

# Tobacco Free Ireland 2025

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Tobacco Free Health Service Conference  
Giving our Healthy Ireland Health Service the Q Mark

# Tobacco Free Ireland 2025

*“In Ireland a tobacco free society will mean the achievement of a smoking prevalence rate of less than 5% of the Irish population by 2025”*

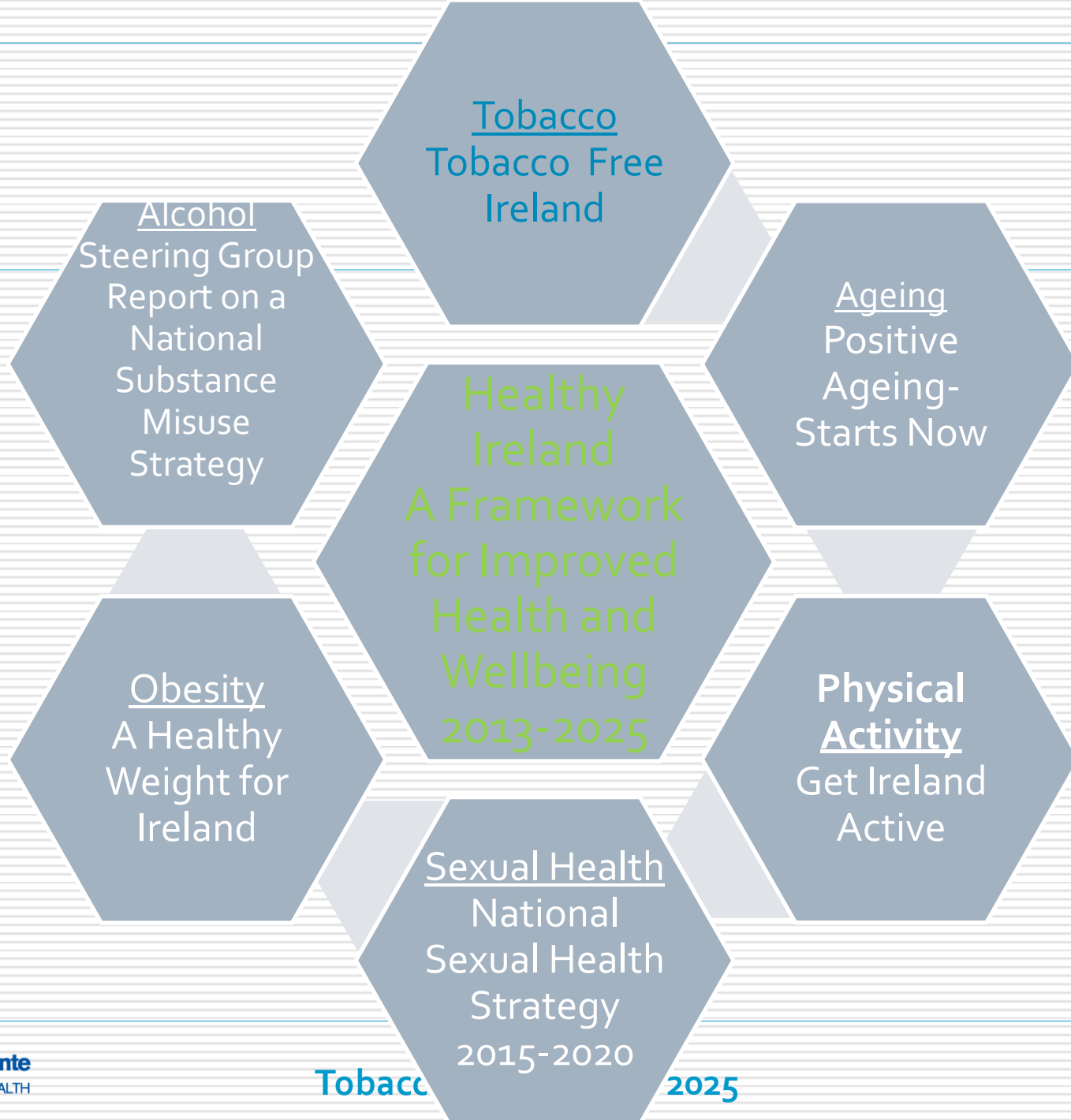
**The impossible has happened**



**2004 Ireland Smoke-free!**








# HEALTH IN THE SDG ERA





# Key messages

-  A Framework for Improved Health and Wellbeing
- ☐ Prevention is paramount
- ☐ Multi-faceted approach needed
- ☐ Population and risk based approached
  
- ☐ Children a priority
- ☐ Denormalisation of tobacco use
- ☐ WHO MPOWER model
- ☐ Regulate the tobacco retail environment
- ☐ Build and maintain compliance with legislation





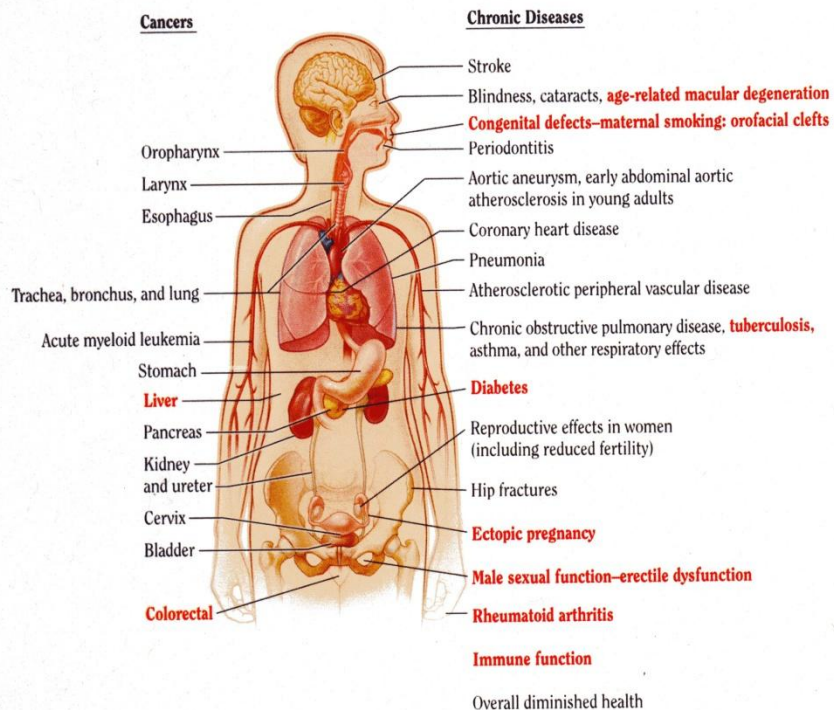
# Building on progress:

- ❑ Towards a Tobacco Free Society (2000)
- ❑ Smokefree workplace legislation 29<sup>th</sup> March 2004
  - 1<sup>st</sup> country in the world
- ❑ Point of sale advertising ban (2009)
  - 1<sup>st</sup> country in EU
- ❑ Graphic warnings on tobacco products (2012)
- ❑ HSE Tobacco Control Framework e.g. (2010)
  - Tobacco Free Campus
  - Social Marketing QUIT Campaign
  - Brief Intervention Training Programme
  - National Tobacco Control Inspection Programme

# Consequences of tobacco use

Surgeon General's Report

Figure 1A The health consequences causally linked to smoking

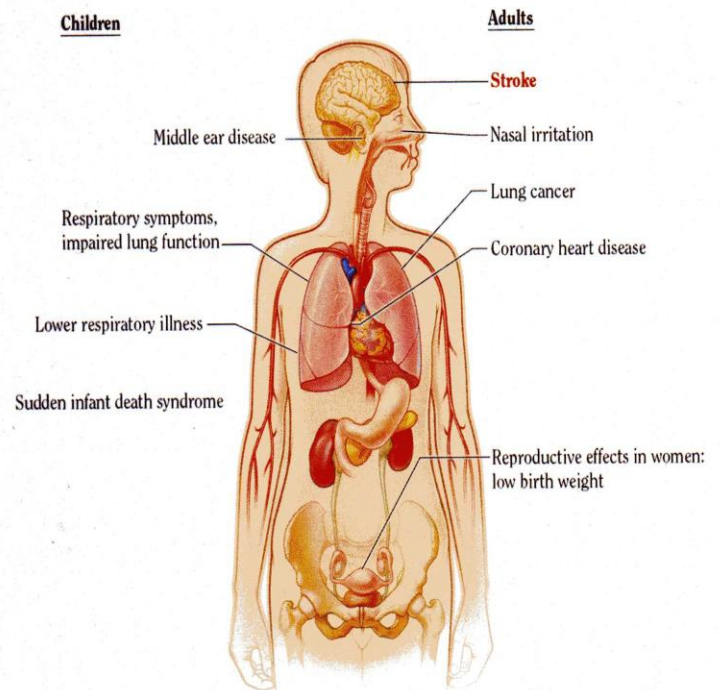


Source: USDHHS 2004, 2006, 2012.

Note: The condition in **red** is a new disease that has been causally linked to smoking in this report.

The Health Consequences of Smoking—50 Years of Progress

Figure 1B The health consequences causally linked to exposure to secondhand smoke



Source: USDHHS 2004, 2006.

Note: The condition in **red** is a new disease that has been causally linked to smoking in this report.

# Consequences of tobacco use

1

**1 IN EVERY 2 CHILDREN WHO SMOKE  
A CIGARETTE WILL BECOME A SMOKER<sup>1</sup>**

2

1

**1 IN EVERY 2 SMOKERS WILL DIE  
OF A TOBACCO RELATED DISEASE<sup>2</sup>**

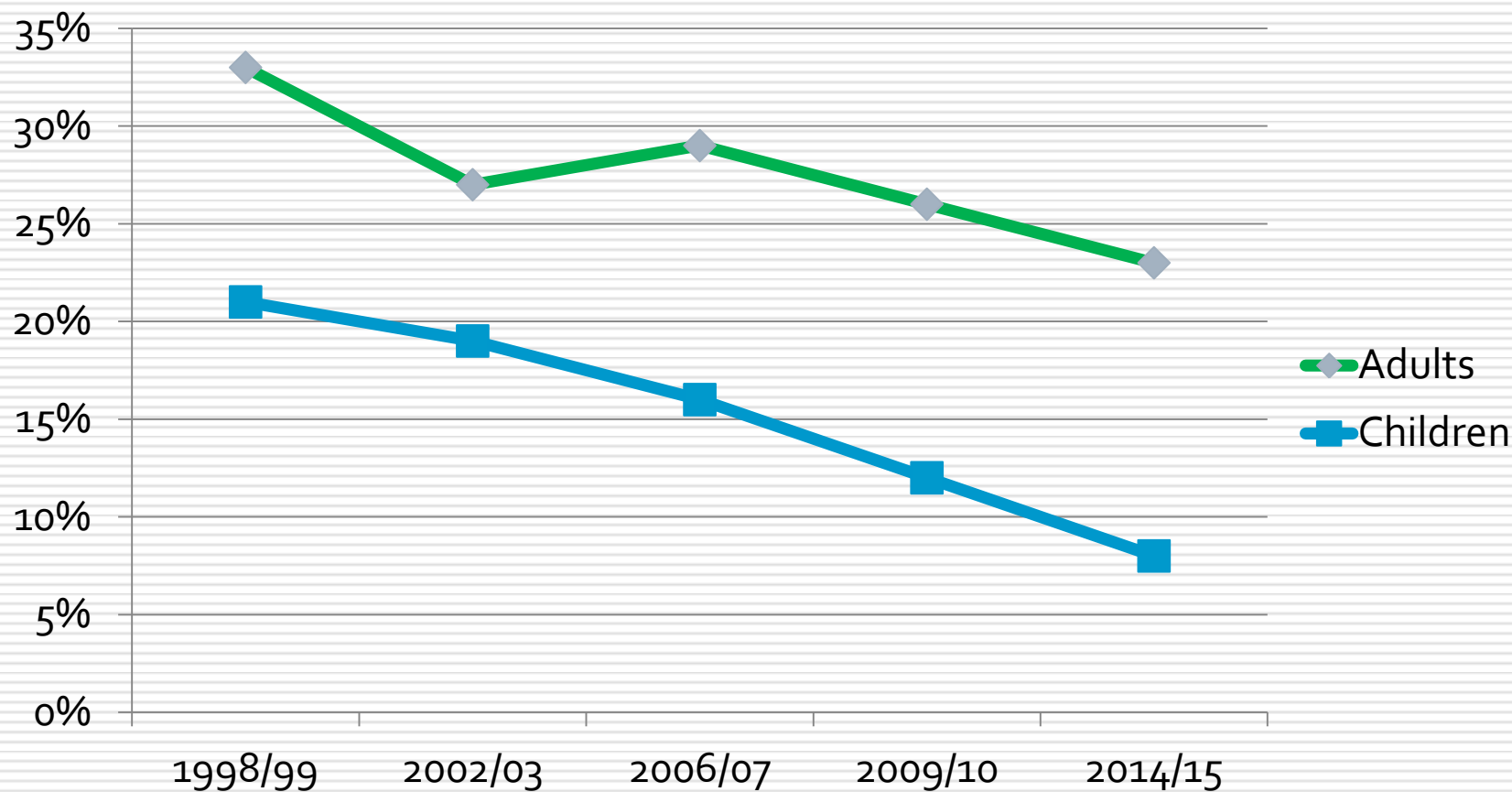
2

<sup>1</sup> DiFranza et al. *The Natural History and Diagnosis of Nicotine Addiction. Current Periodic Reviews*, 2011,7, 88-96

<sup>2</sup> Doll et al. *Mortality in relation to smoking: 40 years observations on male British doctors. British Medical Journal* 1994; 309:901-911).



# Ireland “Current smoking” trend



# An assessment of the economic cost of smoking in Ireland, March 2016

Condition	Deaths from smoking	Deaths from SHS exposure	Total
Cancers	2860	7	2867
Cardiovascular diseases	1410	85	1495
Respiratory diseases	1530	0	1530
Other diseases	70	0	70
Total	5870	92	5962

# An assessment of the economic cost of smoking in Ireland, March 2016

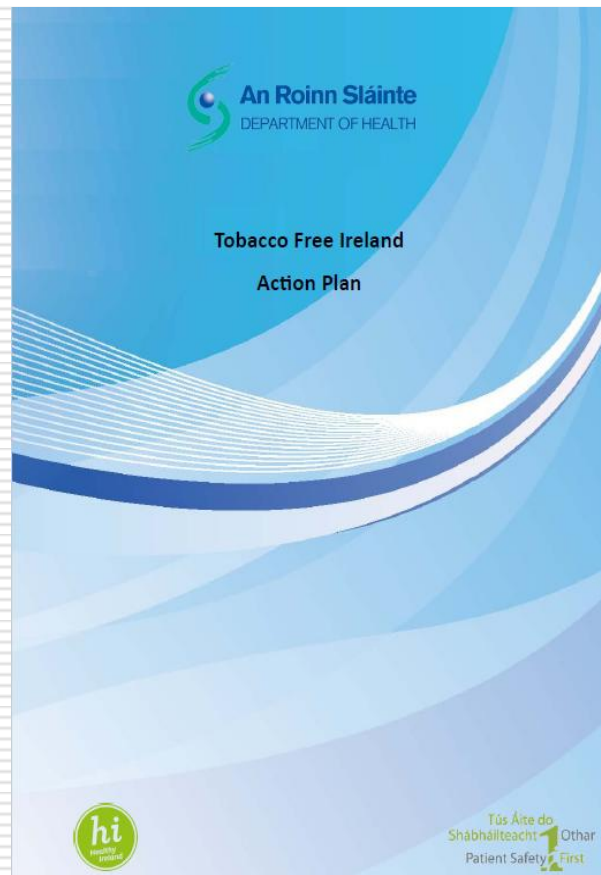
- Healthcare costs- €506 m
  - Hospital - €211 m
  - Primary Care - €256 m
  - Domiciliary Care - €40m
- Productivity costs -\$1.1b
  - Smoking breaks - €136m
  - Smokers absence - €224m
  - Premature death - €711 m
- Cost of fires- €6 m
- Cost of litter - €69 m
- Loss of welfare - €9 b
  - Morbidity- €1.4 b
  - Mortality - €7.7 b

# Tobacco Free Ireland

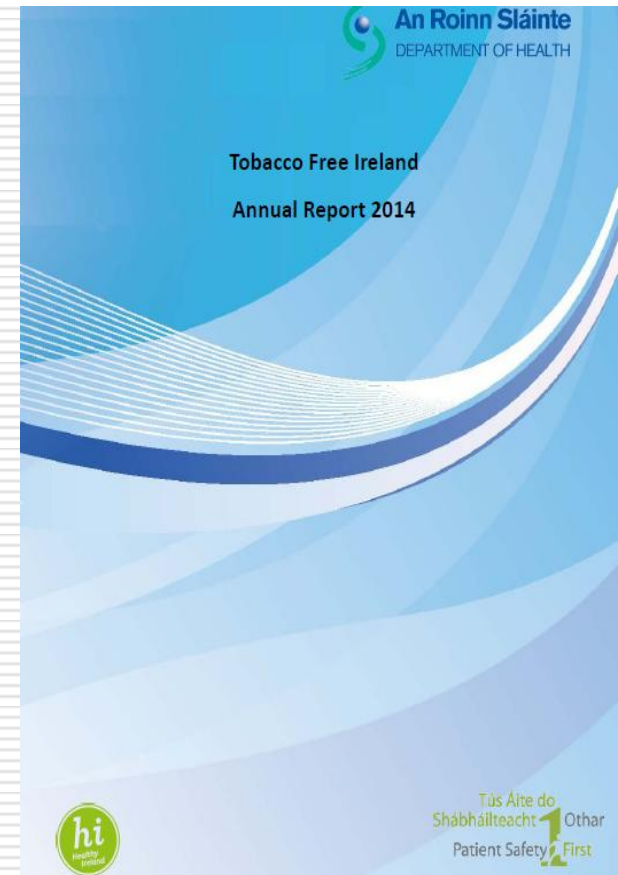
Policy Document 2013



Action Plan 2014



Annual Report 2015





- Health, Page 53: We will make a number of key public health interventions including:
  - Enacting the Public Health (Alcohol) Bill
  - **Making Ireland Tobacco free by 2025 (less than 5% of the population smoking)**
  - Introducing a health levy on sugar-sweetened drinks
  - Implementing a national physical activity plan, a national obesity plan and a sexual health strategy

# Smoke Free Environments

- ☐ Prohibit smoking in primary, secondary school campuses, and on childcare campuses
- ☐ **Promote smoke free campuses for healthcare facilities, third level institutions and major sporting stadia**
- ☐ Promote tobacco free playgrounds, parks and beaches
- ☐ Prohibit smoking in cars where children are present



# Smoke Free Playgrounds

**County/City Councils that have adopted smoke-free playgrounds initiative**





# Tobacco Retail

## Public Health (Sale of Tobacco Products and Non-Medicinal Nicotine Delivery Systems) Bill

❑ Part of legislative programme; Heads being drafted.

To provide for inter alia:

- 1) introduction of a licensing system for the sale of tobacco products,
- 2) introduction of a licensing system for the sale of NMNDS,
- 3) prohibition of the sale of tobacco products from temporary or mobile units/containers, at events/locations primarily intended for persons under 18 years of age, by persons under 18 years of age,
- 4) prohibition of the sale of NMNDS by persons under 18 years of age and to persons under 18 years of age

# Tobacco marketing

- ❑ Standardised packaging
- ❑ Defend point of sale measures
- ❑ Monitor brand stretching
- ❑ Minimise portrayal of smoking in entertainment sector
- ❑ Implement Tobacco Products Directive



*By Mike Luckovich of the Atlanta Constitution. Reprinted by permission of Creators Syndicate.*

# Standardised packaging gains international momentum

The UK  
became the  
**1st country  
in Europe**  
to pass standard  
packaging legislation  
with Ireland, France  
and New Zealand  
following suit

Australia was **1st**  
to introduce  
standard packs in  
**2012**



The international momentum  
around standardised packaging is  
growing with countries including  
Norway, Hungary, Sweden, Finland,  
Singapore, South Africa, and Canada  
considering its introduction

**Smoking  
increases the risk  
of impotence**

Get help to stop smoking at [www.nhs.uk/quit](http://www.nhs.uk/quit)

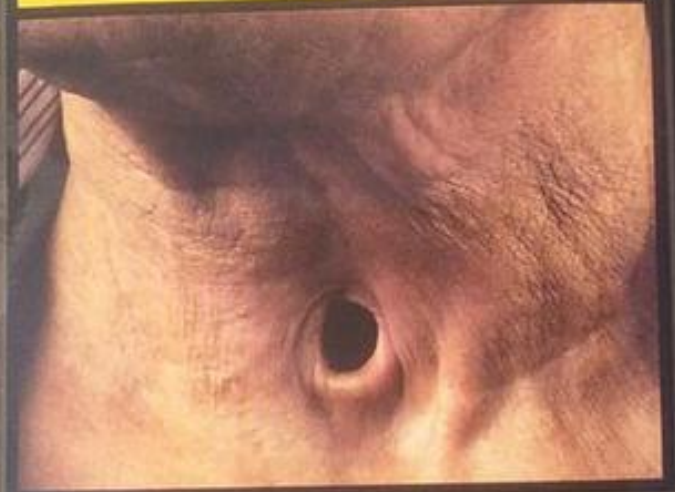


**Benson & Hedges**  
Superkings Blue

20 Cigarettes

**Fumer provoque le  
cancer de la bouche  
et de la gorge**

Pour arrêter de fumer :  
[www.tabac-info-service.fr](http://www.tabac-info-service.fr) ou 3989 (appel non surtaxé)



**Alluvé**  
Tabac

20 Cigarettes



# EU Tobacco Products Directive 2014/40/EU

- ❑ Entered in force 20<sup>th</sup> May 2016 (11/28 MS)
- ❑ Withstood legal challenge at ECJ
- ❑ Complex – Directive + 8 Implementing Acts
  - 3 further Implementing Acts to be finalised
- ❑ **S.I. No. 270 of 2016** Public Health (Standardised Packaging Of Tobacco) Act 2015 (Commencement) Order 2016
- ❑ **S.I. No. 271 of 2016** European Union (Manufacture, Presentation And Sale Of Tobacco And Related Products) Regulations 2016
- ❑ Further amending Regs required and Primary legislation (2016)
- ❑ Transitional periods for some measures

# EU Tobacco Products Directive 2014/40/EU

## Top 10 provisions

- ❑ Larger and mandatory pictorial health warnings
- ❑ Replacement of TNCO labelling
- ❑ No more promotional or misleading packages
- ❑ Mandatory electronic reporting on ingredients
- ❑ Safety and quality requirements for e-cigarettes
- ❑ Packaging and labelling rules for e-cigarettes
- ❑ Possibility to ban cross-border distance sales
- ❑ Measures to combat illicit trade
- ❑ Ban on cigarettes and RYO with characterising flavours
- ❑ Monitoring and reporting of developments related to e-cigarettes



# Enforcement

- ❑ Enhance National Tobacco Control Inspection Programme
  - Smokefree
  - Point of sale
  - Sales to minors
  - Graphic warnings
  - Stealth marketing
- ❑ Build further investigative and enforcement capacity within HSE
- ❑ Ensure existing legislation fit for purpose

# Smoking cessation

- ☐ Co-ordinate smoking cessation
- ☐ Evidence based guidelines
- ☐ Target key risk groups
- ☐ Train frontline health care workers in smoking cessation
- ☐ Regulatory framework for nicotine products
- ☐ Invest in mass/social media

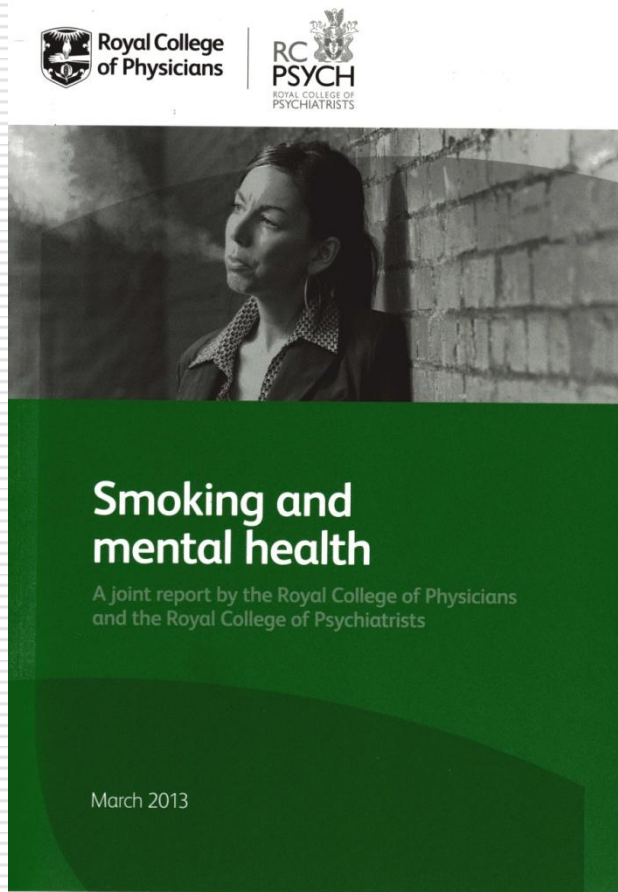
**QUIT**

© Randy Glasbergen  
www.glasbergen.com



“My doctor told me to stop smoking cold turkey. That was easy, because I never smoked cold turkey in the first place!”

# High risk group

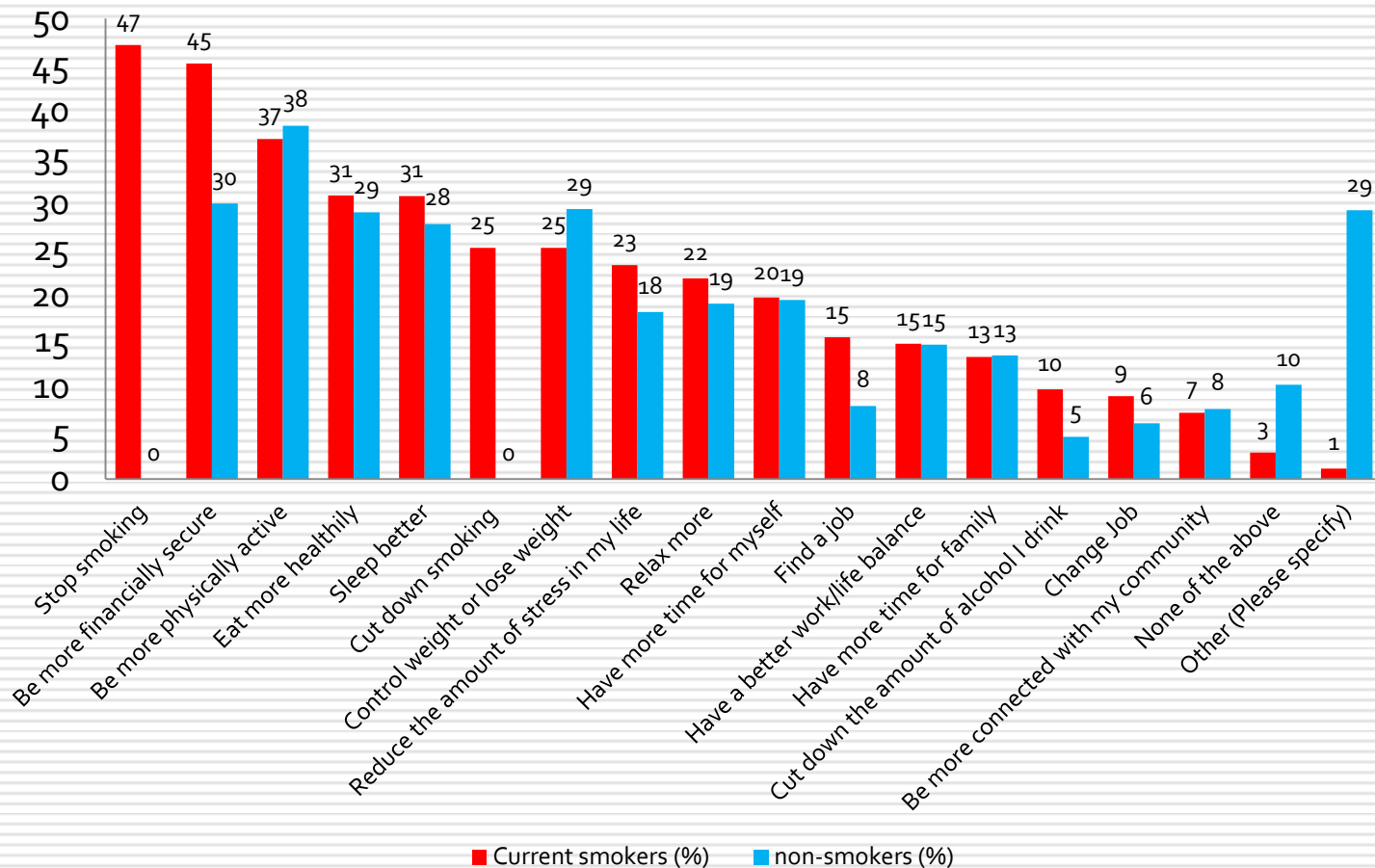


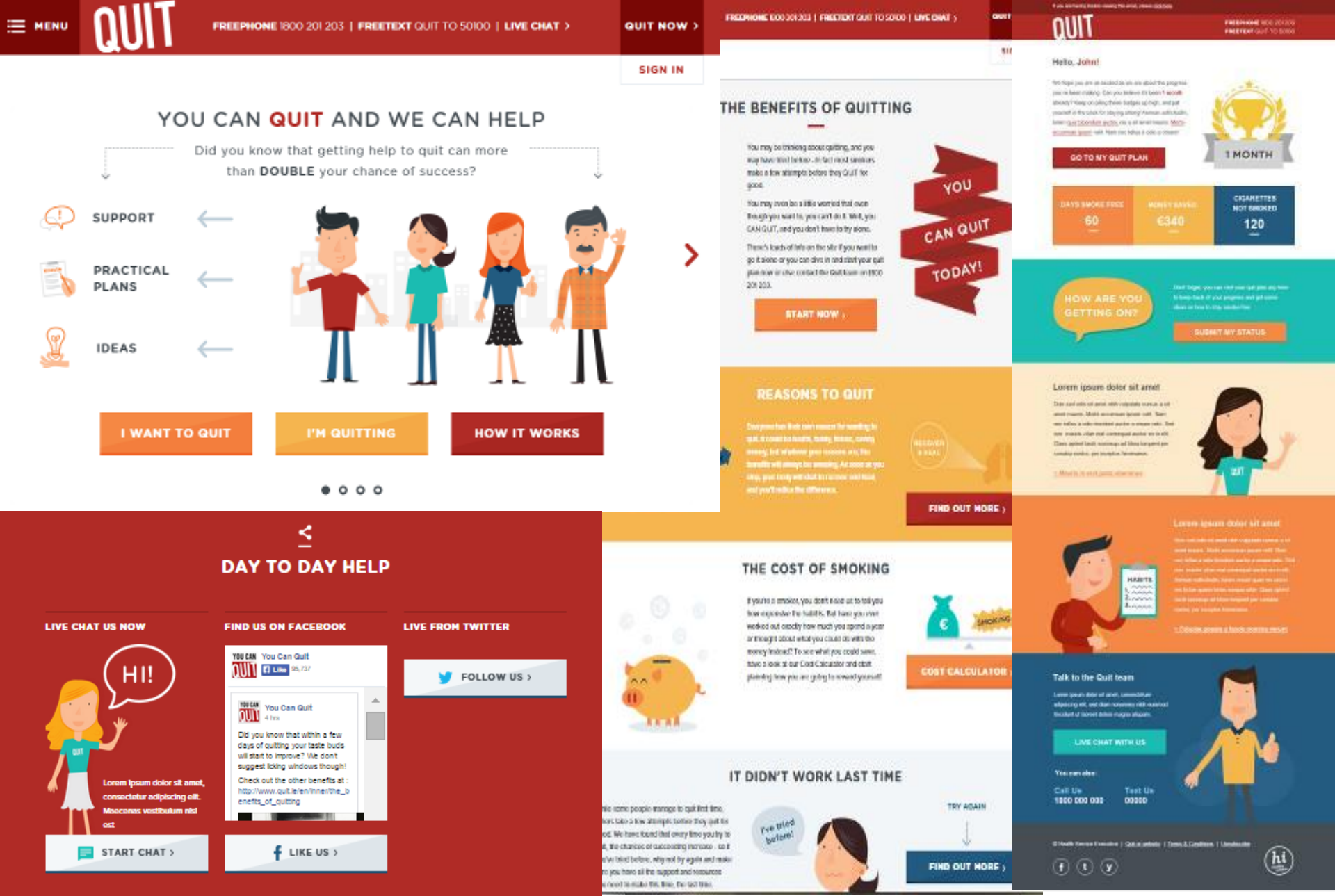
- ☐ Smoking is around twice as common in those with mental problems
- ☐ Causes big losses in life expectancy and QOL, and exacerbates inequalities
- ☐ Just as likely to want to quit
- ☐ Poorly supported, need EBTx
- ☐ Need smoke free mental health campuses
- ☐ There is no justification for healthcare staff to facilitate smoking



# Healthy Ireland Survey 2015,

## Q46 which of these changes, if any, would you like to make to improve your health and wellbeing





# Health Information and Quality Authority HTA on Smoking Cessation

The Terms of Reference of the HTA are to:

- ☐ describe the range of smoking cessation therapies available
- ☐ review the effectiveness and safety of the available smoking cessation interventions and their impact on long term quit rates
- ☐ describe the epidemiology of smoking and smoking related-illness in Ireland
- ☐ compare the cost-effectiveness of interventions that are associated with improved rates of smoking cessation and to estimate the costs associated with these interventions within the public health system in Ireland
- ☐ examine any other relevant issues associated with potential changes to the provision of smoking cessation services by the HSE that may affect patients, staff or the organisation of existing services
- ☐ advise on the optimal use of smoking cessation interventions by the HSE, based on this assessment.

# Mass Media campaigns – 1 in every 2

**THANKS GERRY**



There are 100,000 less smokers in Ireland  
since you passed away two years ago

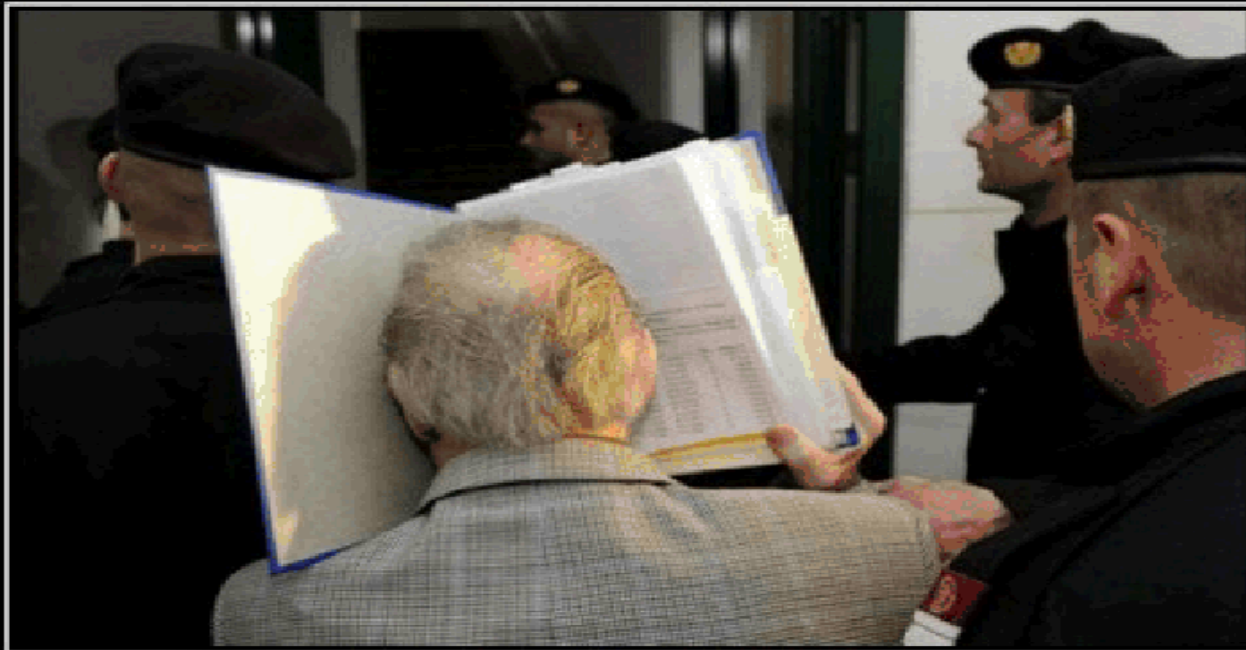
**YOU CAN QUIT, AND WE CAN HELP.**

**QUIT**

**quit.ie** 1800 201 203



# Social Media



FACEBOOK

You're doing it wrong.

Facebook page  
set up 12<sup>th</sup> June  
2011 with 1 like

4<sup>th</sup> Jan 2015 21:53



100,000 likes

The screenshot shows the Facebook profile of 'You Can Quit', a Health/Wellness Website. The cover photo features three smiling people. The profile picture is a logo with the text 'YOU CAN QUIT'. The page has tabs for Page, Activity, Insights, and Settings. The timeline shows a post from 'Johnny Ose' dated 'Today at 8:34pm' with the text 'Alcohol brought me to my knees, I sought professional help and durin... See More'. The 'ABOUT' section describes the website as an online community for people trying to quit smoking, brought to you by the HSE, with a link to <http://www.quit.ie/>. The 'PEOPLE' section shows 100,000 likes. The 'POSTS TO PAGE' section shows a post from 'You Can Quit' dated 'Today at 8:34pm' with the text 'Two's company, three's a crowd - but 100,000 people helping each other quit smoking is an invincible army. Woo hoo what a milestone, well done and thanks to all of you for being brilliant and sharing all your advice and keeping your friends on track. Magic stuff.' The page also has a 'Boost Post' button.

# Other measures

- Fiscal – DOH, DOF and Revenue
  - 2016-50c, 2015- 50c, 2014 -40c
- Examine possibility of an environmental levy
- Sign (Dec 2013) and implement the FCTC illicit trade protocol
- Protect public health policies from tobacco industry and vested interest (WHO FCTC 5.3)
- Active national and international research and surveillance on tobacco use
  - Supply and demand

# Partnerships

- ☐ Health Service Executive
- ☐ Non Governmental Organisations
- ☐ Healthy Ireland
- ☐ North South Co-operation
- ☐ European Union
- ☐ World Health Organisation
  - Framework Convention on Tobacco Control
  - Roadmap for a tobacco-free Europe
- ☐ International Partners

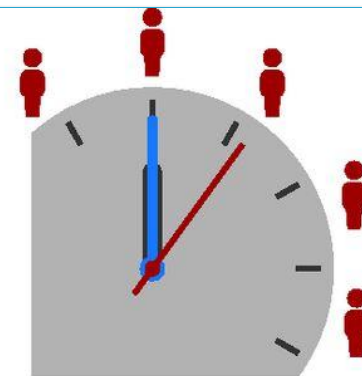


# A global pandemic



The number of people killed globally by tobacco  
**EVERY YEAR**

**600,000**  
of these are killed  
by second-hand  
smoke



One person dies  
from tobacco every  
**6 SECONDS**



**100 MILLION**

The number of  
deaths from tobacco  
in the 20th Century



**72 MILLION**

The number of  
deaths from war  
in the 20th Century  
(including WW1 and WW2)

Data sources: WHO; White M. Historical  
Atlas of the Twentieth Century, 2010.

Design by **Will Stahl-Timmins**. © 2015 BMJ Publishing group Ltd.

Jonathan Gornall BMJ 2015;350:bmj.h2052

# Role of health professionals: 800,000+ smokers out there

## □ Clinicians

- Are at the front line
- Advise and support smokers to quit

## □ Researchers

- Produce the hard evidence that helps us hone our efforts in tackling tobacco

## □ Advocates

- As individuals or as a collective
- Paint the true picture of the disability, disease and death caused by tobacco, and encourage policy-makers and politicians to take action.



# Duty of care

- ☐ Is there a gap between current practice and best practice
- ☐ Does our service deserve the Q Mark?



“Think it’ll work?”

# Are we fit for purpose?

- ☐ Do we smoke?
- ☐ Does our undergraduate training provide us with the skills for behavioural change?
- ☐ What about postgraduate training?
- ☐ Do we practice evidence based medicine?
- ☐ Do we practice evidence based medicine for smoking cessation?
- ☐ What paradigm do we use for cessation
  - Acute or chronic relapsing?



# Consequences of tobacco use

1

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A CIGARETTE WILL BECOME A SMOKER**

2

1

**1 IN EVERY 2 SMOKERS WILL DIE  
OF A TOBACCO RELATED DISEASE**

2



**When I Grow Up Ireland  
will be Tobacco Free**