



Calisia World Conference on Family Health
Session 1. Smoking and health:
preparing for the tobacco endgame?
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Tobacco Control Advocacy in Ukraine: Recent Progress and the Tobacco Industry Opposition

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“ TOBACCO CONTROL ADVOCACY

- Evidenced-based policy
- Window of opportunity
- Political will
- Personal relationship
- Networking
- Visibility & Public support

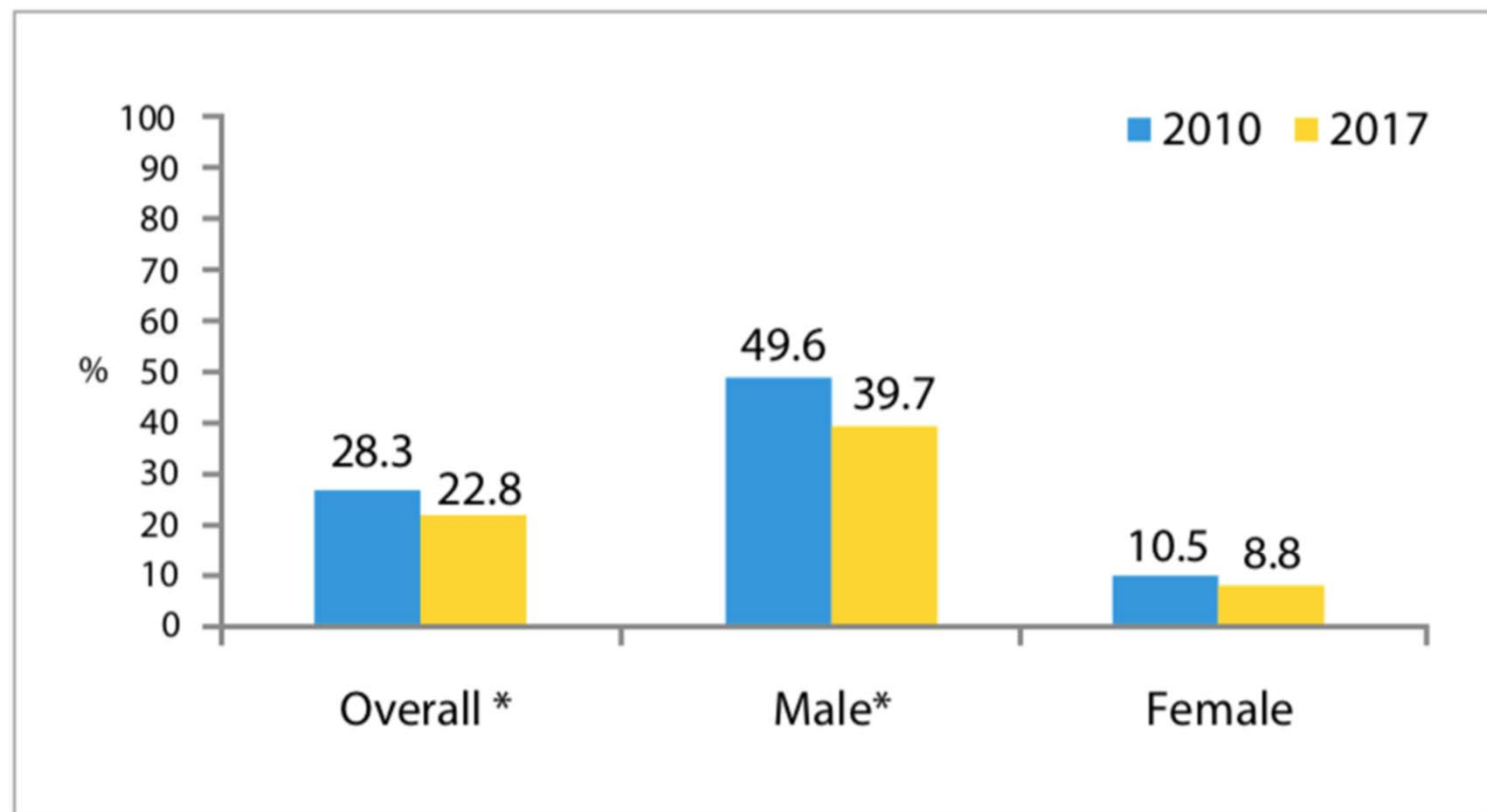


**All of us do advocacy.
AGREE ?**

Global Adult Tobacco Survey, 2010 & 2017

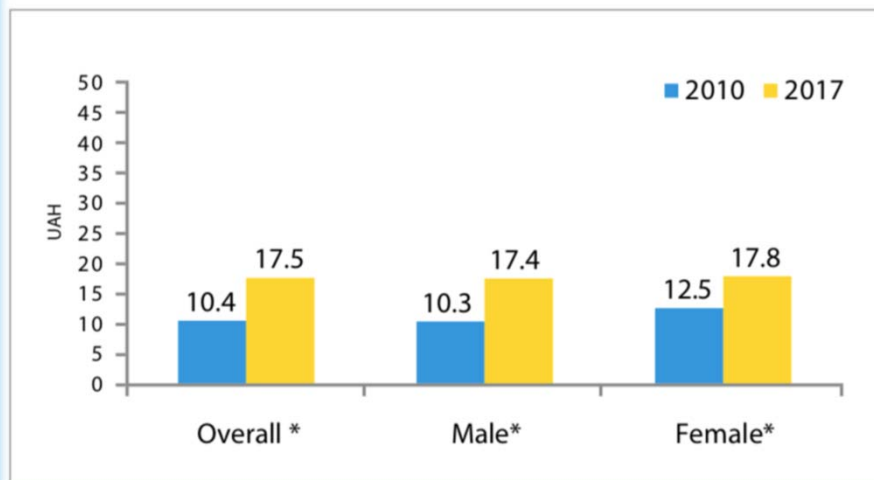
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Prevalence of current tobacco smoking by gender,
GATS Ukraine 2010 and 2017

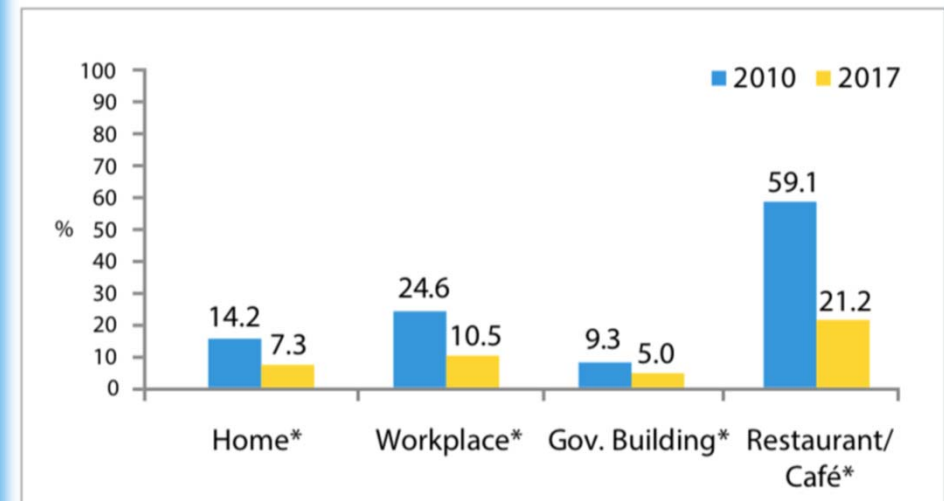


Tobacco Control Progress,

r Median³ amount spent on 20 manufactured cigarettes in Ukrainian Hryvnia by gender, GATS Ukraine 2010 and 2017



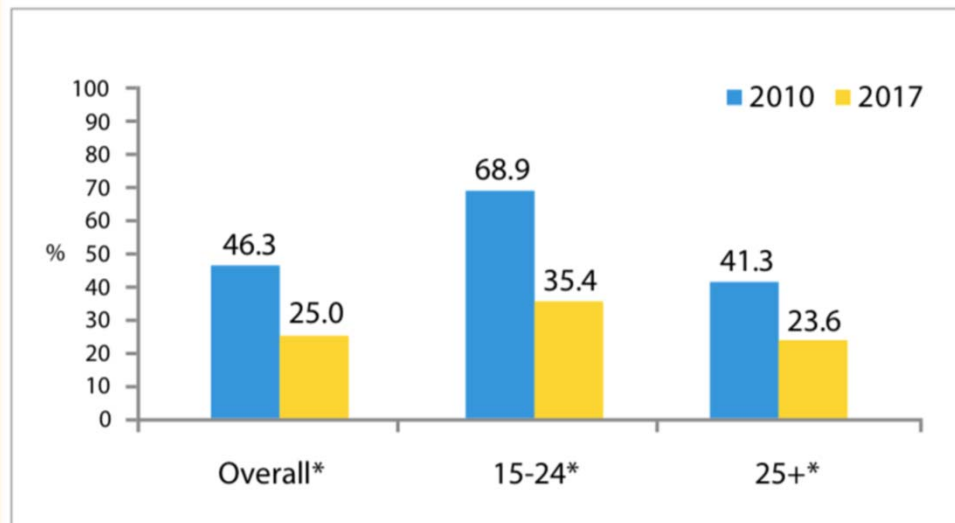
p Non-smokers exposed to tobacco smoke at various places¹, GATS Ukraine 2010 and 2017



Tobacco Control Progress

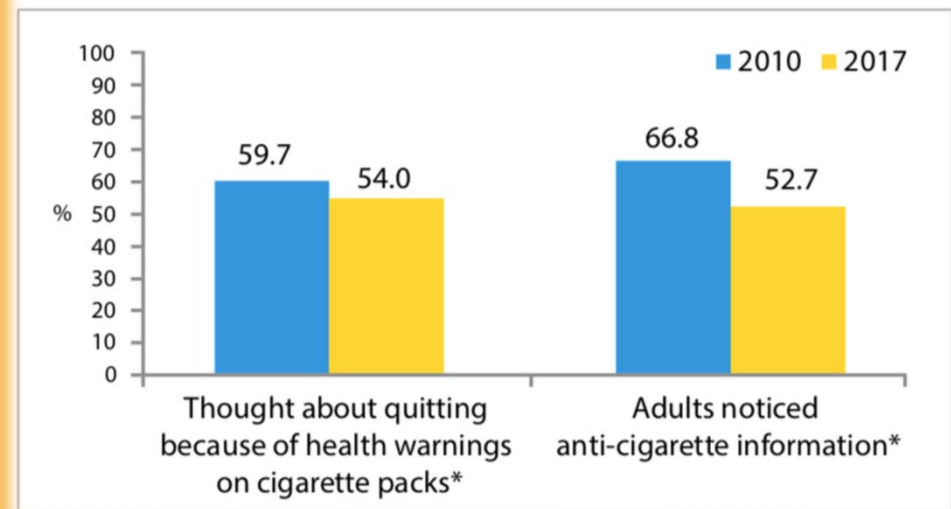
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Noticed any cigarette advertisement, sponsorship or promotion in the past 30 days by age group, GATS Ukraine 2010 and 2017



W

Current smokers thought about quitting because of health warnings on cigarette packs, and adults noticed anti-cigarette information, GATS Ukraine 2010 and 2017

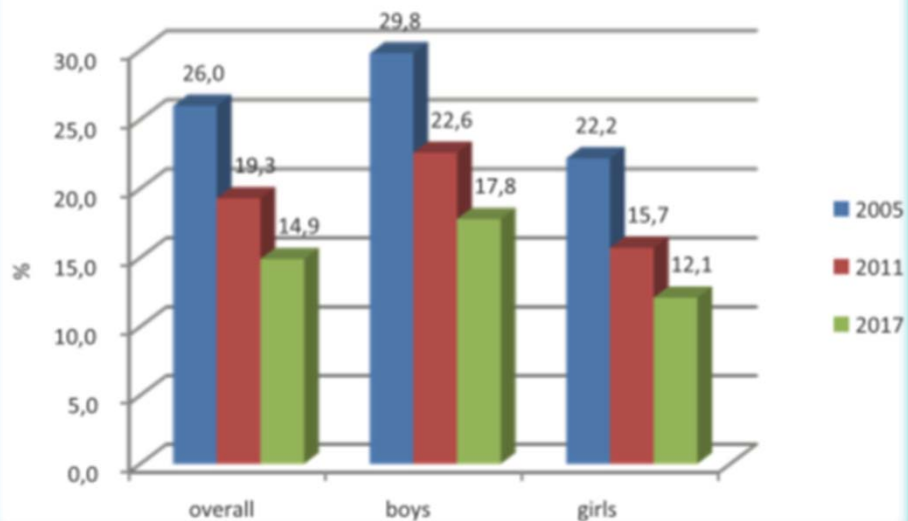


GATS Ukraine, 2017

Global Youth Tobacco Survey 2005, 2011, 2017

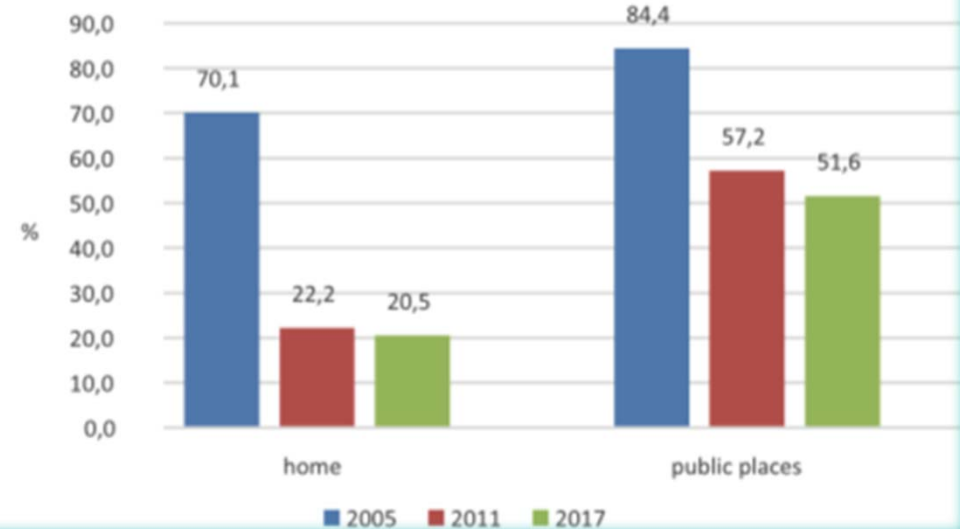
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Prevalence of current tobacco use⁸ by gender, GYTS Ukraine 2005, 2011 and 2017



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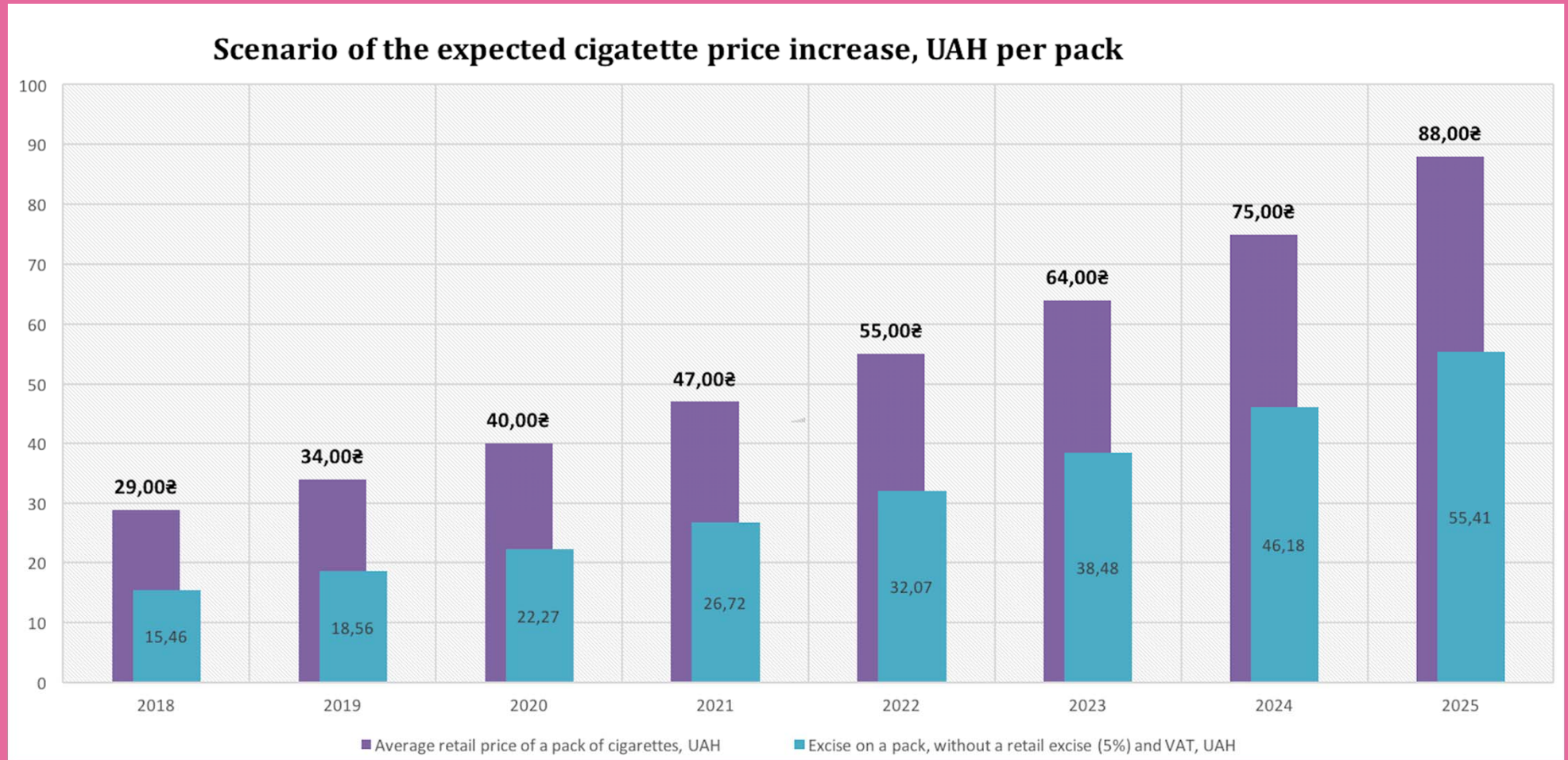
Students exposed to tobacco smoke at home, and at public places^{3,4}, GYTS Ukraine 2005, 2011 and 2017



Window of Opportunity for Tobacco Tax Increase

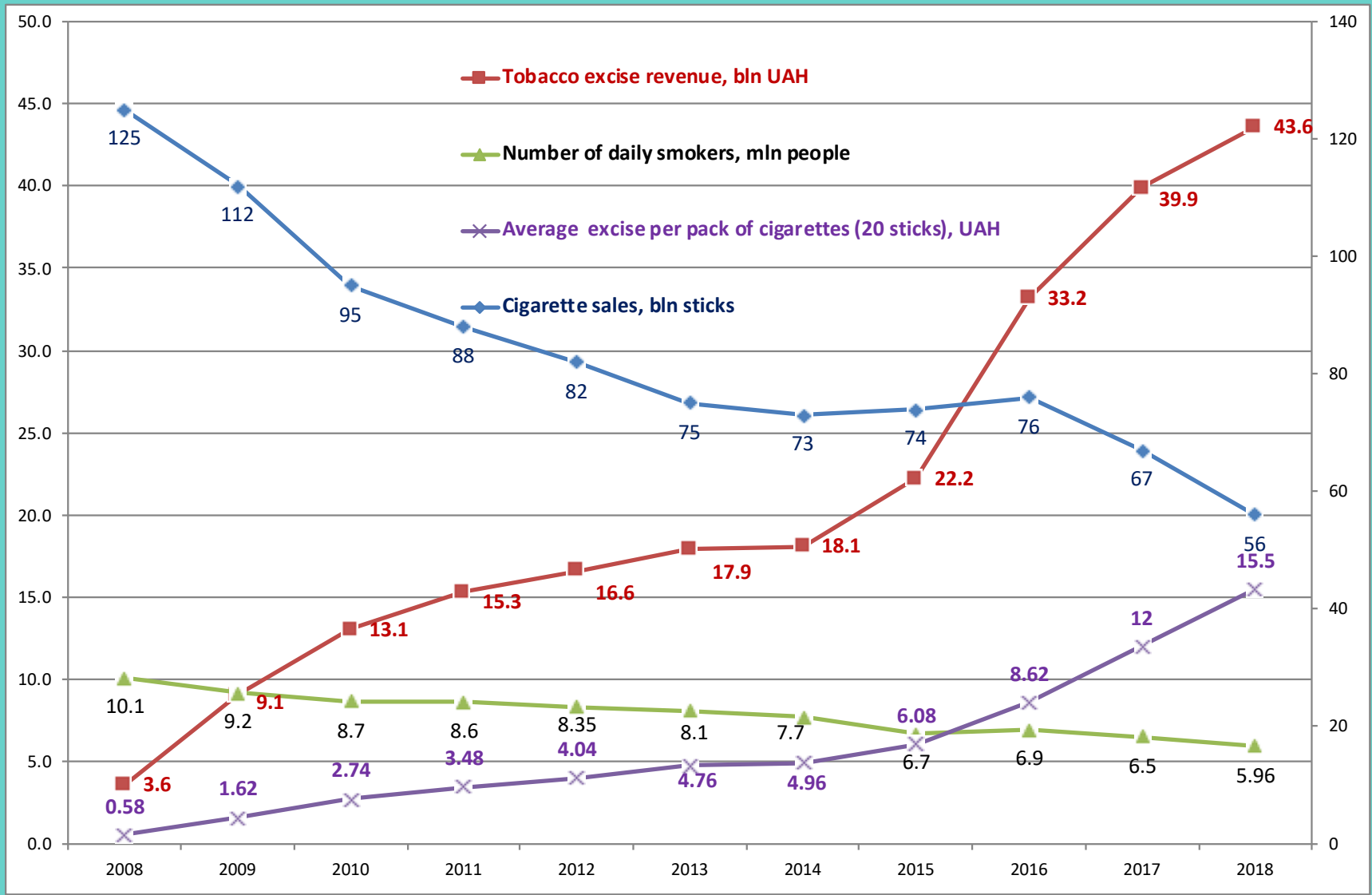


The Law on a 7-year Schedule to Increase Tobacco Taxes by around 20-30% in 2018-2025, adopted in 2017



Source: NGO LIFE, 2017

Results of taxation of tobacco in Ukraine during 2008-2018



Source: Kostiantyn Krasovskyi, March 2019



Tobacco industry political activities in Ukraine

- **Delay & Defeat**

tobacco control bills on TPD and display ban at point of sale (not adopted by the Parliament)

- **Weakening**

Tobacco control bills, tobacco tax increase

- **Overturning**

SF, TAPs enforcement



Tobacco Industry Ties with Decision Makers & Front Groups- Monitoring Results 2017

The 'lobbyists' of tobacco companies

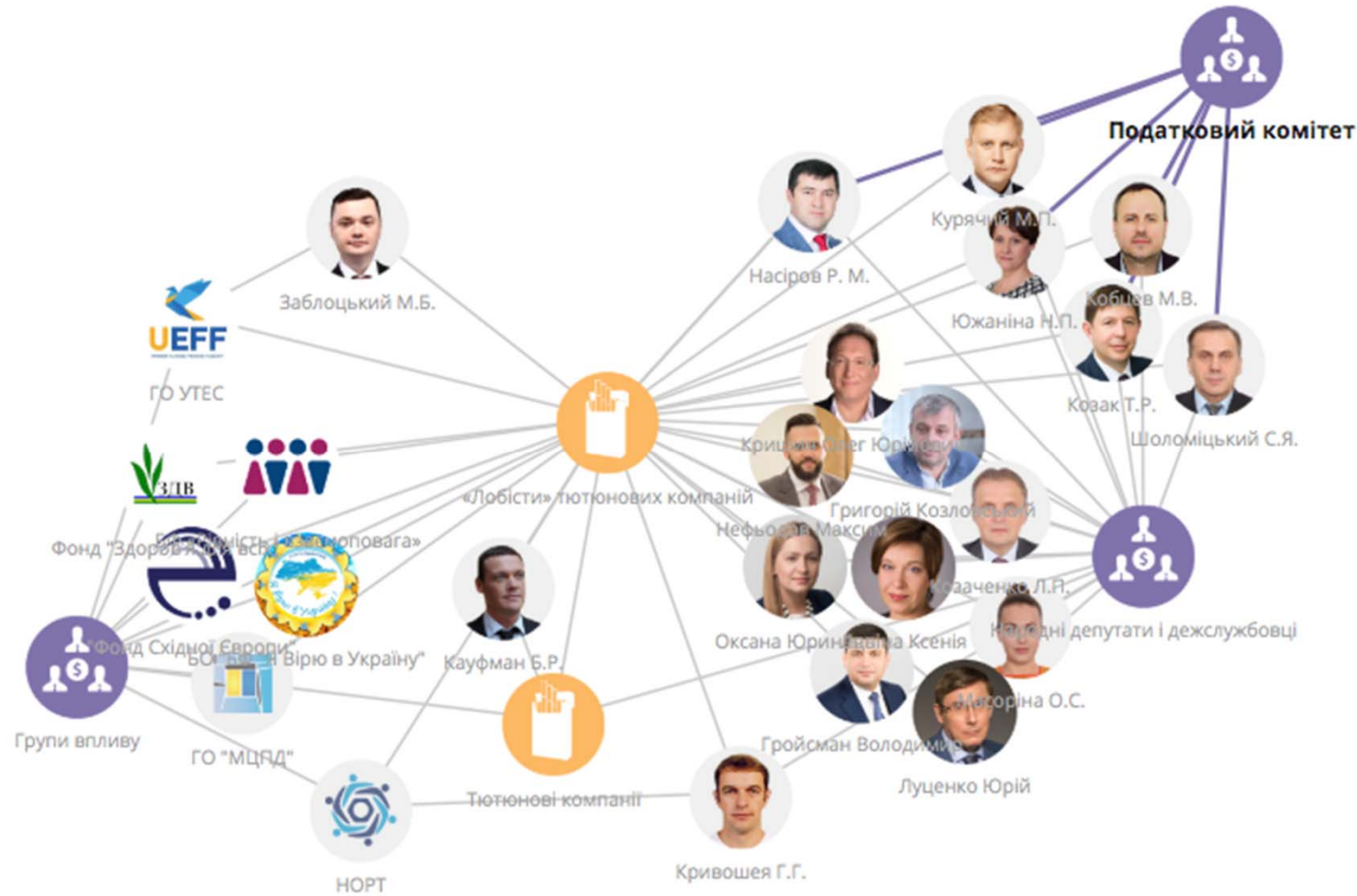


So what do we know about?

Experts of Transparency International Ukraine analyzed ties between the government officials and the tobacco companies.

Click on the network to find out details.

Tobacco Industry Ties with Decision Makers & Front Groups – Monitoring Results 2019



OVERCOMING CHALLENGES

Focus on allies

**Building up
policy champions**



Lobby competently

**Messages &
Messengers**

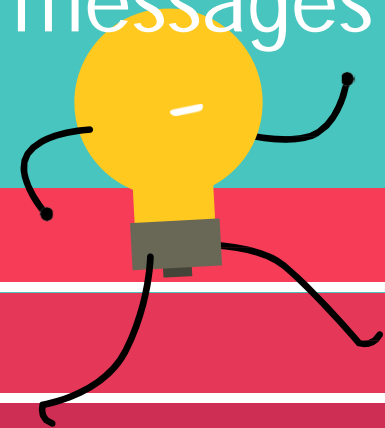
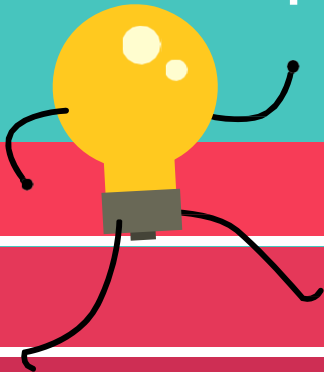
WEAKENING THE TOBACCO INDUSTRY POWER NETWORKS

- **Hard-hitting campaign to damage the industry reputation**
- **Promoting transparency**
- **Code of conduct for Government and elected officials**
- **Limiting interactions with the TI**
- **National legislation on FCTC 5.3 and the Guidelines and Enforcement Mechanism**
- **EFFECTIVE JUSTICE SYSTEM & ANTICORRUPTION LEGISLATION**

Lessons Learned

15

- ❖ Let decision-makers be the messengers
- ❖ Build long-term relationships with media, MPs
- ❖ Challenge & empower policy makers
- ❖ Acting from a position of strength
- ❖ Simple wording of complex data/messages



Dziękuję Bardzo !

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