Panel 1
Smoking and health: preparing for the tobacco endgame?

President Stanisław Wojciechowski State University of Applied Sciences
Kalisz, Poland

#CalisiaConf2019

10 June 2019
Speakers

• Cliff Douglas – Vice President for Tobacco Control, American Cancer Society
• Rob Branston – Associate Professor, Institute for Policy Research, University of Bath, UK
• Lilia Olefir – Executive Director, “Life” Advocacy Center, Ukraine
• Mark Parascandola – Program Director, National Cancer Institute, USA

www.parascandola.com
Video address

• Allan Brandt
  • Professor of the History of Science, Harvard University.
  • Former Dean of Harvard Graduate School of Arts and Sciences.
  • Author of Pulitzer-nominated *The Cigarette Century: The Rise, Fall, and Deadly Persistence of the Product that Defined America* (2007).
Three stages of the tobacco epidemic in Poland

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Health Promotion Foundation, Poland

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State, society, and the politics of smoking in Poland, during and after communism

Mateusz Zygmunt Zatorński

Thesis submitted in accordance with the requirements for the degree of Doctor of Philosophy

University of London

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Department of Health Services Research and Policy

Faculty of Public Health and Policy

London School of Hygiene & Tropical Medicine, University of London

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Research group affiliation: Centre for History in Public Health
Per capita tobacco consumption in Poland, 1923-1991

Source: Polish Office for General Statistics, 2012

Smoking patterns for both sexes (age-standardized) Data for 1980

Source: Institute for Health Metrics and Evaluation, 2014
1945 - 1989

In 1950s:
1 kg sugar = 72 cigarettes
1 kg meat = 163 cigarettes
1 kg butter = 393 cigarettes

Cigarettes very cheap, easily available, omnipresent
National convention of the Social Committee for Limiting Smoking, 1971

‘Tobacco is the enemy of mankind!’

Weak, divided tobacco control movement with few local and international allies
1945 - 1989

‘A group from Poland!’

Smoking as the cultural norm!

Source: Museum of Caricature, Warsaw
Prof. Bogusław Bobrański (eminent chemist and pharmacist), in 1985 ‘For the Human Rights of Non-Smokers’: ‘in Poland tobacco is smoked everywhere, even under the No Smoking sign [...], in public transport, universities, schools, post offices, workplaces, airports, cafes, restaurants, by medical doctors and nurses in hospitals, by actors in movies, even in scenes which could easily do without smoking.’

Weak, unenforced legislation
Collapse of communism in 1989

Our next speaker
1989 - 2000
1989 - 2000

Figure 1. Cigarette sales in Poland, 1923-2013

Sales of cigarettes per adult per day, 1980-2012
1989 - 2000

Vibrant, active, imaginative tobacco control movement...
1989 - 2000

... well-connected locally and internationally.
Anti-tobacco laws of 1995 and 1999:
- Ban on sale to minors, vending machines, small packs
- Ban on ads, promotion, sponsorship
- Free treatment of tobacco dependence
- Reduction of tar, nicotine, CO in cigarettes
- Tobacco control fund (0.5%) from excise tax
- Introduction of 30% health warning labels

WHO on the Polish Anti-Tobacco Law:
“...an example to the rest of the world.”
2000 - 2019

Change in smoking prevalence, 2000 - 2020

- Egypt +9.9%
- Russia -4.4%
- France -6.5%
- USA -10.2%
- UK -13.5%
- Canada -15.9%
- Poland -17.7%
- Norway -24.1%

Source: WHO Global Health Observatory, 2019
Table 4. 35 European countries ranked by total TCS score in 2016

<table>
<thead>
<tr>
<th>Ranking 2016 (ranking 2013)</th>
<th>Country</th>
<th>Price (30)</th>
<th>Public place bans (22)</th>
<th>Public info campaign spending (15)</th>
<th>Advertising bans (13)</th>
<th>Health warnings (10)</th>
<th>Treatment (10)</th>
<th>Total (100)</th>
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Source: Joossens et al. 2016.
FIG. 2. Affordability index for cigarettes (2001 = 1) vs. cigarette consumption in Poland. Source: Główny Urząd Statystyczny [11], Economist Intelligence Unit [14]
Leader in purchasing smoking cessation treatments

Aggressive
Very Frequent
Prime time
(150 ads/day)
Number of cessation treatments sold (2000-2015)
“I smoke because I like it” campaign, 1995
2000 - 2019

“I smoke because I like it” campaign, 1995

“Healthylifestyles are now fashionable!”

“I run because I like it” campaign, 2012
Still a long journey to a smoke-free Poland:

• 8 million smokers (over 25% men, almost 20% women)
• 40 billion cigarettes smoked every year
• 40,000 premature deaths (23,000 lung cancer deaths)
• Relatively high smoking rates among women
• 25,000 newborns exposed to tobacco smoke before birth
• Polish National Programme for Limiting the Health Consequences of Tobacco Smoking unexplicably aborted in 2015
Thank you!

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