TOBACCO CONTROL IN BRAZIL:
ADVANCES AND CHALLENGES

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United Nations high-level meeting on non communicable disease (NCDs) prevention and control – Sept. 2011

36 million people die annually from NCDs

Tobacco control was considered one of the main low-cost and effective responses to tackle NCDs
The President of Brazil attended the United Nations high-level meeting on non communicable disease and could give good news on NCD in Brazil mainly due to the impact of national tobacco control policy.
Non-communicable diseases (NCD) in Brazil: burden and current challenges

“mortality attributable to NCDs declined between 1996 and 2007 by 20%, primarily because of declines in cardiovascular (31%) and chronic respiratory (38%) disease...

Of the Brazilian initiatives to respond to the challenge of chronic diseases, the control of smoking is a prominent success and is probably responsible for much of the decline in NCDs.”

Brazil is the second largest tobacco producer and the largest tobacco leaf exporter. The 3 States of South region account for 97% of tobacco leaf production.
Tobacco control in Brazil

• Where we are.

• Brief history and mailstones.

• Challenges.
WHERE WE ARE

Brazil - Member State of the WHO Framework Convention on Tobacco Control (FCTC)

Implement FCTC measures is a legal obligation

NATIONAL POLICY ON TOBACCO CONTROL - STATE POLICY
WHERE WE ARE

National Commission for FCTC Implementation

Created by a Presidential Decree in 2003:

Interministerial character - representation from 18 different sectors of the government

Ministry of Health - President of the National Commission

Instituto Nacional de Cancer (INCA) - Executive Secretariat of the Commission
Great part of WHO FCTC measures are implemented.

But some of them are not completely implemented yet and others still need to be improved.

Main challenge: tobacco industry interference
WHERE WE ARE

National Tobacco Control Policy

Smoking is completely prohibited in public enclosed places

Tobacco advertising is completely prohibited (between 2000 and 2011 – advertising allowed only in points of sale)

Sponsorship of events by tobacco products is also prohibited (since 2003)
National Tobacco Control Policy

Strong health warnings with photo in tobacco products packs since 2001

National survey 2008 - 65% of smokers became motivated to quit smoking due to the health warnings in tobacco packs
WHERE WE ARE

National Tobacco Control Policy

Tobacco products is regulated by National Sanitary Surveillance Agency (ANVISA) regarding their contents and emissions since 1999.
WHERE WE ARE

National Tobacco Control Policy

Tobacco products regulation - National Sanitary Surveillance Agency (ANVISA)

Prohibited the use of terms to classify cigarettes as light, ultralight and similar terms - 2001

Prohibited additives flavours in cigarettes and other tobacco products - 2012
WHERE WE ARE

National Tobacco Control Policy

Quit smoking hotline


DEPARTAMENTO DE OUVIDORIA
GERAL DO SUS
&
INSTITUTO NACIONAL DO CÂNCER

Apresentação de dados do serviço Disque Saúde
Opção: Como Parar de Fumar

O Ministério da Saúde adverte:
A dependência da nicotina causa tristeza, dor e morte.

PARE DE FUMAR
DISQUE SAÚDE
0800 61 1997
WHERE WE ARE

National Tobacco Control Policy

Treatment for quitting smoking in public health system

Evolution in municipalities and in health care units
All these advances were only possible due to a strong educational basis built since the end of 1980 through national campaigns, networking with states, building capacity, school and workplace based programs as part of actions coordinated by INCA nationwide.
National Campagins targeting youth through arts and sports in 1990 decade

BRIEF HISTORY AND MAILSTONES

29 de agosto. Dia Nacional de Combate ao Fumo.
Como é a vida sem cigarro
04/11/1998
Fumar menos não reduz riscos
15/01/2003
Os sexos e os cigarros
02/04/2003
Por que elas não devem fumar
21/04/2004
Um inimigo no ar
21/06/2006
Largue esse vício logo
01/08/2007

A prova que faltava
12/12/2007
Pela primeira vez, imagens mostram os danos causados aos pulmões dos fumantes passivos

http://www.istoedinheiro.com.br/noticias/11363_A+MAFIA+DO+CIGARRO+PIRATA

Veja Matérias Tabagismo
http://veja.abril.com.br/saude/doencas.shtml#4
BRIEF HISTORY AND MAILSTONES

School based program

• 14,141 schools
• 118,354 teachers
• 2,368,650 students
• teachers and students as transformation agents

Partnership - with civil society and scientific societies, media, universities
Knowledge on tobacco harms in Brazil - population over 15 yo 2008

- **94,7%** knows smoking causes lung cancer
- **85,6%** knows smoking causes heart attack
- **73,1%** knows smoking causes stroke
- **91,4%** knows exposure to tobacco smoke causes serious risks to nonsmokers
**Brazil - Smoking Prevalence (%)** *

*População 15 anos ou mais

<table>
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<th>Year</th>
<th>Total</th>
<th>Man</th>
<th>Women</th>
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<td>1989</td>
<td>32</td>
<td>37</td>
<td>24</td>
</tr>
<tr>
<td>2003</td>
<td>19</td>
<td>23</td>
<td>16</td>
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<tr>
<td>2008</td>
<td>17</td>
<td>21</td>
<td>13</td>
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Sources:
1. Brasil IBGE Pesquisa Nacional sobre Saúde e Nutrição de 1989 (PNSN)
Smoking prevalence 17% ( = 24 millions of smokers) - Prevalence is higher in rural areas and among low income and low education population.

* Pop 15 ≥ yo

Smoking initiation

24,5% of students between 13 and 15 yo (13 a 15 anos) tried smoking in 2009

Source:
• Ministério da Saúde & IBGE 2008 - Pesquisa especial sobre Tabagismo - Petab/Pnad
• Ministério da Saúde & IBGE 2009 - Pesquisa Nacional sobre Saúde do Escolar – PeNSE
Evolution of smoking prevalence, by sex, VIGITEL 2006-2011

- **Total**
  - 2006: 16.2%
  - 2007: 17%
  - 2008: 16%
  - 2009: 15.1%
  - 2010: 14.8%
  - 2011: 14.8%

- **Male**
  - 2006: 20%
  - 2007: 21%
  - 2008: 21%
  - 2009: 19%
  - 2010: 18%
  - 2011: 18.1%

- **Female**
  - 2006: 13%
  - 2007: 13%
  - 2008: 12%
  - 2009: 13%
  - 2010: 13%
  - 2011: 12%

* p<0.05

PNSN 1989 – 34.8%
PMS 2003 – 21.0%
PNAD 2008 – 17.2%
TABACO IN BRAZIL

CHALLENGES

Decrease of Consumption

Increase of production–exportation

Increase of economic and political influence of tobacco industry

Interference of tobacco productive chain in the National Tobacco Control Policy

200 thousand of small farms trigged in the tobacco productive chain under social, sanitary and economic risks