Dr Douglas Bettcher
Director
Prevention of Noncommunicable Diseases
World Health Organization

Olympic Games in a city with no passive smoking – leadership caring for people
Tobacco industry sells a unique product

- It is **addictive nicotine**
- Contains more than 4000 known chemicals
- It is the only legal consumer good that kills half of its users when used as directed by the manufacturer
Tobacco kills ...

...nearly 6 million people each year.

22% of global cancer deaths, 71% of all lung cancer deaths.

• 10% of cardiovascular disease deaths

About 90% of all deaths from chronic obstructive lung diseases and 42% of all chronic respiratory disease are attributable to cigarette smoking.

Tobacco smoking burden

Number of smokers - Japan in 8th position globally

(WHO RGTE 2013)
Passive smoking also kills

One third of adults are regularly exposed to second-hand tobacco smoke.

About 600 000 people die each year prematurely as a result of exposure to second-hand smoke.

- 430 000 are adults, of whom 64% are women
- 28% of the second-hand smoke deaths are among children

TOBACCO USE

LEADING PREVENTABLE CAUSE OF DEATH IN THE WORLD

Tobacco currently kills nearly 6 Million/year. This will increase to over 8 Million/year in a few decades.

If current use patterns continue, the death toll from tobacco use will be:

- 2000–2025 ~ 150M
- 2025 – 2050 ~ 300M
- 2050 – 2100 > 500M

Tobacco could kill up to 1 Billion persons in the 21st Century unless urgent action is taken.
URGENT NEED IN EACH COUNTRY

SCALE UP COMMITMENT AND ACTION
TO REDUCE TOBACCO USE

JAPAN - 2004
PARTY
WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL
<table>
<thead>
<tr>
<th>Demand reduction</th>
<th>Supply reduction</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Price and tax measures (Art.6)</td>
<td>• Elimination of illicit trade (Art.15)</td>
</tr>
<tr>
<td>• Protection from secondhand smoke (Art.8)</td>
<td>• Prohibition of sales to and by minors (Art.16)</td>
</tr>
<tr>
<td>• Contents regulation (Art.9)</td>
<td>• Support for viable crops for growers (Art.17)</td>
</tr>
<tr>
<td>• Disclosure of contents (Art.10)</td>
<td></td>
</tr>
<tr>
<td>• Packaging and labelling (Art.11)</td>
<td></td>
</tr>
<tr>
<td>• Education and awareness-raising (Art.12)</td>
<td></td>
</tr>
<tr>
<td>• Advertising, promotion and sponsorship (Art.13)</td>
<td></td>
</tr>
<tr>
<td>• Cessation programmes (Art.14)</td>
<td></td>
</tr>
</tbody>
</table>

**WHO FCTC COMMITMENTS**

*Article 5.3 Protection of public health policies from commercial and other vested interests of the tobacco industry*
Best-buy demand reduction measures for countries

- **Article 20**: Monitor tobacco use and prevention policies
- **Article 8**: Protect people from tobacco smoke
- **Article 14**: Offer help to quit tobacco use
- **Articles 11&12**: Warn about the dangers of tobacco
- **Article 13**: Enforce bans on tobacco advertising, promotion and sponsorship
- **Article 6**: Raise taxes on tobacco

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>20%</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>64%</td>
</tr>
</tbody>
</table>

*(WHO RGTE 2013)*
## Japan National target for tobacco smoking

<table>
<thead>
<tr>
<th>Measures</th>
<th>Current data</th>
<th>Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>① Decrease in adult smoking rate</td>
<td>19.5% (H22)</td>
<td>12% (2022)</td>
</tr>
<tr>
<td>② Eradication of smoking among minors</td>
<td>First year of junior high school&lt;br&gt;Boys 1.6%&lt;br&gt;Girls 0.9%&lt;br&gt;Third year of high school&lt;br&gt;Boys 8.6%&lt;br&gt;Girls 3.8%</td>
<td>0% (2022)</td>
</tr>
<tr>
<td>③ Eradication of smoking among pregnant women</td>
<td>5.0% (H22)</td>
<td>0% (2014)</td>
</tr>
<tr>
<td>④ Decrease in percentage of facilities with exposure to secondhand smoke</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Governmental institutions</td>
<td>16.9% (H20)</td>
<td>0% (2022)</td>
</tr>
<tr>
<td>Medical institutions</td>
<td>13.3% (H20)</td>
<td>0% (2022)</td>
</tr>
<tr>
<td>Worksites</td>
<td>64% (H23)</td>
<td>Worksites—no secondhand smoke (2020)</td>
</tr>
<tr>
<td>Households</td>
<td>10.7% (H22)</td>
<td>3% (2022)</td>
</tr>
<tr>
<td>Restaurants</td>
<td>50.1% (H22)</td>
<td>15% (2022)</td>
</tr>
</tbody>
</table>
# MPOWER progress in Japan, China and Republic of Korea

<table>
<thead>
<tr>
<th></th>
<th>P</th>
<th>O</th>
<th>W</th>
<th>E</th>
<th>R</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>No public places or workplaces assessed as completely smokefree</td>
<td>Cessation services and medications are available*</td>
<td>30% text warning</td>
<td>No ban</td>
<td>64% of the price is tax</td>
</tr>
<tr>
<td>China **</td>
<td>Only public transport is completely smokefree</td>
<td>Cost-covered cessation services and medications are available</td>
<td>30% text warning</td>
<td>Advertising banned on TV, radio, magazines and newspapers; sponsorship is banned</td>
<td>41% of the price is tax</td>
</tr>
<tr>
<td>Republic of Korea</td>
<td>Only health facilities and education facilities (excl universities) are completely smokefree</td>
<td>Cost-covered cessation services and medications are available, with a toll-free quitline</td>
<td>30% text warning</td>
<td>Advertising banned only on national TV, radio, outdoor billboards and internet</td>
<td>62% of the price is tax</td>
</tr>
</tbody>
</table>

* Services are now partially cost-covered in China

** Turkey (Best practice) **

|       | Complete smoking ban in all public places and workplaces | Cost-covered cessation services and medications are available, with a toll-free quitline | At least 50% of the pack surface is covered with a GRAPHIC warning | Complete ban on all forms of advertising, promotion and sponsorship | Over 75% of the retail price is tax |

** Draft of national comprehensive tobacco control law in advanced stages of legislative process. (WHO RGTE 2013)**
WHO FCTC Article 8

Protect people from tobacco smoke
- Second-hand smoke is carcinogen
- There is no safe level of exposure to second-hand tobacco smoke
- Engineering approaches (designated smoking areas, ventilation, air filtration, etc.) — ineffective
- Voluntary smoke free policies — ineffective
- Legislation is necessary to provide adequate protection from exposure

### DISEASES CAUSED BY SECOND-HAND SMOKE

<table>
<thead>
<tr>
<th>CHILDREN</th>
<th>ADULTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brain tumours*</td>
<td>Stroke*</td>
</tr>
<tr>
<td>Middle ear disease</td>
<td>Nasal irritation, Nasal sinus cancer*</td>
</tr>
<tr>
<td>Lymphoma*</td>
<td>Breast cancer*</td>
</tr>
<tr>
<td>Respiratory symptoms, Impaired lung function</td>
<td>Coronary heart disease</td>
</tr>
<tr>
<td>Asthma*</td>
<td>Lung cancer</td>
</tr>
<tr>
<td>Sudden Infant Death Syndrome (SIDS)</td>
<td>Atherosclerosis*</td>
</tr>
<tr>
<td>Leukemia*</td>
<td>Chronic obstructive pulmonary disease (COPD)<em>, Chronic respiratory symptoms</em>, Asthma*, Impaired lung function*</td>
</tr>
<tr>
<td>Lower respiratory illness</td>
<td>Reproductive effects in women: Low birth weight; Pre-term delivery*</td>
</tr>
</tbody>
</table>

* Evidence of causation: suggestive
  Evidence of causation: sufficient
All Parties should achieve a comprehensive smoking ban in indoor workplaces, public transport, indoor public places and, as appropriate, other public places.

*most widely adopted measure*

1.1 billion people living in 43 countries

16% of the world’s population

(WHO RGTE 2013)
Efforts must be made to prevent passive smoking at schools, hospitals, restaurants and other facilities used by a large number of people.

The objective of the legislation - to “ensure the sound development of tobacco industry in Japan, thereby contributing to fiscal revenue and sound development of national economy.”
Passive smoking law in Japan and FCTC

WHO Framework Convention on Tobacco Control

“The objective of this Convention and its protocols is to protect present and future generations from the devastating health, social, environmental and economic consequences of tobacco consumption and exposure to tobacco smoke.”

Article 8 “Protection from exposure to tobacco smoke

2. Each Party shall adopt and implement in areas of existing national jurisdiction as determined by national law and actively promote at other jurisdictional levels the adoption and implementation of effective legislative, executive, administrative and/or other measures, providing for protection from exposure to tobacco smoke in indoor workplaces, public transport, indoor public places and, as appropriate, other public places.

Guidelines on Protection from exposure to tobacco smoke

Effective measures to provide protection from exposure to tobacco smoke, as envisioned by WHO FCTC Article 8, require the total elimination of smoking and tobacco smoke in a particular space or environment in order to create a 100% smoke free environment. (principle 1)
Achievement continues globally, but much work remains. (WHO RGTE 2013)
# Action by cities can help close the gap

<table>
<thead>
<tr>
<th>City</th>
<th>Completely smokefree</th>
<th>Cessation support provided</th>
<th>Large graphic warning labels on cigarette packages</th>
<th>Total ban on advertising, promotion and sponsorship</th>
<th>Taxes contributing at least 75% of the price of most popular cigarettes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shanghai</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Mumbai</td>
<td>☆</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Beijing</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>São Paulo</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>x</td>
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<tr>
<td>Moscow</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
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<tr>
<td>Seoul</td>
<td>x</td>
<td>Yes</td>
<td>x</td>
<td>x</td>
<td>x</td>
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<tr>
<td>Delhi</td>
<td>☆</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
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<tr>
<td>Chongqing</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
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<tr>
<td>Karachi</td>
<td>Yes</td>
<td>x</td>
<td>Yes</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Mexico City</td>
<td>Yes</td>
<td>x</td>
<td>Yes</td>
<td>x</td>
<td>x</td>
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<tr>
<td>Jakarta</td>
<td>Yes</td>
<td>x</td>
<td>x</td>
<td>x</td>
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<td>Guangzhou</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
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<tr>
<td>Tokyo</td>
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<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
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<tr>
<td>Lima</td>
<td>Yes</td>
<td>x</td>
<td>Yes</td>
<td>x</td>
<td>x</td>
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<tr>
<td>New York</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>x</td>
<td>x</td>
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<tr>
<td>Wuhan</td>
<td>x</td>
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<td>x</td>
<td>x</td>
<td>x</td>
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<tr>
<td>Tianjin</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Cairo</td>
<td>x</td>
<td>x</td>
<td>Yes</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Tehran</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>x</td>
</tr>
<tr>
<td>Hong Kong SAR</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>x</td>
</tr>
</tbody>
</table>

*In place
* ☆ DSRs allowed with strict requirements
* Coming soon

(WHO RGTE 2013)
EVERY CITY CAN DO SOMETHING

...But where to start?

...How far should it go with the ban on smoking?

....What are the key elements for successful implementation?

....Should perhaps wait for the national law?

...Or the city could take the lead effectively protect its citizens from passive smoking?
Guidelines for implementation of WHO FCTC Article 8

The basis for developing smoke-free legislation at any level
• national
• state
• provincial / territorial
12 STEPS
towards a smoke-free city

1. Set up a planning and implementation committee
2. Become an expert
3. Involve local legislative experts
4. Study several potential legal scenarios
5. Recruit political champions
6. Invite the participation of civil society organizations
7. Work with evaluation and monitoring experts
8. Engage with media and communications experts
9. Work closely with enforcement authorities
10. Develop and disseminate guidelines, signs, etc.
11. Celebrate the implementation day
12. Ensure maintenance of the law
More smoke-free cities
28 November 2014 - Smoke-free law Beijing -

Legacy of smoke-free Olympic Games Beijing 2008

Beijing SF law - no loopholes, no exemptions, and concrete penalties
- from 1 June 2015 -
It paves the way for strong action on tobacco at national level.
The Tobacco-free Beijing Olympics
Strength - Intersectoral Action

Technical agencies
Sports and culture
Other government sectors
Security
Civil society
Health sector
Municipal Government
Foundations
More mega sporting events leading the way in the battle against tobacco use

Smoke-free Winter Olympic Games in Russian Federation, Sochi 2014 – WHO and SOCOG

Sport and Development International platform

Sochi study case built in collaboration with the Union and WLF
Smoke-free Sochi

- 21 Jan 2010 - Mayor of Sochi - **SOCHI TOBACCO-FREE CHARTER** – indoor places (education, health, culture institutions) - smoke-free. Smoking in parks and beaches - prohibited, except outdoor designated areas.

- Mayor's Order - schedule for all functional / territorial branches to regular “raid activities” monitoring compliance of Charter and 2010 federal anti-tobacco law.

- Centre for Medical Prevention - special office and hotline to provide medical and psychological support to those who want to quit.
Smoke-free Sochi

- more than 100,000 signatures collected in support of the Charter
- around 3 million rubles spent for implementing tobacco control and healthy lifestyles programmes. Major focus - public opinion through mass media - 49 publications; 33 TV programmes.
- in all schools - workshops with more than 7000 children.
- 2012 - Memorandum of Collaboration Signing Ceremony - with sanatoriums, railway station and sea-port - ban on cigarettes' retail sales.
Smoke-free Sochi Olympic games - policy -

- Tobacco control measures implemented relying on previous Games’ experience.

- Smoking, tobacco product sales on the territory of all the Olympic and Paralympic facilities is prohibited, except in designated and marked areas outside facilities (outside the Olympic Park). Sponsorship of tobacco companies is not accepted.
Smoke-free Sochi Olympic games
- policy -

• The Olympic Games staff are instructed to monitor all cases of smoking and approach violators asking them to stop smoking. Staff and volunteers are not allowed to smoke, and if they do, they are subject to disciplinary actions.

• No association of tobacco companies’ symbols with Sochi Games' logos and graphic symbols.
Smoke-free Sochi Olympic games
- policy -

• No Olympic and Paralympic symbols on tobacco and smoking-related products (e.g. a pack of cigarettes or lighters).

• "No smoking" signs - in all Sochi and the Olympic and Paralympic facilities and during competitions radio messages remind participants about the policy tobacco-free policy.
Smoke-free Sochi Olympic games - policy -

- Special hotline number – to receive complaints about smoking in prohibited places.
- All bars and restaurants in the Olympic park - smoke free.
- A "map" of Sochi, indicating the no-smoking areas.
The tobacco-free policy of the Games aimed protection of more than 155,000 athletes, sports delegation representatives and volunteers from second-hand smoke on a daily basis.

A "map" of Sochi, indicating the no-smoking areas, has been developed and no-smoking signs have been installed alongside.
Sochi COMMUNICATION STRATEGY

- “No Smoking” signage in the city and in the venues
- Mass Media campaign on TV and street billboards to inform the public about the health harms of passive smoking and Russian smoke-free legislation
- Smoke-free policy announcements across Olympic venues and in city transport
- Press events and training for journalists
MONITORING AND EVALUATION

• Over 6 days and 36 hours of observations, only 155 smoking incidents were observed in the Olympic village, with nearly 0% smoking inside of venues.

• 85 % Total support for smoking bans at the games
• 76 % Total support for smoking bans in public places
• 65 % Smokers planning to quit soon
Sochi 2014 Games - the 12th in history to be free from tobacco smoke

In recent years:
• Beijing 2008 – no national legislation – thus SF Beijing Project
• Canada 2010 – territory SF legislation existing already
• London 2012 – national SL legislation already existing
• Sochi/Russia 2014 – no national legislation in initial phases; thus Sochi had Tobacco-Free Charter before 2013 Russian national law
• Brazil/Rio 2016 – national legislation exists
Sochi 2014 Games - the 12th in history to be free from tobacco smoke

• SF Sochi Charter and SF Games policy played an important role in the promotion of the new comprehensive Russian tobacco control legislation adopted in February 2013, which includes 100% smoke-free public spaces.

• The Olympics helped to gain public support for smoke-free implementation not only in the host region, but for the nation.
WHO and tobacco control organizations advocate for tobacco-free mega sporting events

WHO invited concerned organizations to engage in the fight against tobacco epidemic through tobacco-free mega events

- 1988 - Smoke-free Olympics Calgary
- 2002 - World No Tobacco Day "Tobacco-free Sports"
- 2002 - Memorandum of Cooperation FIFA - WHO
- 2008 - Tobacco-free Olympics Beijing
- 2010 - Smoke-free Winter Olympics Vancouver
- 2010 – IOC - WHO Memorandum of Understanding
- 2010 – Smoke-free World Cup South Africa
- 2011 - South East Asian Games Vientiane
- 2012 – Tobacco-Free EURO Football Games Ukraine/Poland
- 2012 – Smoke-free Olympic Games London
- 2014 – Smoke-free Winter Olympic Games Sochi
- 2014 – Tobacco-Free World Football Championship Brazil
- 2014 - Smoke-free Ice-hockey World Championship Minsk
- 2014 – Smoke-free Commonwealth Games Edinburgh
Tobacco Free Olympics

WHO and IOC sign agreement to improve healthy lifestyles (2010)

WHO and the International Olympic Committee (IOC) are teaming up to promote healthy lifestyle choices, including physical activity, sports for all, Tobacco Free Olympic Games, and the prevention of childhood obesity.
Tobacco Free Olympics


- Ban all forms of tobacco advertising, promotion and sponsorship. It is important to prevent both direct and indirect forms of tobacco advertising, promotion and sponsorship.
- Ban sales of tobacco, tobacco-inked merchandise and placement of tobacco products in association with mega event products/symbols.
Remember:
To prepare legacy of Olympics – Smoke-free city with simple, clear, enforceable and comprehensive legislation

- Prohibits smoking in any indoor /enclosed public place /workplace - no exceptions.
- Does not allow/designate smoking areas – smoking may be allowed only outdoors.
- Defines terms clearly but broadly, particularly the terms “smoking”, “indoor” or “enclosed”, “workplace” and “public place”.

Source: Municipality of Mina Clabero, Argentina
Remember:
To prepare legacy of Olympics – Smoke-free city with simple, clear, enforceable and comprehensive legislation

- Includes effective enforcement mechanisms such as:
  - duty of responsibility to persons in charge of premises to ensure compliance;
  - no ashtrays in places where smoking is prohibited;
  - specific enforcement authorities;
  - content, size and location of "no smoking" signage;
  - simple administrative process for violations, such as on-the-spot fines;
  - inspection powers to enforcement authorities.

Source: Municipality of Mina Clabero, Argentina
THANK YOU