

# CREATIVE APPROACHES TO TOBACCO CONTROL USING RATIONAL SUPPLY SIDE MEASURES TO INFLUENCE DEMAND, AND DISEASE

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# END GOAL

- \* Policy initiatives need to start with a view to the ultimate goal and logically pursue that goal.
- \* Need to prevent confusion between ‘means’ and ‘ends’.

# PUBLIC HEALTH GOAL

- \* The maximum practical reduction in death and disease

# REDUCING HARM

- \* Four broad areas for intervention in pursuing reduced harm from any activity:
  - \* Preventing onset
  - \* Facilitating cessation
  - \* Protecting third parties
  - \* Reducing risks for participants/users

# EMPHASIS TO DATE

- \* Emphasis in tobacco control has been on “demand” side interventions
- \* There are some interventions on supply side that could greatly impact demand and resulting diseases

# STATUS QUO

- \* The problem.

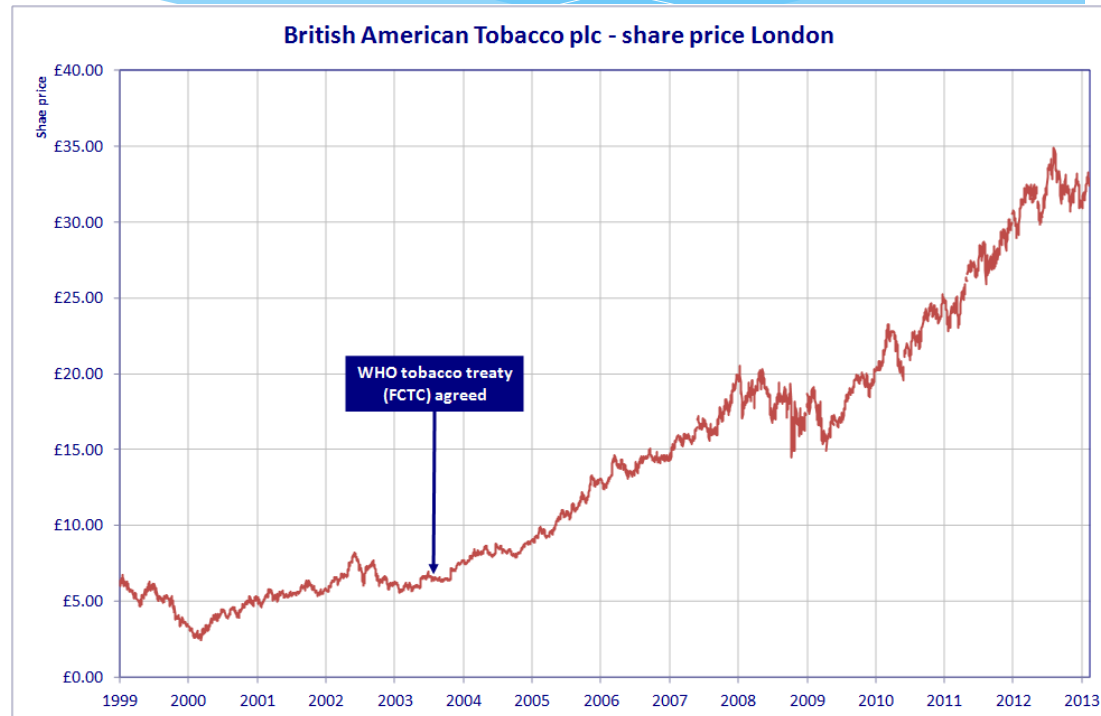
# LEADING CAUSE OF PREVENTABLE DEATH

- \* Cigarette smoking is still our leading cause of preventable death
- \* A billion deaths globally this century
- \* Huge, and often ignored, continuing problems with sub-populations (e.g. the mentally ill)
- \* Cigarettes have been given a virtual ‘nicotine maintenance monopoly’ – JAMA 1997

# CIGARETTE BUSINESS – GLOBAL OLIGARCHY

- \* Smoking still leading cause of preventable death
- \* Sub-populations oft ignored
- \* Cigarette – virtual ‘nicotine maintenance monopoly’

JAMA 1997





# PROFITABILITY

- \* Various policies (including many anti-smoking measures) actually increase the profitability of cigarette companies
- \* Making cigarettes as incredibly lucrative as they are incredibly deadly.

# BARRIERS TO REDUCING CIGARETTE USE


- \* Economic and regulatory barriers
- \* Industry incentives, and resources, to fight restrictions

# POTENTIAL SUPPLY SIDE CHANGES FOR PUBLIC HEALTH BENEFITS:

- \* Change the economics to change corporate behaviour (i.e. understand corporate and financial behaviours)

# REDUCE THE OUTSIZED PROFITABILITY OF CIGARETTES THROUGH A CHANGED TAX STRUCTURE

- \* The concept from the OFSMOKE Paper in tobacco control.

	<b>The case for OFSMOKE: how tobacco price regulation is needed to promote the health of markets, government revenue and the public</b>
Anna B Gilmore, J Robert Branston and David Sweanor	
<i>Tob Control</i> 2010 19: 423-430	
doi: 10.1136/tc.2009.034470	
Updated information and services can be found at:	
<a href="http://tobaccocontrol.bmj.com/content/19/5/423.full.html">http://tobaccocontrol.bmj.com/content/19/5/423.full.html</a>	

# CREATE MARKETPLACE INCENTIVES FOR ALTERNATIVES TO CIGARETTES.

- \* Give those alternatives an advantage in the marketplace for:
  - \* Manufacturers
  - \* Retailers
  - \* Consumers

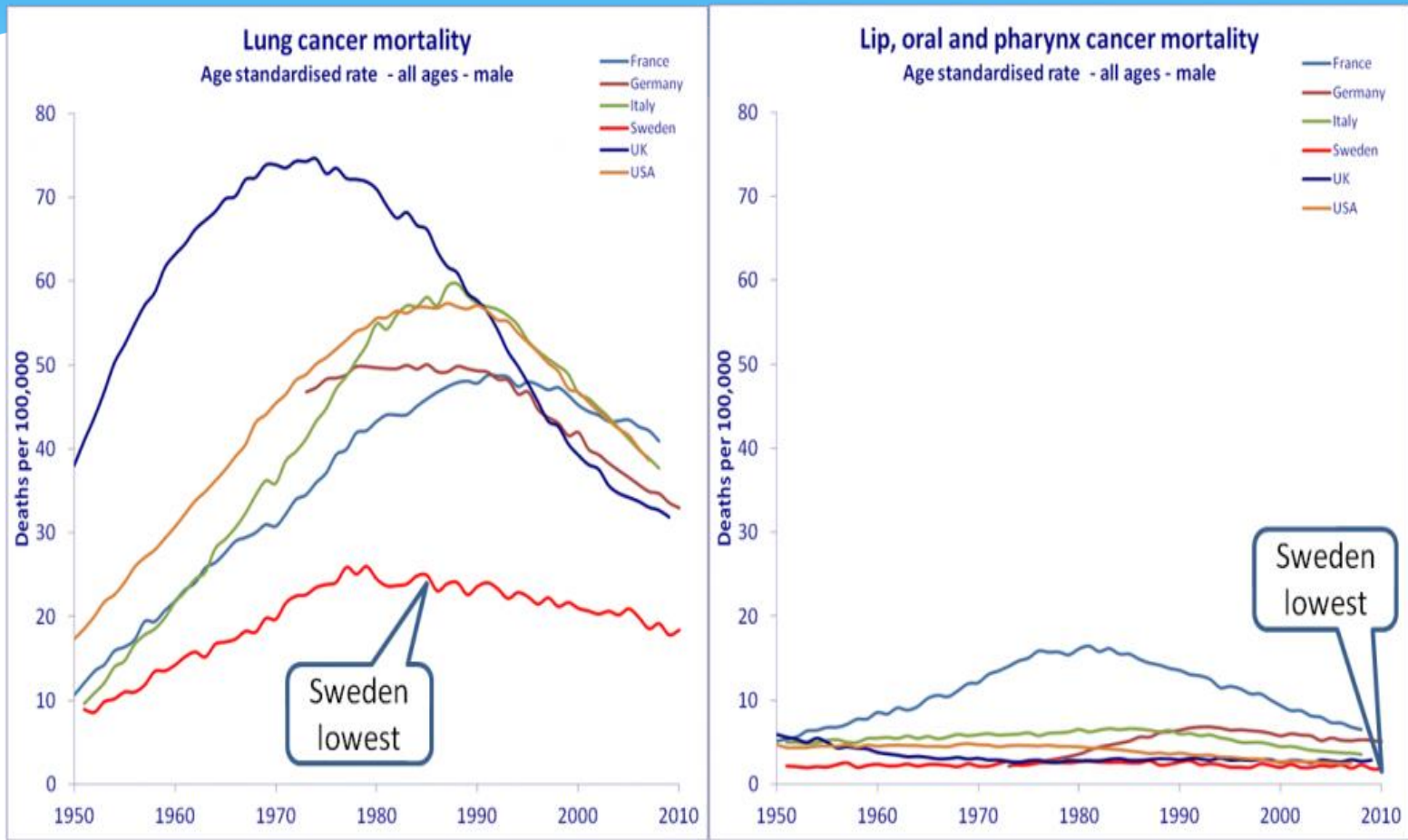
# USE SUCCESSFUL LESSONS FOR PAST PUBLIC HEALTH EFFORTS

- \* Auto safety
- \* Leaded gasoline
- \* Move from snake oil sales to pharmaceuticals
- \* Drug policy (at least in BC . . . )

# STICK TO SCIENCE



# Cancer mortality in Sweden versus other European Countries





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