

State of Tobacco Control in Ireland Second Report, 2022

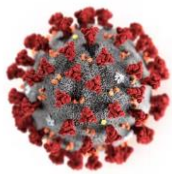
Dr Paul Kavanagh

Public Health Medicine Lead, HSE Tobacco Free Ireland Programme



QUIT.ie

A continuing epidemic of harm



Host
Agent
Vector
Environment



Leadership
And
Governance



Pharmacological
Interventions



Non-
pharmacological
Interventions



Over 80 deaths/wk

Filling Limerick or Vincent's each day

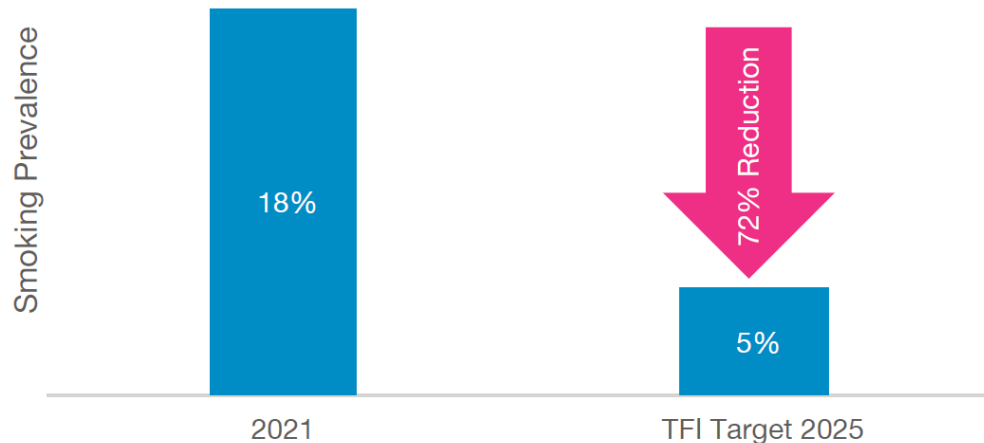


A continuing epidemic of harm



Current prevalence - Tobacco-Free Ireland 2025?

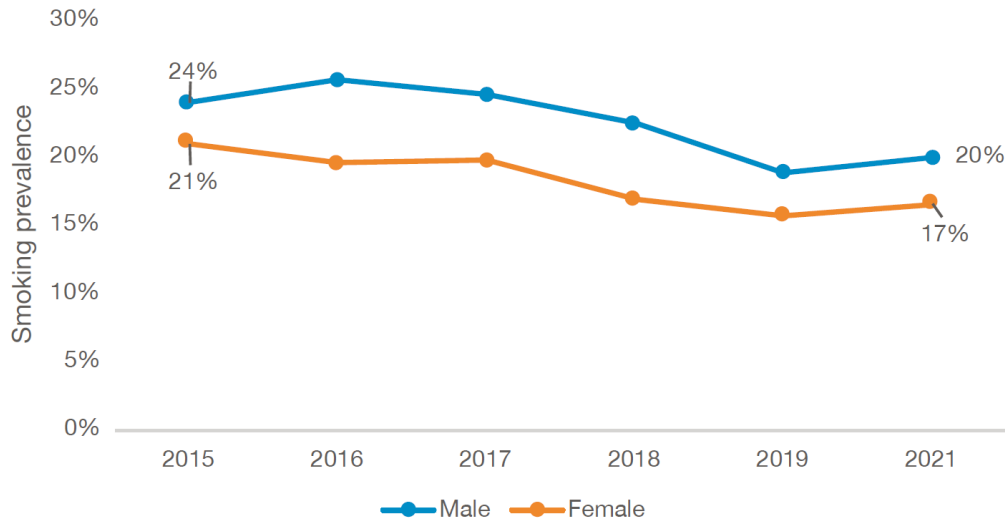
0.6% per annum reduction 2015-2021



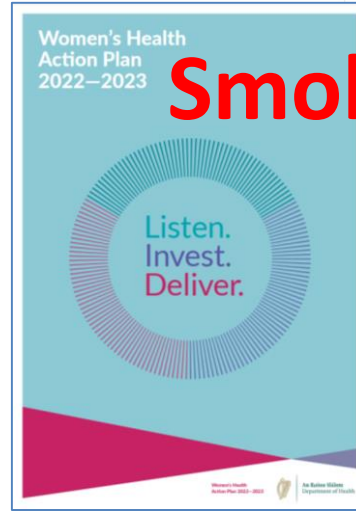
Healthy Ireland Survey, 2015-2021, Department of Health



Changing epidemic - Gender



Healthy Ireland Survey, 2015-2021, Department of Health



1-in-8 deaths



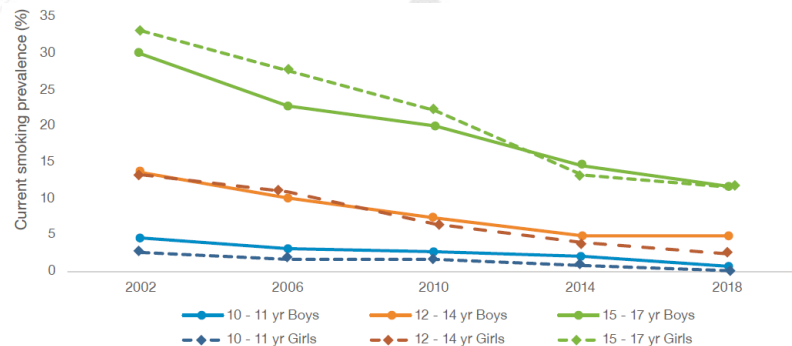
1-in-6 deaths



Changing Epidemic - Age group

Age groups	Gender	2015	2016	2017	2018	2019	2021	Absolute Period-Change	Relative Period-Change
15-34 years	Male	28%	31%	30%	27%	23%	21%	-7%**	-25%
	Female	25%	24%	24%	20%	19%	15%	-10%**	-42%
35-64 years	Male	25%	26%	24%	23%	19%	23%	-2%**	-8%
	Female	22%	20%	20%	18%	16%	20%	-2%**	-10%
65+ years	Male	14%	13%	16%	12%	11%	9%	-5%*	-34%
	Female	11%	11%	11%	9%	10%	11%	0%	1%

Healthy Ireland Survey, 2015-2021, Department of Health



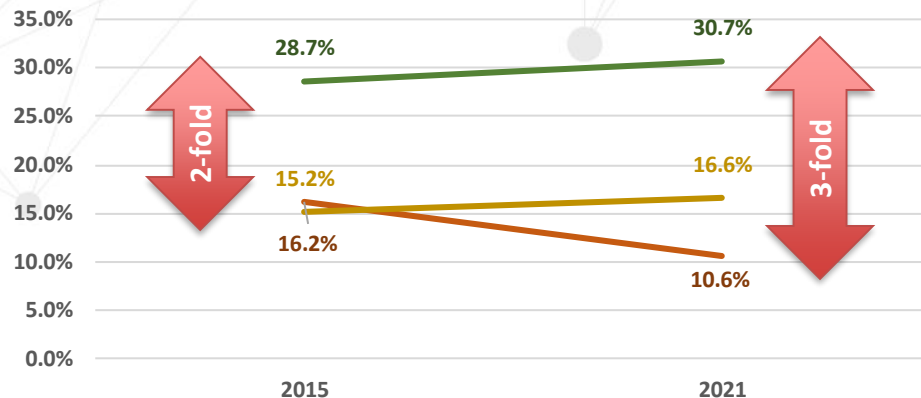
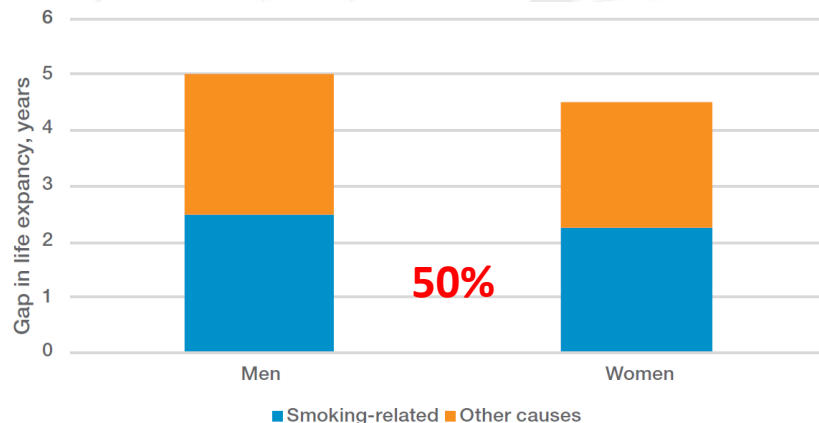
Health Behaviour in School Aged Children (HBSC), 2002-2018

ESPAD 15-17 year olds
13.0% 2015 to 14.4% 2019, ↑ 11%

Tobacco-Free Research Institute, Ireland, 2020



Changing epidemic – Socio-economic groups



- Higher managerial, administrative and professional occupations
- Intermediate occupations
- Routine and manual occupations

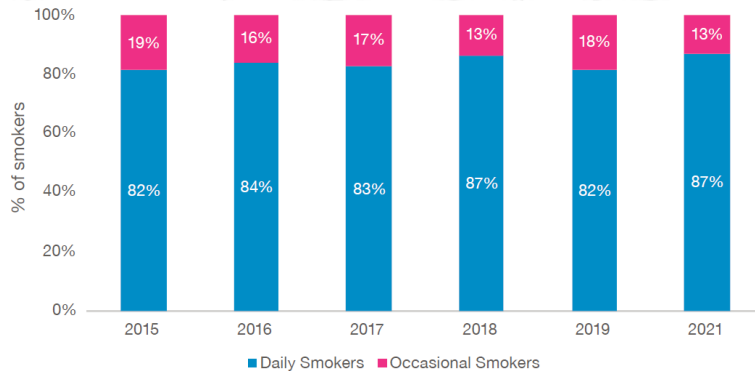
Central Statistics Office (2019). Mortality differentials in Ireland 2016–2017.

Jha, P., Peto, R., Zatonski, W., Boreham, J., Jarvis, M. J., & Lopez, A. D. (2006). Lancet (London, England), 368(9533), 367–370.

Healthy Ireland Survey, 2015–2021, Department of Health

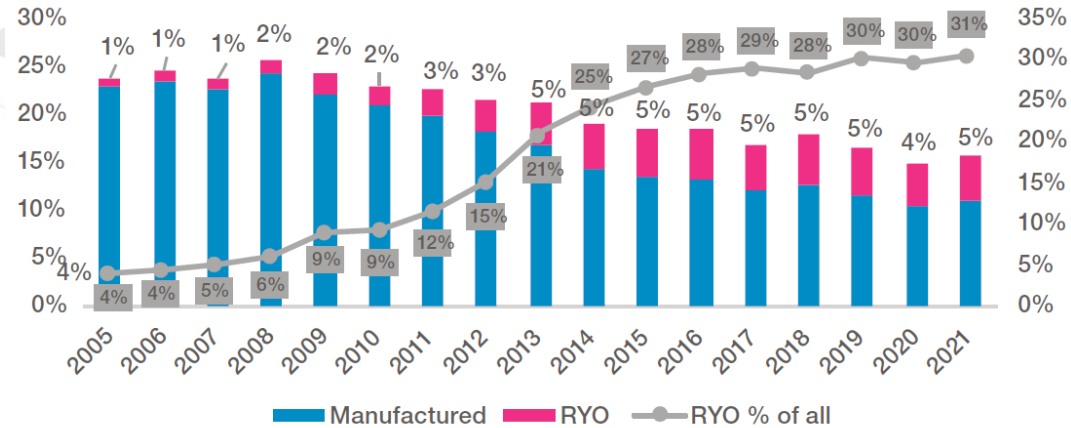


Changing epidemic – Behaviour and product type



Healthy Ireland Survey, 2015-2021, Department of Health

Occasional smoking ↓, especially younger people
But not a stable trend

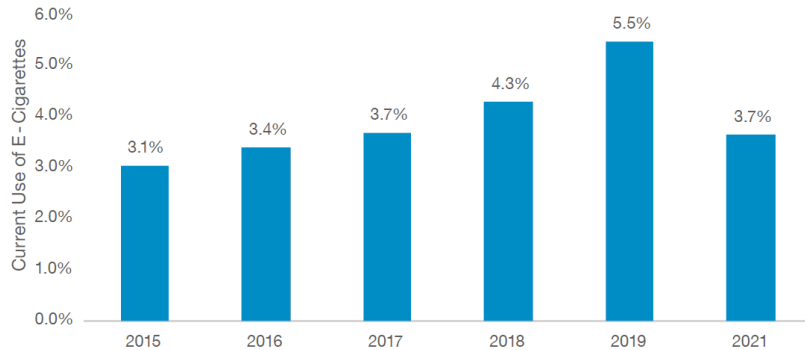


HSE Smoking Prevalence Tracker, National Tobacco Control Office, HSE Environmental Health Service

While prevalence of Roll Your Own (RYO) use remains stable, as prevalence of smoking decline, % RYO continues to increase
↑↑ females and younger people

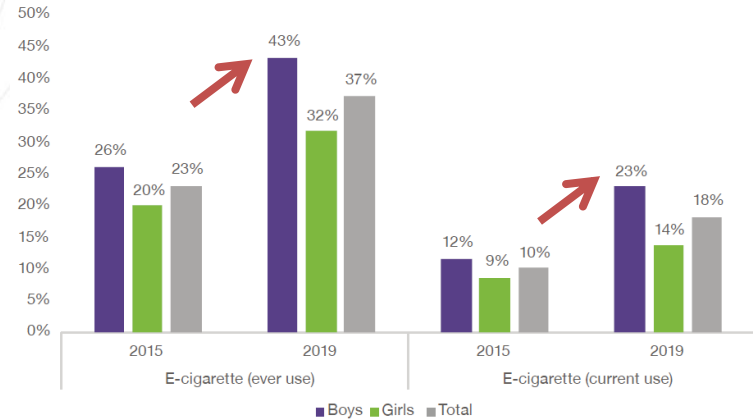


Changing epidemic – Product type



Healthy Ireland Survey, 2015-2021, Department of Health

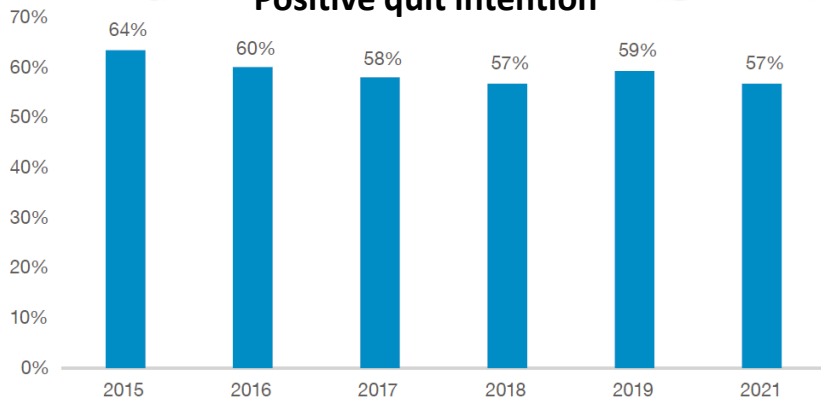
↑ ↑ Younger people and former smokers



Hanafin, J., Sunday, S. & Clancy, L. Friends and family matter most: a trend analysis of increasing e-cigarette use among Irish teenagers and socio-demographic, personal, peer and familial associations. BMC Public Health 21, 1988 (2021)

Changing epidemic – Quitting

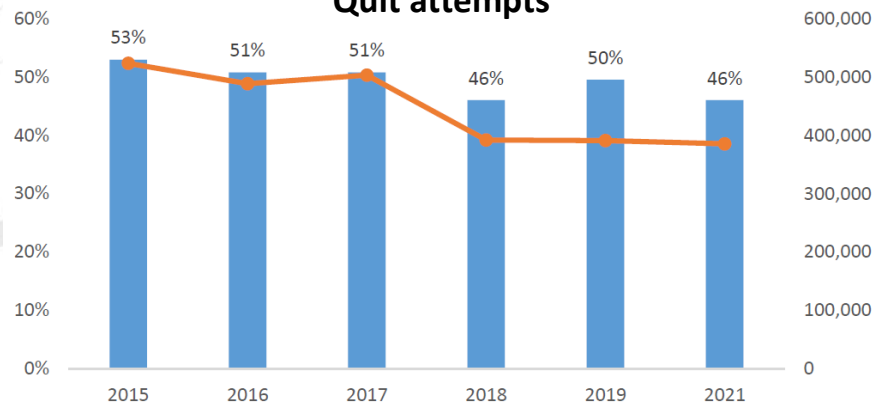
Positive quit intention



Healthy Ireland Survey, 2015-2021, Department of Health

- ↓ Younger adults and middle aged
- ↓ Lower socioeconomic group
- ↓ Daily smokers (vs occasional)

Quit attempts



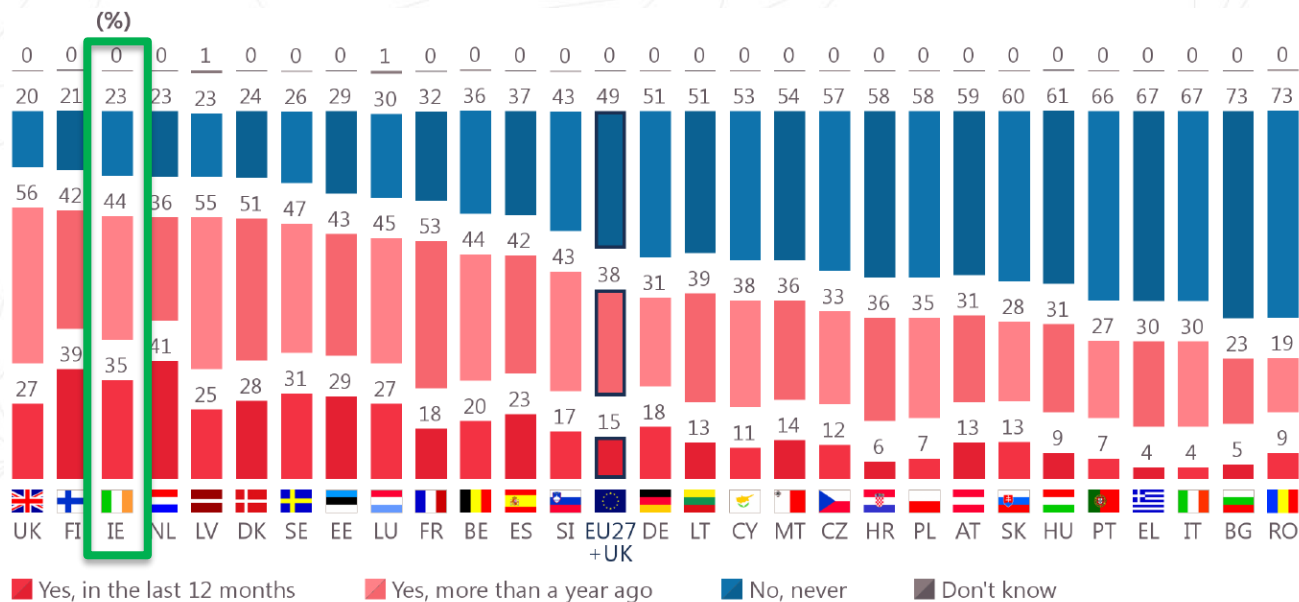
Healthy Ireland Survey, 2015-2021, Department of Health

■ Made Quit Attempt —●— Numbers making Quit Attempt

- ↓ Middle aged and older adults
- ↓ Lower socioeconomic group
- ↓ Daily smokers (vs occasional)



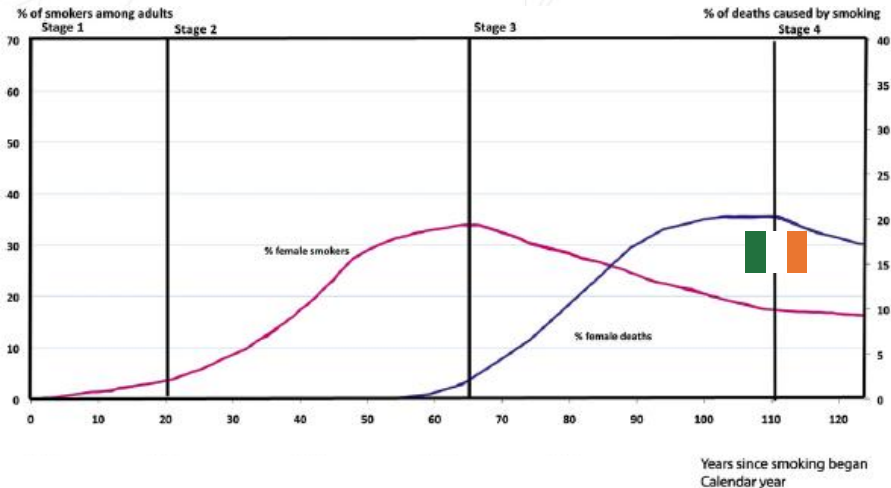
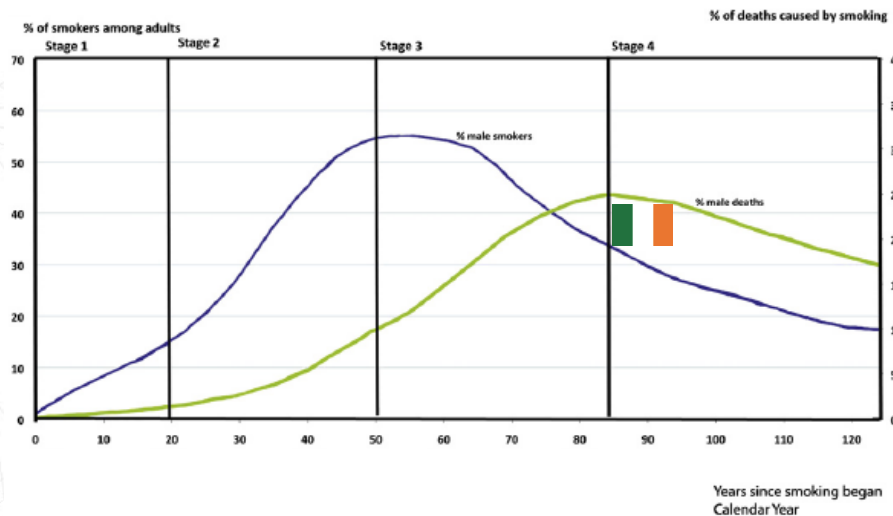
Changing epidemic – Quitting



Special Eurobarometer Attitudes of Europeans towards tobacco and electronic cigarettes, European Commission 2021



Late phase of the epidemic ... when will it end?



Thun, M., Peto, R., Boreham, J., & Lopez, A. D. (2012). Stages of the cigarette epidemic on entering its second century. *Tobacco control*, 21(2), 96–101. <https://doi.org/10.1136/tobaccocontrol-2011-050294>

Double-down on what we know works



World Health Organization, MPOWER Model



Ensuring compliance with tobacco legislation

Market Surveillance

RAPEX Alerts initiated by the EHS HSE				
Year	Product Type	High Risk Issue	Number	
2018	Refill Container	No Information leaflet	4	
2019	Refill Container	No Information leaflet	1	
2020	Nicotine Containing Cartridges	No Information leaflet	1	
	Refill Container	No Information leaflet	1	
2021	Refill Container	No Information leaflet	1	
	Disposable Electronic Cigarette	No Information Leaflet	17	
	Disposable Electronic Cigarette	Nicotine Concentration Exceeding 20mg/ml, Volume Exceeding 2ml, No Information Leaflet	1	
	Disposable Electronic Cigarette	Volume Exceeding 2ml, No Information Leaflet	5	
Notifications to EU-CEG	Total to 31 st December 2018	Total to 31 st December 2019	Total to 31 st December 2020	Total to 31 st December 2021
E-cigarettes and Refill Containers	36,902	44,463	54,359	61,860
Tobacco Products	811	701	628	591
Novel Products	32	29	13	27
Herbal Products	16	15	45	107

HSE Environmental Health Service

Inspections and Test Purchases

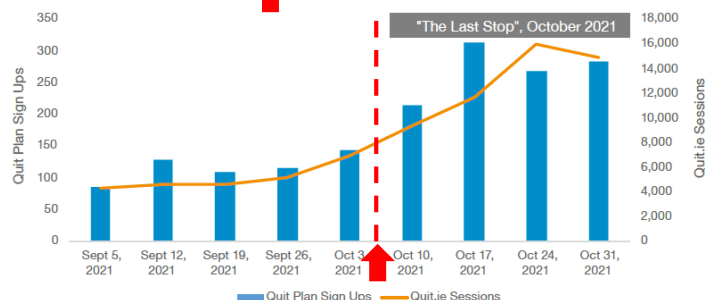
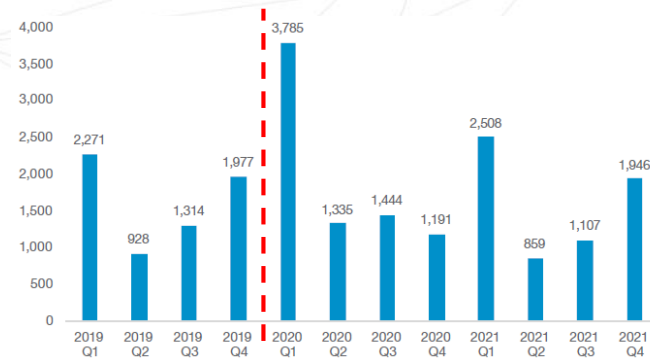
Year	Satisfactory Outcome	Unsatisfactory Outcome	Total	% Compliant
2018	11,100	3,204	14,304	78%
2019	12,288	2,709	14,997	82%
2020	6,495	999	7,494	87%
2021	6,547	911	7,458	88%
Total	36,430	7,823	44,253	82%

Year	Satisfactory	Unsatisfactory	Total	% Compliance
2018	481	105	586	82%
2019	405	63	468	87%
2020	56	2	58	97%
2021	0	0	0	0

HSE Environmental Health Service



Communicating harm, signposting help



Tom posted in Quit Club Group

How is everyone getting on as we make our way into the final week of the group? Share your experience so far in the comments below.

♡ 1 Like



Quitter

It has not been too bad. I am using the patches and the mini lozenges when required. While I am not missing the nicotine, I am missing the habit of smoking - lighting-up after dinner or with a coffee - I think this will be harder to get over. But, one day at a time I have to say I have surprised myself and hopefully I will succeed.

♡ 1 Like



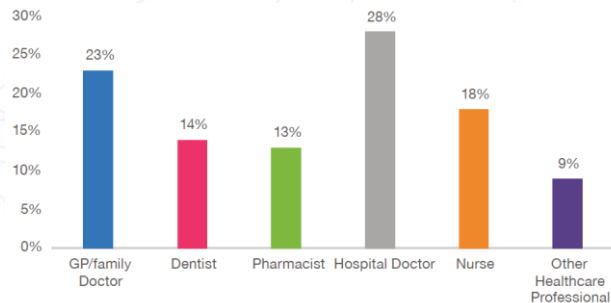
Your Quit Club Support Team

Well done Quitter, that is great news. A helpful tip for dealing with cravings is to use the 4 D's: Drink water - if you're out an about, carry a bottle of water with you, if you're inside, pour yourself a glass. Take a few sips and allow that craving to pass. It can also help to hold the glass or bottle in the hand you would normally smoke with so that hand is kept busy.

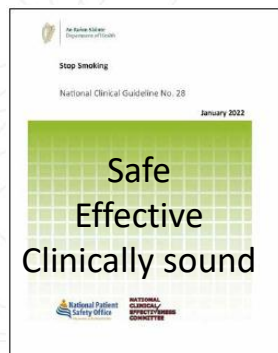
♡ 1 Like



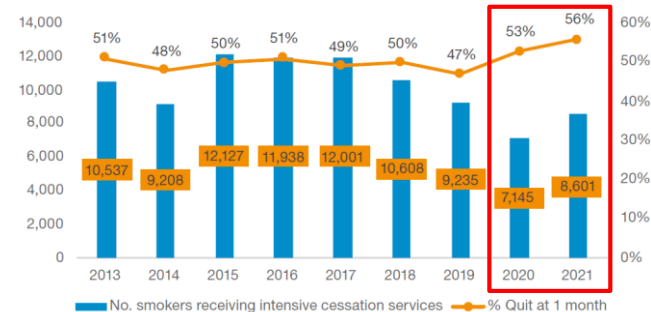
Providing life-saving stop smoking care



Healthy Ireland Survey, 2015-2021, Department of Health



Quitmanager

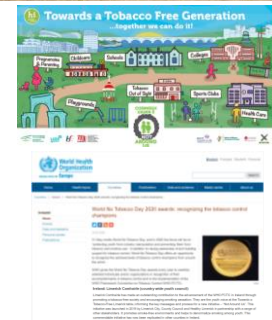


Building smoke-free environments

Within the health services



With wider partners



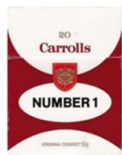
Double-down on what we know works



World Health Organization, MPOWER Model



Continuing programme of tobacco legislation



A. pre-1979: No health warning label.



B. 1979: Health warning label on side of pack.



C. 1986: Health warning label moved to the front of the pack.



D. 2003 to 2013: Larger clearer text warning on front and back.



E. 2013 to 2018: Graphic health warning.



F. 2017/18 to present: Standardised packaging (2022).

Progression to plain packaging

Support high, ↑ post implementation
More likely to report lower pack appeal
More likely to notice health warning

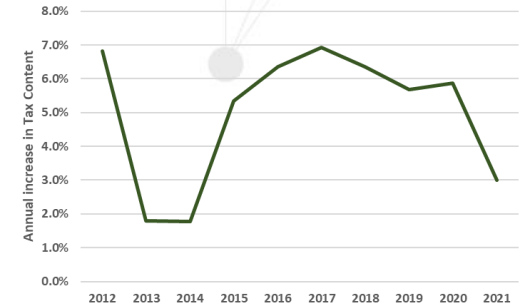
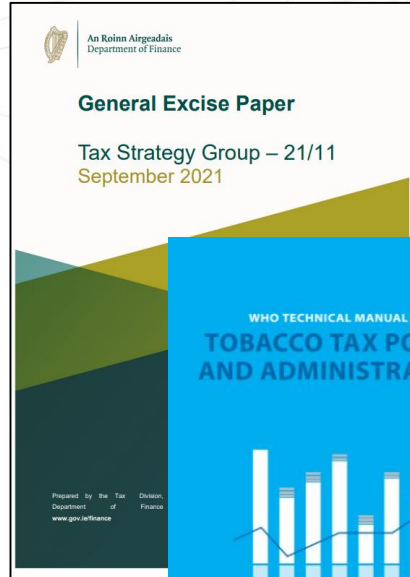
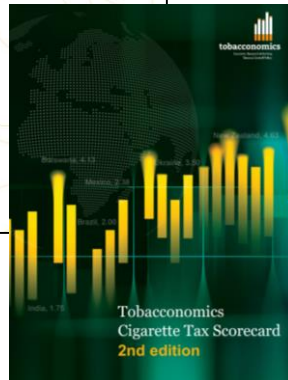


Tobacco tax ... relying more on the “old reliable”



How does your country rate on tobacco control?

Score	Rank	Country
10	1	United Kingdom
9	2	Ireland
8	3	Ireland
7	4	Ireland
6	5	Norway
5	6	Finland
4	7	Denmark
3	8	Hungary
2	9	Malta
1	10	Malta



Real price increases transparent?
Minimum price to counter industry
“cushioning” of tax increases?
Protection against S.C.A.R.E tactics?



Controlling the epidemic ... bringing it to an end

- M** Monitor tobacco use and prevention policies
- P** Protect people from tobacco smoke
- O** Offer help to quit tobacco use
- W** Warn about the dangers of tobacco
- E** Enforce bans on tobacco advertising, promotion & sponsorship
- R** Raise taxes on tobacco

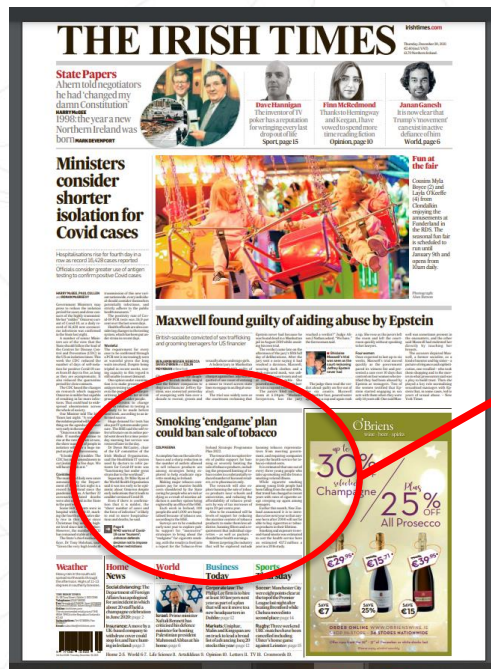
World Health Organization, MPOWER Model



Endgame plan?



Controlling the epidemic ... bringing it to an end



Smoking 'endgame' plan could ban sale of tobacco

COLM KEENA

A complete ban on the sale of tobacco and a sharp reduction in the number of outlets allowed to sell tobacco products are among strategies being explored to help eradicate cigarette smoking in Ireland.

Making major tobacco companies pay for massive health costs shouldered by the State caring for people who are sick or dying as a result of nicotine addiction is another option being explored by an office of the HSE.

Each week in Ireland, 100 people die and 1,000 are hospitalised because of tobacco use, according to the HSE.

Surveys are to be conducted early next year to explore public support for "innovative" strategies to bring about the "endgame" for cigarette smoking, with the results to feed into a report for the Tobacco-Free

Ireland Strategic Programme Plan 2022.

The research is to explore levels of public support for banning or severely limiting the sale of tobacco products, including the proposed limiting of tobacco sales to a substantially reduced number of licensed retailers, or to pharmacies only.

The research will also explore banning the sale of tobacco products near schools and universities, and reducing the affordability of tobacco products by way of tax increases of up to 20 per cent a year.

Also to be examined will be levels of support for reducing the nicotine content of tobacco products to make them less addictive, banning filters and a requirement that individual cigarettes – as well as packets – should bear health warnings.

Moves targeting the industry that will be explored include

banning tobacco representatives from meeting government, and requiring companies to pay the health service for tobacco-related costs.

It is estimated that one out of every three young people who take up smoking will die from a smoking-related illness.

While cigarette smoking among young Irish people had been falling from the mid-1990s, that trend has changed in recent years with rates of cigarette usage creeping up again among teenagers.

Earlier this month, New Zealand announced it is to introduce a law next year so that anyone born after 2008 will not be able to buy cigarettes or tobacco products in their lifetime.

Smoking and exposure to second-hand smoke was estimated to cost the health service here an estimated €172 million a year in a 2016 study.

Bringing the Tobacco Epidemic to an End:

Public Views on "Tobacco Endgame" in Ireland
May 2022

QUIT hi HSE TFI Programme



Tobacco endgame – nobody left behind

... time to get the seemingly impossible done, together

