



Reduction of cigarette consumption through a National Policy for Tobacco Control in Brazil

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BACKGROUND

According to WHO, “approximately one person dies every six seconds due to tobacco, accounting for one in 10 adult deaths. Up to half of current users will eventually die of a tobacco-related disease”, which can be lung cancer (87%), pulmonary disease (61%) and coronary heart disease (32%), considering secondhand smoke exposure too as says the Surgeon General’s Report.

To protect the health of the Brazilian population, the government has been applying measures, since the 90 years, to reduce the harm caused by tobacco use. In 2015, the country celebrated ten years of accession to the Framework Convention on Tobacco Control (WHO FCTC) and has been consolidating positive results of this effort.

Brazil is also committed to reduce the premature mortality from tobacco use in 30% from 2013 to 2025, to achieve one of the nine voluntary WHO Global NCD’s Targets³.

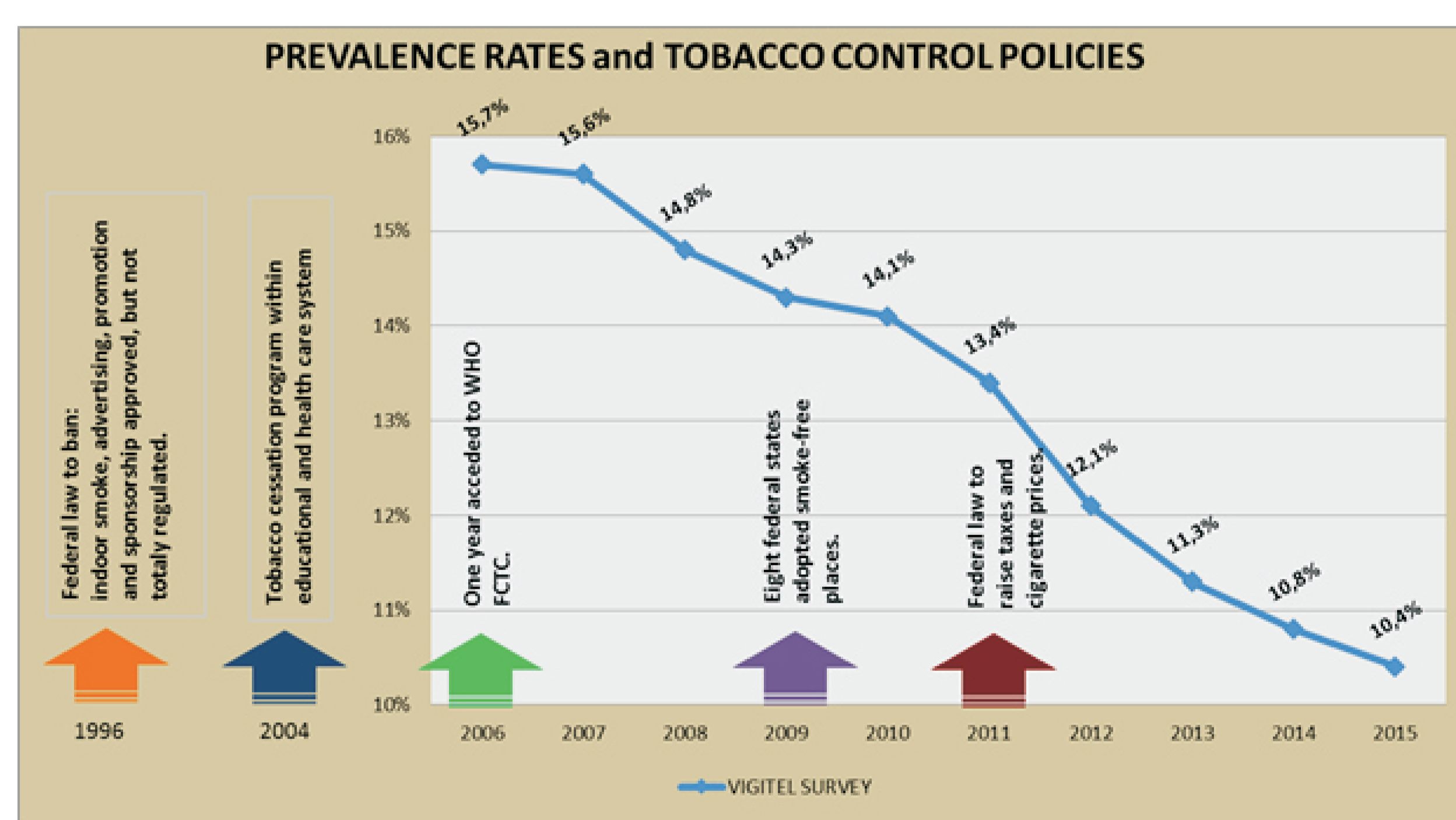
METHODS

Quantitative secondary data analysis confronting the prevalence rates found in Risk and Protective Factors Surveillance for Chronic Diseases Telephone Survey (VIGITEL) and the National Policy for Tobacco Control measures.

RESULTS

Prior to accession the Framework Convention on Tobacco Control (WHO FCTC), regarding the reduction in demand for tobacco products, in 1996 the government started promoting smoke-free places, banning the advertising, promotion and sponsorship that were finally regulated in 2014, but during this time 8 federal states adopted smoke-free places. In 2011, the Secretariat of Federal Revenue developed a new system for cigarette taxation, published on December 2011 under a federal law, to establish a minimum price for a pack of twenty cigarettes and raise the cigarettes taxes gradually until the year of 2015, and in 2016 a new decree raised the excise tax on tobacco products that will lead the total taxation to 81% of the cigarette price in December 2016. This is one of the measures of the Framework Convention for Tobacco Control/WHO more cost-effective in the country: Article 6, which deals with the rising prices and taxes on tobacco products to reduce demand.

Several surveys and studies point to a reduction in smoking prevalence in Brazil. Every year, since 2006, the VIGITEL report has shown prevalence rates collected in the entire adult population of the 27 state capitals. In 2015 the frequency of smokers decreased to 10.4%, compared to 2006 which were 15.7% for both sexes. The report also reiterated the effectiveness of the prices and taxes measure, when you compare the frequency of former smokers with lower education, those representing people with lower income. In 2006 they were 25.6%, and in 2015 they increased to 29.1%.



CONCLUSION

The present study shows a decline in prevalence as a positive result coming from smoke-free places, banning the advertising, promotion and sponsorship, and higher prices of cigarettes in Brazil between the years 2006 and 2015.

But to achieve the WHO Global NCD’s Target we still have too much work to do, as keep the increasing prices of cigarettes, expand the smoke-free places to open areas, adopt the plain packaging and protect the National Policy for Tobacco Control from the tobacco industry interference.