Tobacco Control in Sweden - An update of newest trends and challenges

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### 15th German Conference on Tobacco Control

<table>
<thead>
<tr>
<th>Please, mark the answers applying to you:</th>
<th>Conflict of Interest /Yes – No (if yes, which)</th>
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<tbody>
<tr>
<td>Within the past 5 years, have you received speaker compensation fees from the pharmaceutical industry, tobacco industry or e-cigarette industry or their lobby organizations?</td>
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<td>Within the past 5 years, have you received consultation fees from the pharmaceutical industry, tobacco industry or e-cigarette industry or their lobby organizations (Advisory Boards)?</td>
<td>NO</td>
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<td>Within the past 5 years, have you received financial support for projects of the pharmaceutical industry, tobacco industry or e-cigarette industry or their lobby organizations?</td>
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<td>Do you have commercial connections with manufacturers or distribution organizations for tobacco products, nicotine substitute products or e-inhalation products which are mentioned within the scope of the 15th German Conference on Tobacco Control (if relevant)?</td>
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<td>Do you have commercial connections with competitors of manufacturers or distribution organizations for tobacco products, nicotine substitute products or e-inhalation products which are mentioned within the scope of the 15th German conference for tobacco control (if relevant)?</td>
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<td>Do you have other connections with the pharmaceutical industry, tobacco industry or e-cigarette industry or their lobby organizations?</td>
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Please, describe potential other conflicts of interest:

### Herewith I declare that I have no conflicts of interest within the scope of the 15th German Conference on Tobacco Control.

_Surname, First Name (Capitals)_

_HAGLUND MARGARETHA_  

**Date and signature**  

December 1, 2017
First: Sweden and tobacco – a quick wrap up

- 8% of men and 10% of women are daily smokers, 2016
- 18% of men and 4% of women are daily snus users, oral moist tobacco, 2016
- E-cigarette use so far a rare habit
- Sweden ratified the FCTC in 2005
- Sweden was number 9 in the European T.C scale (2016)
- From a leading position in tobacco control until 2000, Sweden is now behind Norway, Finland and Iceland

Sources: National Health Authority, 2016
Joossens, The European Tobacco Control Scale, 2016
Substantial decrease in smoking among both men and women since the 1970’s

Prevalences of daily smokers (women and men) in Sweden, age 16-84, 1946-2016

Breaking Free - Seven decades of action is behind today’s smoking habits in Sweden

Sweden was one of the first countries in the World taking against smoking eg.;

- 1956 First smokers’ clinic
- 1964 First allocation of yearly funds for tobacco control

Poster from the 60’s: No Thanks no tobacco for me
Let’s take a deeper look into some of the causes!

Prevalences of smoking among women and men in Sweden (age 16-84) 1960-2016

Youth smoking in Sweden
Prevalence of smokers age 16, 1971-2016

Sources: CAN, 1971-2016
Sweden and the E-cigarettes – Not so popular yet but……….

Prevalences of e-cigarette use in Sweden

• Lack of data - e-cig use in the adult population
• 8 % of adults above age 15 had tried but only 1 % used e-cig on a regular basis (2014)

• Use among children:
• 16 years: (has smoked during the last 30 days); boys 7 % and girls 5 % (2016)
• 18 years 10 % resp. 4 % (2016)

Regulation and taxes
• Banned until February 2016
• Now regulated as a tobacco product (TPD plus age restrictions and a type of licencing system
• From July 1,2018, the liquid (with nicotine) will be taxed (2 cent/ml) – Price-increase 40 percent

Sources: Eurobarometer 429
CAN 2017, MoH okt 2017)
But Sweden has its huge snusproblem—
(oral moist smokeless tobacco)
Today’s snus use in Sweden among men is the result of intensive marketing and product development!

Snus in the old times- An un-attractive product in un-attractive boxes used Mainly among old Men in the country-siden
In the 1970’s snus was almost out of the market but since that a big problem. Prevalence of snus users among men in Sweden 1976-2016

From 1973 huge marketing of snus as “THE product for the modern man”. New types of snus incl the ”tea-bag” type came on the market.
Snus use has increases the total tobacco consumption:
Daily tobacco use among men and women (Smoking AND Snus use) (2016)

Source:
National Public Health Authority 2017
SNUS: Note the facts and beware of the myths!

- Swedish men use tobacco daily at a much higher rate than women in Sweden due to high levels of snus use among men 25% resp 14%
- Only 5% of **all men** in Sweden have quit smoking by using snus
- Many snus users are also smokers, 25% of daily users
- Most of the snus users are never smokers, 50%
- The big decline in women's smoking rates has occurred without replacing the cigarettes with snus.

**Source:** Public Health Authority, 2016
Main conclusions

Oral smokeless tobacco use (snus)

- Snus is causing severe health problems incl during pregnancy (E.g fatal myocardial infarction, stroke, diabetes and cancer of the oesophagus & rectum. In pregnancy e.g stillbirth, preterm birth and preeclampsia
- Not a scientifically documented cessation aid
- Maintains a high level of tobacco dependence in the population
- Offers the tobacco industry prospects for survival
- Creates divisions in the tobacco control movement
- Implementing FCTC measures is the no 1 over all priority

Swedish Tobacco Control
First strength: Step-by-Step Legislation

Supported by an intensive public debate

- Billboards banned 1970’s
- Rotating health warnings on packs 16 different types of warnings 1977
- Tobacco advertising ban (direct adv) 1994
- Smoke-free restaurants and bars 2003
- Indirect adv ban 2005
- TPD implementation 2016
2nd strength: The NGO Network in Sweden
-A multidisciplinary group that Sings Well Together

- Since the early 1990s, a multidisciplinary coalition of organizations work toward a tobacco-free Sweden

- Members include:
  - Health Professionals Against Tobacco
  - A Non-Smoking Generation
  - Teachers Against Tobacco
  - The Swedish Cancer Foundation
  - The Heart and Lung Foundation
NGO`s with great symbolic value: The 6 Health Professionals Against Tobacco

- **Doctors** Against Tobacco (1992)
- **Dentistry** Against Tobacco (1993)
- **Nurses** Against Tobacco (1992)
- **Teachers** Against Tobacco (1995)
- **Pharmacists** Against Tobacco (1996)
- **Psychologist** and **Sociologist** Against Tobacco (2000)

www.tobaccoorhealthsweden.org
The Non Smoking Generation who has taken on the tobacco industry in 4 big campaigns (1990´s-2000´s)

Raped by

Why?

Welcome to Marlboro Country.

NGO Advocacy
A handbook of the tobacco industry`s deadly influence from 2015. Produced by TobaccoFacts

- **Example of chapters**
- Tobacco industry`s marketing tactics
- Strategies to influence tobacco control policies
- Tobacco lobbying in the EU
- Examples of tobacco industry lobbying in Sweden
- How tobacco control policies can be protected - Examples from other countries
Third strength: The early start of the smoke free movement

- **1970** – Sweden and Germany pioneers' in passive smoking
- **1975** – The establishment of the first NGO focusing on passive smoking - VISIR
- **1983** – First smoke free restrictions in public places and at workplaces
- **1993** – Designated non-smoking areas in bars and restaurants
- **1999** – First proposal on banning smoking in restaurants and bars
- **2004** – Finally legislation passed
- **2005** – Legislation implemented
- **2018** - Legislation implemented for outdoor places eg. playgrounds, platforms, busstips and outdoor restaurants

Actions that have kept the debate alive in the public!
Forth strength: Several women centred campaigns during the 1990's

Smoke-free Miss Sweden

Women focused Social Marketing

Förförd av en PRINCE

Seduced by …

Precise targeting of women

Working with Women's media

Women friendly Tobacco cessation Programmes
A "sustainability project" within the precise targeting of women activities-Smoke Free pregnancy

Prevalence of smoking among pregnant women 1983-2016

# Swedish Tobacco Control Lessons

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<th>What Worked</th>
<th>What Could Have Worked Better</th>
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<td>Step-by-step legislation</td>
<td>Price increases should have continually increased over time</td>
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<td>Smoke-free public places</td>
<td>Should have been stride-by-stride</td>
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<td>NGO Advocacy</td>
<td>Stricter enforcement and fines</td>
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<td>Precise Targeting</td>
<td>More money, to allow for better continuity in action</td>
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<td>Continuity of people</td>
<td>More involvement of NGOs outside the health sector incl women NGO`s</td>
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<td>Plan for the next tobacco control generation</td>
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<td>The political support</td>
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<td>Counteraction on snus</td>
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The Tobacco Endgame project – Today’s way forward

- A change of perspective
- A higher ambition from just decreasing tobacco use to phasing out the habit long term
- It started with the support of 15 org in 2012 to 170 org in 2017
- **Main aim:** to bring the vision into a plan of action

**First goal:** By 2025 daily smoking would be reduced to less than 5 %

**Second goal:** Reduce snus use
The Tobacco Endgame project – What is now needed in Sweden (Activities based on the FCTC)

- To identify the tobacco industry as the root of the evil: Limit the TI possibilities to manufacture their deadly products- Strict implementation of Article 5.3: Stop the tobacco industry from influencing public health policies

- To protect minors from exposure of tobacco and nicotine products and experimental use with its risk of developing an addiction. Eg. stricter implementation of the FCTC such as a display ban, standardised plain packs and a more active price and tax policy (Articles 13 and 6)
**Cond´t: The Tobacco Endgame project – What is now needed in Sweden**

- To increase *smokefree environments* also *outside* (Article 8)

- **To increase the quality and availability of quit tobacco support**, especially to vulnerable groups (Article 14)

- **To develop monitoring of tobacco and use of other nicotine products as well as attitudes** to FCTC measures (Articles 20-22)

- The development of **a concrete Tobacco Endgame plan** incl Gov leadership and sustainable fundings
Last but not least: To reduce the use of oral smokeless tobacco incl the positive attitudes

NonSmoking Generation campaigns 2005-2010
Vielen Dank and Viel Glück Deutschland!

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