



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

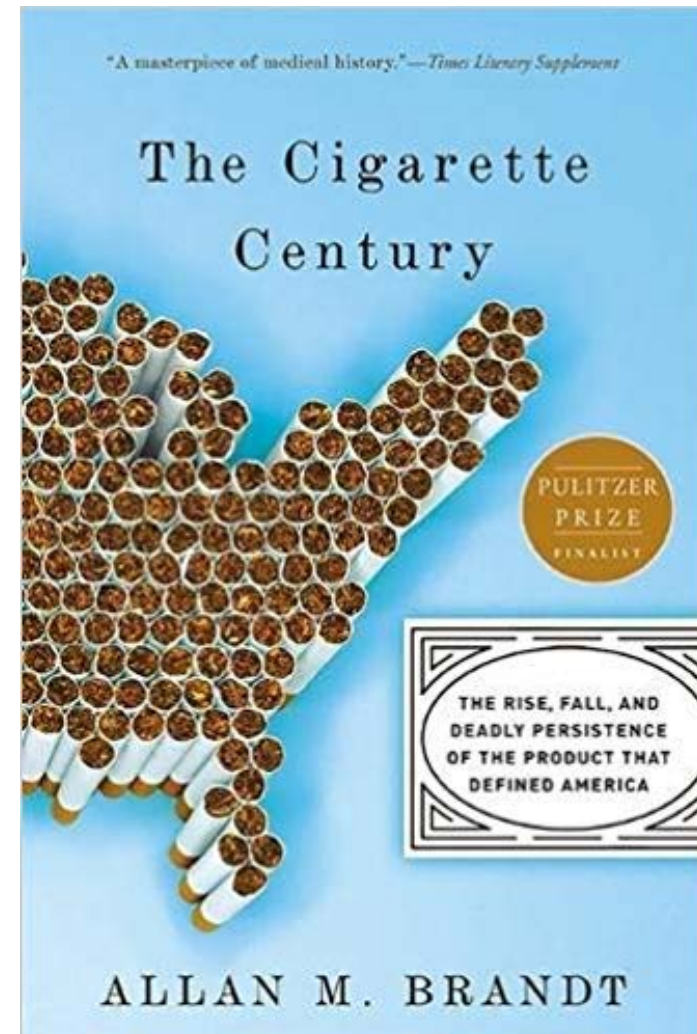
- Cliff Douglas – Vice President for Tobacco Control, American Cancer Society
- Rob Branston – Associate Professor, Institute for Policy Research, University of Bath, UK
- Lilia Olefir – Executive Director, “Life” Advocacy Center, Ukraine
- Mark Parascandola – Program Director, National Cancer Institute, 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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State, society, and the politics of smoking in Poland, during and after communism

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

University of London

OCTOBER 2018

Department of Health Services Research and Policy

Faculty of Public Health and Policy

London School of Hygiene & Tropical Medicine, University of London

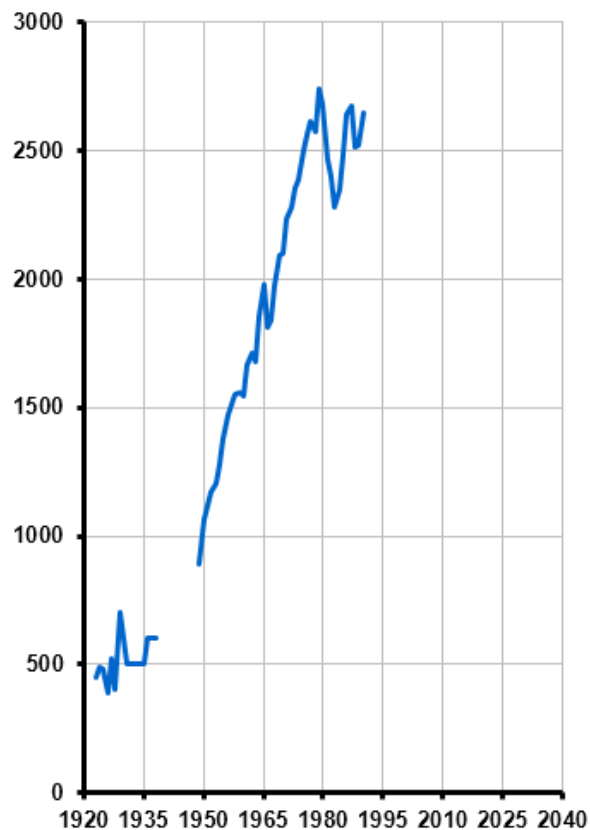
Funded by the Economic and Social Research Council

Research group affiliation: Centre for History in Public Health

1945 - 1989



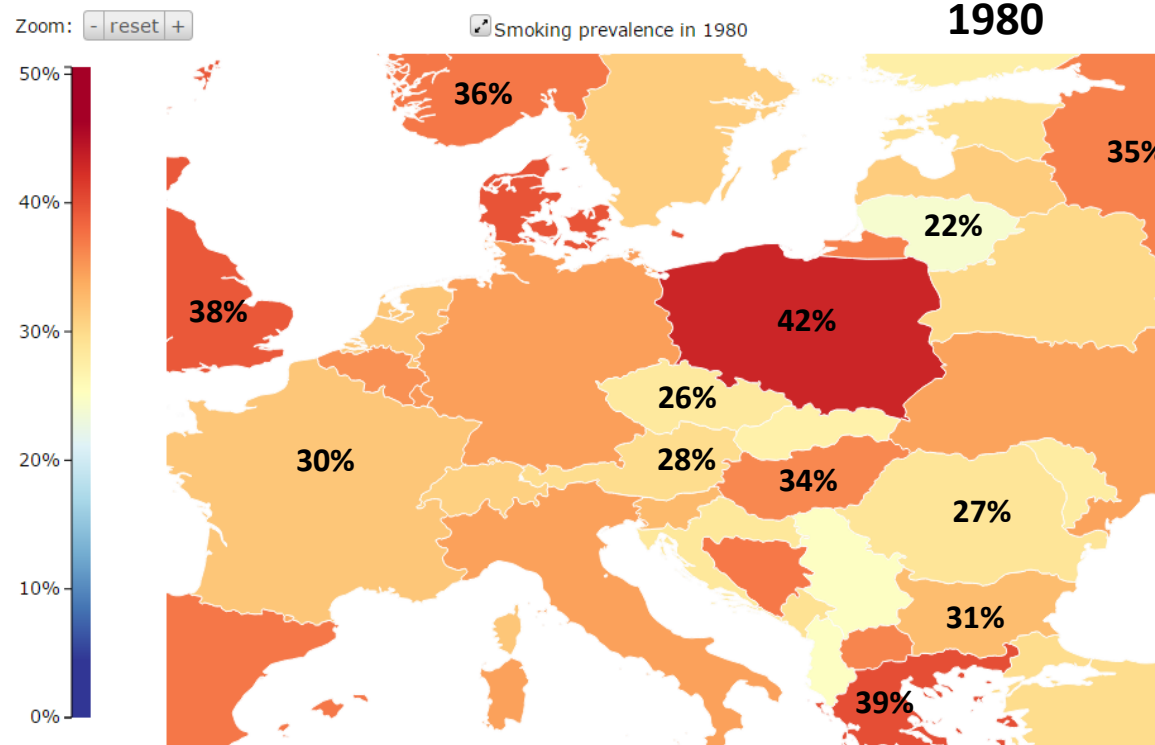
Per capita tobacco consumption in Poland, 1923-1991



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



Cigarettes very cheap, easily available, omnipresent

In 1950s:

1 kg sugar = 72 cigarettes

1 kg meat = 163 cigarettes

1 kg butter = 393 cigarettes

1945 - 1989



'Tobacco is the enemy of mankind!'



National convention of the Social Committee for Limiting Smoking, 1971

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

1945 - 1989



'A group from Poland!'

Smoking as the cultural norm!

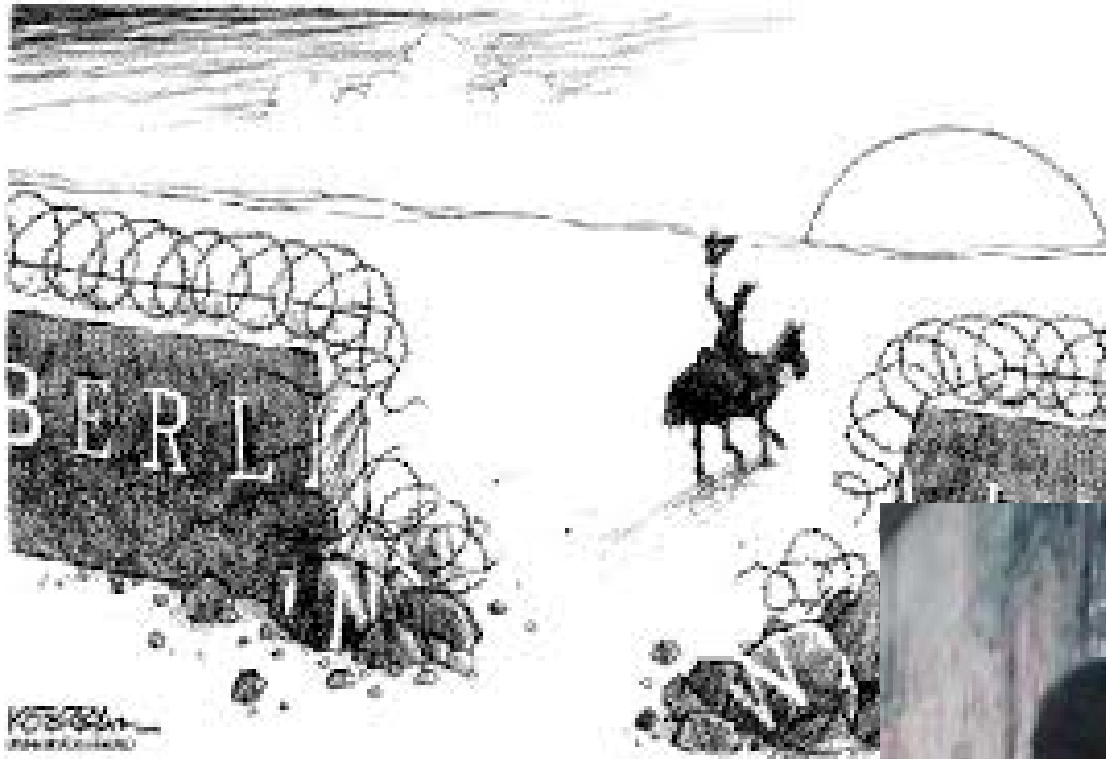


1945 - 1989



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



Our next
speaker

Collapse of
communism in 1989



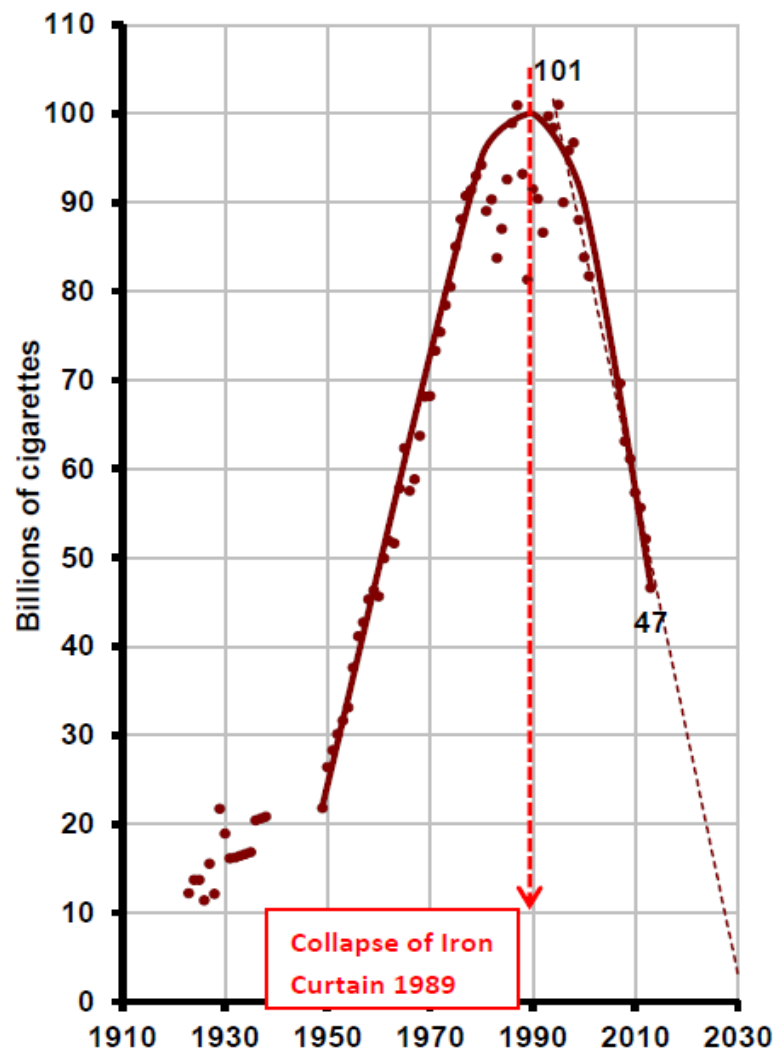
1989 - 2000



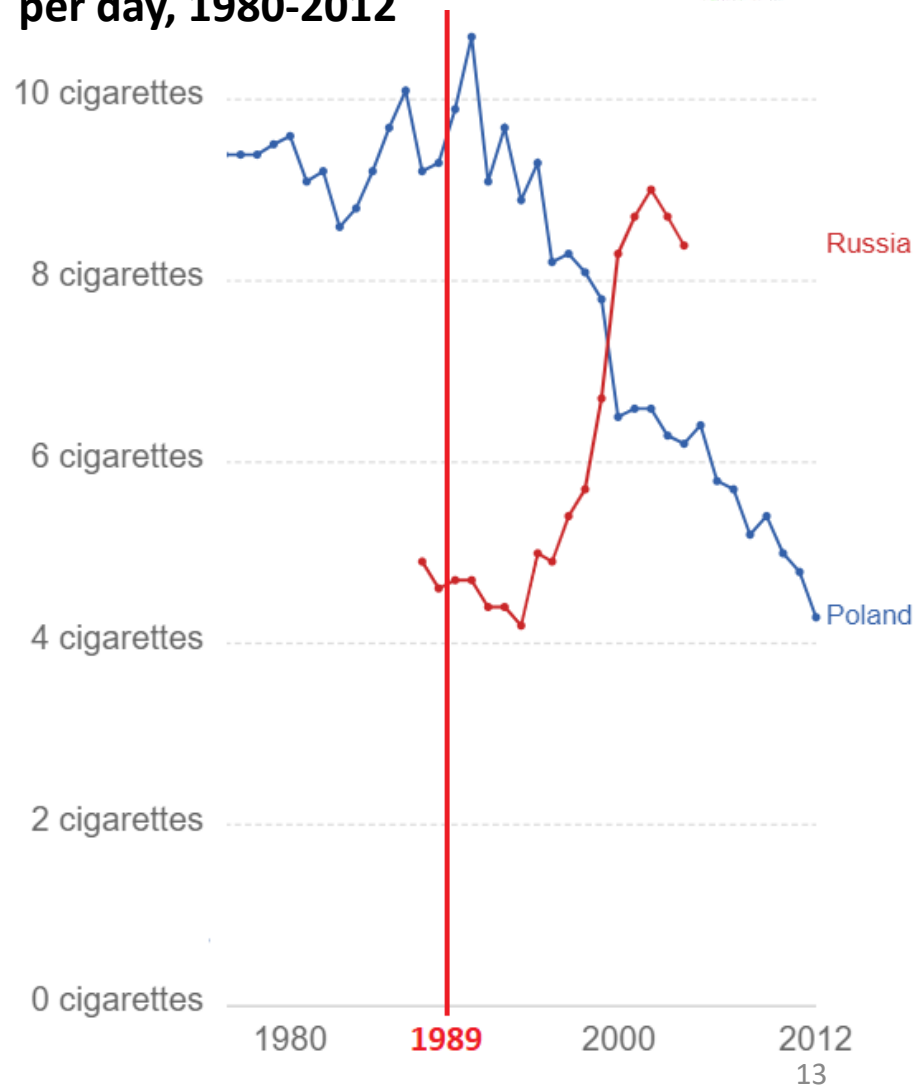
1989 - 2000



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.

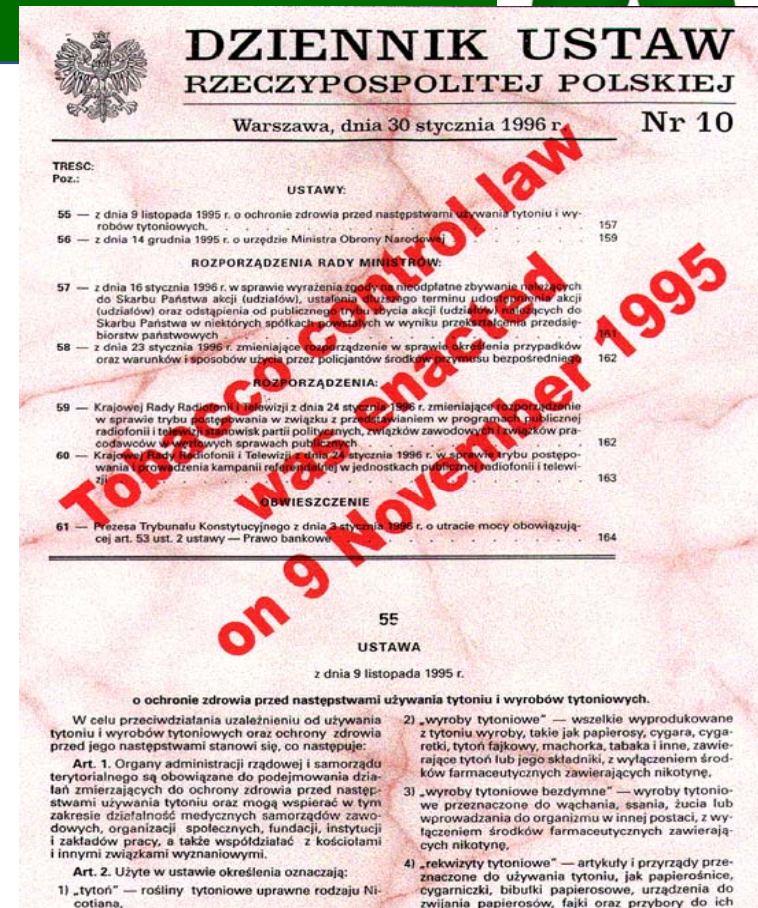


1989 - 2000



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

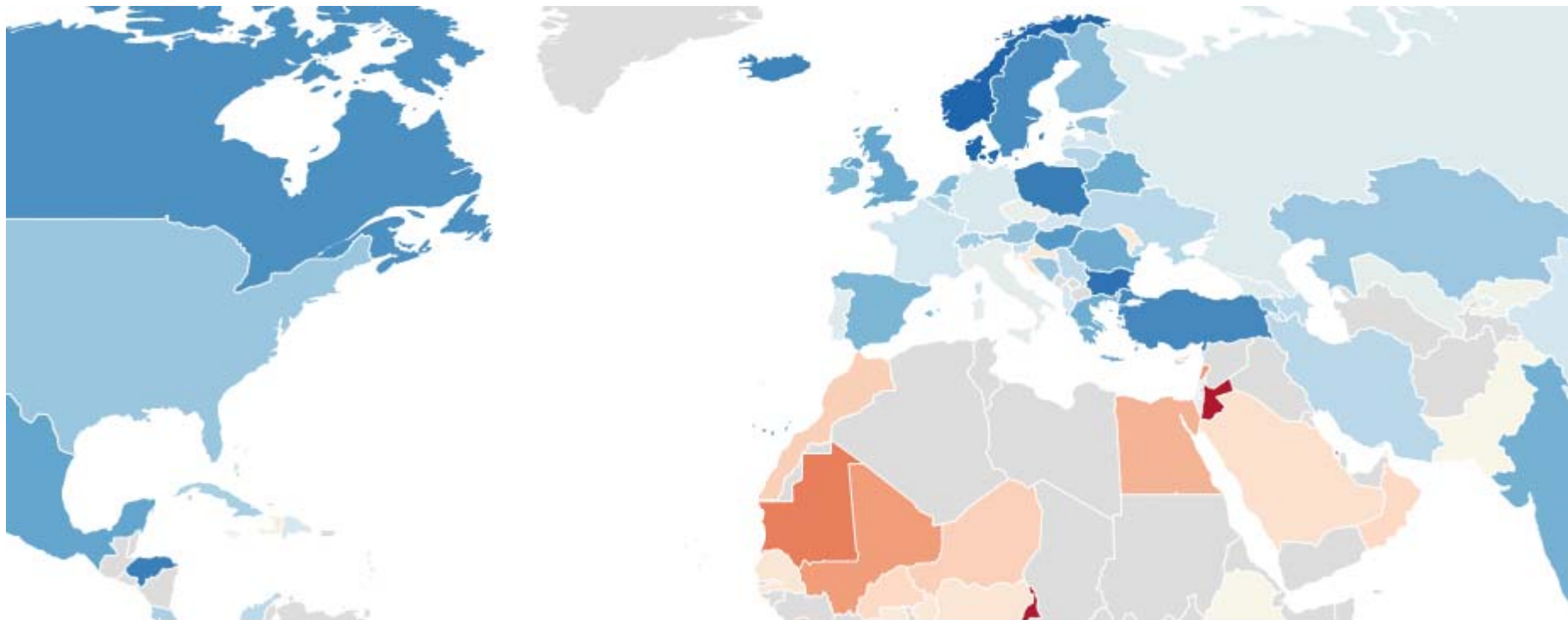


WHO on the Polish Anti-Tobacco Law:
“...an example to the rest of the world.”

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

2000 - 2019



Table 4. 35 European countries ranked by total TCS score in 2016

Ranking 2016 (ranking 2013)		Country	Price (30)	Public place bans (22)	Public info campaign spending (15)	Advertising bans (13)	Health warnings (10)	Treatment (10)	Total (100)
1 (1)	–	UK	26	22	3	12	9	9	81
2 (2)	–	Ireland	20	22	2	13	5	8	70
3 (3)	–	Iceland	20	17	13	13	4	2	69
4 (5)	▲	France	19	18	1	11	9	6	64
5 (4)	▼	Norway	20	17	3	13	4	6	63
6 (9)	▲	Finland	16	18	3	13	5	5	60
7 (19)	▲	Romania	17	19		8	5	7	56
8 (7)	▼	Spain	14	21	1	9	4	6	55
9 (11)	▲	Hungary	15	17		11	5	5	53
9 (13)	▲	Netherlands	14	15	3	9	5	7	53
9 (5)	▼	Turkey	17	19		7	5	5	53
9 (11)	▲	Sweden	14	15	1	11	5	7	53
13 (7)	▼	Malta	17	12	1	11	5	5	51
13 (15)	▲	Italy	15	14	2	9	5	6	51
15 (20)	▲	Poland	14	11	1	11	5	8	50
15 (24)	▲	Portugal	17	11	1	10	5	6	50
17 (13)	▼	Belgium	14	15	1	8	5	6	49
17 (10)	▼	Ukraine	11	19		13	4	2	49
17 (new)		Russian Fed.	6	19		13	4	7	49
20 (15)	▼	Bulgaria	16	11		11	5	4	47

Source:
Joossens et al.
2016⁸

2000 - 2019

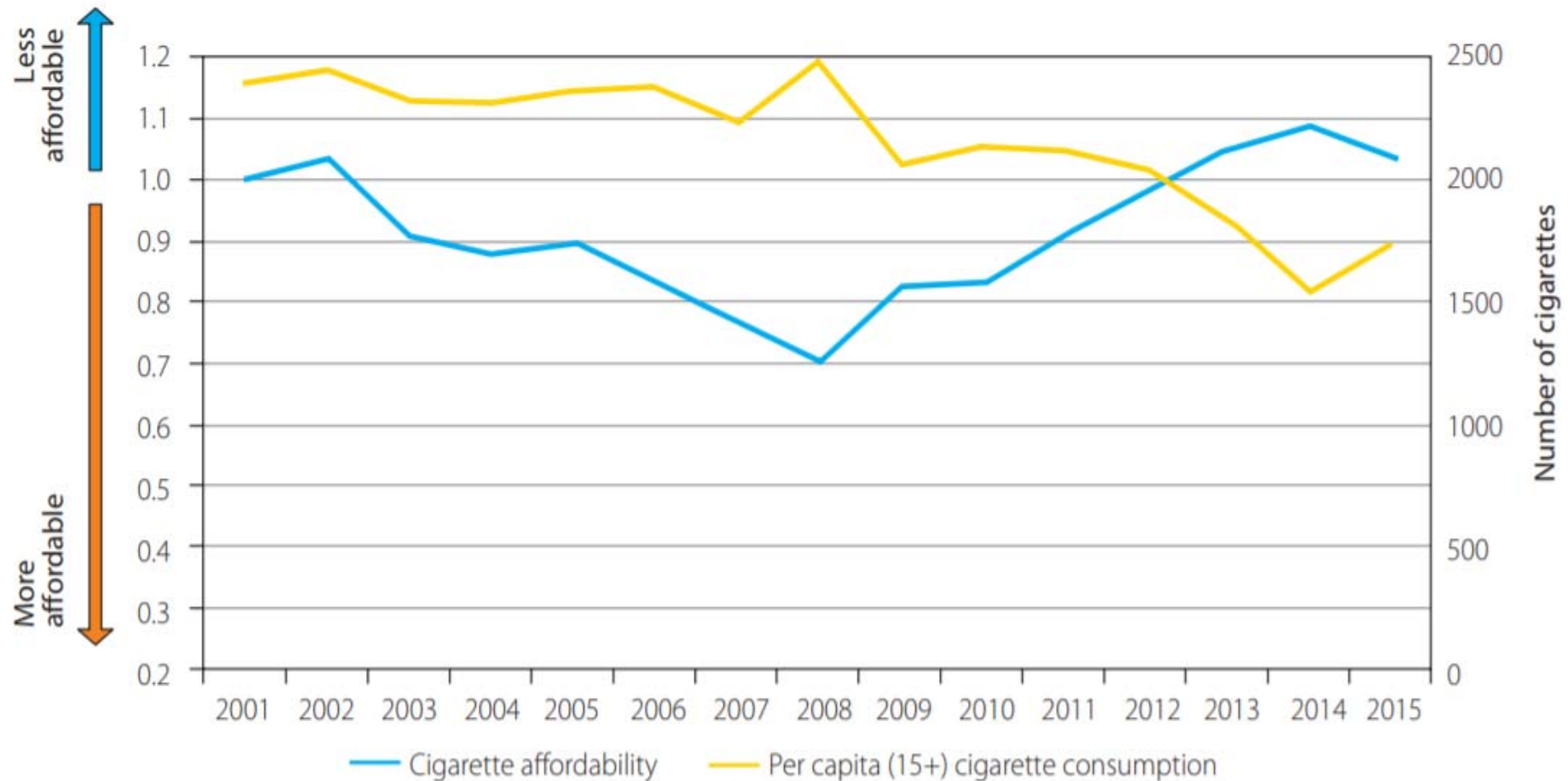


FIG. 2. Affordability index for cigarettes (2001 = 1) vs. cigarette consumption in Poland. Source: Główny Urząd Statystyczny [11], Economist Intelligence Unit [14]

Source: Stokłosa et al. *Journal of Health Inequalities*, 2016

2000 - 2019



**Leader in purchasing
smoking cessation
treatments**

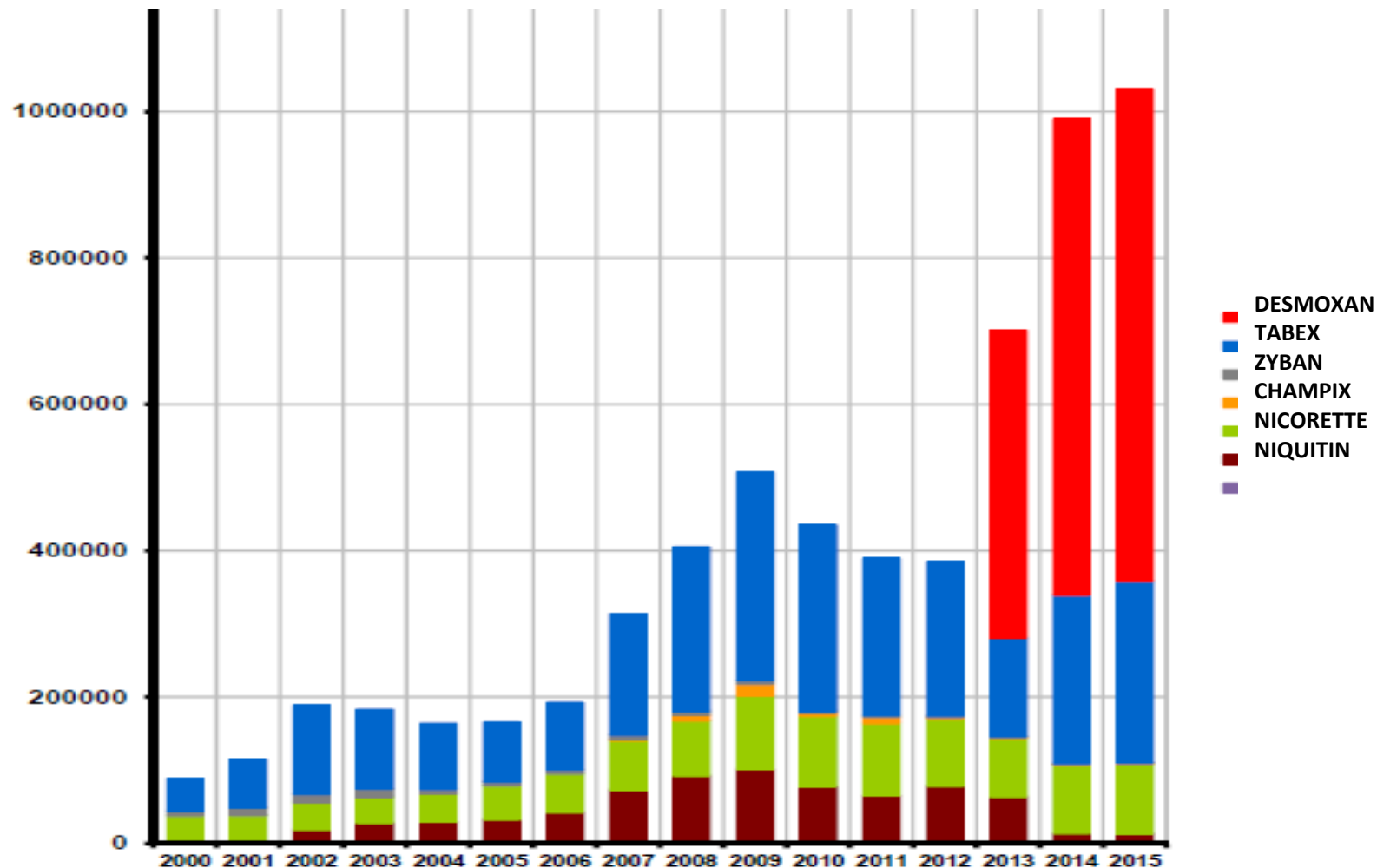


**Aggressive
Very Frequent
Prime time
(150 ads/day)**

2000 - 2019



Number of cessation treatments sold (2000-2015)



2000 - 2019



“I smoke because I like it”
campaign, 1995

2000 - 2019



“I smoke because
campaign, 1995



“I run because I like it”
campaign, 2012

**Healthy lifestyles are now
fashionable!**

2000 - 2019



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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