the industry and use this to address health and environmental harms. Reframing tobacco control within the context of prevention of non-communicable diseases (NCDs) is helpful particularly when the policymakers are not too supportive of tobacco control programs or there is strong tobacco industry lobby. But, there is also need to be cautious not to lose focus on tobacco control even when it is integrated within NCDs.

Conclusion: The Philippine experience reflects the situation in other countries where implementation of tobacco control programs are dependent on the priority given by the government. Reliance on foreign funding without pushing for sustainability at the country level would be a temporary victory when we are faced with a well-funded opponent.

OP020

ESTIMATING TOBACCO ILLEGAL TRADE FEATURES AND EVOLUTION IN URUGUAY

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Background: The main single strategy to reduce tobacco consumption is taxation. The tobacco industry (TI) and its allies argued repeatedly that price increase boosting Tobacco Products Illicit Trade (TPIT). Since 2005 to 2010, Uruguay applied WHO-FCTC and in short time got significant outcomes. Recently, TI and allies publicly argued that in Uruguay had a noticeable increasing in TPIT.


Result: 1) TPIT features: ITC-U included Montevideo (MVD), 2 inland and 2 border cities. Consumers of illegal cigarettes in Montevideo remained stable close to 10% throughout the study. There was a small increasing at 2 inland cities (with levels minor to 10%). The highest levels were found at the 2 border cities: over 24.4% in Salto and 65.3% in Rivera. There is no illegal tobacco products production in TIP comes mostly from Paraguay. Evolutions. – On absolute figures, in last 10 year, there was a net and sustained declining in total tobacco market, with TPIT remaining stable or experimentering a small decreasing. On percentage, TPIT increased: 15–16% in early 2000 to 19–20% in 2010–2012, considering amount of cigarettes; 11.5% (2006) to 16.1% (2010), considering quantity of cigarettes.

Distribution Channels - TIP are mostly sold in “legal shops”, mainly in bars, popular warehouses, 24 hour supermarkets. “Legal shops” sales reach 60% in MVD and peak to 80% in inland cities. Gender – In 2006 to 2008, women used TIP more than men (2006: 12.6% vs. 8.1%; 2008: 12.8% vs. 10.1%). In 2010 we found an increasing in both genders: men 16.3% and women: 15.5%.

Education – The less educated people are those who consume the most and showed a progressive increasing: 13.9% (2006), 15.3% (2008) and 22.1% (2010). No significant variation in more educated. Age – While those older than 40 yo consumed TIP in greater proportion, between 2008 and 2010 it increased on under 40 yo consumers.

2) Taxes, prices and TPIT. Uruguay increased significantly tobacco taxes to 72.5% by 2010. Between 2008 and 2010, while legal cigarette prices increased by 45% and HRT by 49%, illegal cigarettes prices increased by 27%.

Conclusion: Uruguay implemented WHD-FCTC in effective manner without evidence of significant increasing of TPIT.

OP030

LOW TOBACCO TAXES, AN INCENTIVE FOR INCREASE IN YOUTH TOBACCO CONSUMPTION: A CASE STUDY OF UGANDA

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Background: Tobacco kills about 6 million people, 10% of them die as a result of second hand smoke. There is ample evidence that higher tobacco taxes reduce tobacco consumption by inducing current users to quit, keeping former users from restarting and preventing potential users from starting. Increasing tobacco taxes is the single most effective measure to reduce tobacco consumption and is particularly effective in preventing transition from early experimentation to regular use that is the most likely route the youth use to initiate smoking. Taxation is one of the most effective measures that result in significant reduction in tobacco consumption. More important about this measure is that raising tobacco taxes increases revenue for Government, resulting in double advantage.

Governments generate revenue for health promotion and other social services while at the same time; the public health objective of consumption reduction is attained. What is even more interesting is that increasing tobacco taxes impacts more on the youths and the poor whose purchasing power is limited. This makes tax increase more relevant to tobacco control.

Objective: 1) To evaluate the impact of low tobacco taxes on consumption rates among the youths in low income country 2) To document other factors responsible for increasing tobacco consumption by the youths other than tax and price 3) To generate and package evidence for advocacy for higher tobacco taxes among policy makers

Method: The study was conducted in Uganda and the main method used was desk review of existing literature. The documents reviewed included Govern-

ment of Uganda budget papers, tax system operating in Uganda analyzed from Ministry of Finance and Uganda Revenue Authority and Statistical abstracts from Uganda Bureau of Statistics – UBOS, for a period of over 10 years (2001–2013). The tobacco consumption rates for a period of over 10 years (2001–2013) were also assessed for adults and children from Uganda Demographic Health Survey (UDHS) and Global Youth Tobacco Survey (GYTS). Tax and price rates over the years were analyzed and compared with consumption rates over the same period to determine any correlation.

Result: 1) Consumption rates of tobacco decreased among male adults but remained stable among female adults over the 10 year period. 2) Consumption rates tobacco increased –50% among the youths over the 10 year period. 3) Tobacco taxes remained low resulting in retail pack prices reducing in absolute terms. 4) Ministerial directive banning tobacco product adverts in place.

Conclusion: 1) Tobacco taxation is the most effective measure to reduce consumption of manufactured tobacco products as it reduces its affordability and accessibility by the youths and the poor.

2) Tobacco taxation has the double advantage of increasing Government revenue while at the same time it reduces consumption.

3) The common myth that increasing tobacco taxes increases illicit trade has no basis as it has not been proven.

Alternative livelihoods for tobacco farmers and retailers

OP011

SUBSTITUTING FCV TOBACCO IN INDIA: ECONOMIC VIABILITY AND CHALLENGES

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Background: Flue Cured Virginia tobacco is a region specific cash crop cultivated in limited area in Andhra Pradesh and Karnataka, which account for more than 90% of total FCV tobacco cultivation in India. Article 17 and 18 of WHO’s FCTC lay stress on existing gaps in research and emphasize that the parties should promote research related to health/environmental and socioeconomic aspects and economically viable and sustainable alternatives to tobacco crop.

Objective: The main purpose of undertaking this study was to make a situation analysis of a tobacco growing region with respect to socio-economic background of farmers, their perception on tobacco cultivation and other crops, institutional benefits available for tobacco, returns from different crops and challenges in shifting.

Method: The study followed a five stage stratified sampling method covering two FCV tobacco growing districts in Karnataka, which account for about 40% of FCV tobacco produced in India. The required database for the study was gathered through primary survey of randomly selected 400 tobacco and a control group of 36 non tobacco farm households.

Result: It is clear both from review of literature and this study that farmers are interested to shift from tobacco. But, this willingness is conditional or is responsive to fulfilment of demands. The review of literature also indicates that although there are alternatives that are being tried out, they are backed by huge investment of infrastructure. Based on net return analysis and perception of cultivation this study indicates the possibilities of promoting ginger, chilly, sugarcane and plantation crops as alternatives to FCV tobacco in Karnataka. From the sample covered in this study we could not find other remunerative livelihoods taken up by tobacco growers.

Conclusion: The gross returns backed by institutional support eye wash the tobacco growers of any other burden say repeated outstanding credit (cleared by Tobacco Board annually) and hardships of cultivating this laborious crop. Therefore, the cultivation of other crops cannot be left to the providence of natural factors. While the study shows alternative crops like ginger, chilly, sugarcane and plantation crops to be profitable, alternative livelihoods like dairy, poultry scoreless in terms of return. Additional dose of investment and marketing link may be necessary to lift them from an activity limited to household consumption to a viable business activity.

The MDGs, NCDs, tobacco control and sustainable development beyond 2015

OP002

SCOPING THE TOTAL ENVIRONMENTAL COSTS CAUSED BY THE MANUFACTURED CIGARETTE INDUSTRY


Tobacco use is now the world’s single leading preventable cause of death. It kills over 6 million people each year and causes countless health, social, and economic hardships. If current trends continue, tobacco use will kill more than 8 million people worldwide per year by 2030. Compared to the relatively well known health hazards associated with personal tobacco use, the impact of tobacco on the environment is less well known. Article 18 of the