

Progress in Tobacco Control: A perspective from Australia

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research



prevention



support

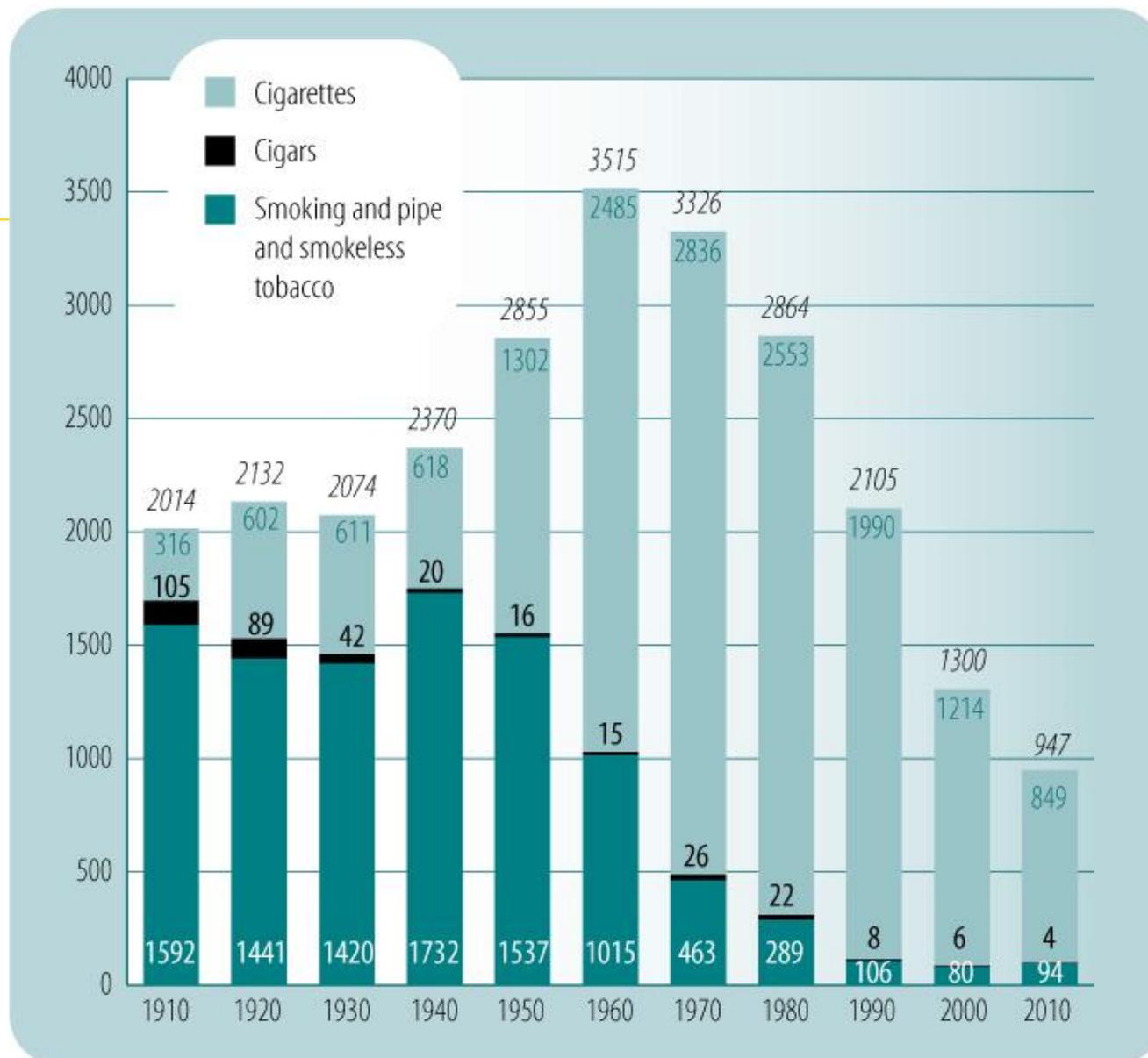


Presentation to AFACT, Chiba, Japan, August 2013



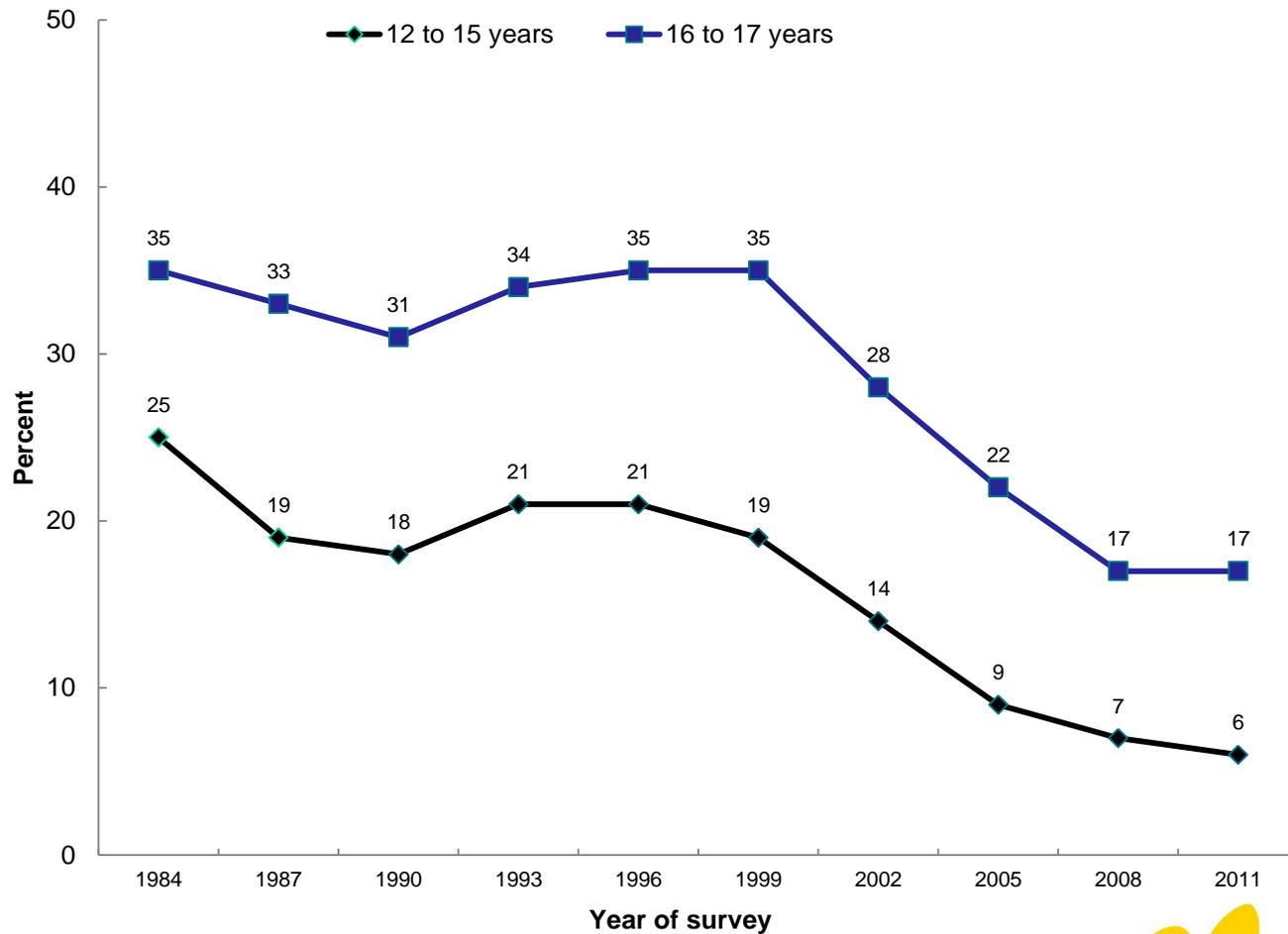
Overview

- **Progress in Australia – over 25 years of concerted effort**
 - Evidence that rates of cessation might have slowed
- **Review of effects of key interventions**
 - Understanding the harms
 - Tax and price
 - Tobacco promotion
 - Availability
 - Product characteristics
 - Smokefree policies
 - Cessation services
- **Applicability to recent adopters of tobacco control**
- **Future directions**



Scollo M. Chapter 2: Trends in tobacco consumption. In: Scollo M and Winstanley M, eds. Tobacco in Australia, facts and issues. Melbourne, Australia: Cancer Council Victoria, 2012. Figure 2.2.1, Weight of tobacco products dutied per year per person 15 years and over (excise and customs combined): roll-your-own tobacco, cigarettes, cigars and other tobacco products, Australia, selected years 1910 to 2010 (grams).

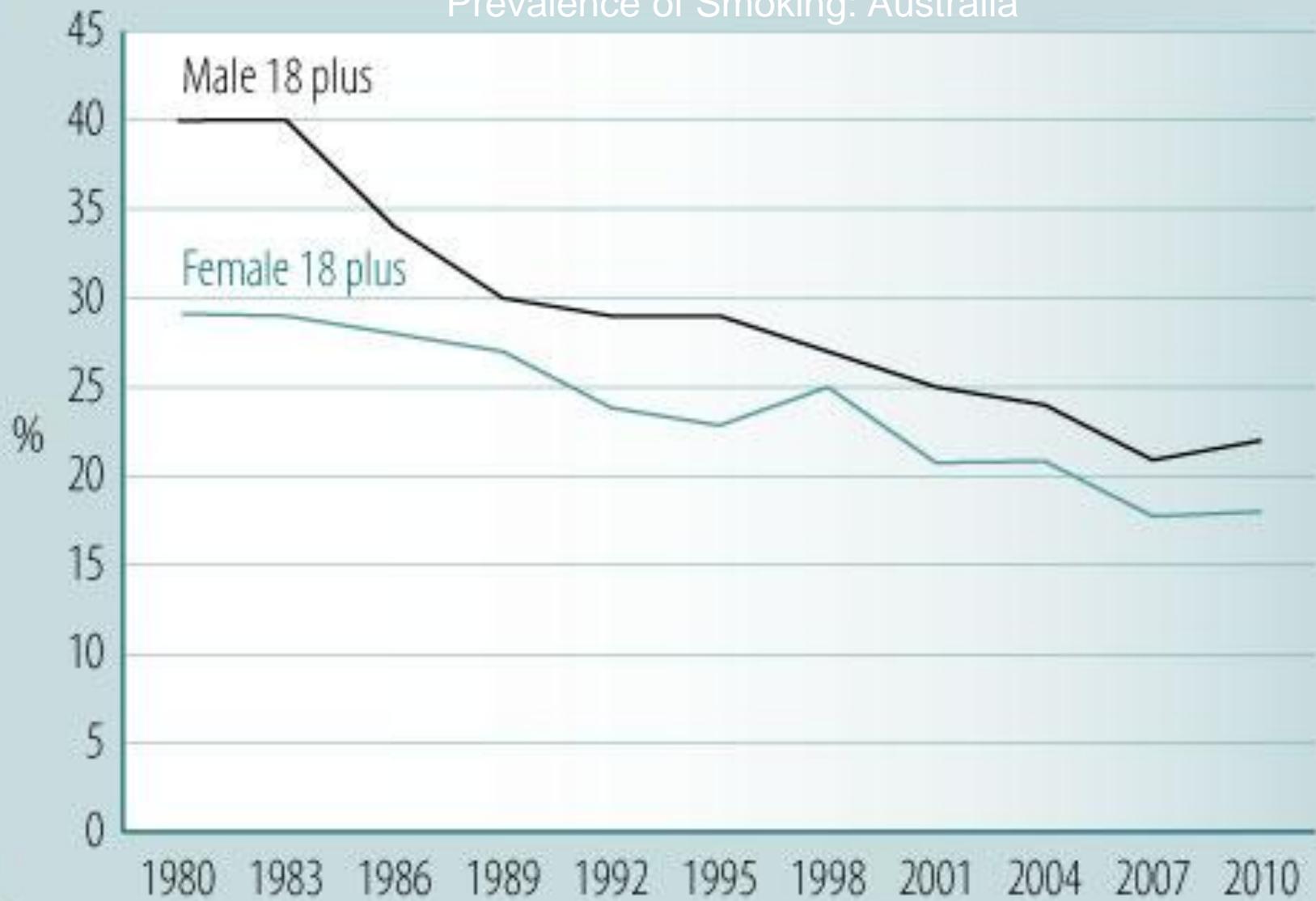
Trends in past 4 weeks smoking by age groups (Australia)



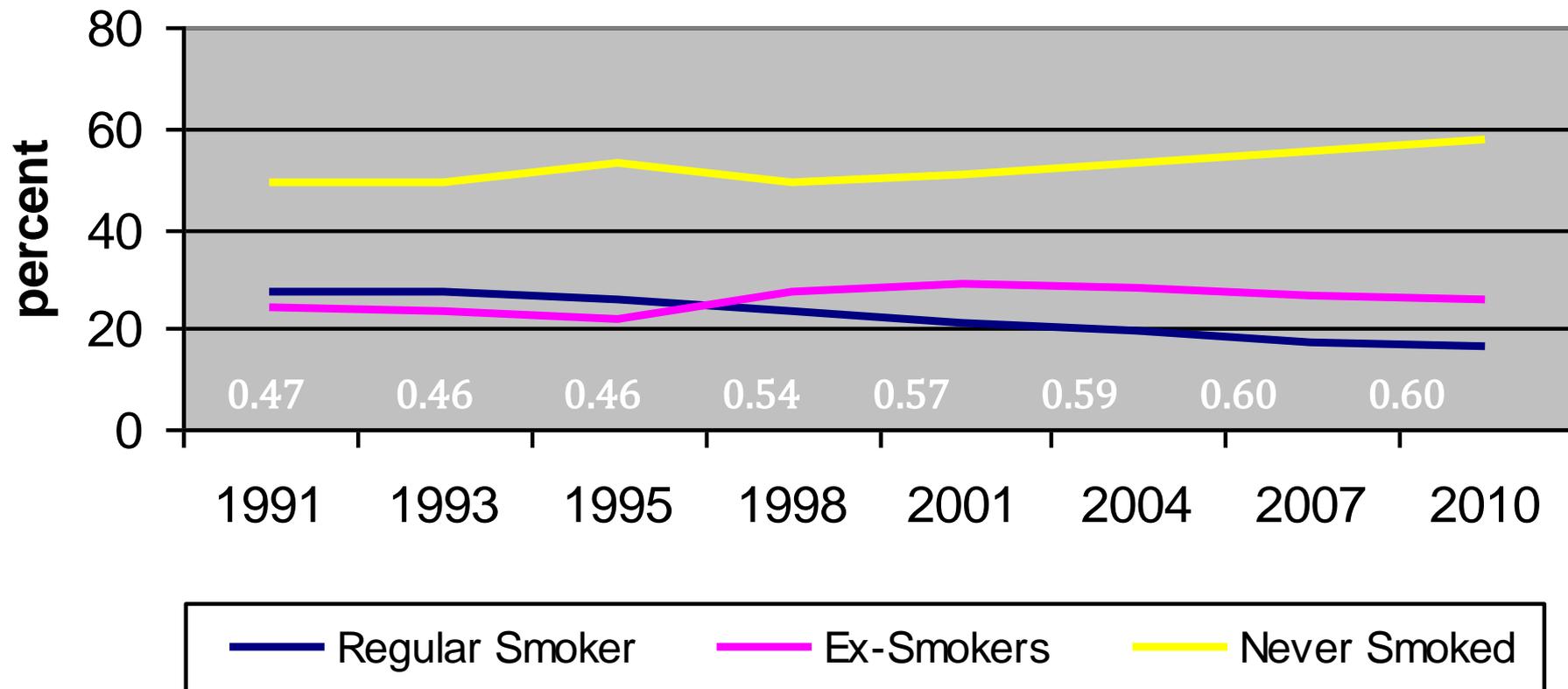
White V, Bariola E.(2012) Australian secondary school students' use of tobacco, alcohol, and over-the-counter and illicit substances in 2011



Prevalence of Smoking: Australia



Tobacco smoking status, people aged 14 years or older, 1991 to 2010. National Drug survey data



Quit ratios: $\text{Quit} / (\text{Quit} + \text{smoker})$

Understanding cessation

Quitting can take years and multiple attempts

Determinants of trying different to those of success

- Expectancies drive attempts
- Experiences, particularly negative affect, drives relapse

Determinants of short and long term relapse are different

- Heaviness of smoking important early
- Persisting cravings more important later

The hardened smoker

Aged 40 plus

- Has tried to quit 50+ times
- Half of these lasted at least a day
- Two thirds have succeeded for at least a month on one attempt
- Around one third have succeeded for at least 6 months at least once

Around 40% of ever-smokers will end up this way

- Well over half of those smoking at age 30

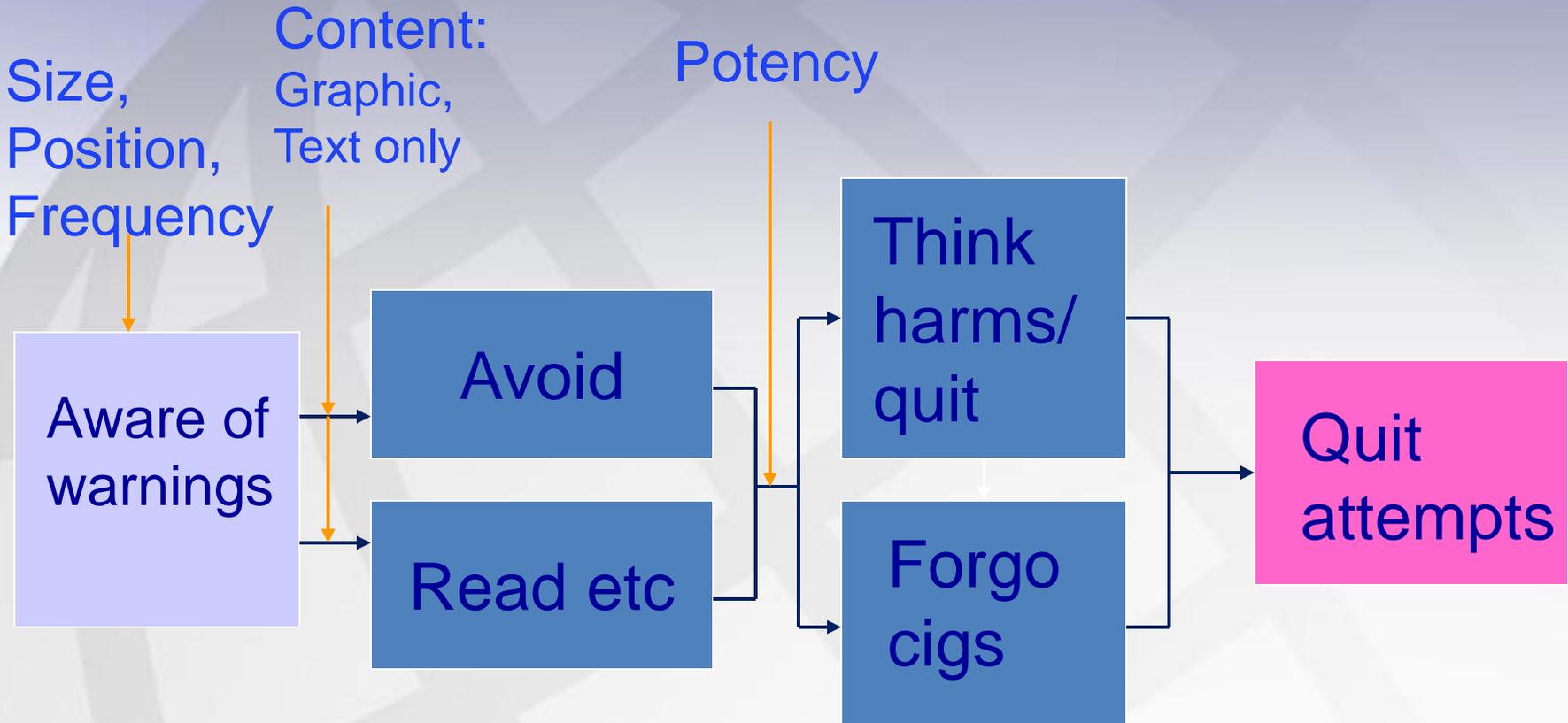
Action to control tobacco use

Understanding the harms

Mass media and health warnings

- **Knowing there is a problem**
 - Universal knowledge that smoking is bad
 - Level of risk under-estimated
 - Poor understanding of the nature of the risk
 - Many believe nicotine is the problem
 - Level of risk under-estimated
- **Requires affective engagement to influence quitting**

Warnings : Modes of influence



Reducing tobacco promotion

Advertising banned in electronic media in 1976

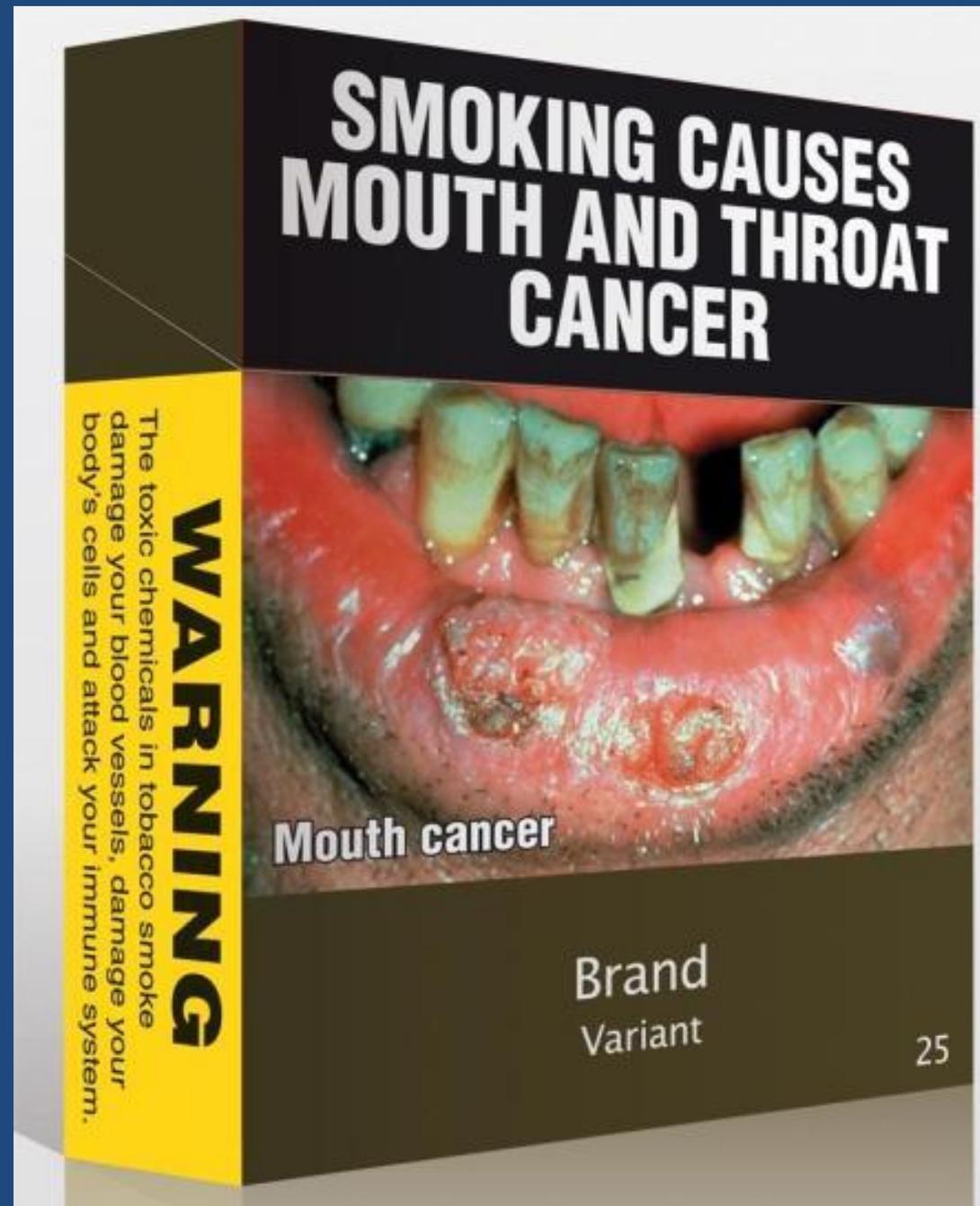
- Most other forms banned from 1990
- Point of sale phased out and displays banned 2008-2010
- Plain packaging from December 2012

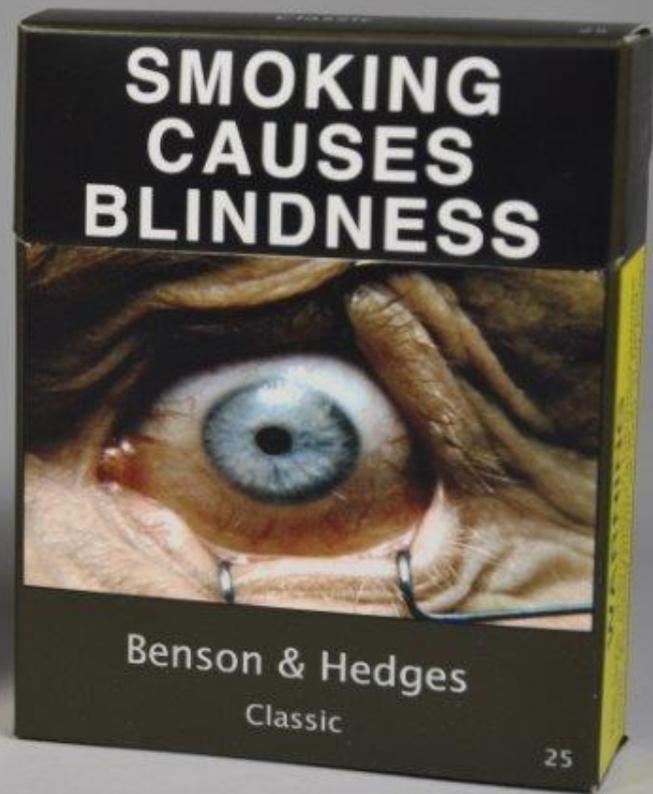
What is left?

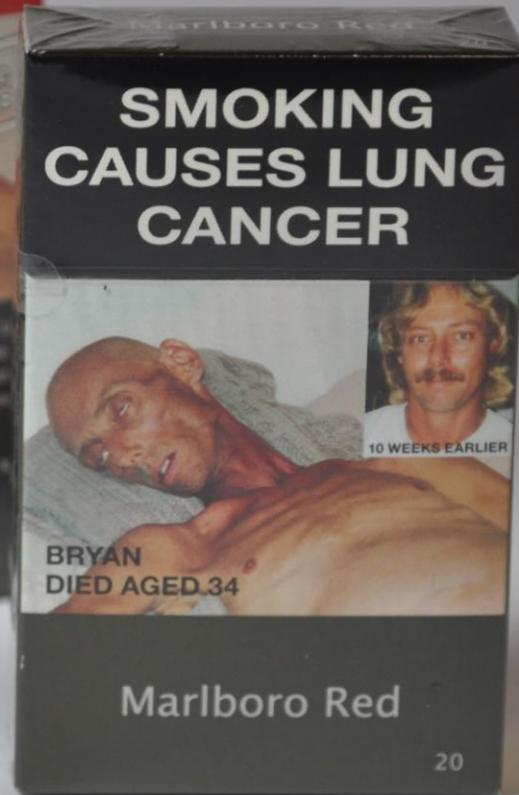
- Brands

Australian standardised packaging

- Strong warnings
- Rest in common dull colour
- Fixed pack size and shape
- Only Brand name allowed on front







Reducing access

No restrictions on where tobacco can be sold

- Still available in places kids buy sweets and soft drinks

High prices (tax)

- Price indexed
- Big rise in 2010
- 12.5% per year from 2013 for 4 years
- \$1 per cig at end of this

Product regulation

Very little activity

- Packaging restrictions and limits on stick design – 2013
- Reduced Ignition Propensity
- Abandoned misleading TNCO yield restrictions -2006

What is needed

- Eliminating flavours and other additives
- Banning filter ventilation
- Review of access to ANDS

Smokefree policies

Smoking banned in essentially all indoor public places, including workplaces

- Bars and gambling venues the last to go

Increased restrictions outdoors

- Crowded sporting venues
- Children's play areas
- Close to doorways
- Outdoor eating places in most states

Home bans normative

Policy situation

All forms of advertising banned

- Last exemptions 2006
- Problems with internet

Point of sale displays being phased out

Tax at around 75% of retail price

All indoor public places smoke-free

- including restaurants and bars

Strong graphic health warnings

- 4th generation 2006

Cessation assistance

Pharmacotherapy

- Varenicline and Bupropion subsidised
- NRT widely available, patches subsidised
- Around half of quit attempts made with help of meds

Cognitive-Behavioural support

- Mainly through Quitlines
- Few face-to-face services
- Only used in less than 10% of attempts

Self-help

- Good websites
- Tailored advice; QuitCoach

Relevance to late adopter countries

- **Many smokers lack basic knowledge of harms**
 - Low levels of concern
- **Smoking still largely normative**
 - Cigarettes as gifts
 - Expectations to offer in some social contexts
- **No or limited support for cessation**
- **Few hardened smokers wanting to quit**

Need an education-led comprehensive approach

- Sped up version of what early adopters have achieved

Denormalisation is a result not a strategy

It takes time to occur

Hastened by:

- **Public education bringing the harms to life**
 - **Acceptance that it is bad for all**
- **Awareness that it is not a respectful gift**
- **Preparedness to not smoke where it affects others**
- **Removal of promotions that glamorise it**
- **Product regulation to reduce attractiveness to use**

Future directions

Hardened population of smokers unable to quit

- Will need extra help

Fewer new smokers

- Likely to be those most vulnerable to ongoing addiction
- How to keep uptake to a minimum?

Role for Alternative nicotine delivery devices (ANDS)

- E-cigarettes and other forms of nicotine inhalation devices hold greatest promise as substitutes
- Oral forms of nicotine may also play a role

Conclusions

- **We have made enormous progress in Australia**
- **We have done pretty much everything on the conventional agenda**
- **We still have a big tobacco problem**
- **New strategies are needed**
 - **Clean and attractive nicotine may be one**
- **Tobacco use will simply not fade away**

Tobacco industry

Tobacco use control

Constrain tobacco marketing

Information:
• Mandated
• Campaigns

Programs to prevent uptake

Cessation programs and aids

Tax

Smoke-free rules

Regulate tobacco products

Tobacco use

Norms for use

Biology

Consequences of use

Elements of tobacco control

Funders:

Include Australian NHMRC, US NIH

Collaborators:

ITC team

My research group: Hua Yong, James Balmford, David Young, Lin Li, Timea Partos, Bill King, Jae Cooper, Elena Swift, Cathy Segan

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