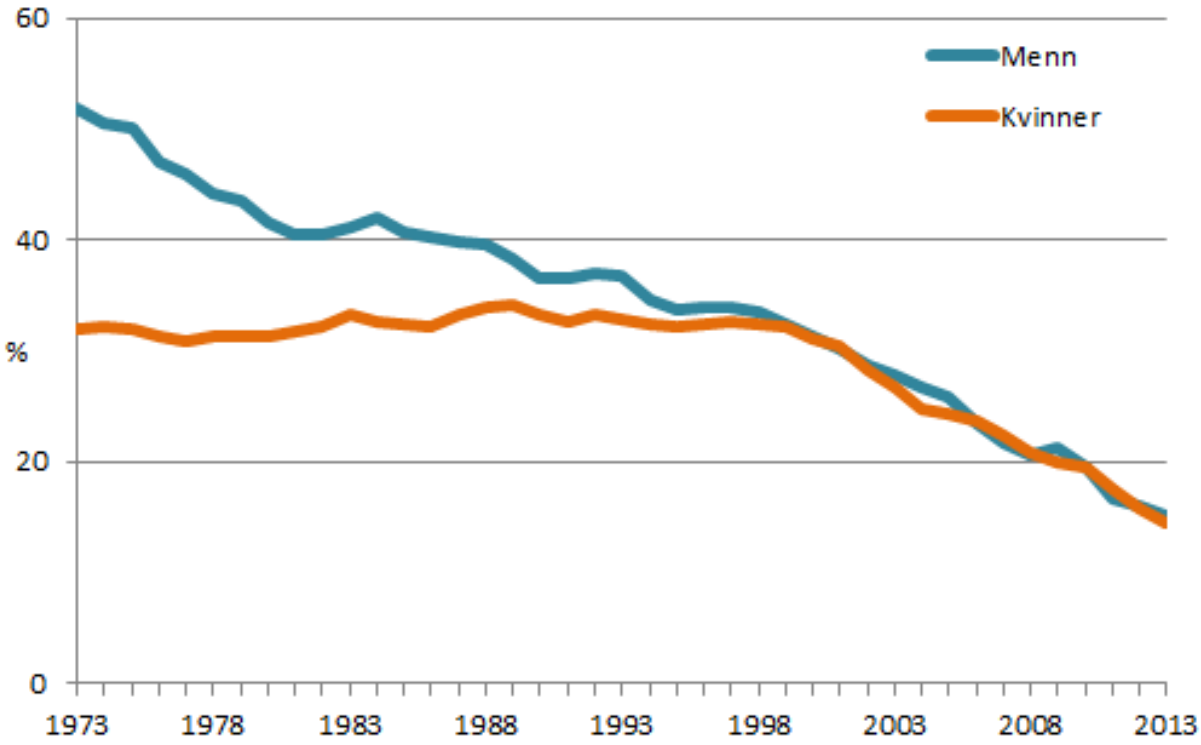


MIT POLITISCHEN MAßNAHMEN ZUM RÜCKGANG DES RAUCHENS

KRISTIN BYRKJE, SPECIAL ADVISER,
NORWEGIAN CANCER SOCIETY

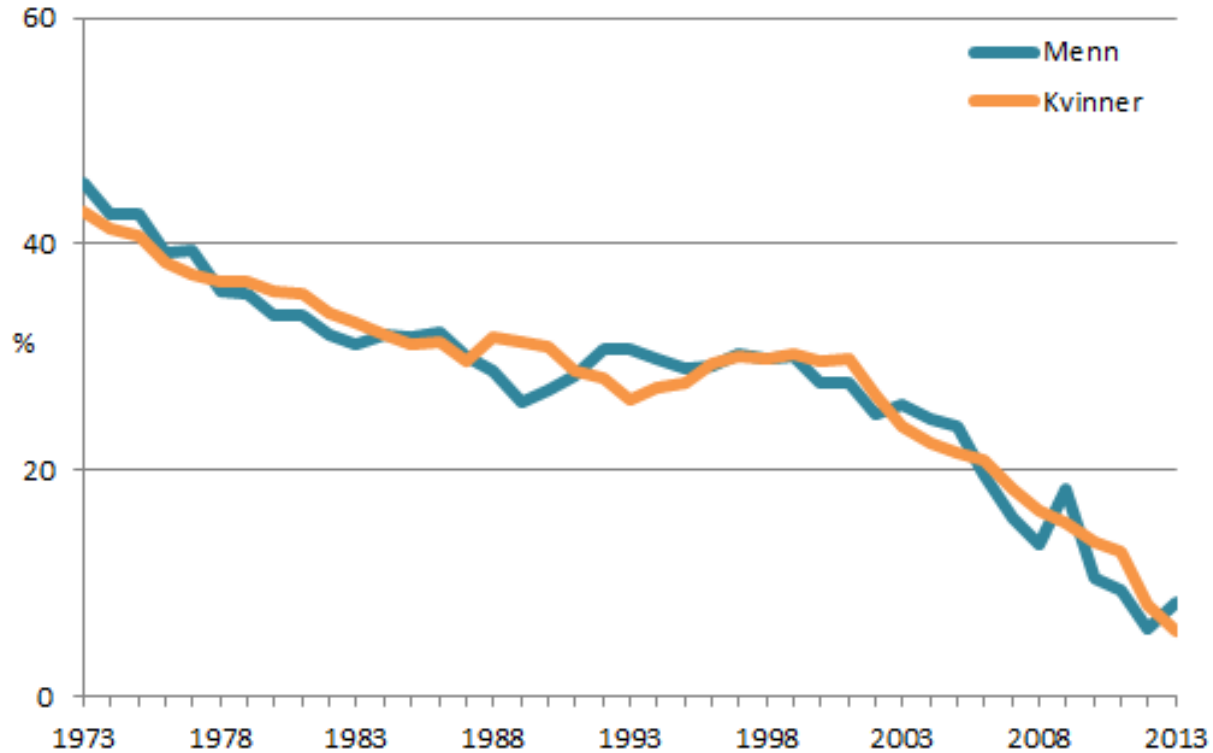
Percentage daily smokers (16-74 yrs)

males (blue) females (red)



Percentage daily smokers (16-24 yrs)

males (blue) females (red)



65% of men and 35% of women were smokers in 1960

1952:

- 74% male
physicians

- 44% female
physicians

were smokers



The Reports of the Surgeon General

Title:

[U.S. Surgeon General Luther Terry addressing press conference at the release of the 1964 Report on Smoking and Health]



PHOTOGRAPH BY AP/WIDEWORLD

Description:

U.S. Surgeon General Luther Terry addressing press conference at release of the 1964 Report on Smoking and Health. The Advisory Committee which compiled the report is seated behind podium.

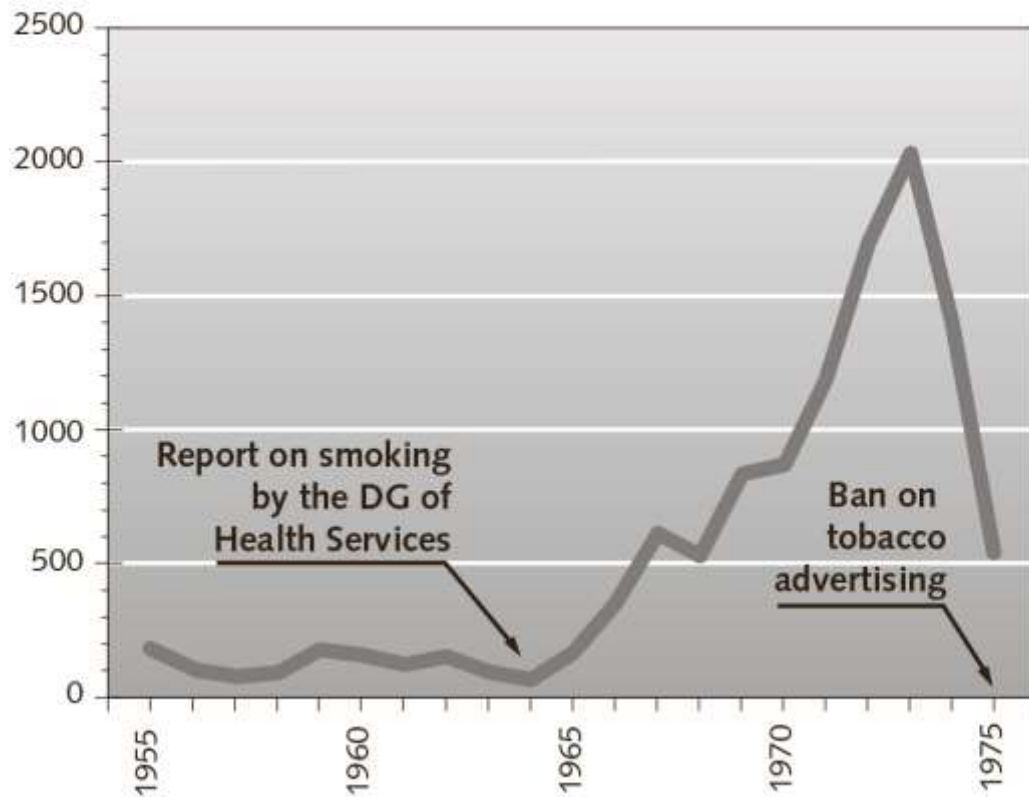
1975 – Tobacco Control Act

Advertising ban (first in the world)

Age limit of 16 years

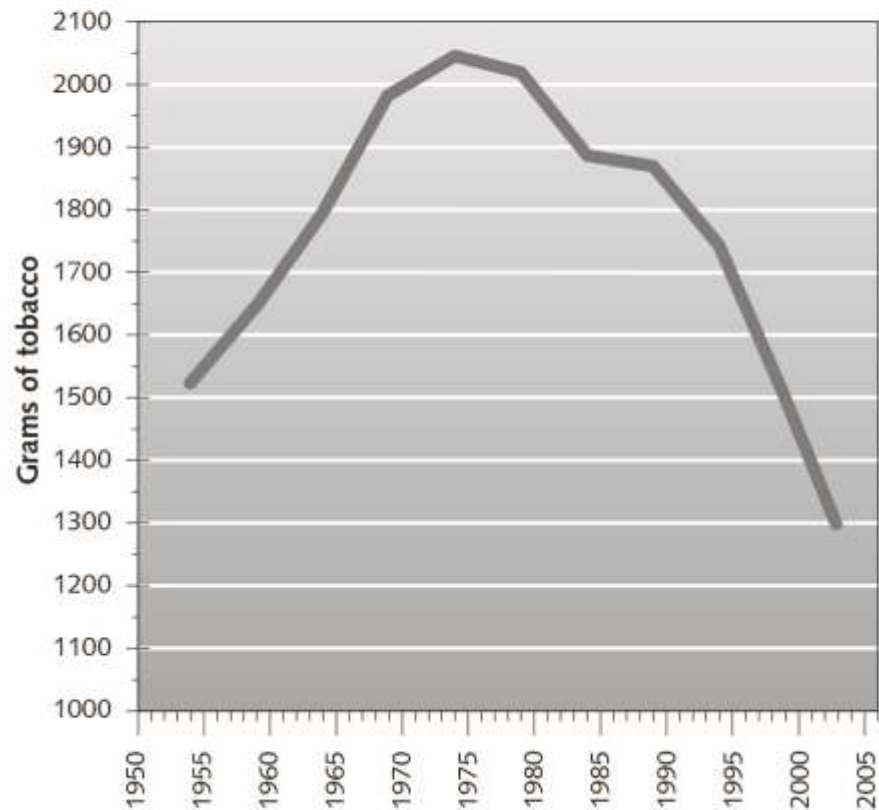
Health warnings on cigarette and tobacco packs

Area (dm²) of tobacco advertisements published in two Norwegian magazines, 1955-75



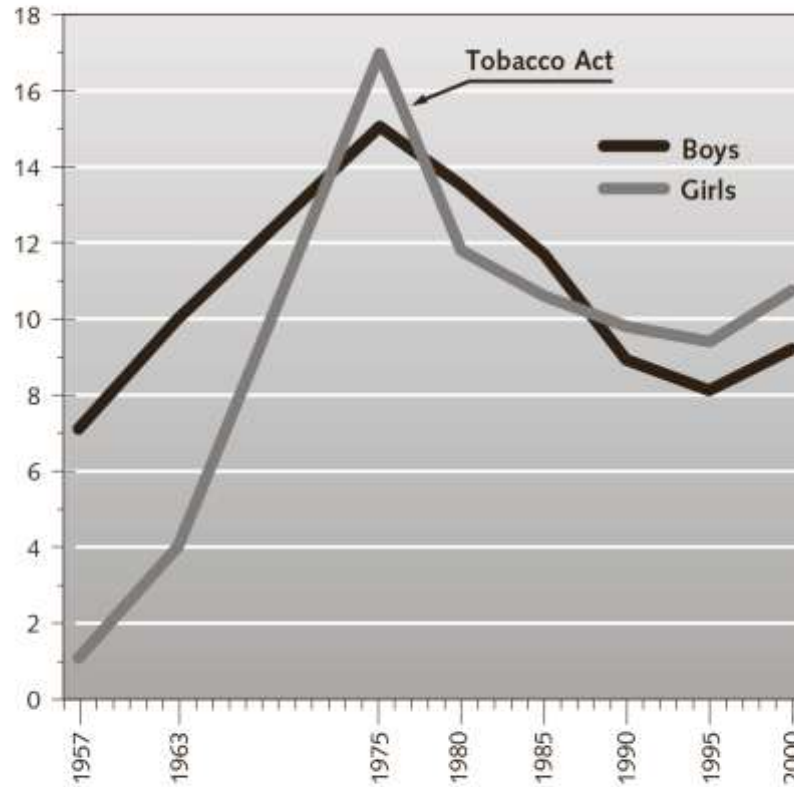
Source: Karl Erik Lund

**Registered annual sales of cigarettes + smoking tobacco
per adult 15+, Norway. Five year means
1950/'51-1999/2000 + mean 2000/'01-'01/'02**



Source: Directorate of Customs and Excise, Norway

Per cent daily smokers age 13-15, by sex, Norway. Nationwide surveys 1957, 1963 and every fifth year 1975-2000



Source: Norwegian Cancer Society/
National Council on Tobacco and Health

1988: Clean Air Act

Smoking ban

In premises and means of transport
work places and institutions (with smoking rooms)

- exemption for *hospitality* sector

1993:

At least one third of tables, seats and rooms in accommodations and hospitality
sector

1996

Age limit **18 years**

Prohibition of *indirect* advertising

Smoking ban in schools and kindergartens (indoors)

1998:

At least half of tables in hospitality sector

2002

Ban on use of “light” and “mild” (implementation of EU directive)

Larger health warnings

2003

Mass media campaigns

Norway party to the WHO FCTC



«When a smoker gets a stroke it's rarely bad luck»

2004

Smoking ban in hospitality sector

Mass media campaign
“everyone has
the right to a smoke-free workplace”



2006, 2008

Mass media campaigns

-real stories from patients with COPD/
COLD

«Smoke will leave you breathless»



2010

Ban on the visible display of tobacco products at points of sale



2011

Pictorial warnings

- The general warning
30% of the main side
- The combination warning
40% of the pack's second main side



2012

Mass media campaigns



Invisible



«Tar from your lungs?»

2013

“A tobacco-free society” objective of the tobacco act

Children are entitled to a smoke-free environment (normative provision)

Prohibition against the sale of small packages

Mass media campaigns



2014

Mass media campaigns

Total smoking ban at workplaces and public places*

Smoke-free entrances (health facilities, public offices)

Ban on tobacco use at schools and kindergartens (indoors and outdoors)

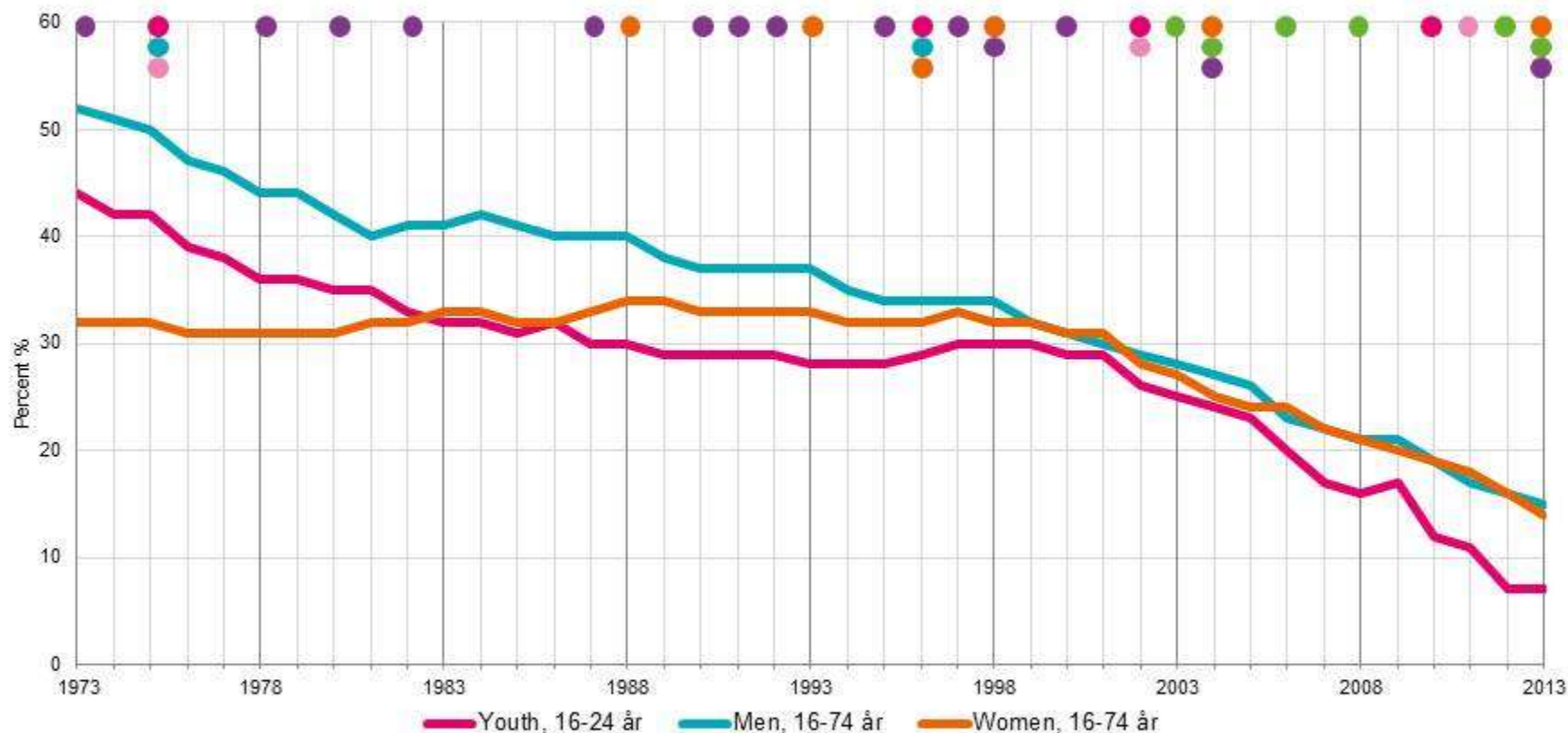
Tobacco free school hours (for students only**)

Ban on self-service

Prohibition of all forms of tobacco sponsorship



Daily smoking in Norway, 1973-2013



● Advertising and sponsorship restrictions

● Smoking bans

● Mass media campaigns

● Age limit

● Health warnings

● Price and tax measures

Mit politischen Maßnahmen zum Rückgang des Rauchens

Conclusion

Total ban on advertising

Smoking bans

Mass media campaigns

Tobacco tax

Tobacco Control Scale 2013



How does your country rate on tobacco control?

Score	2013 rank	2010 rank	Countries
74	1	1	United Kingdom
70	2	2	Ireland
66	3	4	Iceland
61	4	3	Norway
57	5	4	Turkey
57	5	8	France
56	7	13	Spain
56	7	7	Malta
55	8	7	Finland
53	10		Ukraine
48	11	9	Sweden
48	11	27	Hungary
47	13	13	Netherlands
47	13	10	Belgium
46	15	12	Italy
46	16	13	Denmark
46	15	24	Bulgaria
45	18	11	Switzerland
44	19	18	Romania
43	20	17	Slovenia
43	20	19	Estonia
43	20	19	Poland
42	23		Serbia
41	24	17	Latvia
41	24	19	Portugal
40	26		Croatia
39	27	22	Slovakia
37	28	29	Luxembourg
35	29	22	Lithuania
35	29	30	Greece
34	31	27	Czech Republic
33	32	34	Cyprus
32	33	26	Germany
31	34	30	Austria

Luk Joossens, Martin Raw. The Tobacco Control Scale 2013 in Europe
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THANK YOU!

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