

# Media Update-2

30 May 2018

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## WHO

### World No Tobacco Day, 31 May 2018

*Theme: Tobacco and heart disease*

A number of activities have been planned by various governmental and non-governmental organizations to mark the event all over the country. The focus of World No Tobacco Day 2018 is "Tobacco and heart disease."

Ms Saira Afzal Tarar, Federal Minister for Health, will chair an event in the Committee Room of the Ministry of National Health Services Regulations and Coordination on 31<sup>st</sup> of May. The purpose of event is to highlight the health and other risks associated with tobacco use, and to advocate for effective policies to reduce tobacco consumption. Also on the occasion, a WHO World No Tobacco Day Award would be conferred upon Mr. Mohammad Waqas Tarar, Director Tobacco Control Cell, for his outstanding endeavours in the fight against tobacco.

#### Facts about tobacco, heart and other cardiovascular diseases

Cardiovascular diseases (CVD) kill more people than any other cause of death worldwide, and tobacco use and second-hand smoke exposure contribute to approximately 12% of all heart disease deaths. Tobacco use is the second leading cause of CVD, after high blood pressure.

#### Fact Sheet Pakistan

- Pakistan is facing the triple burden of disease where the population simultaneously face the challenge of communicable diseases, non-communicable diseases (NCDs) and also injuries.
- Tobacco is the leading risk factor causing cardiovascular diseases, cancers, respiratory diseases the Cardiovascular diseases are causing 30 % of the deaths followed by Injuries 9 %, cancers 8 %, respiratory diseases 5 %, diabetes 3 % and other NCDs 10 %)
- Based on new population figures, Tobacco attributable deaths may amount to 227000 per year due to active smoking



- The prevalence of tobacco product use in Pakistan is very high (19.1% adults smoke daily), particularly among men (31.8%). Current adult tobacco smoker in Pakistan were 12.4% and smokeless tobacco user were 7.7%.
- Exposure to second-hand smoke (SHS) is a real challenge. As per Global Adult Tobacco Survey findings, 69.1 % adults were exposed to SHS at workplaces, 48.3 % at home and alarmingly 76.2 % (including 61.9 % women) were exposed in the public transport.
- Among the 13-15 years school-going children the prevalence of tobacco use is 10.7% in smoked and smokeless form
- The tobacco attributable deaths were estimated at 108800 annually in Pakistan in 2010, meaning 298 deaths occur daily. With the increase in population the conservative estimates suggest that these deaths may amount to 125000 to 140,000 per year.
- Pakistan is lucky to have its national legislation to curb tobacco. Pakistan has also ratified the WHO Framework Convention on Tobacco Control (FCTC). Thanks to the personal interest and leadership displayed by the Madam Minister Ms Saira Afzal Tarar,

**Pakistan has made commendable achievement recently. Some of these are:**

- A ban on the sale of loose cigarettes
- A ban on the sale of cigarettes to minors
- Increase in the size of the picture warning on cigarette packs (from 40 % to 50 % this year and 60 % next year)

## Challenges

Despite these achievements there are some challenges to be tackled: Tobacco Industry's tactics, tobacco industry tactics and tobacco industry tactics...

## Way forward and Best Buys

- Enforcement of the existing tobacco control laws
- Implementation of WHO MPOWER Strategies
- Plain Packaging
- Enact and enforce comprehensive ban on tobacco advertising promotion and sponsorship

- Eliminate exposure to SHS in all indoor workplaces, public places and public transport
- Reducing the affordability Raise in the tobacco taxation (at least 75 % of the retail price)
- Implement mass public awareness campaigns to educate the public about the harms of smoking/tobacco use and SHS

### Best Buy interventions

- Tax- Increase excise taxes and prices on tobacco products
- Packaging- Implement plain/standardized packaging and/or large graphic health warnings on all tobacco packages
- Advertising, promotion and sponsorship (TAPS) - enact and enforce bans on TAPS
- Smoke-free public places- Eliminate exposure to SHS in all indoor workplaces, public places and public transport
- Education- Implement effective mass media campaigns that educate the public about the harms of smoking tobacco use and second hand smoke

### What is MPOWER ?

The **WHO MPOWER** measures address the demand side of the WHO Framework Convention on Tobacco Control (WHO FCTC) and can be used by governments to reduce tobacco use and protect people from NCDs. These measures include:

**M- Monitor tobacco use and prevention policies;**

**P- Protect people** from exposure to tobacco smoke by creating completely smoke-free indoor public places, workplaces and public transport;

**O- Offer help** to quit tobacco (cost-covered, population-wide support, including brief advice by health care providers and national toll-free quit lines);

**W- Warn about** the dangers of tobacco by implementing plain/standardized packaging, and/or large graphic health warnings on all tobacco packages, and implementing effective anti-tobacco mass media campaigns that inform the public about the harms tobacco use and second-hand smoke exposure.

**E- Enforce comprehensive** bans on tobacco advertising, promotion and sponsorship; and

**R- Raise taxes** on tobacco products and make them less affordable.

**Contact:** Shahzad Alam Khan, WHO Focal Person, World No Tobacco Day,  
Cell: +923008568668

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