco control.

(per capita spending is €2.27 per annum in Iceland)

## **4) Advertising bans: 13 points**

- **According to the World Bank, comprehensive bans can reduce the consumption of tobacco products by around 7%.**
- **Despite the annulment of the EU ad ban by the ECJ in 2000, 20 EU countries have banned tobacco advertising**

## **5) Health warnings: 10 points**

**Evidence from Canada, Brazil and Australia shows that the large warnings with photos introduced recently are effective in discouraging smoking and increasing public awareness of the health effects of smoking.**

# All EU countries have large warnings



CIGARETTES

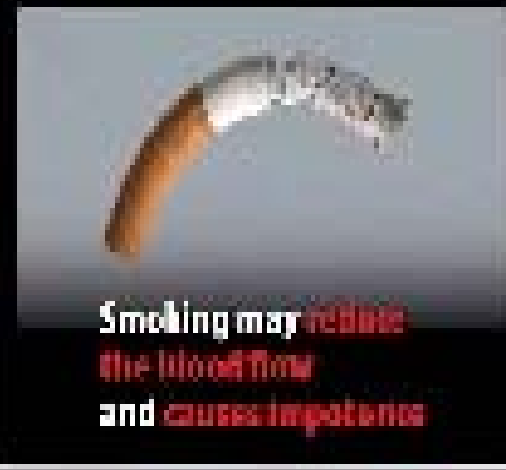
Brand



Smoke contains **benzene**,  
**nitrosamines**, **formaldehyde**  
and **hydrogen cyanide**

CIGARETTES

Brand



Smoking may **reduce**  
**the blood flow**  
and **cause impotence**

# First European pictorial health warning



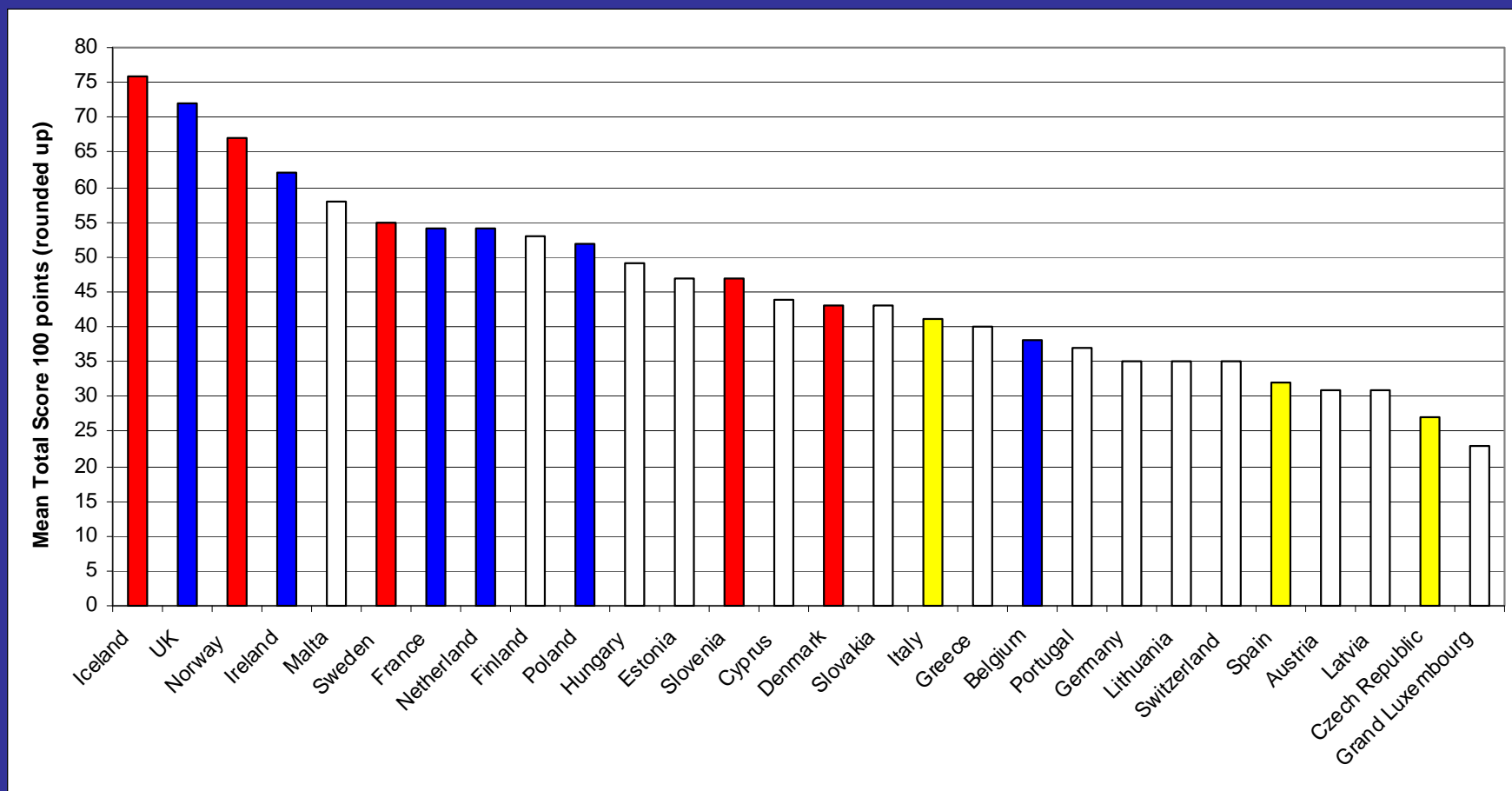
## **6) Smoking cessation support: 10 points**

**Government cessation policies, such as subsidizing health care worker interventions or financial coverage of behavioural and pharmacotherapy's or quit lines, may also play an important role in effective strategies.**

**Source: Levy, Gitchell, Chaloupka, 2003**

# Countries ranked by 'Effective tobacco control Policy' scores (out of 100)

NB. Data of 1 January 2004.



Decrease in prevalence during period 1985-2003 of ■ more than 25% ■ more than 20%  
■ more than 15%

Less than 15%

# TCS scores 1 July 2005.

Table 3: European countries ranked by total TCS score

COUNTRY	Price (30)	Public place bans (22)	Public info. campaign spending (15)	Advertising bans (13)	Health warnings (10)	Treatment (10)	TOTAL (100)
Ireland	23	21	3	12	6	9	74
UK	30	1	15	11	6	10	73
Norway	26	17	5	13	6	4	71
Iceland	25	11	13	13	6	2	70
Malta	19	17	3	9	7	7	62
Sweden	19	15	2	13	6	5	60
Finland	18	12	1	13	7	7	58
Italy	16	17	2	10	6	6	57
France	23	6	4	11	6	6	56
Netherlands	16	9	4	12	6	5	52
Cyprus	21	6	1	12	6	5	51
Poland	16	10	0	12	6	6	50
Belgium	16	8	2	12	7	5	50
Slovakia	18	8	0	11	6	6	49
Hungary	17	6	1	10	6	7	47
Bulgaria *	19	6	0	9	6	6	46
Estonia	14	9	2	11	1	8	45
Denmark	17	3	2	10	6	7	45
Portugal	17	5	-	10	6	1	39
Greece	17	7	0	4	6	4	38
Czech Rep.	12	6	0	9	6	5	38
Germany	20	2	0	4	6	4	36
Slovenia	13	6	0	7	6	4	36
Switzerland	15	5	4	4	3	4	35
Lithuania	11	6	1	9	6	1	34
Spain	12	3	3	3	6	4	31
Austria	14	4	0	4	6	3	31
Latvia	9	6	1	6	6	1	29
Romania *	13	6	0	0	3	5	27
Luxembourg	7	4	0	5	7	3	26

# Tobacco control Score 2005



## **Austria: 30**

- **While 63% of the Austrians support smoke-free restaurants, the Austrian minister of health Dr. Andrea Kdolsky considers smoke free legislation “unviable”**

## **Greece: =28**

- **Highest per capita cigarette consumption in the world (more than 3000 cigarettes per head)**
- **Highest smoking prevalence in the EU (42% smokers in 2006)**
- **Tobacco control is not on the political agenda**

# Luxembourg: =28

- **Used to be number 30**
- **Low taxes on tobacco products to attract cross-border shopping**
- **Introduced new tobacco control legislation in 2006**

# Germany: 27

- **Was biggest problem for tobacco control in EU**
- **Positive signs recently: early FCTC ratification and introduction of smoke-free legislation in eight Länder**

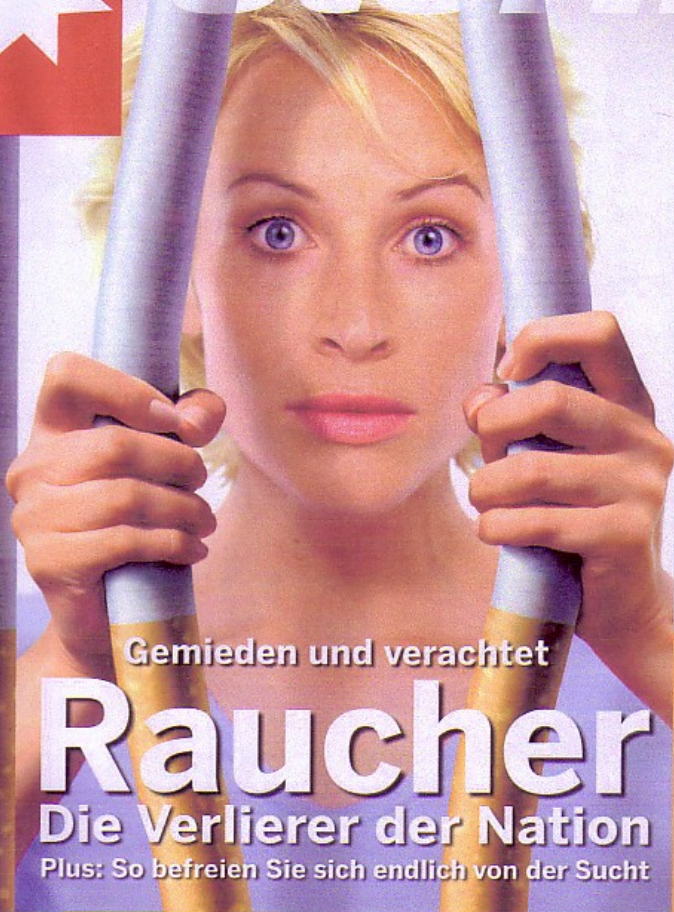


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Horst Seehofer über seine Affäre,  
die Liebe und falsche Freunde

**Kranke Geschäfte**  
Wie die Pharmaindustrie  
uns alle manipuliert

## **Slovenia: 26**

- **Was dynamic in the 1990s**
- **The low tobacco control score on 1 July 2007 does not take into account the legislation enforced in August 2007.**

## **Czech republic: 25**

- **Perhaps the only country in the world where the senate voted against the ratification of the FCTC**
- **Strong industry influence**
- **Positive development recently**

## Latvia: 24

- **Very, very low taxes on cigarettes**
- **A pack Marlboro costs only 1€**

# Portugal: 23

- Little activity on tobacco control
- Wishy-washy smoke free legislation in 2008.

# Hungary: 22

- Was active in the beginning of the decade
- Strong industry presence

# Lithuania: 21

- **Low taxes on tobacco products**
- **Smoke free legislation since 1 January 2007**

## Denmark: 20

- **Is the only Scandinavian country where tobacco control is not high on the political agenda.**

# Cyprus: 19

- **Has ongoing problems with adopting and enforcing smoke-free legislation.**

# Switzerland: 18

- Home country of the tobacco companies
- Has not ratified the FCTC
- Tobacco fund
- Pictorial health warnings next year

## **Slovakia: 17**

- **Maintains a low profile on tobacco control.**
- **Is reviewing its smoke-free legislation.**

# Poland: =14

- **Very active and leading country in the 1990s**
- **Ratified the FCTC only in September 2006**
- **Should renew its legislation**

# Romania: =14

- Introduced comprehensive legislation, but enforcement remains a problem
- Tobacco fund
- Pictorial warnings in 2008.

# Netherlands: =14

- Active between 1998 and 2004
- Slowed down between 2004 and 2006
- New smoke free legislation will come into force next year

# Bulgaria:13

- **Comprehensive tobacco control legislation, but enforcement remains a problem.**

# Spain: 12

- **Is the country which improved the most the tobacco control score: +24 points!!!**
- **Weak legislation in bars and restaurants**

# Estonia: 11

- Huge progress on tobacco control legislation despite high smoking prevalence.

# Italy: 10 (57 points)

- Part of the top ten
- Surprisingly enforced comprehensive smoke-free legislation already three years ago.
- Surprise also that Italy has not ratified the FCTC
- Only 1 point out of 15 for tobacco control budget

# Belgium: =8

- First European country which introduced pictorial health warnings
- Ineffective smoke-free legislation in bars



# Finland: =8

- Is doing well, but could do better in the area of taxation.

# France: 7

- **Is implementing smoke-free legislation in two stages in 2007 and 2008**
- **Italy was the example for France!!!!**

# Sweden: 6

- **Lowest smoking prevalence in Europe**
- **Highest use of smokeless tobacco by men**
- **Insufficient tobacco control funding**

# Malta: 5

- **High prices and comprehensive smoke-free legislation justify a high ranking.**

# Norway: 4

- Remains one of the strong leaders of tobacco control in Europe since the 1960s.

## **Ireland: =2**

- **In march 2004 Ireland led the way in Europe by becoming the first country which adopted comprehensive smoke-free legislation.**

# Iceland: =2

- **High prices + comprehensive smoke-free legislation + tobacco control fund = high ranking.**

# UK: 1

- **Is doing well on all six of the World Bank tobacco control policies.**
- **93 points out of 100.**
- **Will introduce pictorial health warnings in 2008.**

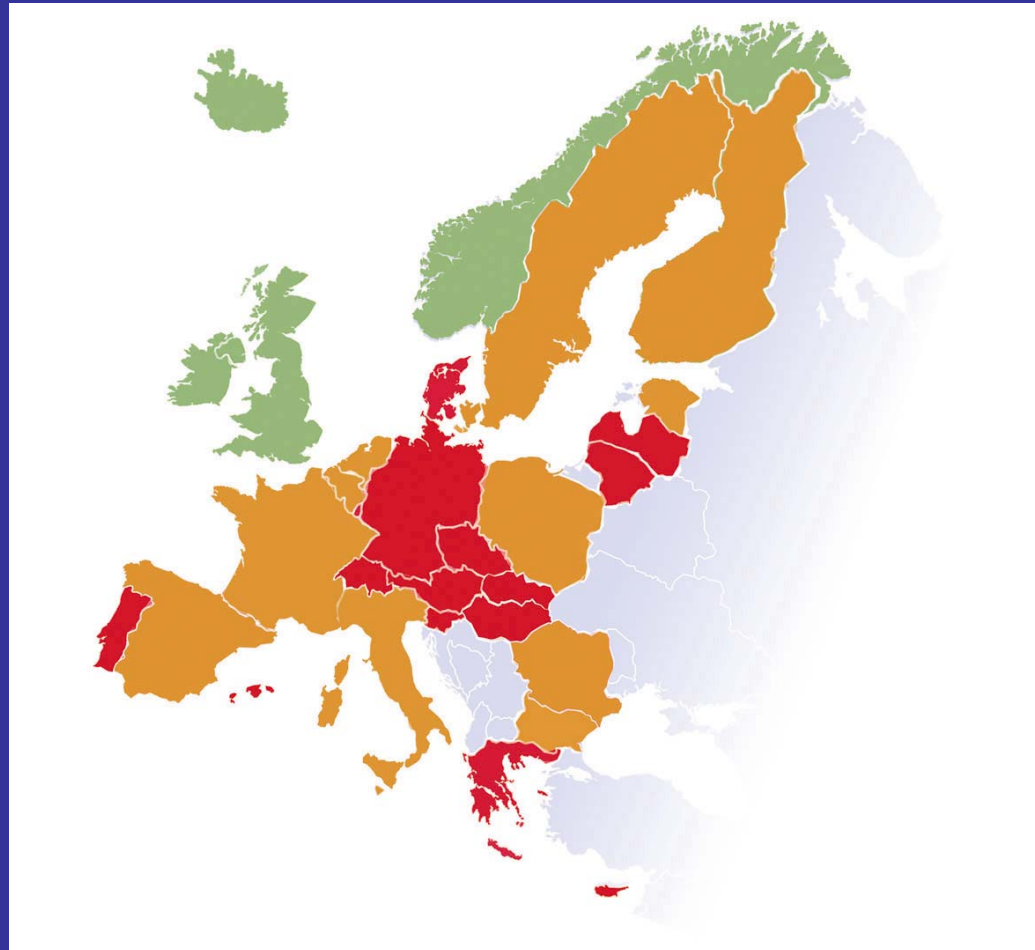
**UK: 1**

**Could become the victim of its own success if it decides to reduce investment in tobacco control.**

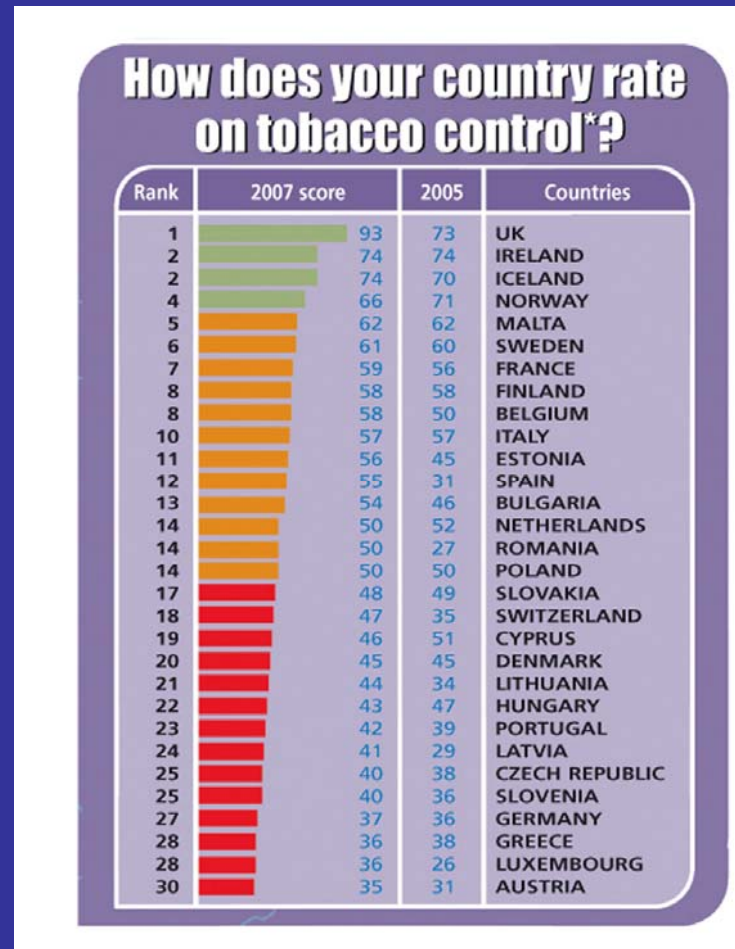
# UK: 1

**Has a huge smuggling problem which can only be resolved internationally by adopting a strong FCTC protocol on illicit tobacco trade.**

# TCS in 2007



# TCS 2007-2005



# Stimulate the debate on tobacco control policy

“The purpose of this new scale is to introduce a new level of systematisation into scoring tobacco control at country level. (..)we hope the scale will be used even more widely, encouraging comparisons between countries and thus motivation to strengthen weak polices.”

**Joossens, Raw, 2006**

# source

Joossens L, Raw M, The Tobacco Control Scale. A new scale to measure country activity, Tobacco Control, 2006; 15, 247-53

# Recommendations 2010

1. **Comprehensive tobacco control programmes (6 world bank policies)**
2. **Tobacco control spending: a minimum of €3 per capita per year**
3. **Comprehensive smoke-free legislation (example: Ireland, UK)**
4. **Regular increases in tobacco taxes**
5. **Adoption of a FCTC protocol on illicit tobacco trade in 2010**
6. **Pictorial health warnings.**

# Final slide

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Thank you