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# Using the FCA FCTC Monitor Data to Assess Country Progress in Tobacco Control – Selected Articles

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- Institute of Global Tobacco Control
- Framework Convention Alliance
- Chapter Authors of the *Civil Society Monitoring of the Framework Convention on Tobacco Control: 2007 Status Report of the Framework Convention Alliance*
- Data Collectors of 27 participant countries



# 2007 FCA Monitor Respondents

Data collected from 27 of first 41 countries to ratify the FCTC

## **AFRICA**

Ghana (LI)  
Kenya (LI)  
Madagascar (LI)  
Mauritius (UMI)

## **AMERICAS**

Canada (HI)  
Mexico (UMI)  
Panama (UMI)  
Peru (LMI)  
Trinidad & Tobago (UMI)  
Uruguay (UMI)

## **EUROPE**

Armenia (LMI)  
Hungary (UMI)  
Iceland (HI)  
Norway (HI)  
Slovakia (UMI)

## **Eastern MED.**

Jordan (LMI)  
Pakistan (LI)

## **SE ASIA**

Bangladesh (LI)  
India (LI)  
Sri Lanka (LMI)  
Thailand (LMI)

## **Western PACIFIC**

Australia (HI)  
Fiji (LMI)  
Japan (HI)  
Mongolia (LI)  
New Zealand (HI)  
Palau (UMI)

# Objective

- **To use data collected by the FCA FCTC Monitor to evaluate country progress selected articles:**
  - **Article 6: Price and tax measures to reduce the demand for tobacco**
  - **Article 8: Protection from exposure to tobacco smoke**
  - **Article 11: Packaging and labeling of tobacco products**
  - **Article 13: Tobacco advertising, promotion and sponsorship**
- **Are countries meeting the minimal requirement?**

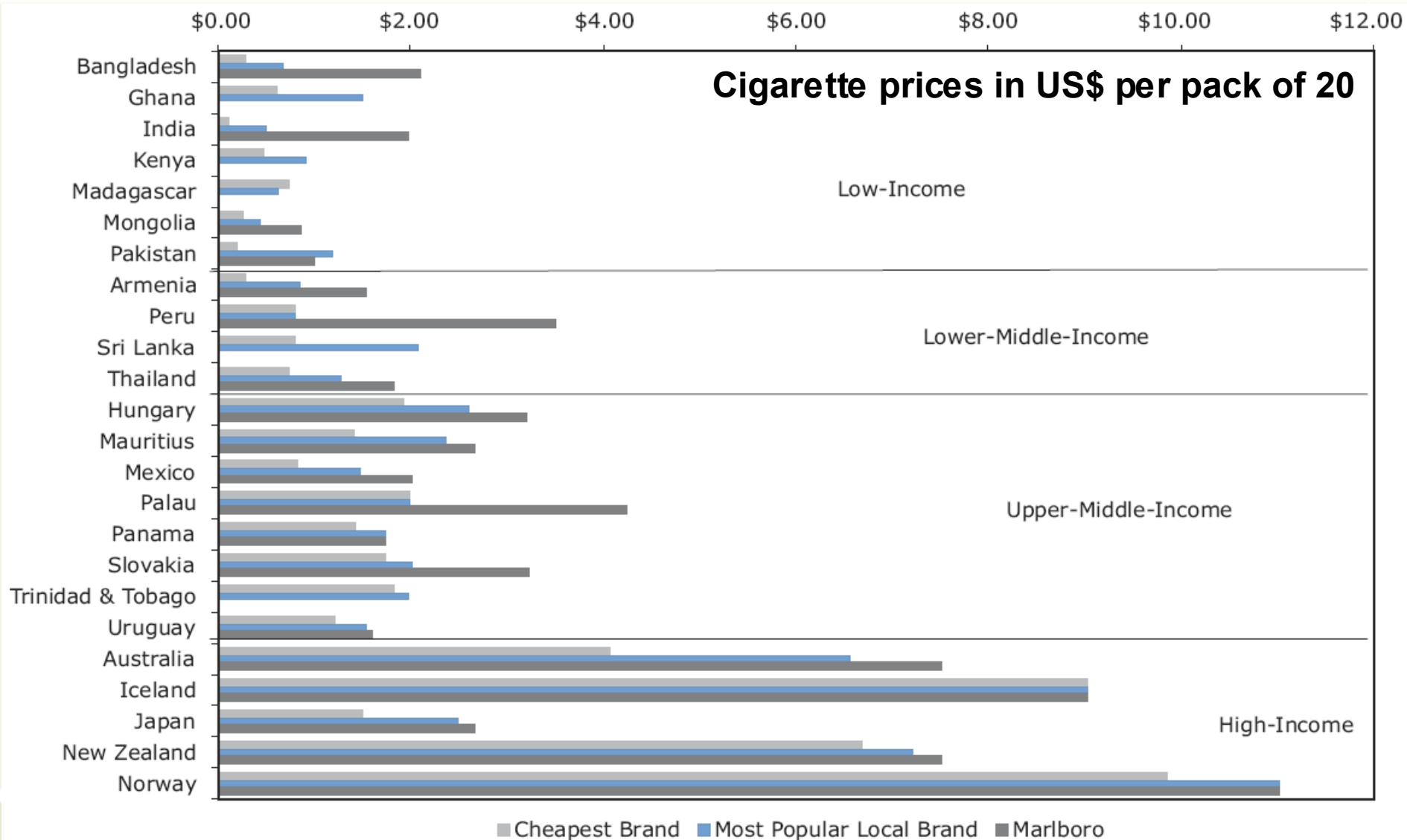
## Article 6: Price and tax measures to reduce the demand for tobacco

- ***Adopt or maintain tax and price policies on tobacco products aiming at reducing tobacco consumption***

## Article 6: Price and tax measures to reduce the demand for tobacco

- **27 countries had national tobacco taxes and price regulations**
- **Only 12 countries implemented them for the purpose of reducing tobacco consumption**
- **Excise taxes are most effective for reducing consumption**
  - **Best Tax = Specific Excise Taxes (based on quantity or weight, independent of price) that are regularly adjusted for inflation (E.g. like Australia adjusts every six months and New Zealand adjusts tax annually)**
  - **OK = Ad Valorem Excise Taxes (a percentage of price) or a mix of Specific and Ad Valorem Excise Taxes (E.g. Mexico has an ad valorem excise tax of 140 % of wholesale price)**

# Article 6: Price and tax measures to reduce the demand for tobacco



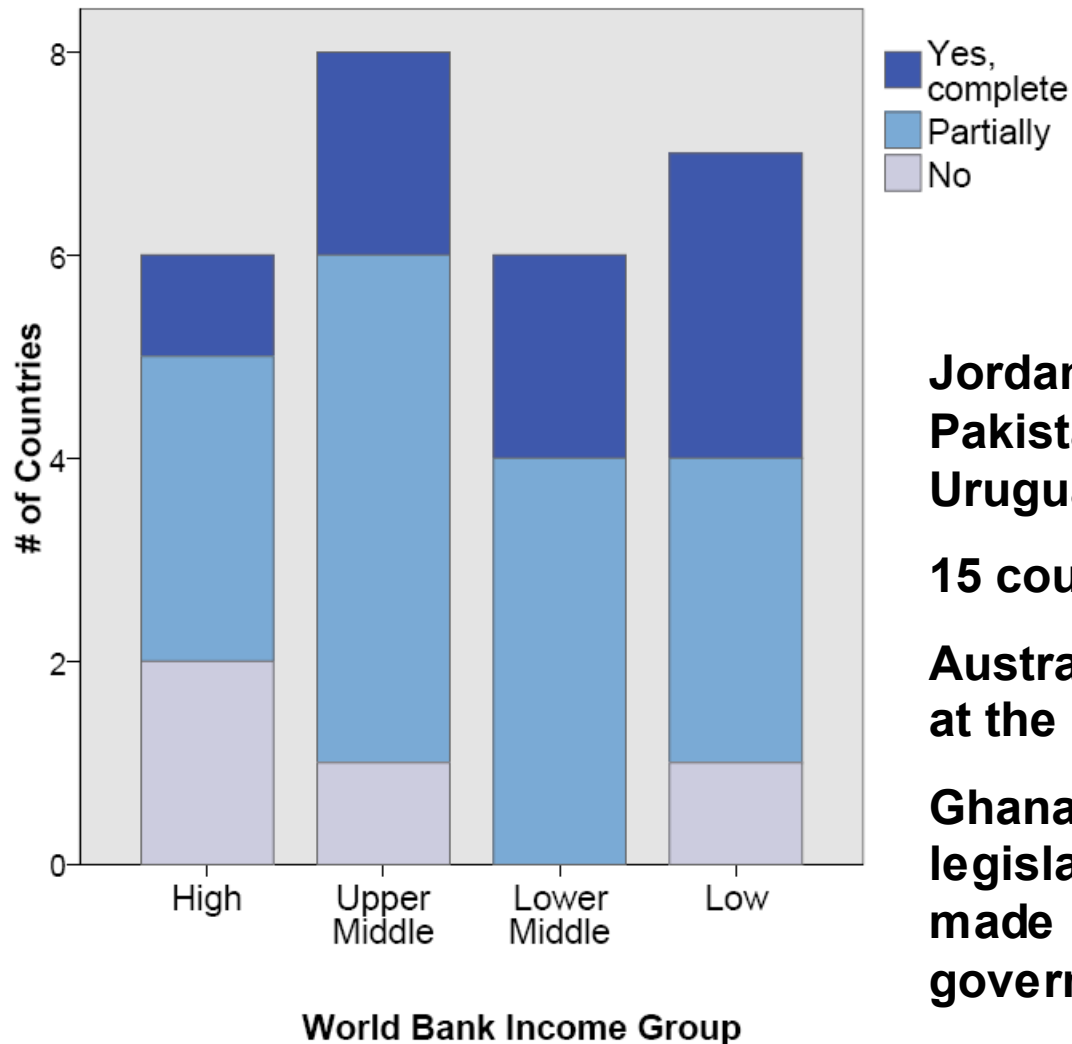


## Article 8: Protection from exposure to tobacco smoke

- ***Adopt and implement effective measures providing protection from exposure to tobacco smoke in indoor workplaces, public transport, indoor public places and, as appropriate, other public places***

# Article 8: Protection from exposure to tobacco smoke

## National Smoking Ban Legislation

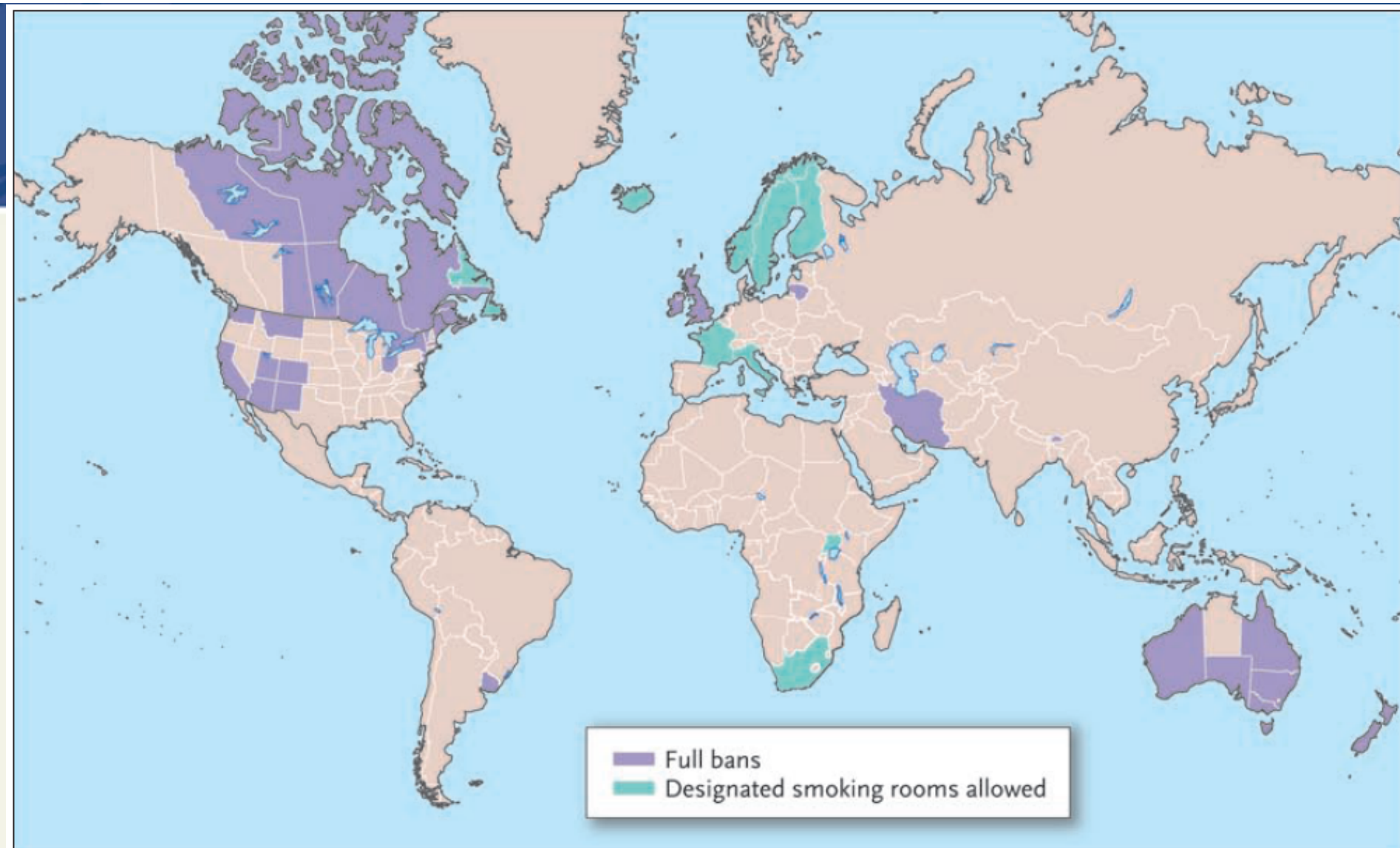


**Jordan, Kenya, Madagascar, New Zealand, Pakistan, Slovakia, Sri Lanka, and Uruguay reported national smoking bans**

**15 countries reported partial bans**

**Australia and Canada have complete bans at the province/state/territory level**

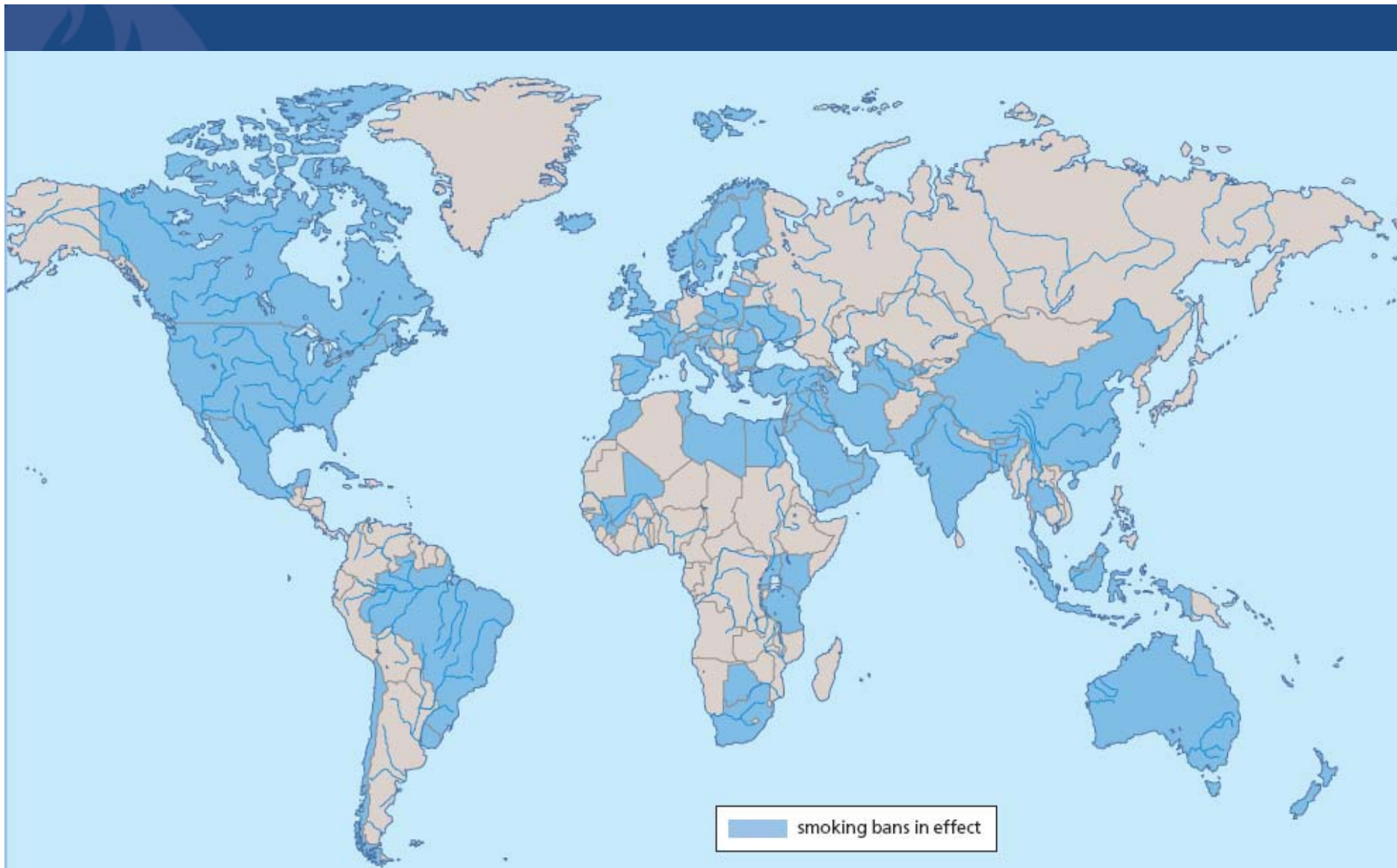
**Ghana and Trinidad & Tobago no national legislation (in T&T some measures have made health care, education, and government facilities smoke-free)**



**Countries, States, and Provinces That Have Banned Smoking in Indoor Workplaces and Other Indoor Public Places.**

Legislation in some countries and regions (shown in green) allows for the possibility of a designated, enclosed, ventilated smoking room. Full bans are also in force in Rhode Island, Hawaii, Puerto Rico, Washington, DC, Bermuda, the British Virgin Islands, Bhutan, and the Australian Capital Territory; legislation allowing for designated smoking rooms is in force in Malta. Full bans will go into effect in Quebec in 2008 and in Montana, Utah, and Hong Kong in 2009; a law allowing for the possibility of designated smoking rooms will go into effect in Finland in 2009.

**Koh HK et al. *New Engl J Med* 2007;356:1496-1498**



**Australia: except Northern territory**

**Canada, except Yukon Territory**

**US: not all states included**

Schmidt CH. Environ Health Perspect 2007;115:A412-415

# Article 8: Protection from exposure to tobacco smoke

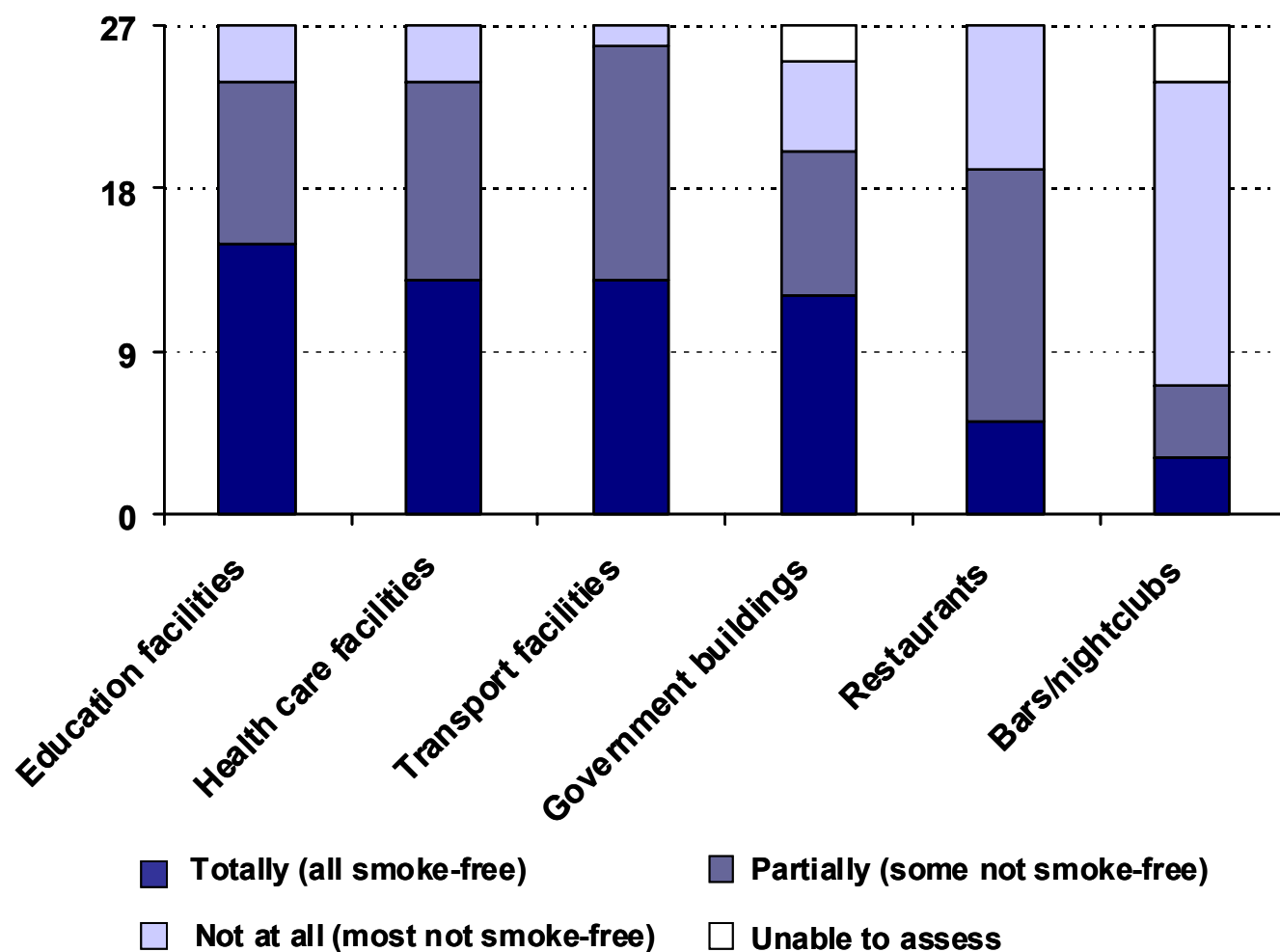
**Table 3.1.** Level of compliance and level of enforcement of the legislation on protection from exposure to tobacco smoke

Enforcement			
Compliance	High	Moderate	Low to none
High	Canada Fiji New Zealand Norway Uruguay	Australia	Palau
Moderate		Hungary Madagascar Mexico Pakistan Panama	Bangladesh Mauritius Mongolia Sri Lanka Thailand
Low to none		Slovakia	Armenia India Japan Jordan

Note: Ghana and Trinidad and Tobago do not currently have smoking regulation legislation in force. Data collectors from Iceland, Kenya, and Peru were unable to assess the level of enforcement and compliance.

# Article 8: Protection from exposure to tobacco smoke

Number of countries indicating that the following indoor public places in their countries are totally, partially or not at all smoke-free





**Table 3.2.** Categories of protection from exposure to tobacco smoke

<b>Level of protection</b>	<b>Description</b>	<b>Examples among countries participating in the 2007 FCA FCTC Monitor*</b>
<b>Complete protection</b>	Countries with a national smoking ban in all indoor workplaces, public transport, and public places, without exceptions, and with high levels of compliance and enforcement	New Zealand, Uruguay
<b>Incomplete protection</b>	Countries with smoking bans in all indoor workplaces and public places in multiple states, provinces, or cities, or with a partial national smoking ban that allows for exceptions (e.g., bars and nightclubs), and with high levels of compliance or enforcement	Australia, Canada, Fiji, Norway
<b>Lack of effective protection for most of the population</b>	Countries where smoking policies are lacking or are based on separated areas, ventilation systems, or other measures different from smoke-free environments	Armenia, Bangladesh, Ghana, Hungary, India, Japan, Jordan, Mauritius, Mexico, Mongolia, Pakistan, Palau, Panama

# Article 11: Packaging and labeling of tobacco products

- ***Measures about packaging and labeling that do not promote false impressions about a tobacco product or about a tobacco product that is less harmful***
- ***Health warnings:***
  - ***Approved by a competent national authority***
  - ***Rotating***
  - ***Large and visible***
  - ***Not <30% principal display area, recommended  $\geq 50\%$***
  - ***May include pictures***
  - ***In the country language***



# Article 11: Packaging and labeling of tobacco products

- **24 countries reported national legislations for package health warnings**
  - 17 countries have national legislation requiring that tobacco packaging and labeling are not misleading or deceptive.
  - 9 of them had legislation that specifically outlawed the terms ‘low tar’, ‘light’, ‘ultra light’, ‘mild’
- **Ghana legislation was *draft* at the time of the report**
- **Palau and Trinidad & Tobago no requirements yet**

# Article 11: Packaging and labeling of tobacco products

- Tobacco packaging and labeling that are not misleading, deceptive, or likely to create an erroneous impressions

Norway



Iceland



Bangladesh



# 20 cigarette packages from Japan

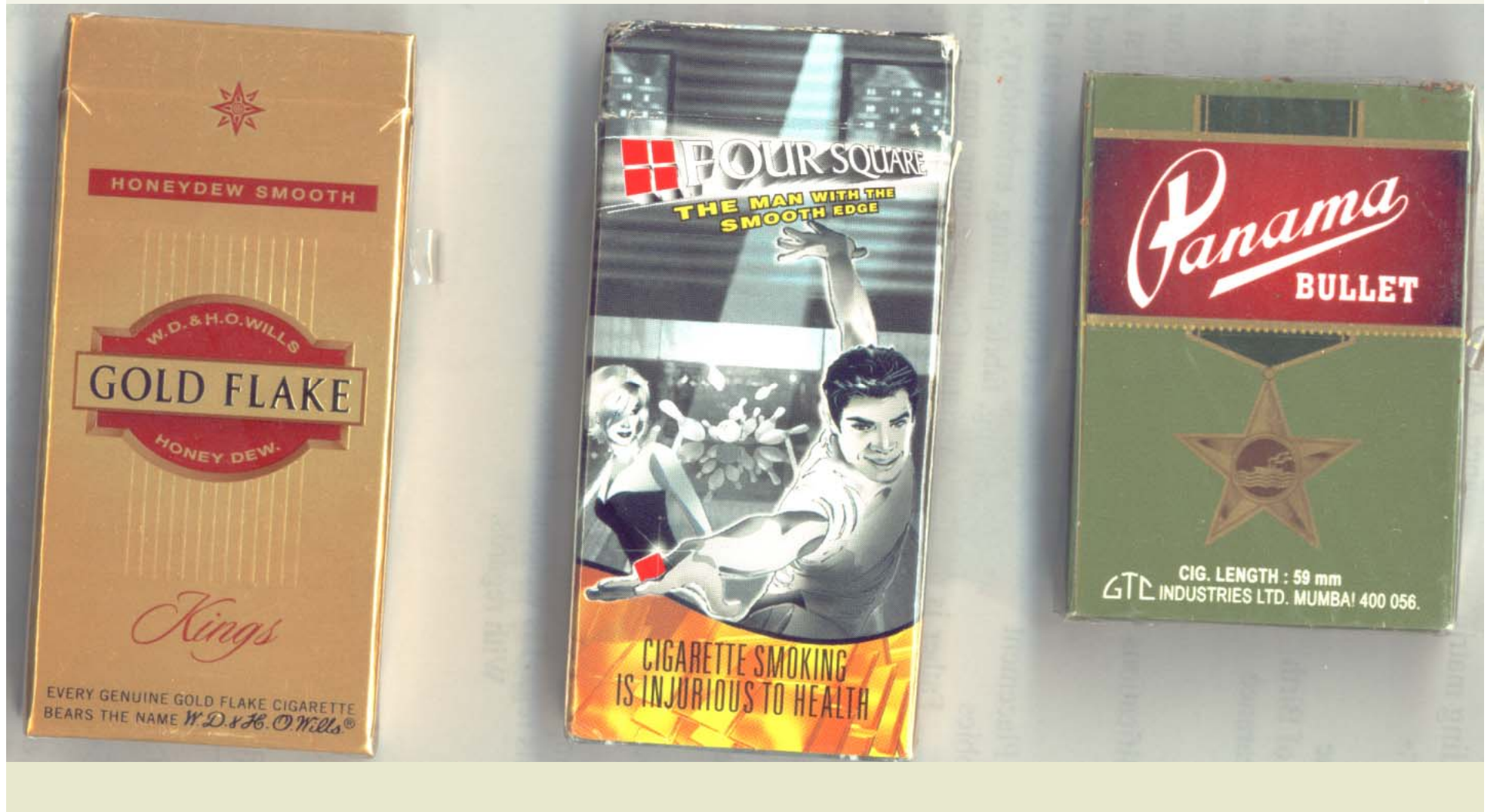




# 20 cigarette packages from Mauritius

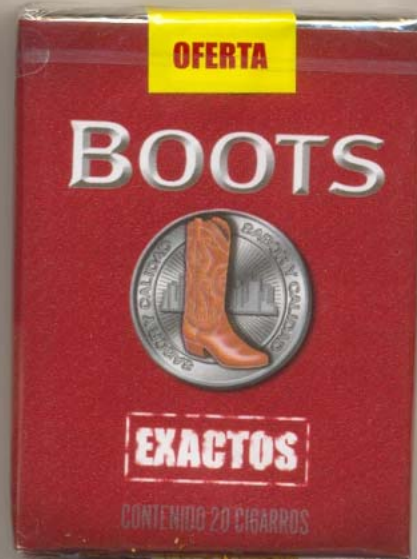


# 20 cigarette packages from India





# 20 cigarette packages from Mexico



# Article 11: Packaging and labeling of tobacco products

## Panama



## Canada



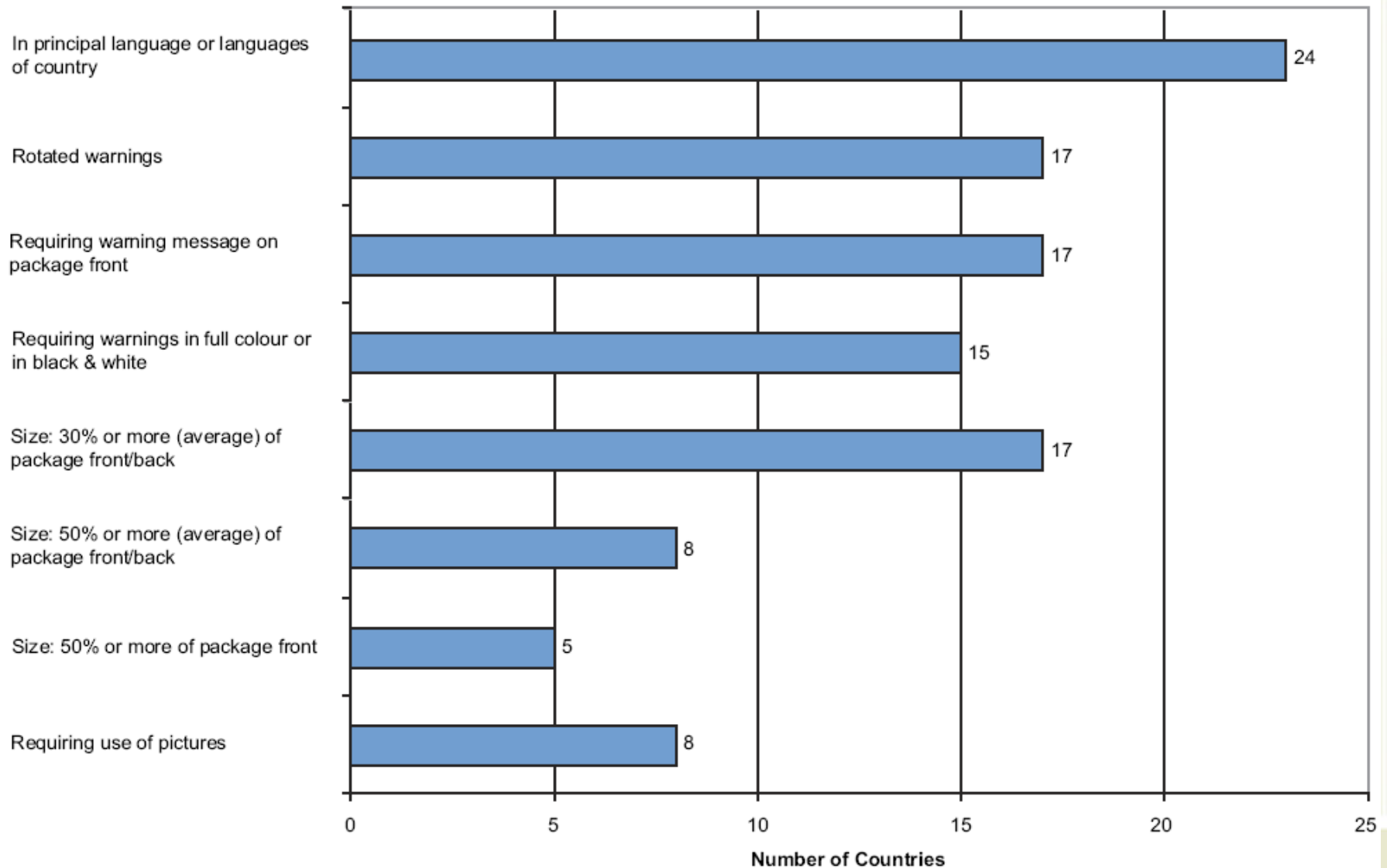
## Thailand



## Jordan



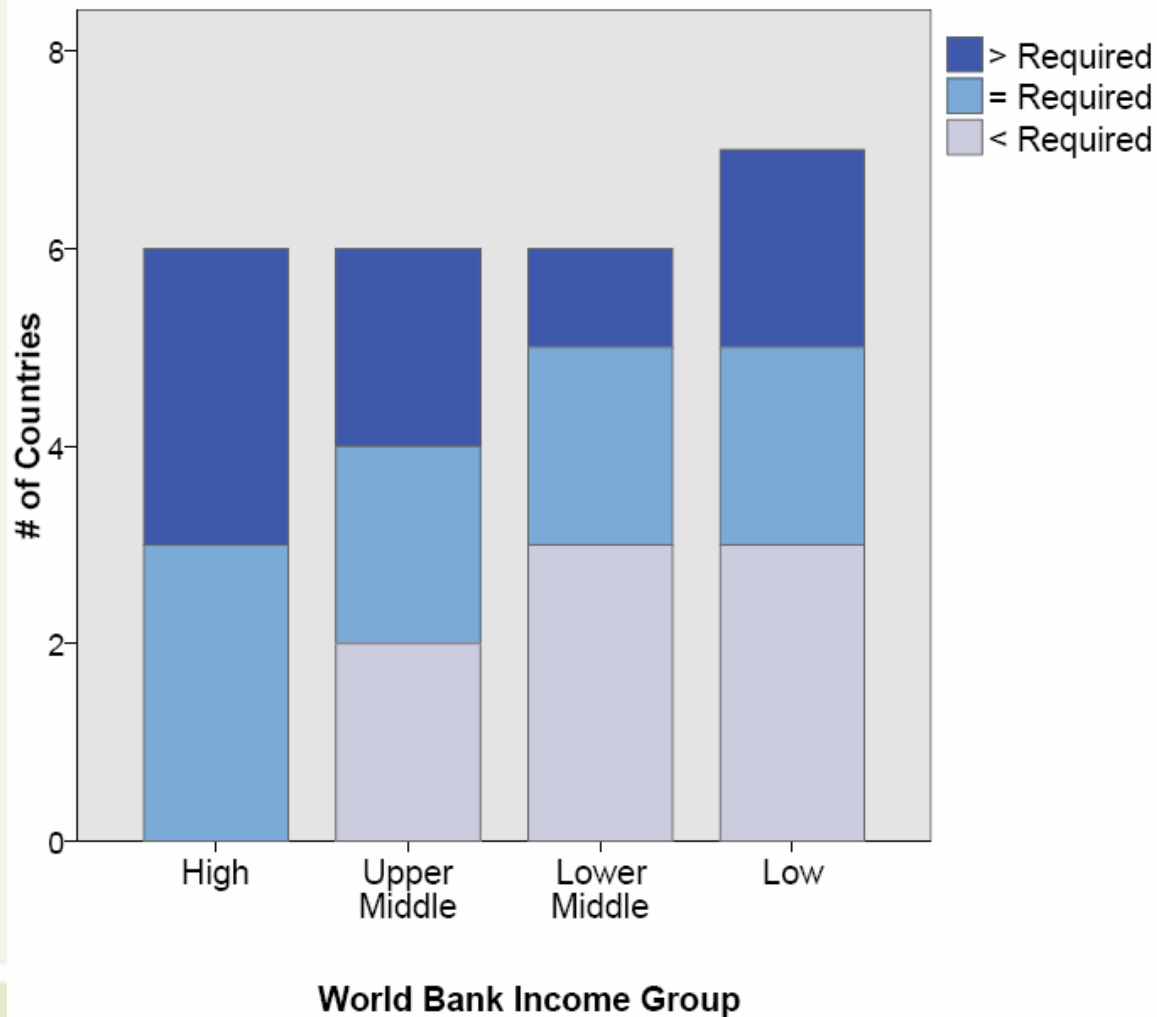
# Article 11: Packaging and labeling of tobacco products





# Article 11: Packaging and labeling of tobacco products

Compliance with FCTC Requirements in Article 11



- **Non-Compliant with FCTC = <30% or no legislation**
- **Requirement  $\geq 30\%$**
- **More than required  $\geq 50\%$**

# Article 13: Tobacco advertising, promotion and sponsorship

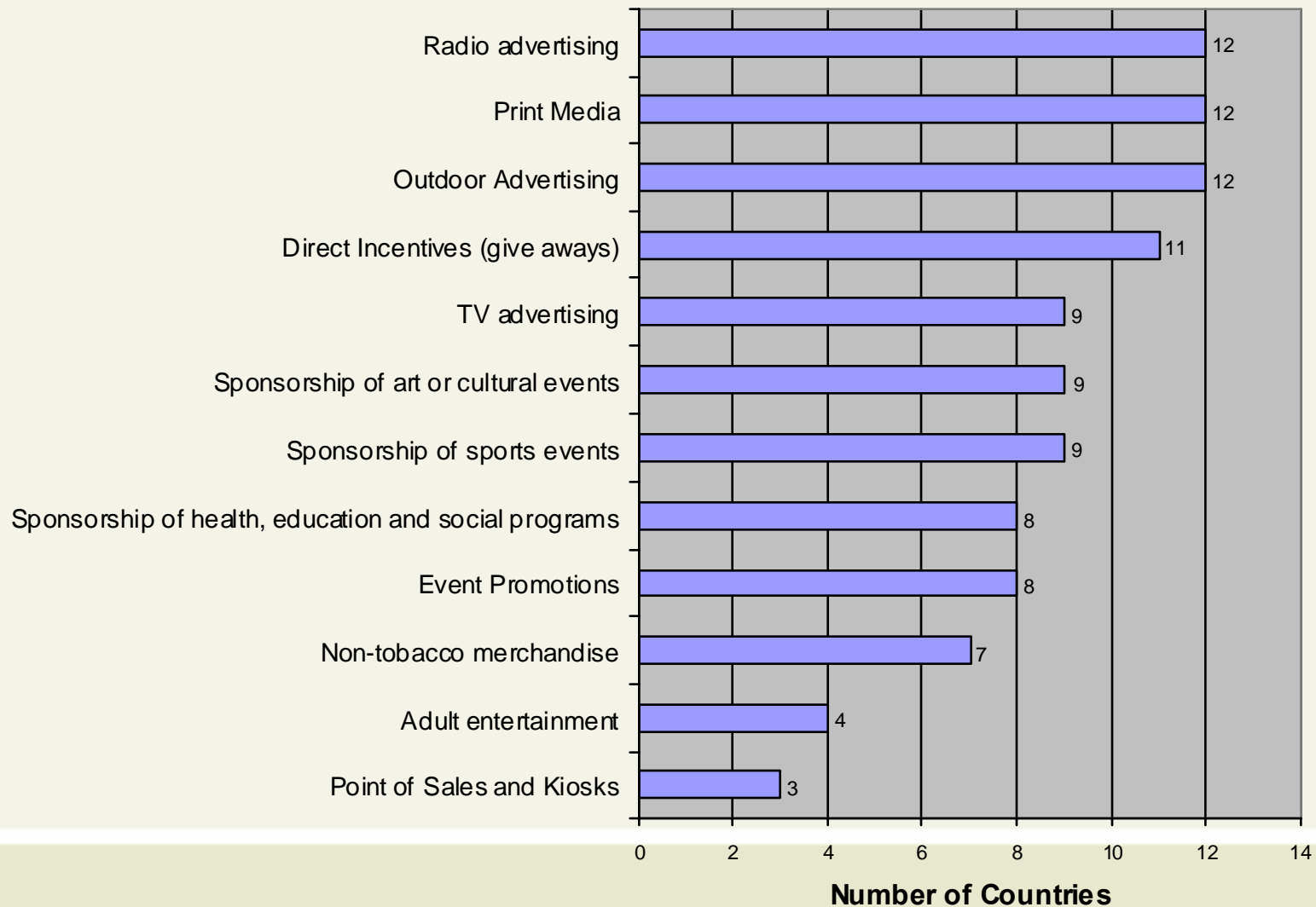
- ***Parties recognize that a comprehensive ban on advertising, promotion and sponsorship would reduce consumption of tobacco products***
- ***Minimum requirements:***
  - ***Prohibit all forms of tobacco advertising, promotion and sponsorship that promote a tobacco product that are false, misleading, create erroneous impression***
  - ***Require health warnings***
  - ***Prohibit / restrict them on radio, TV, print media, other media, internet***
  - ***Restrict the use of incentives that encourage purchase***

# Article 13: Tobacco advertising, promotion and sponsorship

- **22 countries have national legislation banning or restricting tobacco advertising, promotion and sponsorship:**
  - 8 complete bans: Iceland, Jordan, Madagascar, Mauritius, Mongolia, New Zealand, Slovakia, Sri Lanka
  - 14 partial bans
- **5 countries have no legislation: Ghana, Japan, Kenya, Palau, Trinidad & Tobago**
  - Japan: *“Article 21 of Constitution stipulates the freedom of meeting, association, and expression. Article 40 of Tobacco Business Law stipulates the restriction of excessive advertisement to prevent minors smoking and health problems due to the increase of tobacco consumption.”*

# Article 13: Tobacco advertising, promotion and sponsorship

## Forms banned that in Countries with Partial Bans





Mauritius – Illegal displays in points of sale



Panama



# Examples of tobacco advertising and promotion that continue to occur

Type of tobacco advertising or promotion	Examples of participating countries where this occurs*
Tobacco advertising in print media	Armenia, Canada, Japan, Mauritius
Billboards with tobacco advertising	Bangladesh, Mexico, Peru, Trinidad & Tobago
Advertising at the point of sale	Armenia, Canada, Hungary, India, Japan, Mauritius, Panama, Slovakia
Non-tobacco products that bear tobacco manufacturer's name or brand	Canada, India, Japan, Mongolia, Norway, Palau, Slovakia
Provision of free samples of tobacco products	Armenia, Ghana, Mongolia, Pakistan
Advertising of tobacco company trade names	Armenia
Text messages via mobile phones	India

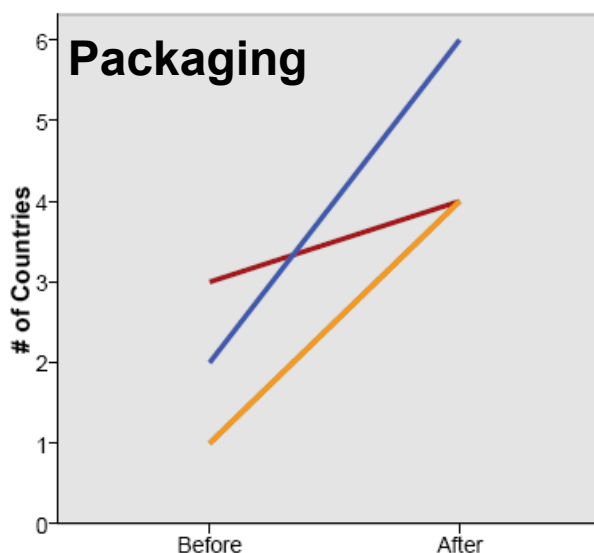
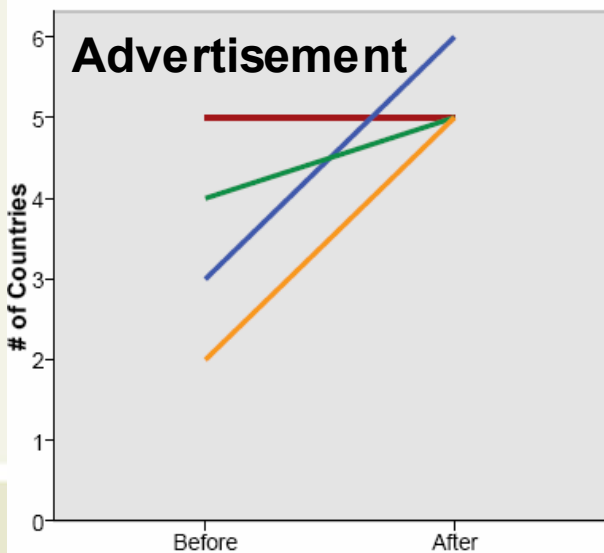
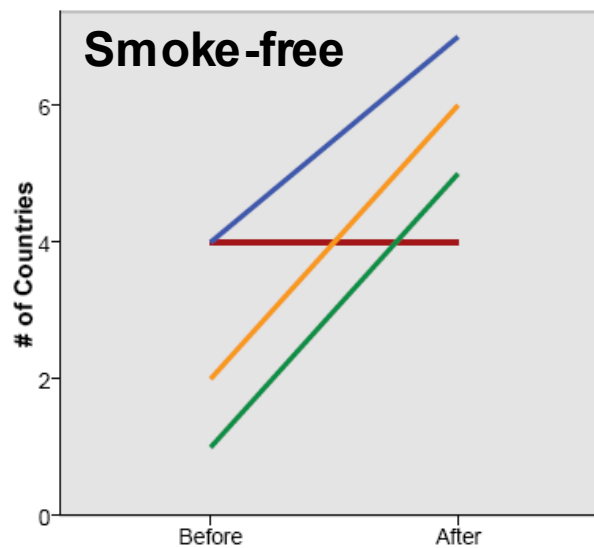
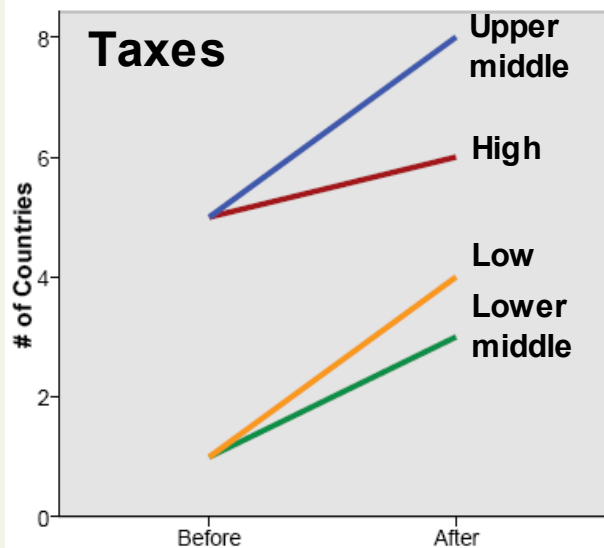
\*Note: This table outlines forms of tobacco advertising and promotion that were specifically highlighted by data collectors of participating countries. It is likely that similar activities take place in a greater number of countries than are listed here.

# Summary as of June 2007 in 27 participant countries

<b>Article</b>	<b>Countries with some level of legislation</b>	<b>Meets FCTC requirement</b>
<b>Taxes &amp; Price</b>	<b>27</b>	<b>12 (6 with specific excise taxes)</b>
<b>Tobacco Smoke</b>	<b>25</b>	<b>2 (+4)</b>
<b>Packaging and Labeling</b>	<b>24 + Ghana draft</b>	<b>17 (9 outlawed “light”, “low tar” ...)</b>
<b>Advertising, Promotion Sponsorship</b>	<b>22</b>	<b>8</b>

# FCTC- Legislation Impact

## Countries with legislation before and after FCTC ratification





# Strengths and Limitations

## **Strengths**

- **Quantitative and qualitative information on key elements of the FCTC**
- **Civil Society Perspective**
- **Use of references and documents to support the responses**

## **Limitations**

- **Limited number of informants per country**
- **Differences in interpretation of the FCTC Monitor and of the FCTC**

# Conclusion

**Important initiatives and measures are occurring in multiple countries worldwide**

**Substantial efforts must be maintained and engaged in key areas for tobacco control worldwide:**

**Taxes and price**

**Smoke-free environments**

**Packaging and labeling**

**Advertisement, promotion and sponsorship**