

SYMPOSIUM 8:

GLOBAL TOBACCO CONTROL DISPARITIES:

WHERE ARE WE?

WHERE ARE WE GOING?

Podium Presentation 2

Affari (1st Floor) - Room 2

Thursday, March 9, 2017, 3:30 p.m. - 5:00 p.m.

Johns Hopkins Bloomberg School of Public Health

Disclosure

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None

Off label medication uses discussed:

N/A





TOBACCO CONTROL POLICY IMPLEMENTATION AND EVALUATION:

A PROPOSED FRAMEWORK FOR LOW- AND MIDDLE-INCOME COUNTRIES

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Image credit

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Policy Making Process

- Public policy making is a continuous and cyclical process.



- Implementation of a policy does not necessarily translate to enforcement on its own.

1. The Public Policymaking Process. http://www.library.armstrong.edu/eres/docs/eres/MHSA7630-1_CROSBY/763012croPublicPolicy.pdf



Background

- The WHO Framework Convention for Tobacco Control (FCTC) is an important tool to address the global tobacco epidemic
- FCTC contains a ‘comprehensive’ set of measures to reduce the demand for, and supply of, tobacco products worldwide
- Higher income countries fairing better than lower- and middle-income countries; implementation is uneven



Saving lives for a decade

1. https://paulcairney.files.wordpress.com/2013/09/cairney-mamudu-2013-implementing-the-fctc_-insights-from-public-policy.pdf
2. SJ Leischow, O Ayo-Yusuf, CL Backinger. Converging Research Needs Across Framework Convention on Tobacco Control Articles: Making Research Relevant to Global Tobacco Control Practice and Policy. *Nicotine Tob Res.* 2013 Apr; 15(4): 761–766



Case Study: Bangladesh



- 23% of adults aged 15 and above current smokers,
- 27.2% used smokeless forms,
- Tobacco 43.3 % of all adult population.
- One quarter of all deaths in Bangladeshi men aged 25 to 69 years have been attributed to smoking.

Reporting data from 2009 Global Adult Tobacco Survey (GATS)
Bangladesh (and ITC Bangladesh)



Case Study: Bangladesh

2005 Tobacco and Tobacco Products Usage (Control) Act

- Smoke-free public places and transportation
- Advertising and promotion restrictions
- Vending machines
- 30% text health warning labels (HWL)



Case Study: Bangladesh

Amendments –

‘Smoking and Tobacco Products Usage (Control) (Amendment) Act 2013 and the related Rules.

- Comprehensive smoke-free
- 50% pictorial HWL
- POS advertising restrictions
- Addition of smoke-less tobacco
- Age of purchase (18 Years Old)
- Increased fines



Study Objectives

Primary

- Understand the processes and strategies used in Bangladesh to implement tobacco control law amendments

Secondary

- Apply learnings and insights from Bangladesh to test and improve a tool (implementation framework) that can be used to guide and improve the implementation of tobacco control laws in other countries.

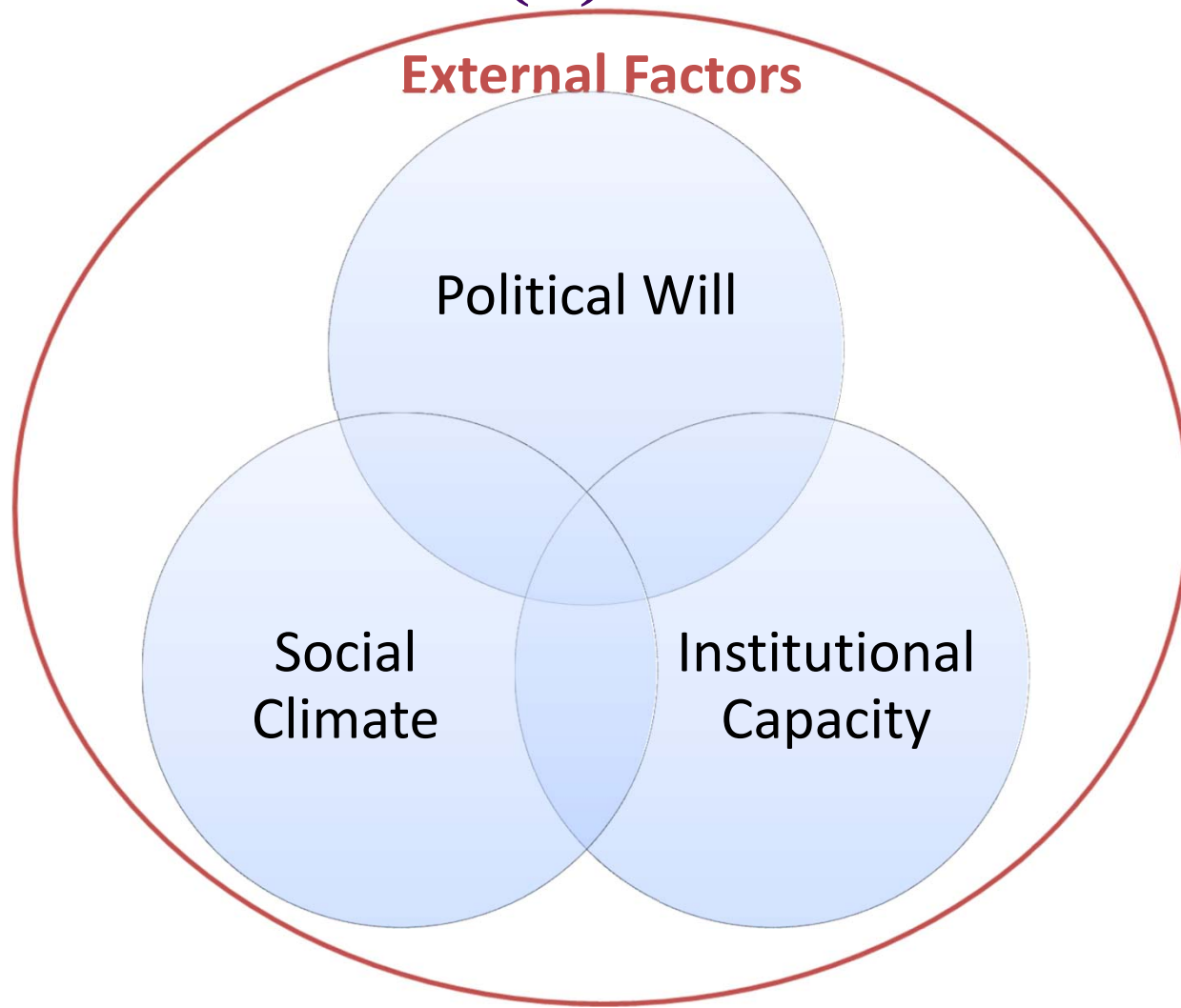


Study Design

- Key informants involved in policy implementation including representatives at the national, state, and local levels of government
- Interviews done in 2015
 - 45 KI Interviews at the District and Upzaila Level
 - 25 KI Interviews at the Federal Level
- Key informants include those that are intimately involved in developing and/or implementing the relevant policy amendments within their respective jurisdictions.
- Included police, bureaucrats, elected officials, staff from NGOs



Key Components to Policy Implementation (?)





Study Design

ANALYSIS

- A list of priori codes was developed based on research questions
- Initial coding of the transcripts with the help of HyperResearch v3.7.3 qualitative data analysis software.
- Emergent codes were also identified and the codebook was refined by regular consultation among the research team.
- Relevant quotations for each code are shown in the results section where participants are identified by region (C= Central or S=Sub-central) and an identifier.



Study Design

- Future Search Conference
 - Workshop findings with officials from across Bangladesh
- Included police, bureaucrats, elected officials, staff from NGOs





RESULTS

Political Will

Role of Tobacco Industry	The tobacco industry promotes and supports tobacco farmers by providing loans and logistical support.
	Retailers are provided with monetary reimbursements when they are fined for violations.
	Using labor unions and farmers as front groups
	The industry also conducts Corporate social responsibility events to project itself as a socially responsible industry.
	Industry tries to influence political leaders through lobbying to delay implementation of strict tobacco control laws



RESULTS

Political Will

Tax on tobacco products

Tax on tobacco products is viewed as an important means of decreasing consumption, but at the same time an important source of revenue for the government.

Taxation system inefficient. Tax on tobacco products is based on 'Slab system' which has many loopholes and there is a need to rationalize this

There is also a realization that health expenditure due to tobacco related diseases is more than the revenue earned.



RESULTS

Social Climate

Knowledge and attitude	Increased awareness about harmful effects of tobacco, effects of second-hand smoke.
	Smoking in front of children has decreased
	Smoking in public transport also objected to by co-passengers
	Increased support for tobacco control laws
	Use of religious beliefs for motivating cessation



RESULTS

Social Climate

Role of Civil Society	NGO's are playing a leading role- they receive training and also impart training to officials, help create awareness, distribution of warning signs, initiate taskforce meetings and provide logistics support to officials
Media Support	Media has played a positive role in increasing awareness about harmful effects of tobacco



RESULTS

Institutional Capacity and Operational Effectiveness

Functioning System

The government has been successful in creating tobacco control task force committees at local levels which are responsible for monitoring compliance with the policy and ensure implementation through magistrates and other officials.

A National Tobacco Control Cell has been created to help provide better coordination at the national level



RESULTS

Institutional Capacity and Operational Effectiveness

Enforcement issues

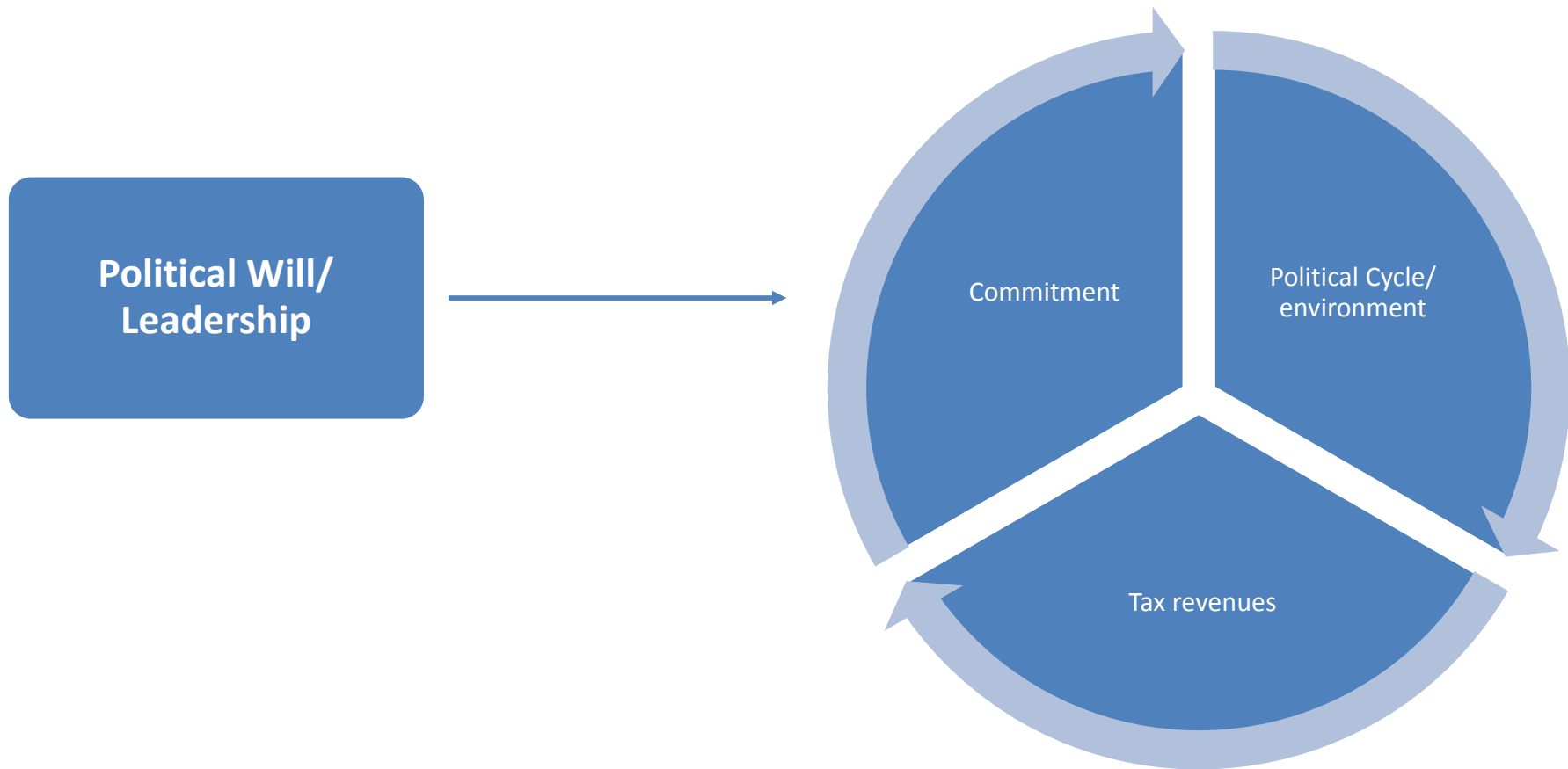
Problems in conducting mobile courts: difficult to convene different members of taskforce committee at one place and time, lack of police escort to mobile court. Need to give fine imposing power to lower rung officers in organizations, traffic police etc.

Lack of systems to track repeat offenders. Law mentions that the fine doubles upon repeated violations but there is no system in place to address this. How to track repeated violations, fine imposed on organizations easy to track.

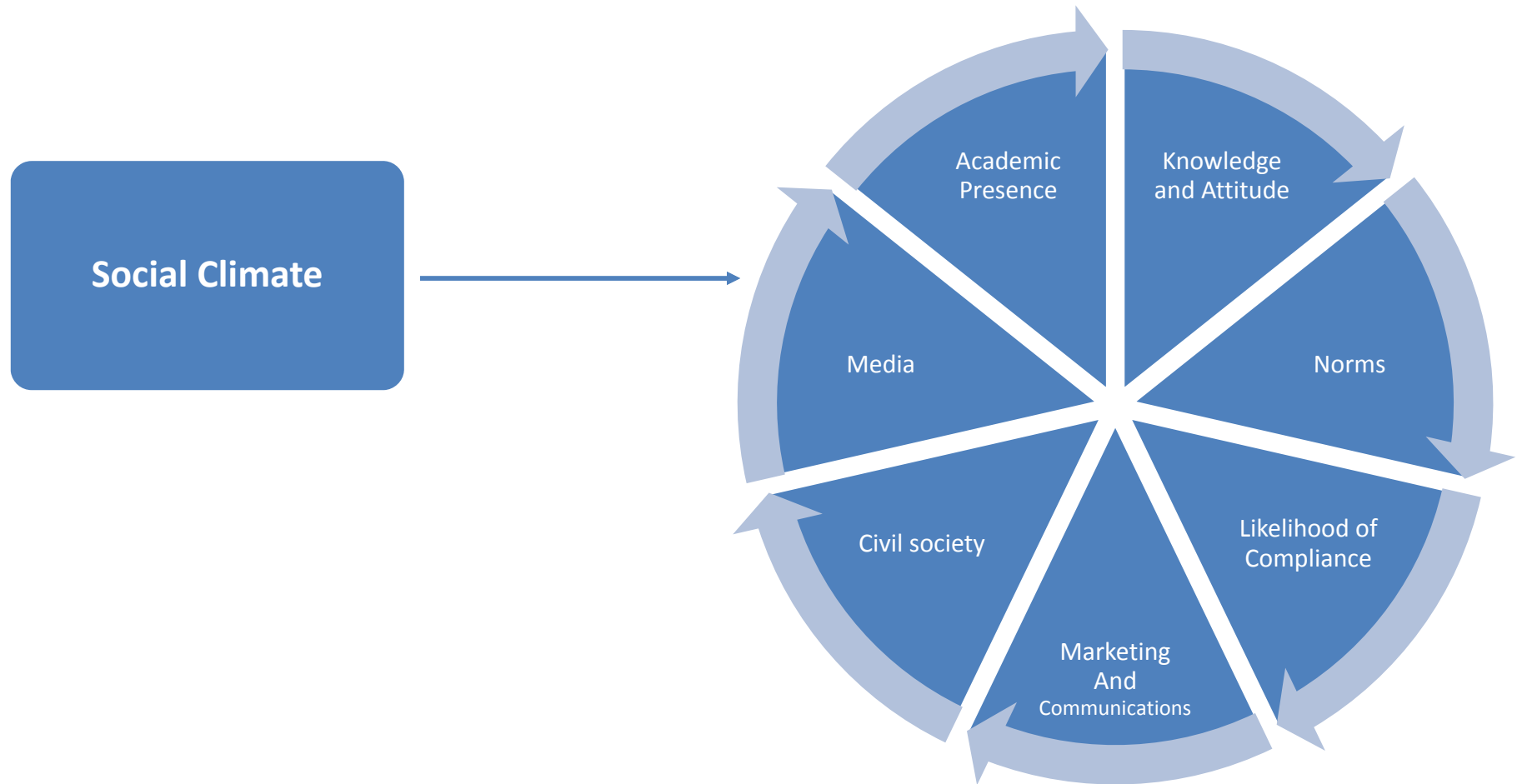
Lack of clear guidelines



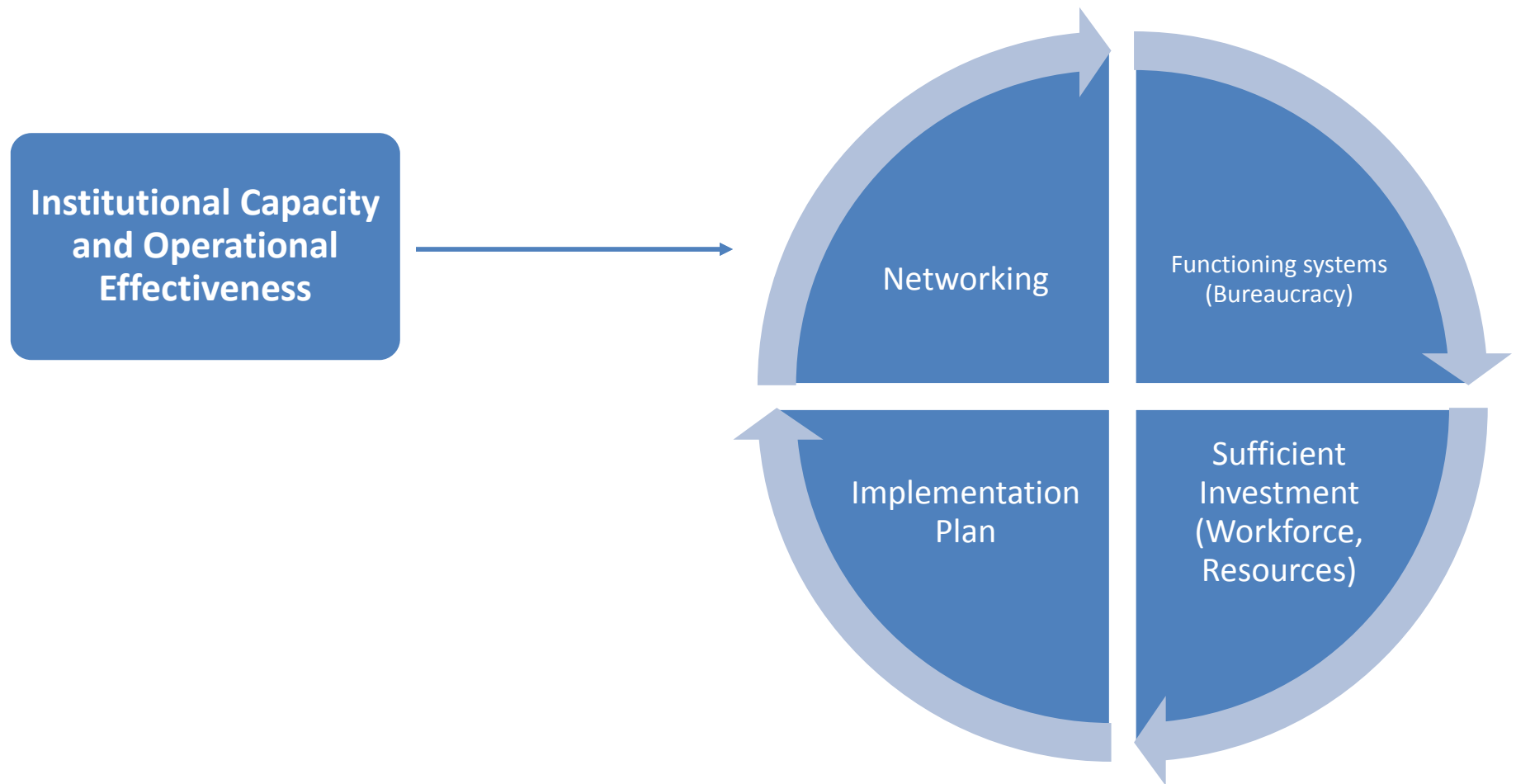
Implementation Evaluation Framework



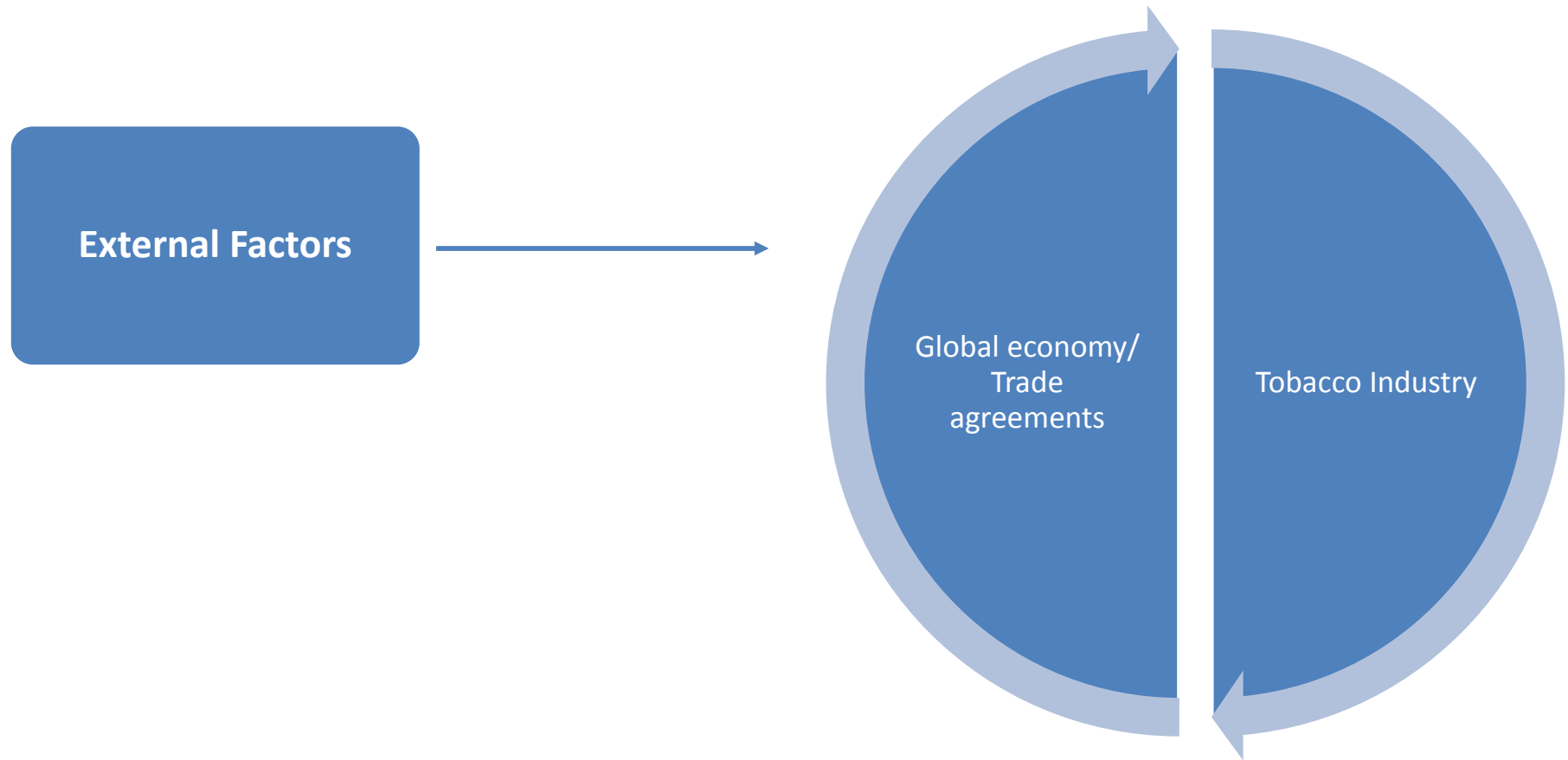
Implementation Evaluation Framework



Implementation Evaluation Framework



Implementation Evaluation Framework



Tobacco Control Policy Implementation Evaluation Framework

