



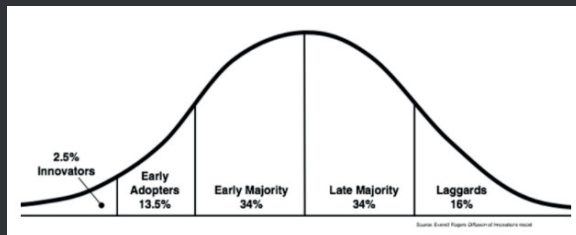
2nd World Conference on Family Health
25 October 2021

Closing remarks:
Tobacco and alcohol policies and measures

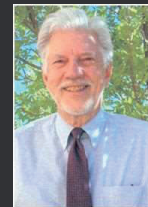
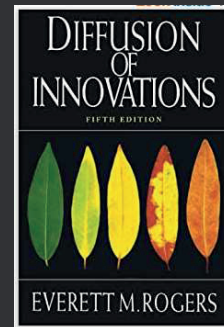
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Diffusion of innovations

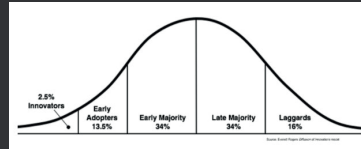


<https://sphweb.bumc.bu.edu/otit/mph-modules/sb/behavioralchangetheories/BehavioralChangeTheories4.html>

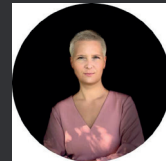


Rogers, E.M. (2003). Diffusion of innovations (5th Edition). New York: Free Press.

Latvia and Lithuania: Men started reducing first



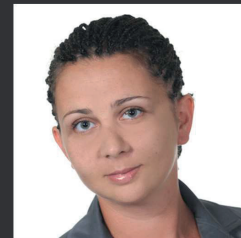
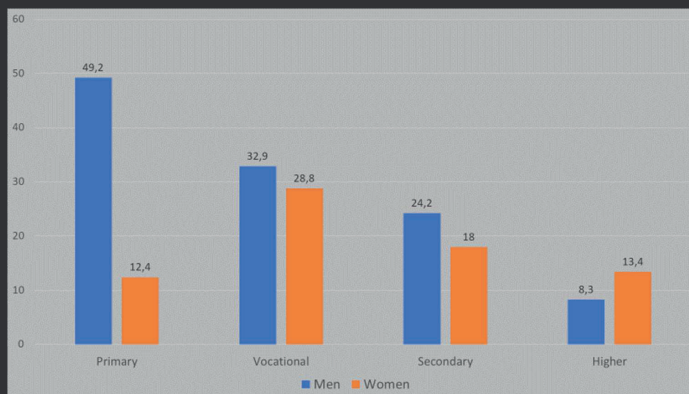
- o in Latvia, during the period 2000 to 2020, lung cancer mortality decreased among men, but increased among women
- o In Lithuania, from 2005 to 2019, daily smoking decreased from 42% to 30% in men and remained stable in women (10%).



Gobina, I., Kojalo, U., & Pildava, S. (2021). Gender disparities in life expectancy and mortality from preventable diseases in Latvia from 2000 to 2020. Presentation at the 2nd World Conference on Family Health, 25. October 2021.

Liutkutė-Gumarov, V. (2021). Trends in smoking among adults and smoking-attributable burden in Lithuania. Presentation at the 2nd World Conference on Family Health, 25. October 2021.

Well educated groups started reducing first



In 2019 the most important factor shaping smoking prevalence in Poland was education.

Janik-Koncewicz, K. et al (2020): Cigarette-smoking in Poland 2019: The continuing decline in smoking prevalence. *Journal of Health Inequalities*, 6(2), 87-94.

Two strategies

1. To speed up the diffusion process in order to reach all groups more effectively
2. Target «late majority» and «laggard» groups specifically



Kjell Bjartveit, Ph.D. (1927-2011)
Chairman of the Norwegian Council on
Smoking and Health 1971-1992

New tobacco products

In 2016 already, among boys in Poland, the prevalence of current users of e-cigarettes was higher than the prevalence of current cigarette-users.

And among Polish girls, the percentages were approximately equally high.

Dual use was widespread!

New, products (competing or complementary products) may distort the more simple diffusion of innovation processes and make things more complicated.

Janik-Konieczny et al (2020): E-cigarette use among Polish students: findings from the 2016 Poland Global Youth Tobacco Survey. *Journal of Health Inequalities*, 6(2), 95-103.

Janik-Konieczny, K., Zatoński, W.A., & Zatoński, M. (2021). Use of electronic Nicotine Delivery systems (ENDS) in Poland in 2019. *Journal of Health Inequalities*, 7(1), 26-31.

De-marketing of alcohol?

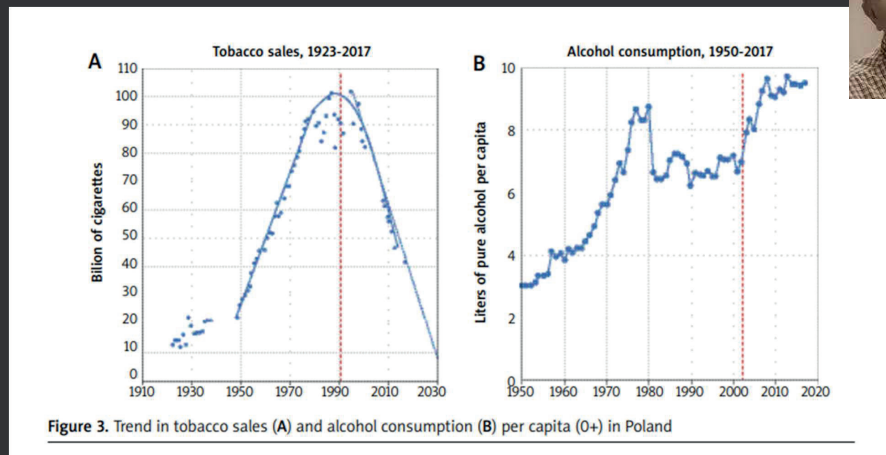


Figure 3. Trend in tobacco sales (A) and alcohol consumption (B) per capita (0+) in Poland

Zatoński, W.A. et al (2021): Health decline in Poland after 2002: response to a recent analysis of the changes in disease burden in Poland. *Journal of Health Inequalities*, 7(1), 1-5.

Weakening of alcohol control measures



- Beer advertising returned to television (2001)
- Taxes on spirits were reduced by 30% (2002)
- Campaign for sales of small vodka bottles (2010)

Zatoński, W.A. et al (2021): Health decline in Poland after 2002: response to a recent analysis of the changes in disease burden in Poland. *Journal of Health Inequalities*, 7(1), 1-5.

New alcohol control measures in Lithuania



2008-2009:

- Excise taxation increased
- Limited advertising during daytime
- Banning of off-premise sales of alcohol
- Strengthened drunk driving legislation

2014-2018:

- Multiple increases in excise taxation
- Banning of alcohol sales in petrol stations
- Legal purchase age increase from 18 to 20
- Near full advertising ban in all social and media outlets

Stelemekas, M. (2021). Alcohol consumption and burden of alcohol-related diseases in Lithuania. Presentation at the 2nd World Conference on Family Health, 25. October 2021.

New alcohol control measures in Lithuania



- Tier 1: Highly effective general population interventions with an anticipated immediate impact
- Tier 2: Other interventions aimed at the general population
- And: Interventions directed at specific populations

Rehm, J. et al (2021). Classifying alcohol control policies with respect to changes in consumption and alcohol-attributable harm. The example of Lithuania, 2000-2019. *International Journal of Environmental Research and Public Health*, 18, 2419.



<https://www.lrt.lt/en/news-in-english/19/1115477/lithuanians-world-s-heaviest-drinkers-new-figures-show>

Strong alcohol control policies



Lithuania sets an example in the field of public health showing how strong alcohol control policies may significantly contribute to improving multiple public health indicators in a relatively short period of time.

Stelemekas, M. (2021). Alcohol consumption and burden of alcohol-related diseases in Lithuania. Presentation at the 2nd World Conference on Family Health, 25. October 2021.

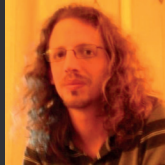
What about Latvia?



- Latvia had the highest recorded alcohol consumption in OECD 2019
- Latvia had the highest share of alcohol-dependent drinkers in 2016

Isajeva, L., Springe, L., & Gobina, I. (2021). Alcohol consumption trends and burden of alcohol-related health problems in Latvia. Presentation at the 2nd World Conference on Family Health, 25. October 2021.

More than one road to Rome?



Italy, since the 1970s:

From 20 to 5 litres of ethanol per adult per year

... despite absence of systematic new regulations

Malvezzi, M., Negri, E., & La Vecchia, C. (2021). History of alcohol consumption and cancer burden in Italy. Presentation at the 2nd World Conference on Family Health, 25. October 2021.

What can we tell from observational studies?

Although single studies may offer limited evidence, multiple studies showing consistent patterns of associations offer slightly stronger evidence.

Inequalities in health

Dimensions:

- Education, income, employment, area
- Age, gender, ethnicity, disability, sexual orientation, migration status
- Vulnerable groups (such as homeless people)
- The urban – rural (centrum – periphery)



Janik-Konieczna et al (2021): Health inequalities in Poland. Presentation at the 2nd World Conference on Family Health, 25. October 2021.

Inequalities in life expectancy

- Life expectancies (2018) at birth are generally lower in the newest member countries (EU10)
- Gender differences in life expectancy at birth (2018) are generally larger in EU10 countries
- In Poland, there is an eight year difference in life expectancy at birth (2020)
- There are systematic regional differences, largest among men
- There are pronounced urban-rural differences



Janik-Konieczna et al (2021): Health inequalities in Poland. Presentation at the 2nd World Conference on Family Health, 25. October 2021.

The Calisia Declaration 2019

SPECIAL ARTICLE

J Health Inequal 2019; 5 (2): 129–132

Submitted: 29.10.2019; accepted: 4.12.2019

DOI: <https://doi.org/10.5114/jhi.2019.91374>

JOURNAL
of Health Inequalities

Declaration from the World Conference on Family Health, Calisia, 2019

Leif Edvard Aaro¹, Witold A. Zatoński^{2,3}, Mateusz Zatoński⁴, Andrzej Wojtyła¹ and advisory group⁵

Participants at the Calisia conference call on international organizations, governments, NGOs and all stakeholders to promote strong governance for public health and comprehensive action across sectors in all countries in order to prevent disease, promote health, and reduce inequalities.

Health must be for all, irrespective of location, gender, age, position, and circumstances.

THANKS!

 **NIPH**
Norwegian Institute of Public Health

