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La lutte au tabagisme: quelle programmation pour l'avenir?

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12^{es} JASP, 20 novembre, 2008

Overview





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Social Change *is* Possible!



Social Change *is* Possible!



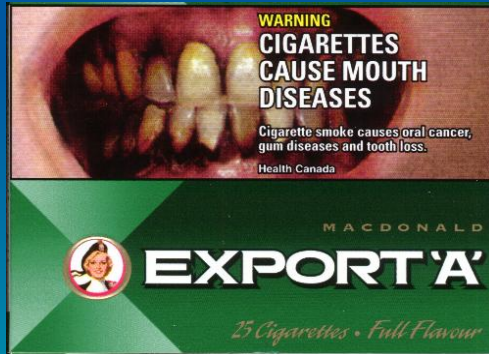
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Social Change *is* Possible!



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Package Warnings, 2000-



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The WHO FCTC: a global health treaty

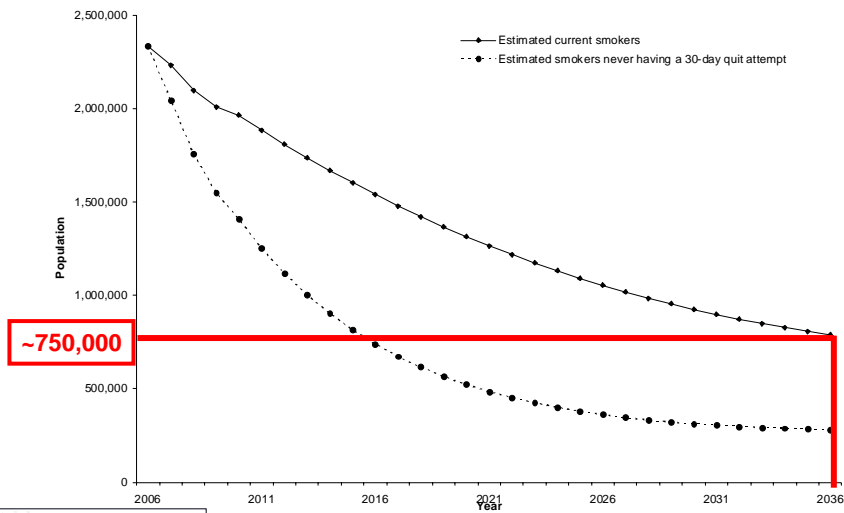


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Durban, South Africa

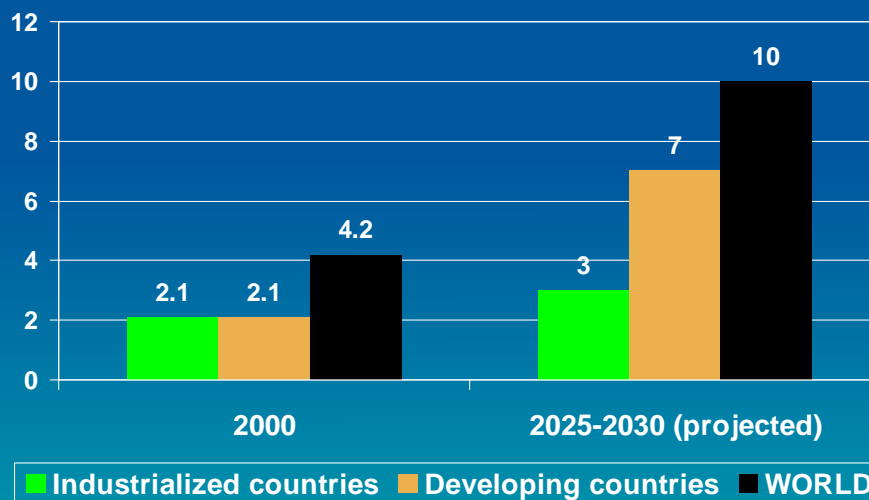


Projected Numbers of Current Smokers to 2036: No Change in Initiation or Cessation Rates, Ontario



Victor et al., 2008

Worldwide ANNUAL Tobacco Deaths (1,000,000s)



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Strategies for Preventing Disease

- Prevent contact between people and the pathogen
 - Eliminate the pathogen
 - Keep the pathogen away from people
 - “Inactivate” the pathogen
- Modify people’s response to the pathogen



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Eliminate the Pathogen

- 1980s “Tainted Blood Scandal” (Krever Report)
 - What did you know?
 - When did you know it?
 - What did you do about it?
- “End game”
 - Legal, economic, social conditions and milestones



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Keep the Pathogen Away from People



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Price



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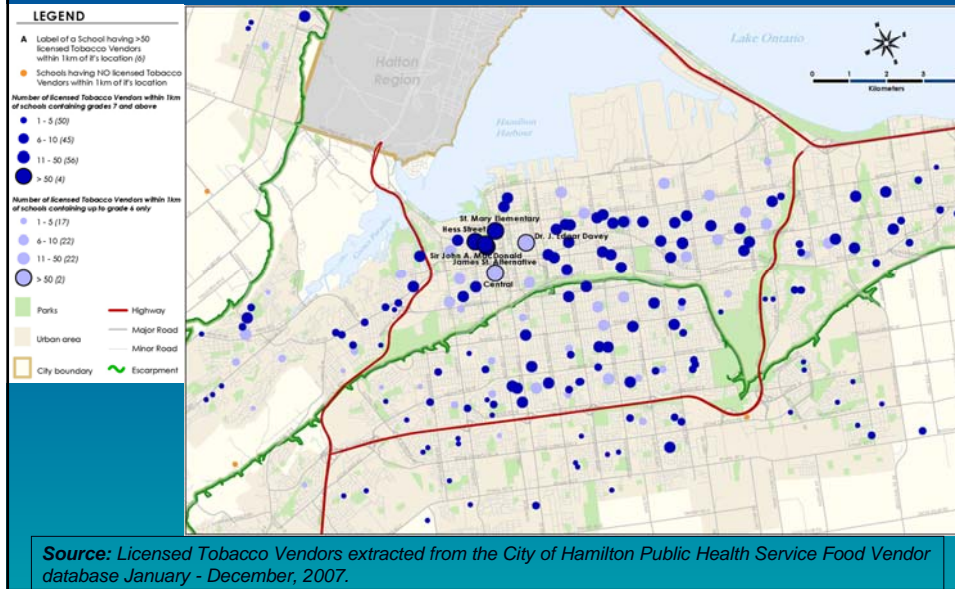
Minimum Price



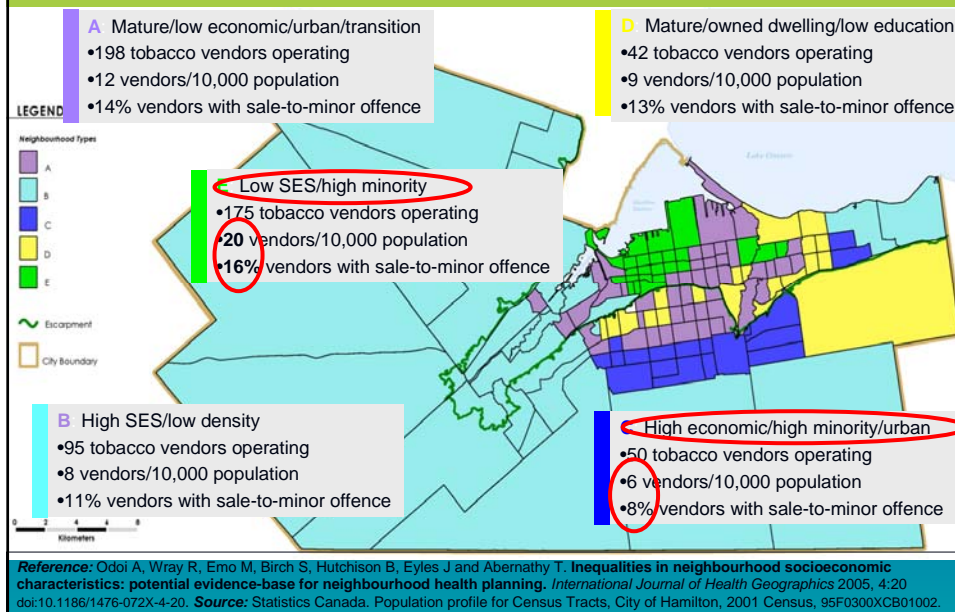
Availability



Relative Number of Licensed Tobacco Vendors operating within 1km of Schools (2007)



Tobacco vendors and Sale-to-Minor Offences by SES Neighborhood Type, 2007



Packaging

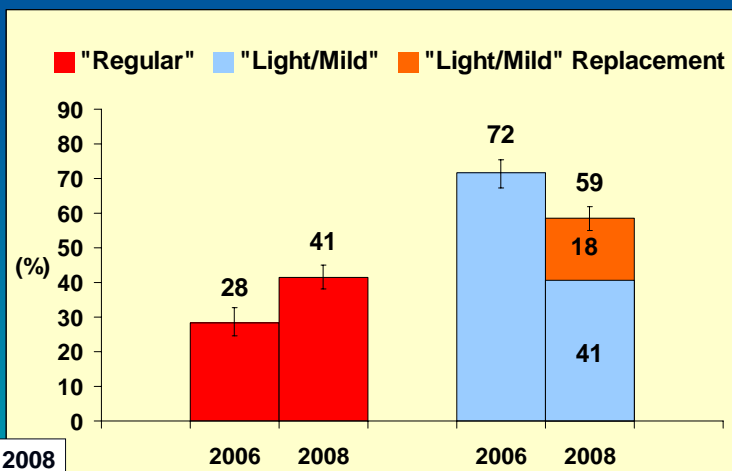



 LE GOUVERNEMENT DE L'ONTARIO
 THE GOVERNMENT OF ONTARIO

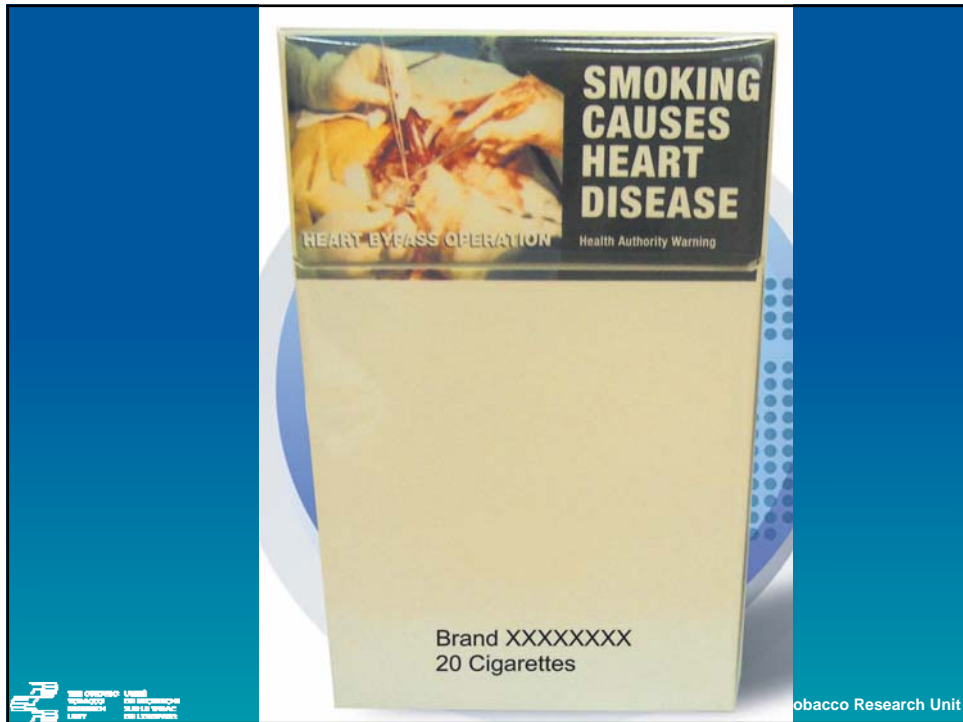
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Voluntary Removal of "Light" & "Mild"

Descriptors of cigarette brands usually smoked by Ontario adult smokers, 2006 and 2008



Luk et al., 2008



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Eliminate Harm

- Reduced ignition propensity
- Regulation of ingredients and emissions

Special communication

Mandated lowering of toxicants in cigarette smoke: a description of the World Health Organization TobReg proposal

D M Burns,¹ E Dybing,² N Gray,³ S Hecht,⁴ C Anderson,¹ T Sanner,⁵ R O'Connor,⁶ M Djordjevic,⁷ C Dresler,⁸ P Hainaut,⁹ M Jarvis,¹⁰ A Opperhuizen,¹¹ K Straif⁹

See editorials, p 73-5

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Challenges

- Economy
- Misperception that tobacco is “done”
- Monitoring & surveillance
- “Hard core” ?



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Hard Core

Authors (Year)	Hardcore Definition Components	Prevalence (95% CI)
MacIntosh & Coleman (2006)	Quit intention Quit attempts	13.6 % (11.9-15.3)
Jarvis et al. (2003)	Quit intention Quit attempts Long-term smoker	11.0% (9.4-12.6)
Fagerstrom et al. (1996)	Nicotine dependence	10.2 % (8.9-11.3)
Emery et al. (2000)	Quit intention Quit attempts Nicotine dependence	1.6% (1.0-2.2)
Costa et al., 2008		

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Conclusions

- Quebec has made tremendous progress ... but our job is not done
- Must continue to address this major public health concern using an aggressive comprehensive approach, with strategies that are commensurate with the harm caused

Tobacco Control: A Public Health Success Story!



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Cigarette Package Warnings, Pre-1994



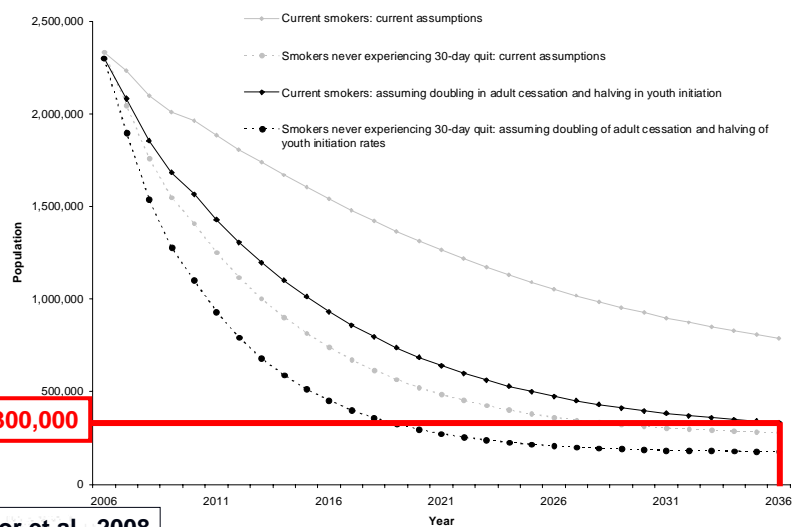
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Package Warnings, 1994-2000



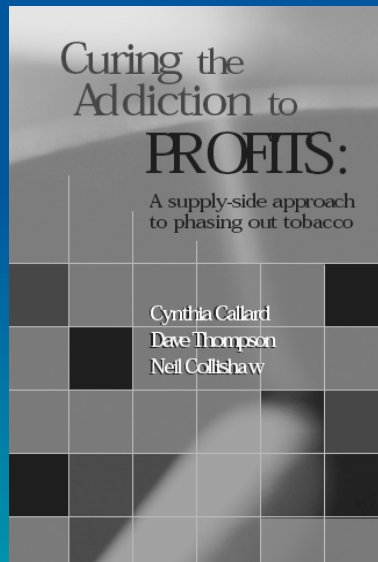
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Projected Numbers of Current Smokers to 2036 With Doubling of Cessation Rate and Halving of Youth Initiation Rate, Ontario



Victor et al., 2008

Curing Addiction to Profits



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Modify People's Response to the Pathogen

- Vaccine
- Mass media campaigns

