



TOBAKSFAKTA

OBEROENDE TANKESMEDJA

Tobacco Endgame Rökfritt Sverige 2025 - a public opinion building project

Göran Boëthius, MD

Chair Tobaksfakta – Independent Think Tank

Nordisk folkehelsekonferanse,

August 27, 2014

boethius@tobaksfakta.se

Swedish tobacco control is slipping behind

- Hardly any political action since 2005...
- ...in spite of the ratification of the FCTC that same year
- The goals for 2014, decided by the parliament in 2003, will not be reached
- Devastating effects are not acceptable

A change of perspectives is needed!

From

- Stop accepting 12 000 smoking related deaths yearly
- Influence not only the individual smoker
- Don't "blame the smoker"

To

- Don't tolerate preventable sickness or deaths
- Demand supporting measures on societal level
- "Shame the tobacco industry"

Tobacco Endgame – the concept

- An explicit government intention and plan to achieve close to zero prevalence of tobacco use
- A clearly stated government '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
- Scotland 2034
- Finland 2040



MARCH 27, 2013

ASH Scotland comments on new tobacco strategy ¹

by John Watson • 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) is 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 people's lives, and that society is willing to support this effort. Smoking is a significant cause of avoidable premature 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 16 per cent of women smoked daily. The aim of the Tobacco-Free Finland is to reduce smoking by, on average, ten per cent per year. The main purpose of the Tobacco-Free Finland 2040 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 intervene 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 primary health care are strengthened. Each person must have the possibility of a smoke-free environment, as well as adequate 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 onset of smoking by young people 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 prize 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 positive approach of the Tobacco-Free Finland 2040 network. Other actions in support of the aim include, for example, the Smoke-Free Class, The Best Smoke-Free Workplace and Quit and Win competitions, the Smoke-Free Hospitals network, as well as the Smoke-Free Homes, Smoke-Free Metropolitan Area and Smoke-Free Municipalities projects. In January 2012, 166 out of 336 municipalities declared themselves smoke-free, and 40 considered to make the decision.



The Best Smokefree Workplace Competition
The three strong-minded mice were the winners of the Best Smokefree Workplace 2012 competition.

Further information www.savutonsuomi.fi

**TOBACCO RÖKFRITT
ENDGAME SVERIGE
2025**

TOBAKSFAKTA

The Swedish version...

- puts the global movement in a national context – i.e. focus on smoking
- demands a government decision in the next few years on
 - a) a target date 2025: <5% smokers
 - b) a comprehensive action plan (~FCTC)

An opinion building project...

A government decision on a TE strategy will not be achieved without a broad public opinion.

Therefore we ask widely for "moral" support:

- we understand the background and need
- we believe in defining a target year
- we support broad opinion building for a government decision on a target date and an action plan

On the national level...

We approach organizations in all sectors of society

- health care and school systems
- womens'/children's rights
- labour unions
- senior citizens
- sports
- ethnic groups
- environment groups
- insurance companies

Supporting organizations (August 2014)

Läkaresällskapet

Läkarförbundet

Distriktsläkarföreningen

Sjukhusläkarna

Med studerandes förbund

Kandidatföreningen

Sv yngre läkares förbund

Vårdförbundet

Svensk sjuksköterskeförening

Riksföreningen för skolsköterskor

Astma-KOL-sjuksköterskeföreningen

Tandläkarförbundet

Tandsköterskeförbundet

Tandhygienistföreningen

Yrkesföreningar för Fysisk Aktivitet

Sjukgymnastförbundet

Arbetssterapeutförbundet

Dietistförbundet

Psykologförbundet

Skolledarförbundet

Lärarnas Riksförbund

Nätverket Hälsöfrämjande sjukvård

Apoteket AB

Kvinnoorg Samarbetsråd Alk Nark (KSAN)

1,6 & 2,6miljonerklubben

SKPF

SPRF

On the regional/local level...

- Inform local branches of national organizations
- Inform politicians in your constituency using your professional background
- Take advantage of upcoming elections in September 2014: Tobacco Endgame will not as such be on the political agenda – but candidates do keep their ears open before the election...

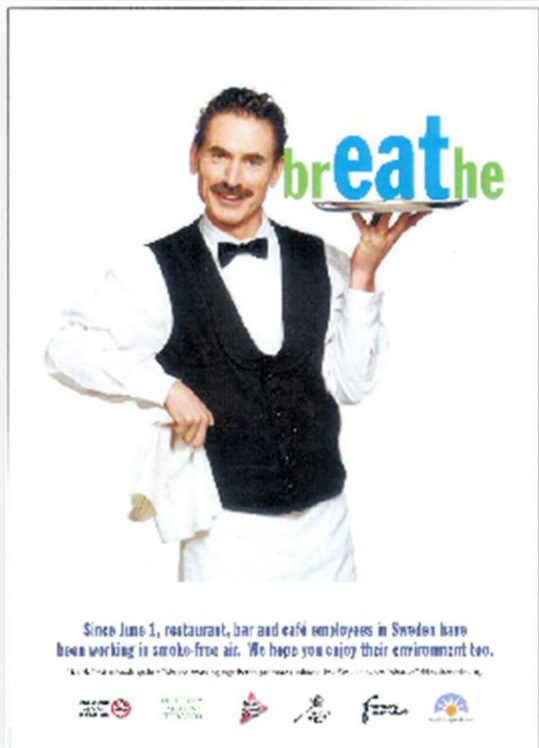
Opinion building will continue

- until a large number of organizations are on board
- until a great majority of the population is positive
- until a new government and parliament are out of the lame duck period...



Can it be done?

It was done!



Yes, WE can!



“Public opinion” (Nov 2013)

4. Visionen om ett rökfritt Sverige

Resultaten nedbrutna på: Bakgrundsfrågor, Röker du dagligen?

Hur viktigt tycker Du att det är att Sverige beslutar om en framtida tidsgräns för rökningen som ett ”Rökfritt Sverige 2025”?

[/br]

	<u>Mycket viktigt</u>	<u>Viktigt</u>	<u>Mindre viktigt</u>	<u>Inte alls viktigt</u>	<u>Vet ej/ingen åsikt</u>	\bar{x}
Ja	14 (12%)	20 (17%)	41 (34%)	40 (33%)	5 (4%)	2.07
Nej	286 (34%)	281 (34%)	158 (19%)	63 (8%)	47 (6%)	3

