



Mobilizing public opinion for a Tobacco Endgame strategy – possibilities and obstacles

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Tobacco Endgame – the concept

- An explicit government intention and plan to achieve close to zero prevalence of tobacco use
- A clearly stated 'end' target date within a maximum of two decades

Thomson G et al. Tobacco Control 2012

The end of tobacco? The Tobacco Endgame.

Tobacco Control, suppl 1, May 2013



International initiatives

- New Zealand 2025
- Ireland 2025
- Finland 2030
- Scotland 2034



MARCH 27, 2013
ASH Scotland comments on new tobacco strategy
 by jobelmuir • Health measures, Young people

The Scottish Government has published a new 5 year strategy on tobacco, including a headline commitment to make the next generation free from tobacco. ASH Scotland finds much to welcome in the strategy, but also much more hard work to come.

Let's start with the basics – we at ASH Scotland absolutely support the Scottish Government's aim for the next generation to be free from tobacco. Nobody wants their children to smoke, and this is just as true for Scotland as a whole as for individual families. So let's have a debate about timescales and action plans – and try to work out what small number of willing adults will wish to continue to smoke – but who can argue with the idea of a healthier, wealthier Scotland where children don't smoke and anyone who wants to stop smoking is able to do so?

The Strategy specifically commits to reducing the adult smoking rate to 5% by 2034 – when a child born today will come of age at 21. This is ambitious, but given the huge costs to health and to society we should demand that our governments be ambitious.



Tobacco-free Finland by 2040

Finland is putting an end to consumption of tobacco products by law

The objective of the Finnish Tobacco Act (2010) was to put an end to the use of tobacco products in Finland by 2040. This means that the use of tobacco products will no longer be a permanent feature of society and that society is willing to support this goal.

Smoking is a significant cause of avoidable preventable death and illness in Finland; some 6,000 people die of smoking-related diseases each year – and half of these are of working age. In 2010, 23 per cent of men and 18 per cent of women smoked daily. The aim of the Tobacco-Free Finland tobacco smoking ban is to eliminate all per cent of adult smokers.

The main purpose of the Tobacco-Free Finland (2010) initiative is to prevent especially children and adolescents from taking up smoking. In particular, the aim of the prohibitions and restrictions of the Tobacco Act is to interfere in smoking by children and youth. Families are supported to raise tobacco-free generations; individuals are encouraged to quit smoking, and smoking cessation activities in various health care are strengthened.

Each person must have the possibility of a smoke-free environment, as well as available support in quitting smoking.

Each person in Finland will be made aware of the severe health hazards and addiction caused by smoking and tobacco.

All various social actors, from decision-makers to businesses and organisations and other groups, have set the objective of preventing the revival of smoking by providing and supporting the efforts of adults to quit smoking.

The capital of Finland, Helsinki, was declared a smoke-free city in January 2007. The first group of the Best Smoke-Free Workplace competition was awarded by the Tobacco-Free Finland network to the city of Helsinki in 2011. This annual award for comprehensive measures to support a smoke-free environment reflects the broader approach of the Tobacco-Free Finland network.

Other actions in support of the aim include, for example, the Smoke-Free Clubs, the Best Smoke-Free Workplace and Club and the competition, the Smoke-Free Household network, as well as the Smoke-Free Helsinki, Smoke-Free Metropolitan Area and Smoke-Free Municipality projects. In January 2012, 168 out of 208 municipalities declared themselves smoke-free, and 40 considered to make the decision.



Further information www.savuton suomi.fi

A Swedish version...



In 2013 NGOs suggested a government decision in the next few years on a

- target date 2025 - <5% daily smokers
- comprehensive and financed action plan

Possibility – first phase...



To obtain a government decision the NGO community asked widely for support.

In (August)2017 160 organizations including the politically governed regional health care providers - and the government – were supportive to the 2025 goal.

Obstacle...



However – no action plan presented...!

Needed for an endgame success:

- a comprehensive long term action plan \approx FCTC
- a national executive function
- an adequately financed process
- a committed NGO community

Possibility – second phase...



- Continued campaign for popular support in all sectors
- Personal informative contacts between NGO advocates and candidates in the 2018 election to national (and regional) Parliament
- The importance of parliamentarians...

Possibility – second phase...



Therefore a suggested goal for this phase:

**an interparty long term health promoting understanding
among MPs – withstanding weak governments and a strong
tobacco industry!**

To be continued...