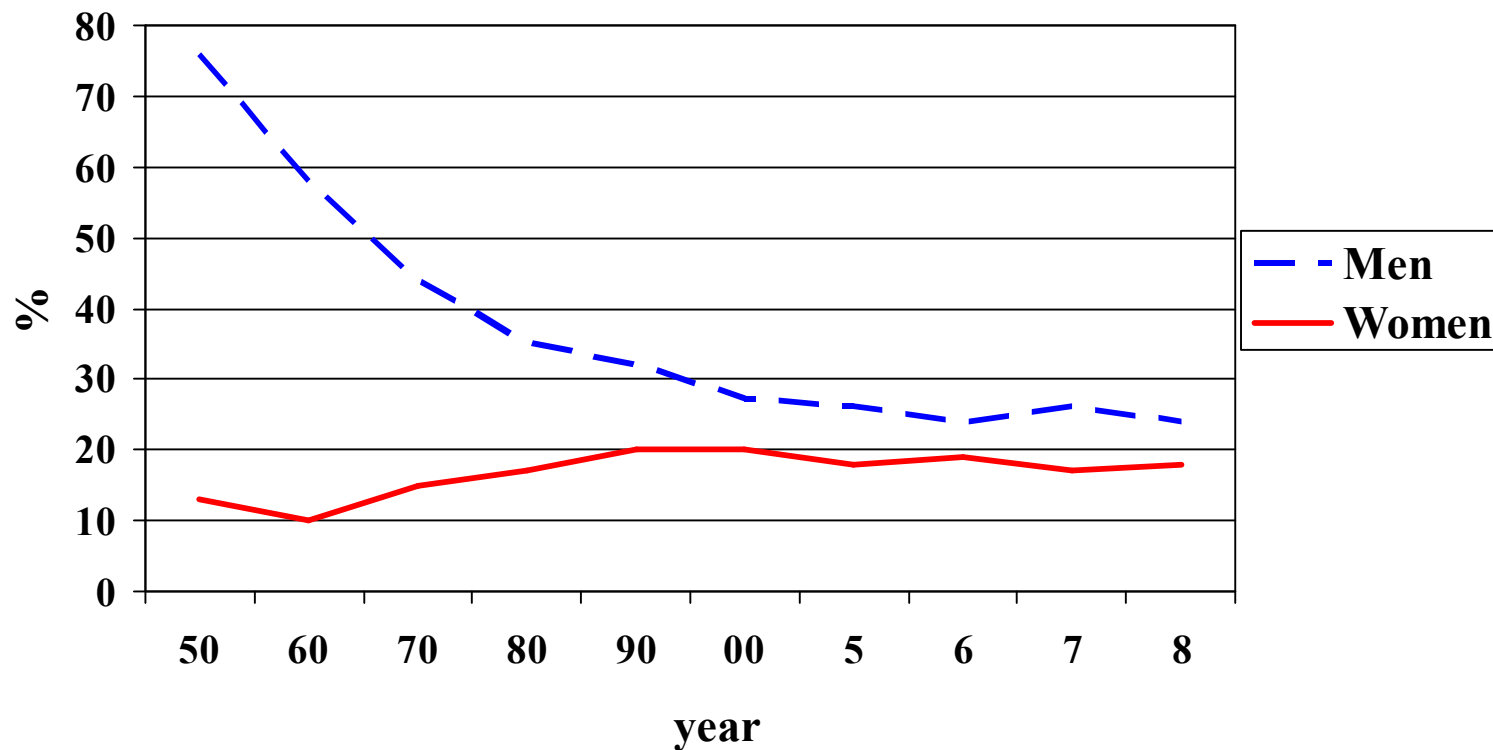


Tobacco-free Finland by 2040

Mervi Hara, director
Finland's ASH
mervi.hara@suomenash.fi

Proportion of daily smokers (%) 1950-2008, age 15-64



Sources:

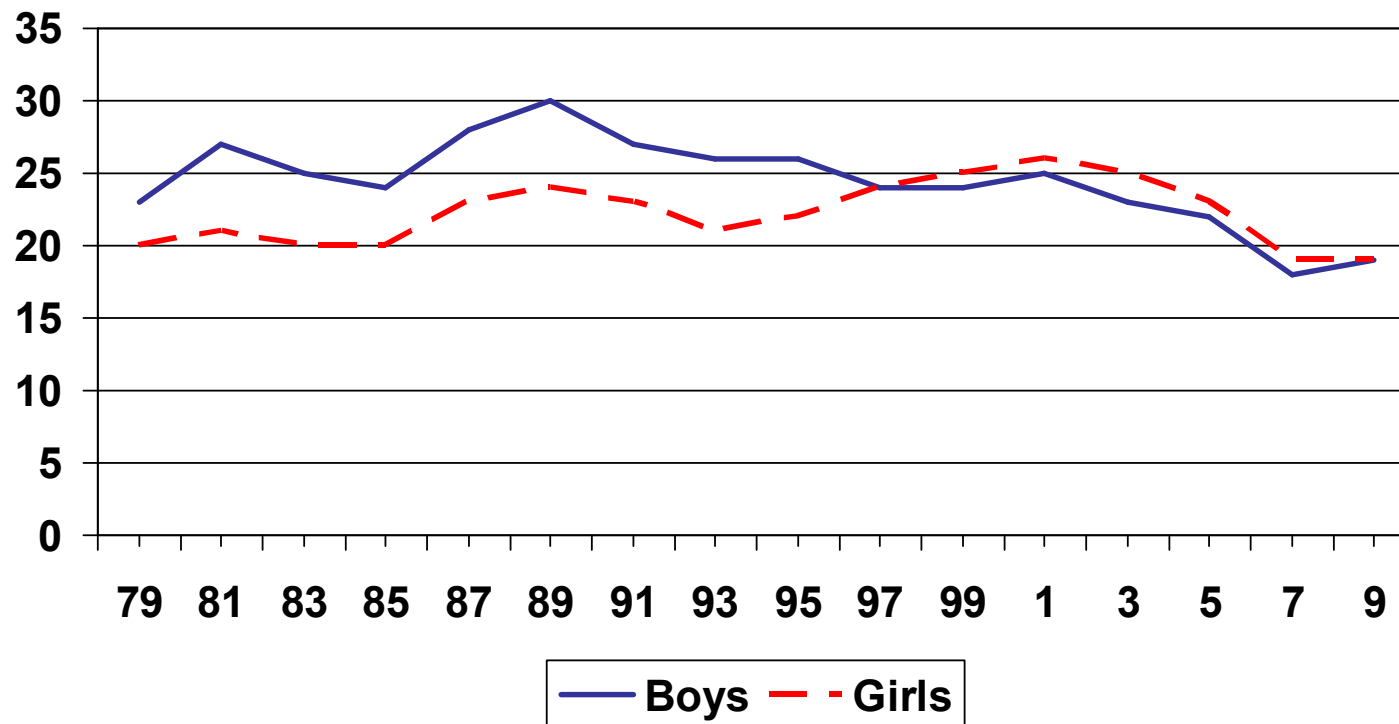
Years -50, -60 and -70: Finnish Gallup

Years 80 > Helakorpi S, Paavola M, Prättälä R, Uutela A Health Behaviour and Health among the Finnish Adult Population 2008.

National Institute for Health and Welfare. Reporti 2/2009.

Proportion of daily smokers (%) 1977 – 2009, age 14-18

Age and sex adjusted



Rainio, Pere, Lindfors, Lavikainen, Saarni, Rimpelä. Adolescent Health and Lifestyle Survey 2009. Ministry of Social Affairs and Health, Helsinki 2009.

Components of the Finnish Tobacco Policy

- **Price policy**
- **Comprehensive legislative measures**
- **Information on health effects and nicotine dependence**
- **Promotion of smoking cessation**
- **Public discussion and media publicity**
- **Tailored prevention measures for minors**
- **Continuous monitoring and research**

Tobacco legislation in Finland

- A total ban of tobacco advertising and sales promotion
- Visible health warnings (32% plus 45%)
- Restrictions on traveller's allowances (warnings in Finnish and in Swedish)
- A sales ban on tobacco products to people under 18
- A sales ban on snus, due to EU directive
- Smoke-free workplaces (incl. restaurants and bars)
- The classification of tobacco smoke as a carcinogen by law
- Licensing of retail sale of tobacco products, plus annual inspection fee
- State funds allocated for health promotion (incl. tobacco control)

The amendment

The amendment seeks to prohibit the following:

- 1) Display of tobacco products in retail outlets
- 2) Provision, import and possession of tobacco products by persons under 18 years of age
- 3) Selling of tobacco products in day care centres, schools and other educational institutes
- 4) Import, sale and other provision of orally-used tobacco
- 5) Retail sale of tobacco products via vending machines

The aim

- **To end the consumption of tobacco products by 2040**

instead of

- **To reduce smoking and health harms of smoking**

The Tobacco Act

1 §.

This act applies to the measures to prevent initiation and to promote cessation of tobacco use and protect people from exposure to tobacco smoke.

The objective of this act is to end the consumption of tobacco products, which contain toxic compounds and create dependence.

Industry's point

Tobacco is an established part of the global market.

The constitutions have "basic rights" for individuals and enterprises: Free speech, property rights etc.

Health point

- **Tobacco and tobacco products are no ordinary commodities**
- **Tobacco products are fully comparable to toxic agents**

No new tobacco products

- **No harm reduction policy**
- **Get rid of the existing tobacco products**

Appeal to the Chancellor of Justice

- **The preparation procedurally inadequate:**
Interest groups were not given the opportunity to comment
- **The bill contradicts**
 - a) with the proportionality requirement of the Constitution;**
 - b) with the requirements set forth in the European Court of Justice**

Appeal to the Chancellor of Justice

- **Tobacco display ban eliminates the final remaining channel of communication**
- **Limits constitutional freedom of speech and protection of property**
- **Limits entry into the market**
- **The ban is not legally justified, no evidence**

To reach the goal

- **Prevent experiments of tobacco use**
- **Promote cessation**
- **Protect population from exposure to environmental tobacco smoke**

Tobacco strategy - timeline



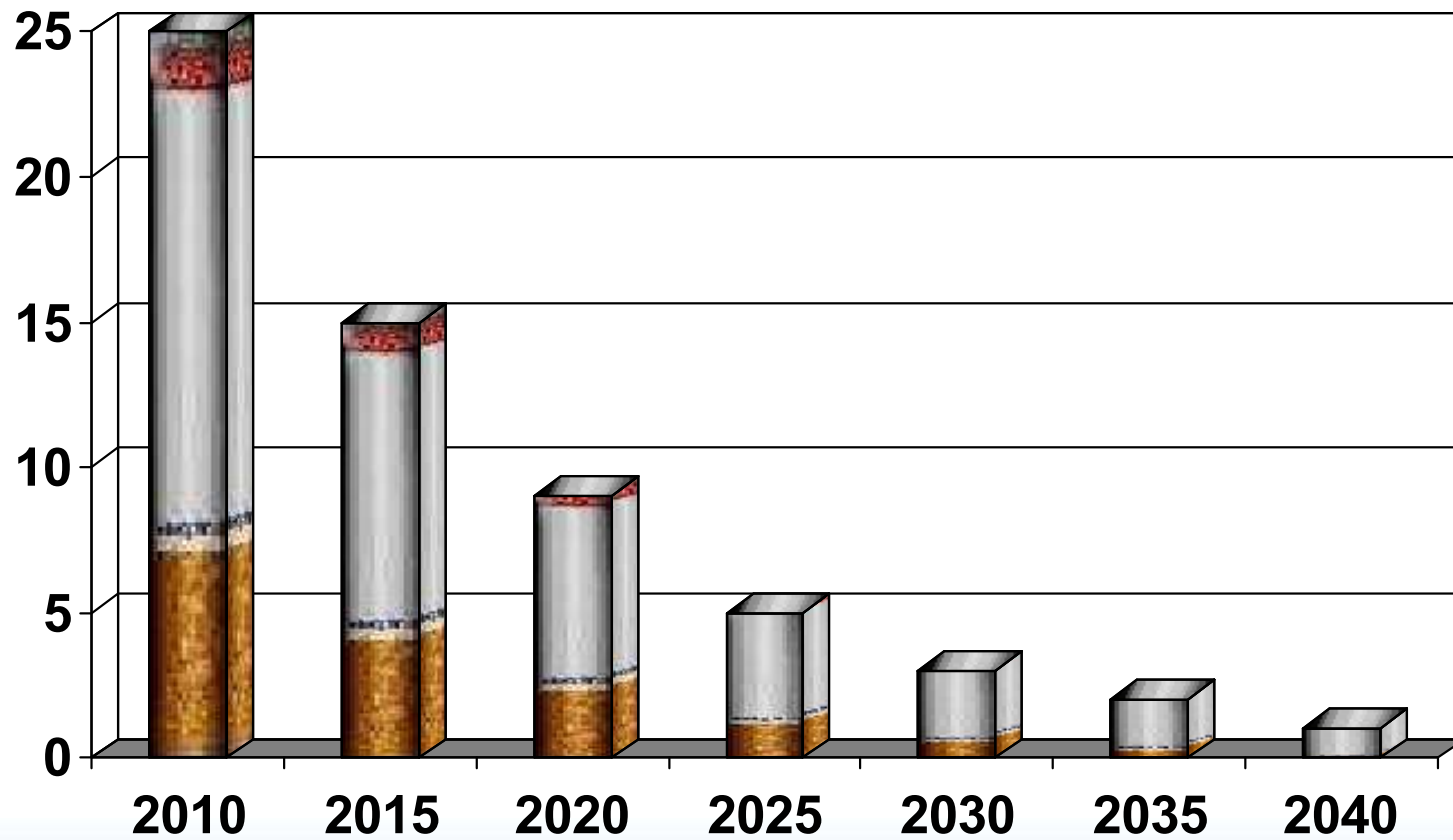
Tobacco-free Finland 2040

Possible initiatives

- **National approach:**
To shift tobacco taxation under responsibility of Ministry of Health (from Ministry of Finance)
- **EU approach:**
To change tobacco directive : Tobacco is not an ordinary commodity and it should not be treated as one

Smoke-free Finland by 2040

Smoking declines 10 % annually



The Government principle decision

Must outline resolutions by which:

- 1) Families are supported in the upbringing of a smoke-free generation;**
- 2) Quitting smoking is supported and smoking cessation efforts are strengthened;**
- 3) The social inequality linked to smoking is tackled.**

The social norm change strategy

A social milieu and legal climate, where tobacco becomes:

- **Less Desirable**
- **Less Acceptable**
- **Less Accessible**

Future challenges

- **Cut youth smoking prevalence and experimentations**
- **Cut smoking among adults**
- **Ensure public smoking cessation services in primary healthcare**
- **Ensure political support to tobacco control policy**
- **Ensure human and funding resources at all levels of society**
- **Cut discrepancies in smoke-free lifestyles between socio-economic groups**
- **Ensure full implementation of legislation**
- **Make smoke-free environments fully comprehensive**



To get rid of tobacco
business once and for all!



THANK YOU