

Endgame boosting tobacco control in Finland

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Make Tobacco **HIST** **ORY**

Ending the epidemic for good.

Instead of **reducing** smoking
and health hazards of smoking



TOBACCO CONTROL



The Finnish Tobacco Act of 2016, 1 §

The aim of the Act is to **end the use of tobacco and other nicotine-containing products.**



Endgame

Social change process where the changes in tobacco use, people's behaviour, knowledge, attitudes, public policies and legislation interact and influence each other.

To end the use of tobacco and nicotine products is a **political process**.

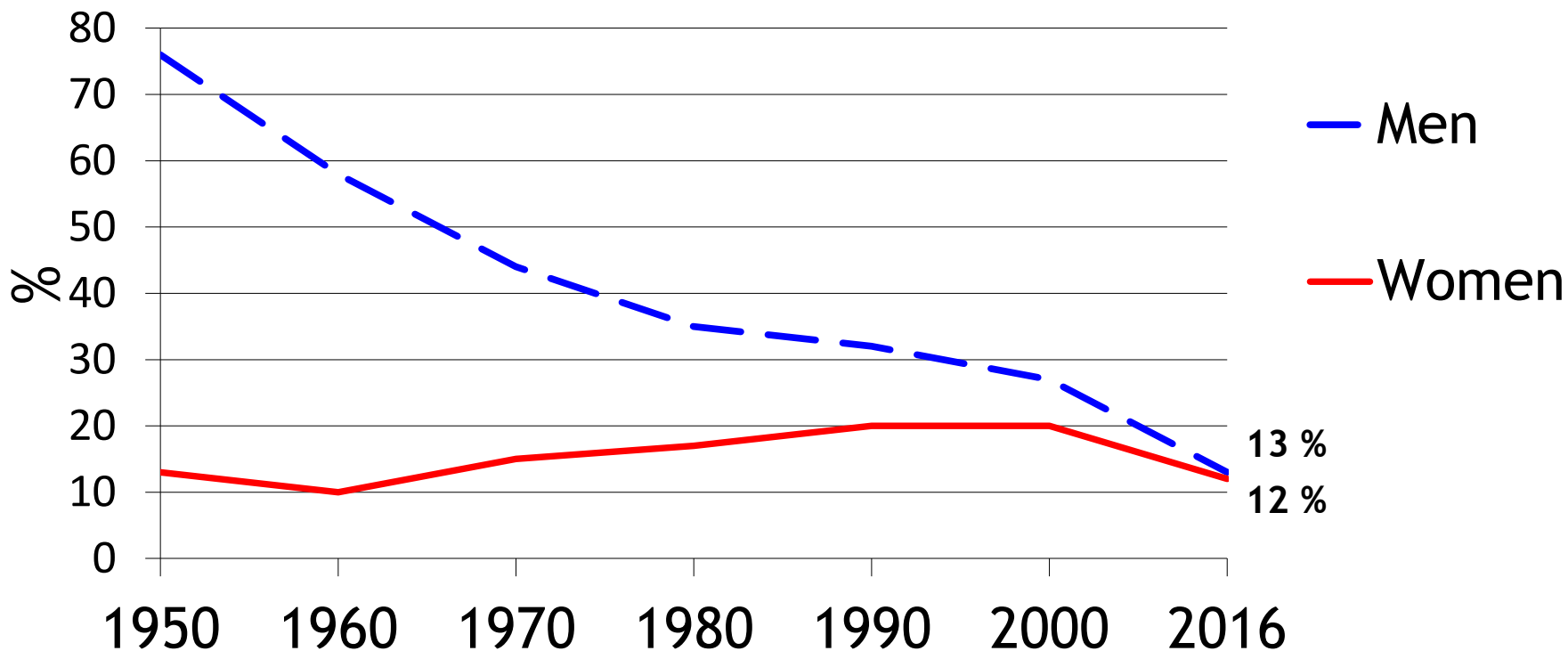


The Goal

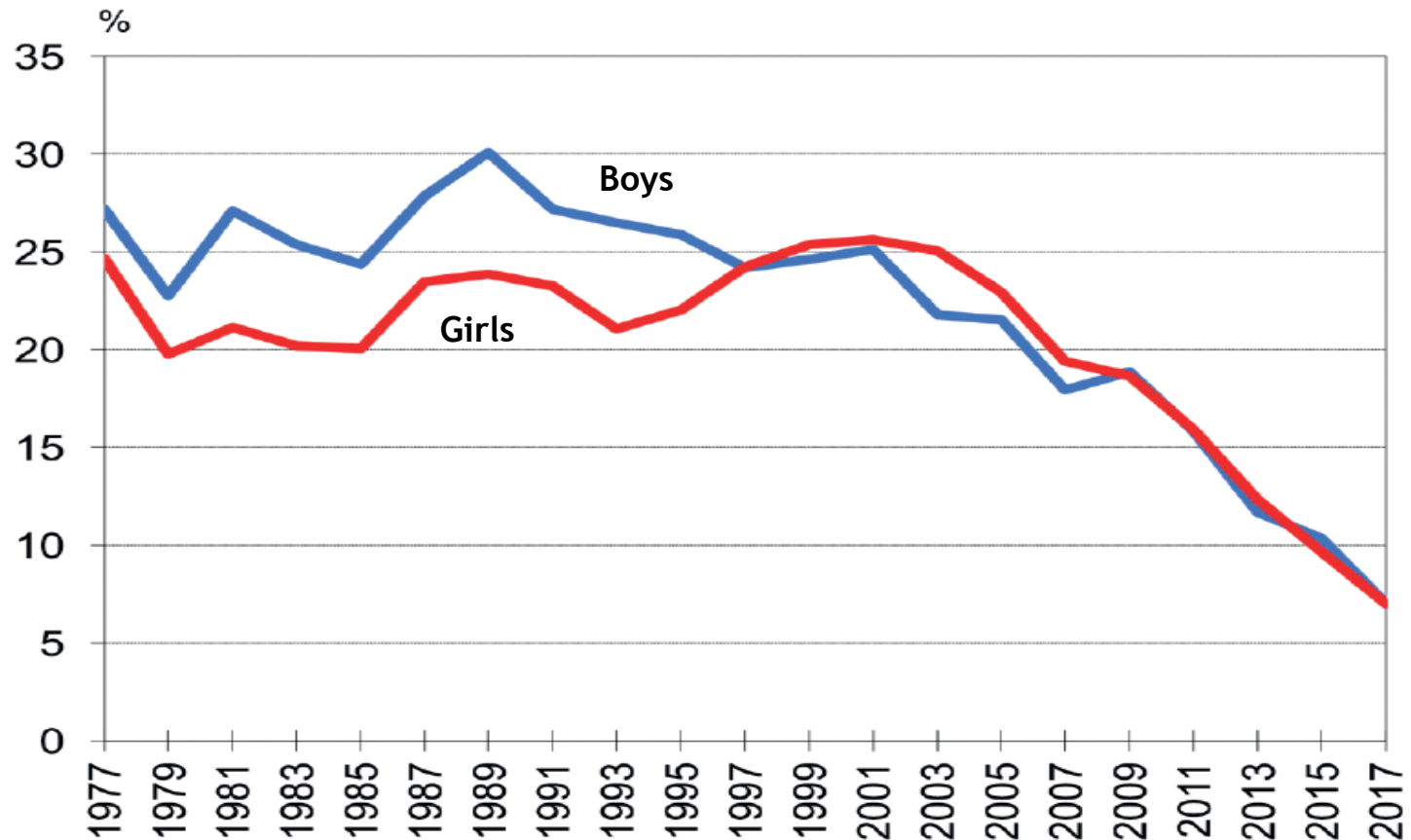
In 2030, less than five percent of the Finnish adult population will use tobacco or other nicotine products.



Daily smoking in adults in Finland 1950 - 2016



Daily smoking in 14–18-year-olds in Finland 1977–2017



Source: Adolescent Health and Lifestyle Survey 2017.



Tobacco Legislation in Finland

The Tobacco Act in 1977:

- incl. smokefree public places and public transportation, sales ban to minors, total tobacco ad ban

Later added, for example:

- Smokefree workplaces
- Smokefree bars and restaurants
- Licensing system of retail sales
- Tobacco display ban in retail stores



The latest elements of 2016

- Pictorial health warnings (65%)
- E-cigarettes treated like cigarettes
- Ban on flavours (incl. in nicotine-free e-cigarettes)
- Restriction on the private import
- Ban on distance sales (tobacco + e-cigs)
- Restriction of smoking on the balconies of private houses
- Smoking/vaping ban in a private cars when children are present



Comprehensive action: Tobacco-Free Finland 2030 - network

- NGOs
- Governmental institutions
- Health Promoting Hospitals
- Medical specialists and networks
- Medical society
- Municipalities
- The Lutheran Church

A network committed to work together towards the goal!



Elements of the Finnish Strategy

Legislation

Product regulation, availability and price

Enlarge smoke-free environments

Prevent initiation of the use of nicotine products

Support quitting the use of nicotine products

Research and monitor development

Comprehensive action

The Finnish Way does NOT support harm reduction policy

No novel tobacco products on the market!



Lessons learned

- Cooperation is important
- Public/media support
- Political will
- Clear aim: **Endgame**
- **Opinion leaderes are the key**



Opinion leaders

Official

Have official status

- ✓ Government and local decision makers (esp. related to health)
- ✓ Health care professionals f.ex. doctors, nurses
- ✓ Teachers

Informal

Influential, respected members of a community or a group



Main messages

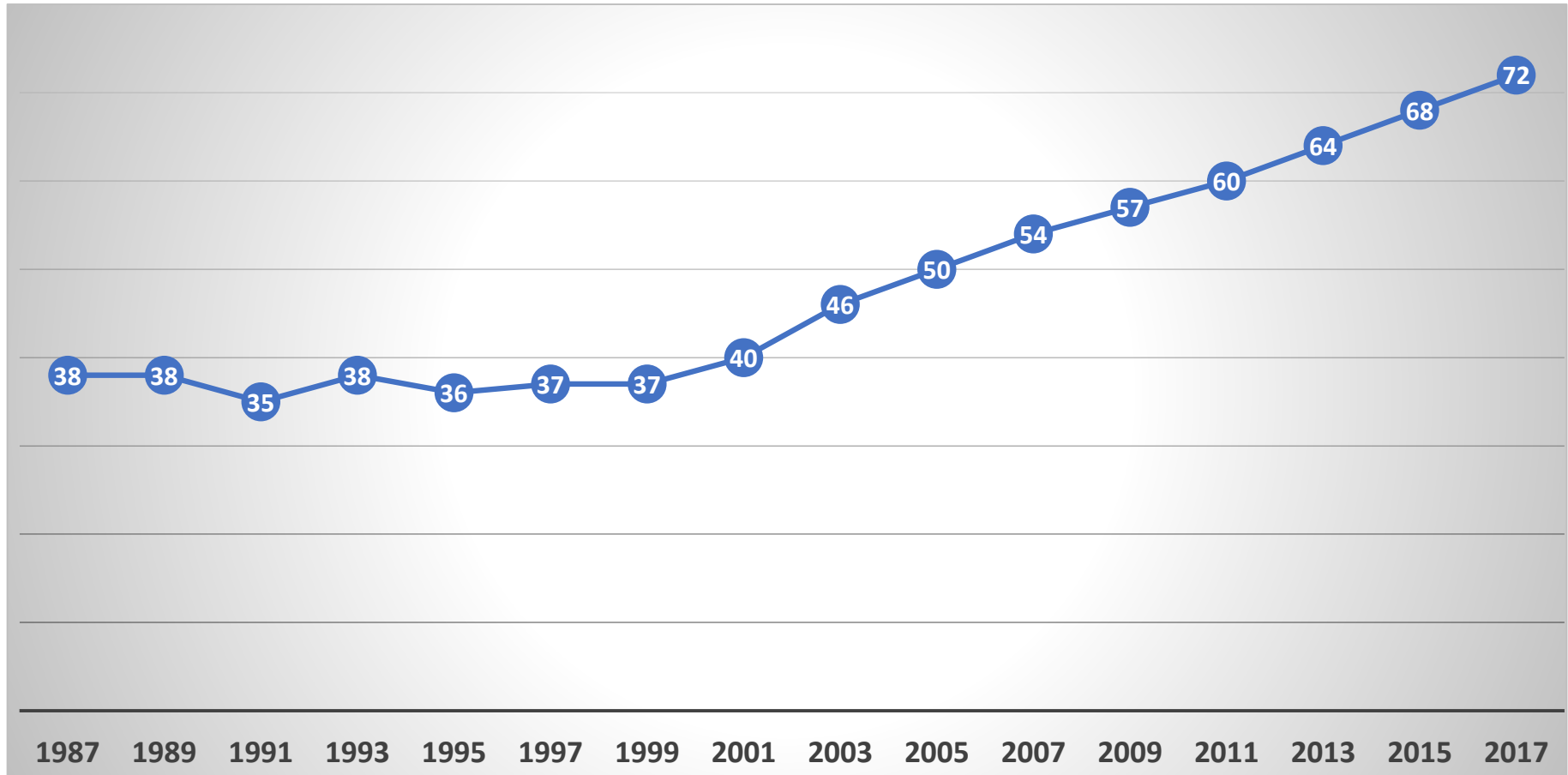
- Legislation + prevention + action
- Political commitment
- Cannot be achieved by any single measure alone
- Comprehensive strategy: $1 + 1 > 2$
- National + international collaboration

➔ Tobacco epidemic can be stopped

➔ Health, social and economic benefits



Never tried tobacco (%), 12-18-year-olds in 1987-2017 in Finland



Source: Adolescent Health and Lifestyle Survey 2017



We hold in our hands the solution to the global tobacco epidemic...

The cure for this devastating epidemic is dependent not on medicine or vaccines, but on the concentrated actions of government and civil society.

Dr. Margaret Chan, Director-General, WHO, 2008



Tack!
Thank you!

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