

**Tobacco control measures
toward 12% of adult smoking rate
as national target under Health Japan 21
(the 2nd term)**

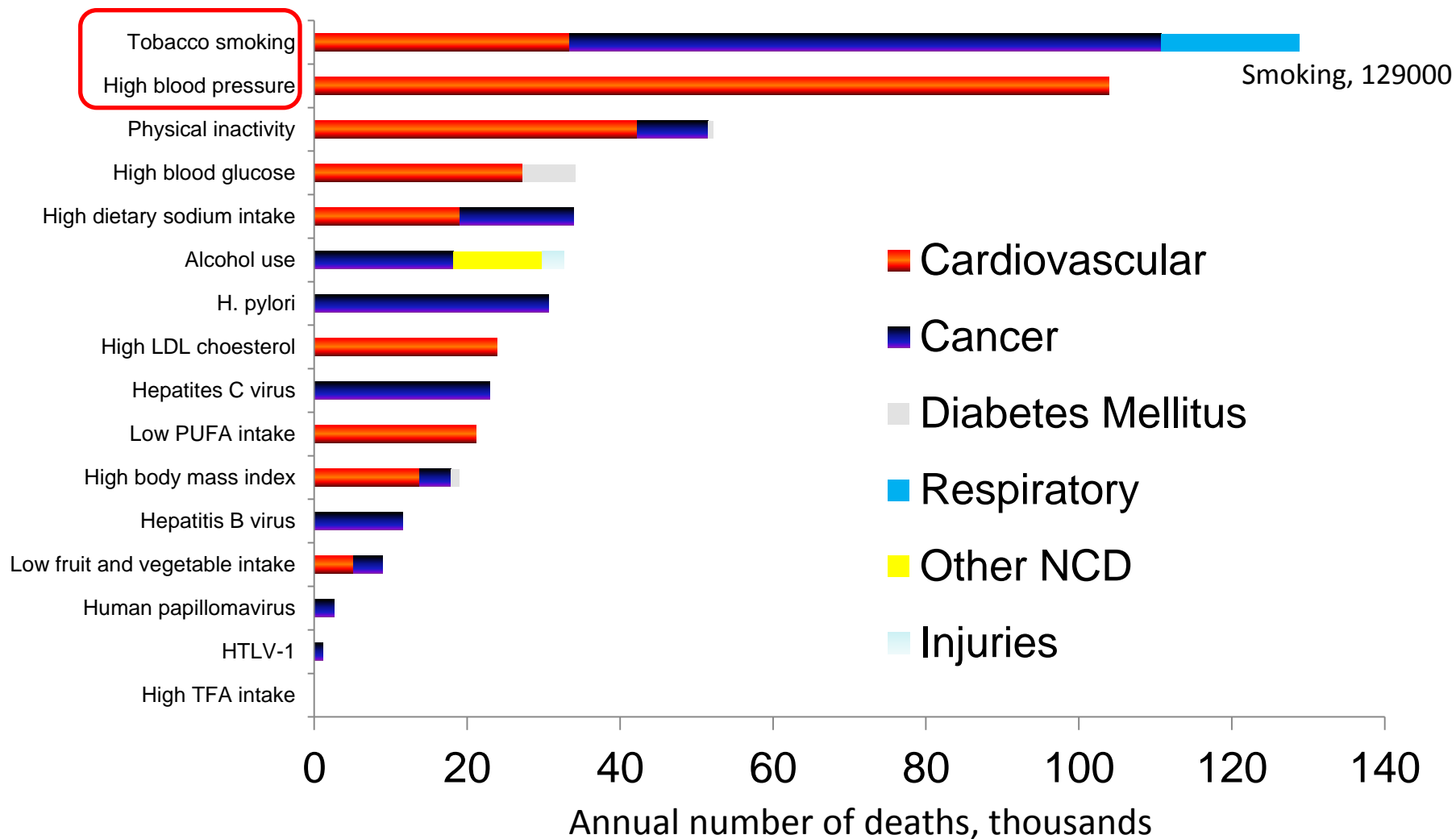
Hiroyuki Noda M.D. Ph.D.

Tobacco Free Initiative Officer
Cancer Control and Health Promotion Division
Health Service Bureau
Ministry of Health, Labour and Welfare




Two major causes of death from NCDs are Smoking and Hypertension

Figure : the number of deaths from risk factors related to NCDs and injuries in Japan, 2007

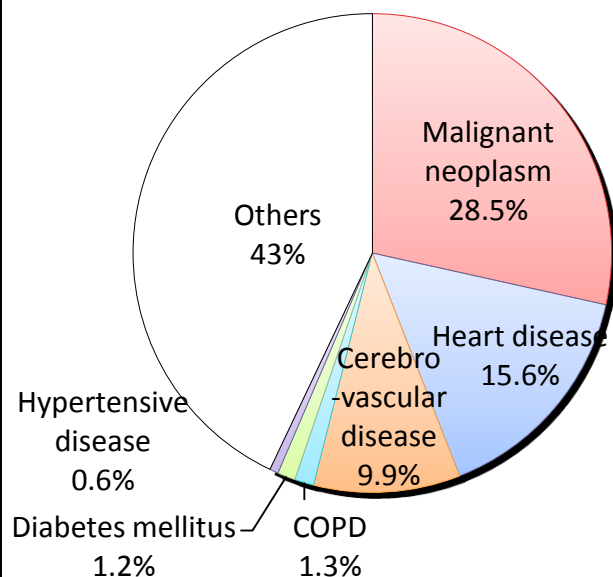


National target for tobacco smoking

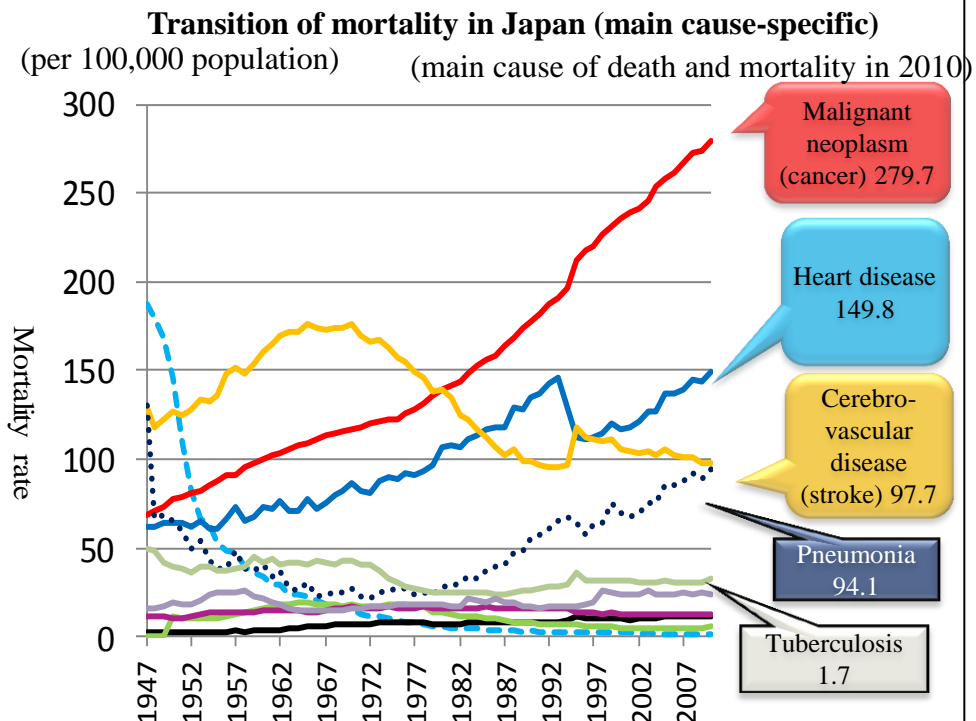
Measures	Current data		→ Goal
① Decrease in adult smoking rate	19.5% (2010)		<u>12%</u> (2022)
② Eradication of smoking among minors	First year of junior high school Boys 1.6% Girls 0.9% Third year of high school } (2010) Boys 8.6% Girls 3.8%		0% (2022)
③ Eradication of smoking among pregnant women	5.0% (2010)		0% (2014)
④ Decrease in percentage of facilities with exposure to secondhand smoke 	Governmental institutions	16.9% (2008)	0% (2022)
	Medical institutions	13.3% (2008)	0% (2022)
	Worksites	64% (2011)	Worksites—no secondhand smoke (2020)
	Households	10.7% (2010)	3% (2022)
	Restaurants	50.1% (2010)	15% (2022)

Prevention of Lifestyle-Related Diseases

Lifestyle-related diseases account for approximately 57% of deaths.



Disease structure in Japan has shifted from infectious diseases to lifestyle-related diseases.



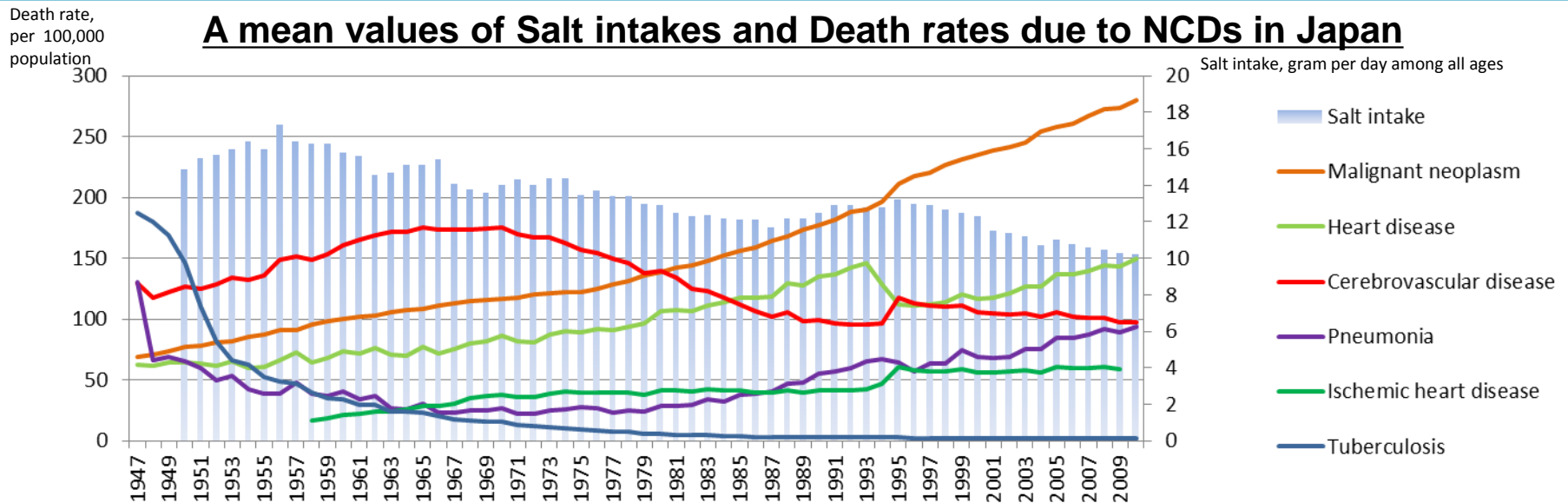
* Medical care fees related to lifestyle-related diseases account for approximately 30% (8.8 trillion yen) of general medical treatment fees (27.2 trillion yen) (FY2010).

Urgent need to implement comprehensive prevention of lifestyle-related diseases

→ Short-term effect is not necessarily great, but in the medium to long term, it will be an important key to extending healthy life expectancy and reducing medical expenditures.

Salt intakes and Death rate due to NCDs in Japan

A mean values of Salt intakes and Death rates due to NCDs in Japan



(REF) Vital statistics
National Nutrition Survey
National Health and Nutrition Survey

Professionals
In community

Increment of health professionals in local government.
(e.g. Public Health Nurses and Registered Dieticians)

Health system

Universal Health Coverage

Agenda and measures

(National Health Promotion Movement since 1978)

The 1st

The 2nd

The 3rd

The 4th

e.g. Enhancement of
health checkups

e.g. Establishment of
health infrastructure

e.g. Target setting
and emphasis of
improvement of lifestyle
(Health Japan 21)

Health Japan 21
(the 2nd term)

Health Japan 21 (The 2nd term)

National Action Plan for NCDs prevention and control (2013FY-2022FY)

This direction declares basic matters for comprehensive implementation of national health promotion through improvement of lifestyle and social environment.

Basic goals for implementation of in National Health Promotion

- 1) Extension of healthy life expectancy and decrease in health disparities
- 2) Primary and secondary prevention of non-communicable diseases
- 3) Improvement and maintenance of function for social abilities
- 4) Establishment of a social environment where health of individuals is protected and supported
- 5) Nutrition and healthy diet, physical activity and exercise, proper rest, alcohol use, tobacco use, and oral health

Multisectral Approach

- 1) Establishment of an effective structure to solve community health issues.
- 2) Encouragement of programs and liaisons constructively derived from various organizations.
- 3) Professionals involved in health promotion.

*Local governments also establish their health promotion plans.

(EX. Smart Life Project)

Extension of multisectral collaboration for national health promotion movement into private sectors.



Related Action Plans

-Specific Health Check-ups and Specific Health Guidance (The 2nd term)

Promote health guidance focused on metabolic syndrome as well as non-obese smokers and hypertensive population.

-Healthcare planning (The 6th term)

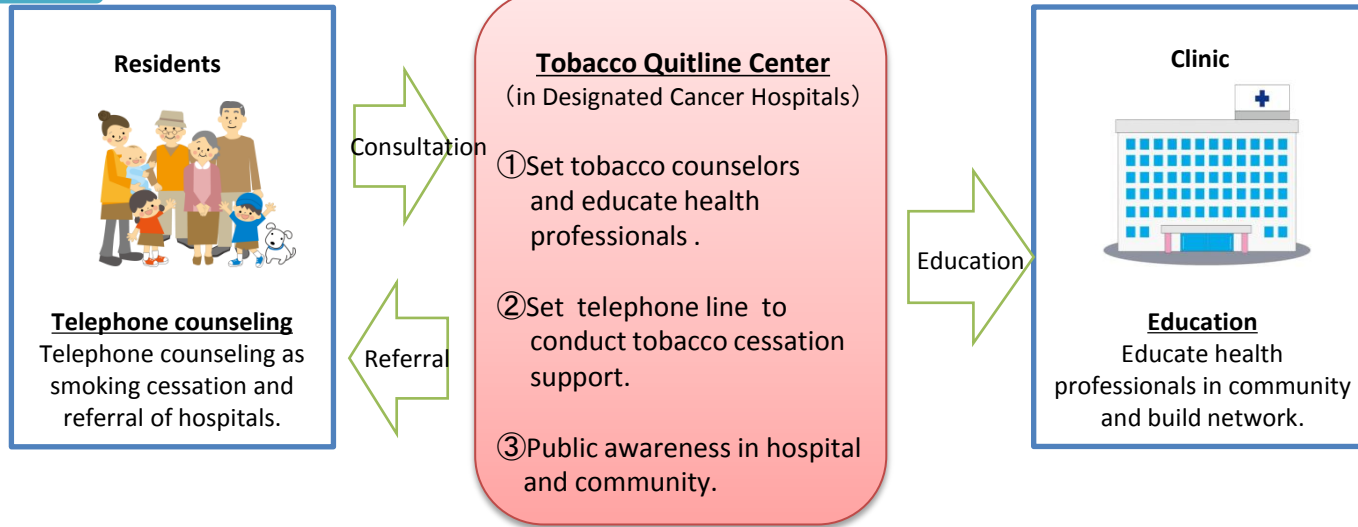
Strengthen regional medical cooperation to enhance home medical care.

-Basic Plan to Promote Cancer Control Programs (Revised in Jun. 2012)

Further improve quality of cancer control under medical and social context.

Tobacco Quitline in Japan

Overview



Effect

