Tobacco Epidemics

PAHO/WHO Resources

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Tobacco kills

In the Region, almost 1 million deaths are caused by tobacco every year:

- 863,402 deaths caused by tobacco use
- 93,191 deaths caused by exposure to second-hand smoke
Every 4 seconds worldwide
8 million yearly
1 million in the Americas
Risk factor for six of the eight leading causes of death in the world

Lung cancer is the leading cause of death by cancer in the Region

44% of all deaths attributable to tobacco are due to respiratory diseases
Tobacco

The only

LEGAL product

that used as intended by its manufacturers

KILLS up to half of its users
We know what to do.....
First International legally binding instrument negotiated under the auspices of WHO;

Adopted unanimously by World Health Assembly in May 2003;

Entry into force: February 2005;

Currently 181 Parties (30 from the Americas);

Governing body: Conference of the Parties (COP) meets every two years.
WHO FCTC CONTENTS

- Core demand reduction provisions:
  - Price and tax measures (Art 6)
  - Non-price measures (Art 8 to 14)

- Protection from exposure to tobacco smoke (Art. 8);

- Regulation of the contents and content disclosures (Art. 9 & 10);

- Packaging and labelling (Art. 11);

- Education, communication, training and public awareness (Art. 12);

- Tobacco advertising, promotion and sponsorship (Art.13);

- Demand reduction measures concerning tobacco dependence and cessation (Art.14).
• Core supply reduction provisions:

- Illicit trade in tobacco products (Art. 15);
- Sales to and by minors (Art. 16);
- Provision of support for environmental and economically viable alternative activities (Art. 17 & 18).
WHO FCTC Article 14
Demand reduction measures concerning tobacco dependence and cessation

- Comprehensive and integrated guidelines based on scientific evidence and best practices
- Effective programmes aimed at promoting the cessation of tobacco use
- Diagnosis and treatment of tobacco dependence
- Counselling services on cessation of tobacco use
- Health workers, community workers and social workers
Strengthening health systems for treating tobacco dependence in primary care

Building capacity for tobacco control: training package

https://www.who.int/tobacco/publications/building_capacity/training_package/treatingtobacco dependence/en/
A guide for tobacco users to quit

Toolkit for delivering brief tobacco interventions in primary care
Toolkit for delivering brief tobacco interventions in primary care

5Rs model – how to better use 3-5 minutes to talk to patients who are not ready to quit

**Relevance** – How is quitting personally relevant to you?

**Risks** – What do you know about the risks of tobacco use?

**Rewards** – What would be the benefits of quitting in that regard?

**Roadblocks** – What would be difficult about quitting?

**Repetition** – Repeat assessment of readiness to quit; if still not ready to quit, repeat intervention at a later date.
The 5 R’s model to increase motivation to quit

**Relevance:**
Encourage the patient to indicate how quitting is personally relevant to him or her as a TB patient.

**Risks:**
“I know it could make the TB treatment less successful. That must be awful.”

**Rewards:**
“Do you know how stopping smoking would affect your TB treatment outcomes?”
“I guess it would be more successful if I quit.”

**Roadblocks**

**Repetition**
Toolkit for delivering brief tobacco interventions in primary care

1. **Ask**: do you use tobacco?
   - **YES**: Advise in a clear, strong and personalized manner.
     - **YES**: Assess: if the patient is ready to quit?
       - **YES**: Assist and Arrange.
       - **NO**: Promote motivation to quit (5Rs).
     - **NO**: Help avoid exposure to second-hand smoke.
   - **NO**: Encourage continued abstinence.

2. **Ask**: does anyone else smoke around you?
   - **YES**: Help avoid exposure to second-hand smoke.
   - **NO**: Encourage continued abstinence.
A guide for tuberculosis patients to quit smoking

Toolkit for delivering the 5A’s and 5 R’s brief tobacco interventions to TB patients in primary care

- https://www.who.int/tobacco/publications/smoking_cessation/9789241506922/en/
- https://www.who.int/tobacco/publications/smoking_cessation/9789241506946/en/
Herramientas para aplicar las intervenciones breves de las 5A y las 5R para tratar el consumo de tabaco en personas con tuberculosis a nivel de la atención primaria

Guía para que las personas con tuberculosis dejen de fumar

Disponibles en español
Quit Line

https://apps.who.int/iris/bitstream/handle/10665/113145/9789241507264_eng.pdf?sequence=1

Oral disease patients
WHO eLearning course on brief tobacco interventions

• English version, free online training course on brief tobacco interventions for primary care providers is available for everyone:

• [https://www.who.int/tobacco/quitting/training-for-primary-care-providers/en/](https://www.who.int/tobacco/quitting/training-for-primary-care-providers/en/)
World No Tobacco Day 2019

Tobacco and Lung Health
¡Muchas Gracias!

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