

# **Finnlands weg zu einer tabakfreien Gesellschaft**

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# Finland



- 5,4 million inhabitants, area 338432 km<sup>2</sup>
- Capital Helsinki, 60°10'15"N, 024°56'15"E
- GDP per person (2012) 35 900 €
- Health care cost 6.9% of GDP
- Life-expectancy (2011) females 83.5 years, males 77.2 years

## Towards a smoke-free society

- In the beginning of 50's the prevalence of daily smokers among men over 80 %
- although the prevalence among women was very low (9 %), the society was very much "smoke-filled"
- At present: the prevalence among men 19 %, among women 13% (ages 15-65) and an expressly stated objective of a totally smoke-free society by 2040



## Strong regulatory basis

- The first comprehensive tobacco act in 1976 banned advertising, smoking in public places, set 16-year age-limit
- The 1995 amendment banned smoking in work places, excluding restaurants
- In 2000, restaurants were included half way: a smoke-free part became compulsory
- a solution of a partly smoke-free restaurant it did not work, this human experience shows that "a luke warm" solution never works

## Regulations - how far?

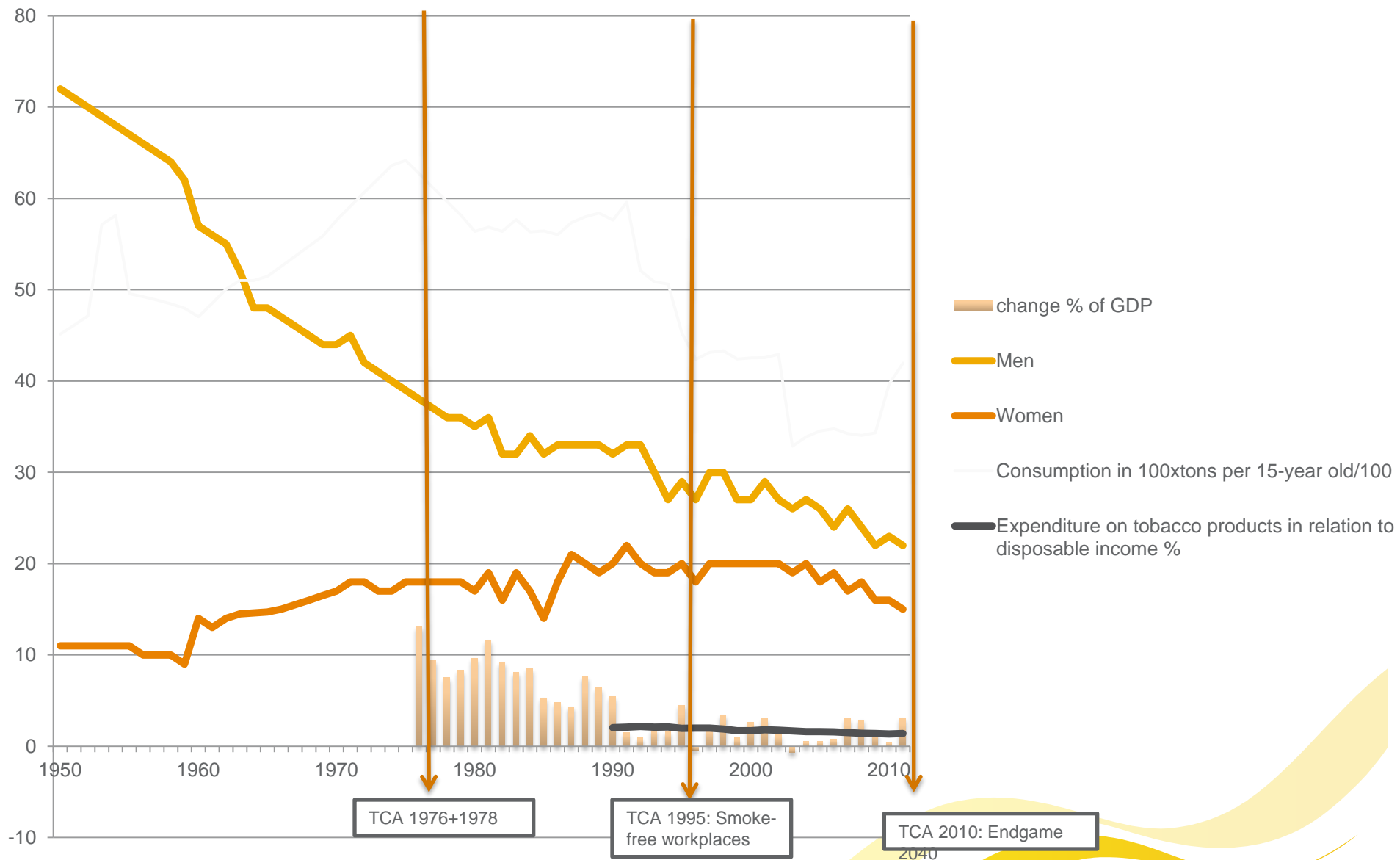
- In 2007, restaurants became smoke-free
- In 2009, retail licence was required (a decrease from c. 30.000 points of sale to 8.500)
- In 2010, self-extinguishing cigarettes obligatory (Finland the first country in Europe); a significant decrease in fires
- Minimum amount for tobacco packs (20)



## One step further in Oct 2010, in force 2012

- The aim of the law is to end the consumption of tobacco products; 1 § of the new act "abandons" harm reduction as a basis for tobacco policy
- Ban on display at the point of sale: a customer to ask at the counter for tobacco products, gets a list (people almost never see packs anymore)
- Ban on vending machines (in force 1.1.2015), reception centres claim difficulties
- Ban on smoking extended to outdoor events

# Tobacco Control timeline 1950-2010



## Privacy provisions set the limit

- Not able to ban smoking in a private car due to privacy provisions,
- Difficult to ban smoking on a private balcony
- Many work places ban smoking during working hours
- Municipalities declare themselves smoke-free



# Tobacco policy in Finland

## Prevention of Use

- Education at schools and nationwide and local campaigns
- Pro-tobacco-free messages from parents, teachers, youth workers
- Age, gender, group sensitive prevention
- Strengthening healthcare in education

## Support for Cessation

- Health care: cessation services
- Special group sensitivity (copd, pregnancy, copd)
- Compensation on cessation medications and services for individuals, but also employers
- mHealth empowering population

## Product, Availability and Price

- Nicotine regulation: contents, availability, packaging
- Limiting additives
- Taxation, licensing, waste fee, side payments
- Financial gains for prevention: employers, health care, commercial partners

## Protection of Population

- Securing tobacco free and smoke-free environments for all people
- Customs and tax-free sales
- Decreasing visibility, availability and desirability of tobacco products
- Enforcing smoking bans and age limits in purchase

## Other measures

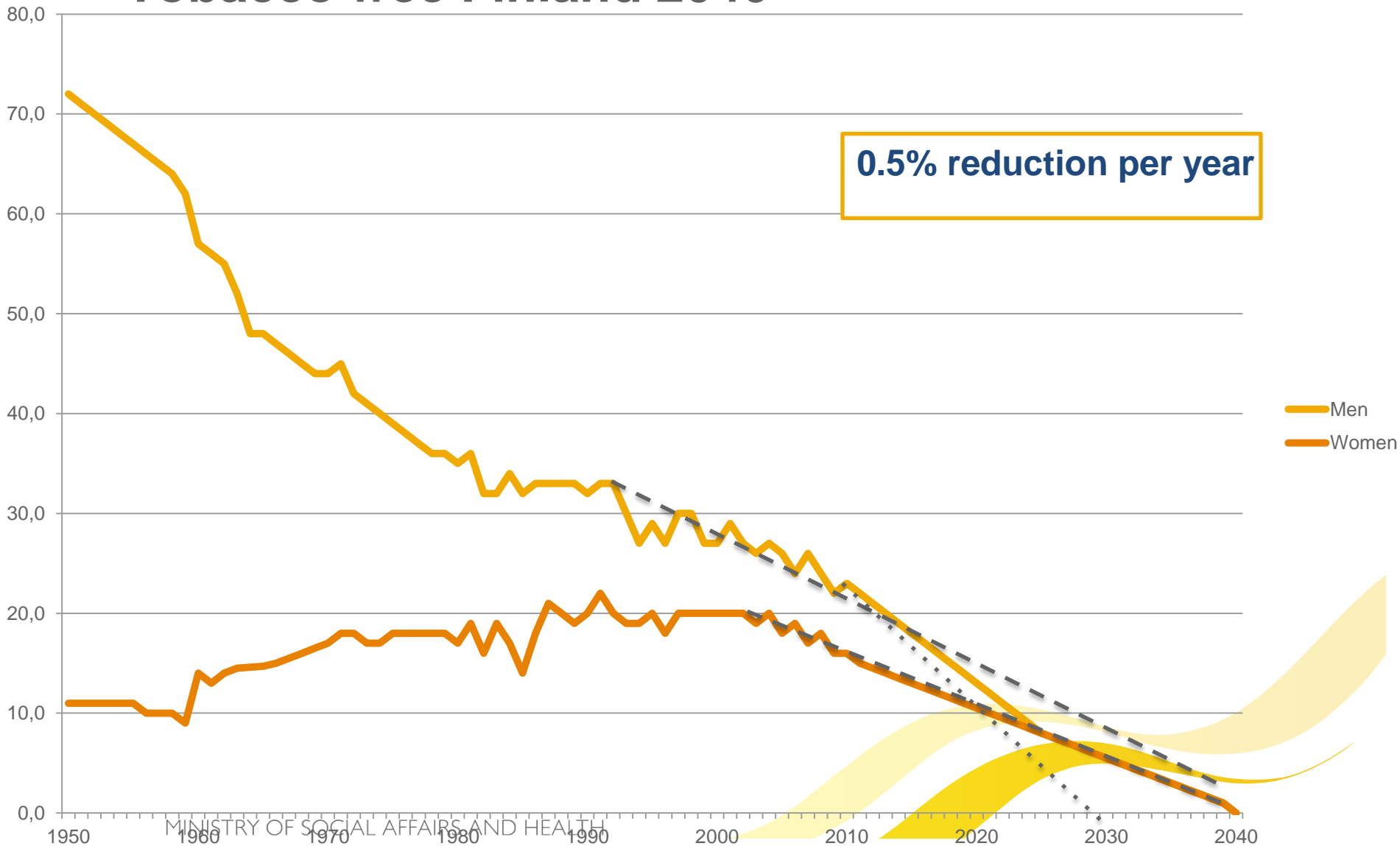
- A comprehensive tobacco strategy to support the aim of a smoke-free society, adopted by the Ministry in 2014
- Cessation support in line with the FCTC recommendation; nicotine replacement products to be reimbursed
- health promotion and cessation included in the curricula for doctors and nurses,
- training for teachers
- financial support to NGOs
- the key word for the policy is "comprehensive"

## What next?

- An explicit denial of harm reduction
- Has Finland exhausted her legal powers?
- total reform of the Tobacco Act in conjunction with the transposition of the new Directive; e-cigarettes
- Soft-law measures to be reinforced
- Domestic measures are not enough; FCTC has been very helpful
- Has FCTC taken the lead?



# Tobacco-free Finland 2040



# Why is it important to declare ultimate aim?



- Vision: we are winning, not just doing the best we can
- Values: we defend human life
- Targets: simple aim; no wondering in harm reduction
- Attitudes: our vision is justified, no more proof
- Behaviour: We carry a positive message, no defending our actions