

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 a need to be cautious to not 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 ILLICIT 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 increasing boost 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.

**Objective:** Estimating TPIT magnitude, features and evolution since 2005–2010. **Method:** Analyzing data from: 1) A smokers cohort (ITC project Uruguay – ITC-U, 2006–2010) crossing data on brand name, price, purchase location, presence or not of required health warnings. 2) Official national and international databases.

**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%, there was a small increasing at the 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 Uruguay, TIP comes mostly from Paraguay. Evolution – On absolute figures, in last 10 year, there was a net and sustained declining in total tobacco market, with TPIT remaining stable or experimenting 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 smokers. 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 ITP 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 consumption.

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 WHO-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 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 reviewed for adults and youths 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:**

- 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.
- Tobacco taxation has the double advantage of increasing Government revenue while at the same time it reduces consumption.
- 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 returns per unit 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

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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

WHO Framework Convention on Tobacco Control requires Parties to protect the environment and the health of persons within their respective Territories. Manufactured cigarettes are by far the most widely consumed tobacco product globally. Every year, cigarette factories all around the world produce about 5–6 trillion cigarettes (around 150,000–200,000 each second). This production process requires use of significant natural resources that results in substantial land degradation, water and air pollution, pesticide exposures, and destruction of biodiversity. The life cycle of each cigarette imposes a heavy burden on the environment, from tobacco cultivation through manufacturing, packaging, distribution, consumption, and disposal of non-biodegradable cigarette filters. Through United Nations agencies, the world community has developed a range of treaties and accords to help the world manage environmental externalities associated with agriculture, fishing, housing, transport, food processing, health services, recreation and countless other human endeavours. A fundamental difference between these activities and tobacco production and consumption is that while the former activities' negative externalities require careful management, these externalities are counterbalanced by the positive benefits required for the well-being and survival of humans and other living organisms. Tobacco production on the other hand has no redeeming positive features save those for the economic viability of the multi-national, national, and local tobacco industries. An examination of several international environmental agreements, treaties, and conventions (the *United Nations Framework Convention on Climate Change (UNFCCC)* or *Convention on Biological Diversity (UNCBD)*, and the *Rio 20 Declaration*) indicate that such instruments could provide new avenues with which to address the tobacco epidemic as an environmental issue. While the financial benefits of the tobacco industry accrue to a relatively few individual corporations and shareholders, the substantial health, social, personal and environmental costs are borne by societies at large. Under principles such as the Extended Producer Responsibility Principle (EPR), the tobacco industry should be held responsible for the environmental damage caused by tobacco production. Past and current environmental costs should be measured and valued and the costs recouped in full from the tobacco industry. A similar exercise should also be contemplated for all other forms of tobacco products. This session will detail the environmental externalities of tobacco production and propose novel approaches to the tobacco epidemic as a global environmental problem.

#### OP015

##### TOBACCO EPIDEMIC AND CHILD ABUSE IN INDONESIA: MINISTRY OF SOCIAL WELFARE ROLE AND RESPONSIBILITY

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**Background:** In the near future, Ministry of Social Welfare, Republic of Indonesia, will conduct a national survey on child abuse. It was said that this survey is aimed to collect information on the prevalence of physical, emotional and sexual abuse to Indonesian males and females aged 13–24 years in Indonesia. The unclear reason on why Ministry of Social Welfare do not give attention to tobacco related child abuse have raised question on the author. This paper will report examples adverse effects of tobacco epidemic on child abuse in Indonesia.

**Objective:** The objective of this study is to encourage Ministry of Welfare to give attention to this kind of child abuse in their scope of national survey.

**Method:** This is a qualitative study on tobacco related child abuse in Indonesia. The author used combination method of observation, focus group discussion, non-formal in-depth interview with various informants including high school students, teachers, parent, and head of public health centre. This was done by the author during 2008–2013 in the tours of duty as a researcher of National Institute of Health Research and Development. The overheard information from Indonesian news papers, Indonesian Tobacco Control network, and internet also added to make a more comprehensive review on the tobacco related child abuse.

**Result:** Year 2009–2011, in Gorontalo, it was revealed that fathers were very permissive to boy smoking, on the other hand, girls were afraid to be slapped by their fathers if asking their fathers not to smoking inside their home. In the year 2012, in Bengkulu, a poor nicotine addicted father smoked five packs of cigarette a day though sometimes he had to owe food for his children. Year 2013, a Head of Public Health Centre in West Nusa Tenggara reported that tobacco epidemic had caused local tobacco farmers did not care harmful effects of tobacco smoke to their own child – using a case of child death near tobacco leaf processing stove,

**Conclusion:** The implementation of effective smoking control strategies should be implemented in Indonesia as integral part of child abuse prevention and control. This including total ban on tobacco ads and promotion, increasing real cigarette price and tobacco taxes, prohibit sale to minors, ban on tobacco importation and encourage crop substitution to local tobacco farmers. If Indonesian social welfare has become Indonesian Ministry of Social Welfare Mission, consequently, the Ministry should play its role and responsibility in this kind of child abuse prevention.

#### OP024

##### CAN TOBACCO CONTROL “FOLLOW THE MONEY”? ANALYZING DEVELOPMENT ASSISTANCE FOR FCTC IMPLEMENTATION

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**Background:** The global burden of tobacco-related disease is shifting from rich to poor countries, with 80% of tobacco deaths predicted to occur in low- and middle-income countries by 2030. While the WHO Framework Convention on Tobacco Control (FCTC) provides the architecture for preventing tobacco-related disease and death at a global level, investment in its implementation lags well behind international development assistance for other health issues. Addressing this gap assumes new significance in the context of the changing development agenda beyond the Millennium Development Goals.

**Method:** Based on FCTC implementation reports from 161 countries we examined assistance received and given for tobacco control by World Bank income group and WHO region.

**Result:** Low income countries are less likely to receive all forms of assistance for tobacco control compared with middle-income countries, and most likely to report resource deficits in implementation of the FCTC. Countries in the European region are more likely to receive support than those in any other region. Countries in Europe are also most likely to provide assistance, followed by those in the African region of which 30% report providing tobacco control assistance to other countries. Regional foci of cooperation are evident in the South Pacific, South East Asia and Eastern Europe. A lack of political will is the most frequently reported barrier to FCTC implementation, followed by lack of financial resources.

**Conclusion:** The world's poorest countries face the greatest barriers to tobacco control; assistance received by these countries is well below the level required for effective implementation of the FCTC. A much greater international commitment will be needed in order to address the growing health and economic cost of tobacco at a global level. Additionally, significant progress might be made by tobacco control advocates engaging more effectively with other development and global health agendas and by working to prioritise tobacco control measures within national development planning processes.

#### OP028

##### TAKING CONTROL OF TOBACCO TOWARDS THE ACHIEVEMENT OF MDGS

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**Background:** The relation between MDGs and tobacco is its impact to the achievement of MDGs, specifically in the low income country such as Indonesia. Indonesia with more than 240 million of citizens and a weak regulation to control tobacco, make itself in the third place as a country with the biggest number of smokers after China and India. No doubt, Indonesia is a good target of big tobacco companies.

**Objective:** The purpose of writing this paper is to make readers be more concerned and more aware about tobacco and its impact of many life aspects, especially the ones within the MDGs. Tobacco needs to be controlled so that the health quality and the productivity of people will increase.

**Method:** It needs all of the elements of government, NGOs and individuals to decrease the consumption of Tobacco in Indonesia. Some of the Free Tobacco action has been conducted. The Indonesia government also has created Tobacco Control Regulation Layout but hasn't got realized until now.

**Result:** The result of the UI demographic foundation shows that most of the poor people in Indonesia spend about 70% of their income to buy cigarettes and only 3.2% for education. A clear number of how tobacco affects almost every life aspect, specifically in poor people's life. Some of the women see smoking as a modernity proof and independence from old rules restraint or as a sign of the equity with men. According to WHO in 2011, 10% of the Indonesian smokers were women. The National Commission for Tobacco Control in 2011 found that there're 32,400 Indonesian toddlers having malnutrition caused by the tobacco smoke. TBC is one of the growing burden diseases in Indonesia and the prevalence is higher on smokers. The death rate caused by smoking was reported has reached 50% with cancer and cardiac arrest as a major killer. Each cigarette contains about 4000 chemical agents, with 250 dangerous agents and 50 carcinogenic agents. Those agents have been proven to increase the severity of global warming. All those things mentioned above are showing how tobacco has affected the attainment of MDGs.

**Conclusion:** To support the attainment of MDGs, we should make first a comprehensive framework, which will push the tobacco regulation to integrate. All the sectors have to cooperate to commit to control the supply of tobacco, especially from the health, agriculture, Industry, and trade sector. The main purpose of controlling tobacco is to improve the human quality by protecting youth generation now and in the future from tobacco dangers.