Working together for international tobacco control

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“We unite and support the cancer community to reduce the global cancer burden, to promote greater equity, and to ensure that cancer control continues to be a priority in the world health and development agenda.”
About UICC

- Oldest and largest cancer fighting organisation globally, established in 1933
- A team of 44 based in Geneva and experts around the world
  - Around 1’200 members across 172 countries

What makes us unique

- Only global cancer organisation representing all cancer types, across the continuum of cancer care (prevention, early detection, treatment and care, palliative care)
- Pressing for more cancer control around the world through global advocacy & member’s empowerment
- Connecting the most influential health leaders, governments, civil society, policy makers and private sector through its platforms and activities
- A strong track record in making change happen and delivering impact on the ground
Access to a diverse network

Partnering to drive success in cancer control

• Official relations with UN agencies: WHO, IARC, IAEA, UNODC and consultative status at ECOSOC, NGO observer of the WHO FCTC COP

• More than 50 partners including cancer organisations, corporations and foundations

• Founding member of the NCD Alliance, City Cancer Challenge Foundation, McCabe Centre and ICCP
**UICC’s areas of focus**

**Convening**
Connecting minds and voices for progress

Provide platforms for the entire cancer community to **join forces** and **drive change on a global scale.**

**Capacity Building**
Increasing our members’ impact through capacity building

**Innovative tools and skills** to help organisations **do a better job tomorrow than they are already doing today**
- Leadership development (CEOs, young leaders)
- Peer to peer capacity building at global and regional levels
- Online education and resources
- Grants for fellowships, project improvement, workshops, change and innovation.

**Knowledge, Advocacy and Policy**
Bringing cancer to the attention of global leaders

Integrate cancer control in the **global health and development agenda**, working across the policy cycle to help bring together the evidence base for effective cancer control, develop tools to support national advocacy and share examples of successful policy change.

More information [www.uicc.org/annual-reports](http://www.uicc.org/annual-reports)
## Working together for international tobacco control

### Why?
- 8 million deaths, 1.2 million from second-hand smoke, 3 million from cancer.
- 1.3 billion smokers, 80% tobacco users live in LMICs
- Social cost is really high. It increases poverty and discrepancies within and between countries
- UICC can rely on an active membership base in 173 countries
- Synergise our efforts

### How?
- Identify & engage all stakeholders (health community, governments, the public, and organisations beyond health…)
- Share knowledge and raise awareness
- Build communities and expertise in countries

### What?
- Relay the COP information & advocate with governments to implement the FCTC measures
- Engage the public & policy makers
- Counter lobby from the tobacco industry
- Show benefits of tobacco control investments for countries
Three key approaches for our tobacco control work

Connect & Engage

Evidence-based advocacy

Raise awareness
Tobacco Control Three Areas of Focus

Tobacco taxation

Tobacco Advertising, Promotion & Sponsorship (TAPS)

Smoke-free environments
Why tobacco taxation?

**Most cost-effective measure to reduce smoking**

- A 10% increase in taxes leads to 4-5% decrease in cigarette demand (less affordable for low income settings)
- Tax income can serve to invest in health systems and prevention programmes (Win-Win for Health and Economy)

**Challenges**

- Only 38 countries apply the recommended 75% excise tax (1 Billion people covered)
- The tobacco industry lobby suggest that tax increase will cause declines in revenues or an increase in illicit trade.
Why TAPS?

- Counter misinformation to the public
- Prevent the recruitment of new users (replacement generation)
- Stop lobby government & decision makers (Warn about the actions of Foundation for a Smoke-Free World, sponsored studies)
- Report Corporate Social Responsibility (e.g. corona-washing)

The tobacco industry spent US$ 23 Million in marketing per DAY

(source: PAHO)
Why promote a smoke-free environment?

1.2 million deaths due to second-hand smoke per year.
65'000 children die of second-hand smoke every year.
It also raises sudden deaths in infants and pregnancy complications for women.

Workplaces
Protect employees (i.e. restaurants or offices).

Public places
Protect the public, the children and vulnerable people.
It also encourages smokers to quit.

Avoid normalisation of tobacco use in public (especially for children & teenagers).
Only 22% of the world’s population are protected by complete smoking bans in public places, workplaces and public transport.
Infographics

World No Tobacco Day (WNTD) ready-made social media content

Globally 1.8 million deaths are caused by #lungcancer annually. #Tobacco smoking is the most common cause of lung #cancer, contributing to roughly 1.2 million deaths per year. Quitting smoking can significantly reduce the risk of lung cancer. #WNTD @uicc

External resources

- WHO Tobacco
- WHO Tobacco taxation
- WHO FCTC - Tobacco measures
- Tobacconomics
- Tobacco Tactics Industry monitoring
- Cancer Research UK
- McCabe Centre for Law and Cancer
- Prevent 20
- Tobacco Control Research Group

Tobacco Atlas:

- Tobacco Atlas website
- Smoke-free places map
- Advertising bans map

Tobacco Advertising

- Stanford University
- Truth Initiative

Press & Media Content

Budgetary impact from multiple perspectives of sustained anti-tobacco national media campaigns to reduce the harms of cigarette smoking – British Medical Journal – May 2021

Risk of smoking relapse with the use of electronic cigarettes: A systematic review with meta-analysis of longitudinal studies – Tobacco Prevention and Cessation – April 2021

Big tobacco, big conflict of interest – University of Bath – 29 April 2021

Virtual Dialogues

Members’ blogs

Videos
Cancer control and tobacco prevention interventions

Understand determinants of tobacco consumption

Engage stakeholders & increase knowledge

Support policy development

Implement cost-effective and efficient measures

Decrease cancer deaths and tobacco associated diseases

Increase national health and economic benefits

Relieve the burden on health systems

Invest in prevention measures

Increase people’s health and wealth

A coordinated multisectoral, multi-stakeholder approach will be beneficial for the smokers, the public and the countries
Thank you

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