

***TOBACCO CONTROL:
A PUBLIC HEALTH PRIORITY***

***THE MANAGEMENT OF THE
CHANGE IN ITALY***

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BACKGROUND

- **23.9% of Italian adults smoke**
(National Health Institute estimate - 2003)
- **Higher prevalence in men**
(31% versus 17.4%)
- **High prevalence in teenagers, particularly girls**
- **Cigarettes sold in tobacco shops, some pubs, vending machines (opened from 9 p.m. to 7a.m.)**
- **Cost/pack = 3.20 euros**
- **2004 annual tobacco sales: 99,000 tons**

***Smoking attributable deaths
Italy-2000 (population 57 million)***

Cause	Males	Females	TOTAL
Cancer	31,365	4,504	35,869
Cardiovascular	22,028	7,187	29,215
Respiratory	12,220	4,551	16,771
Total	65,613	16,242	81,855

Estimated effects of second-hand smoke in Italy (deaths or illings a year)

Home exposure

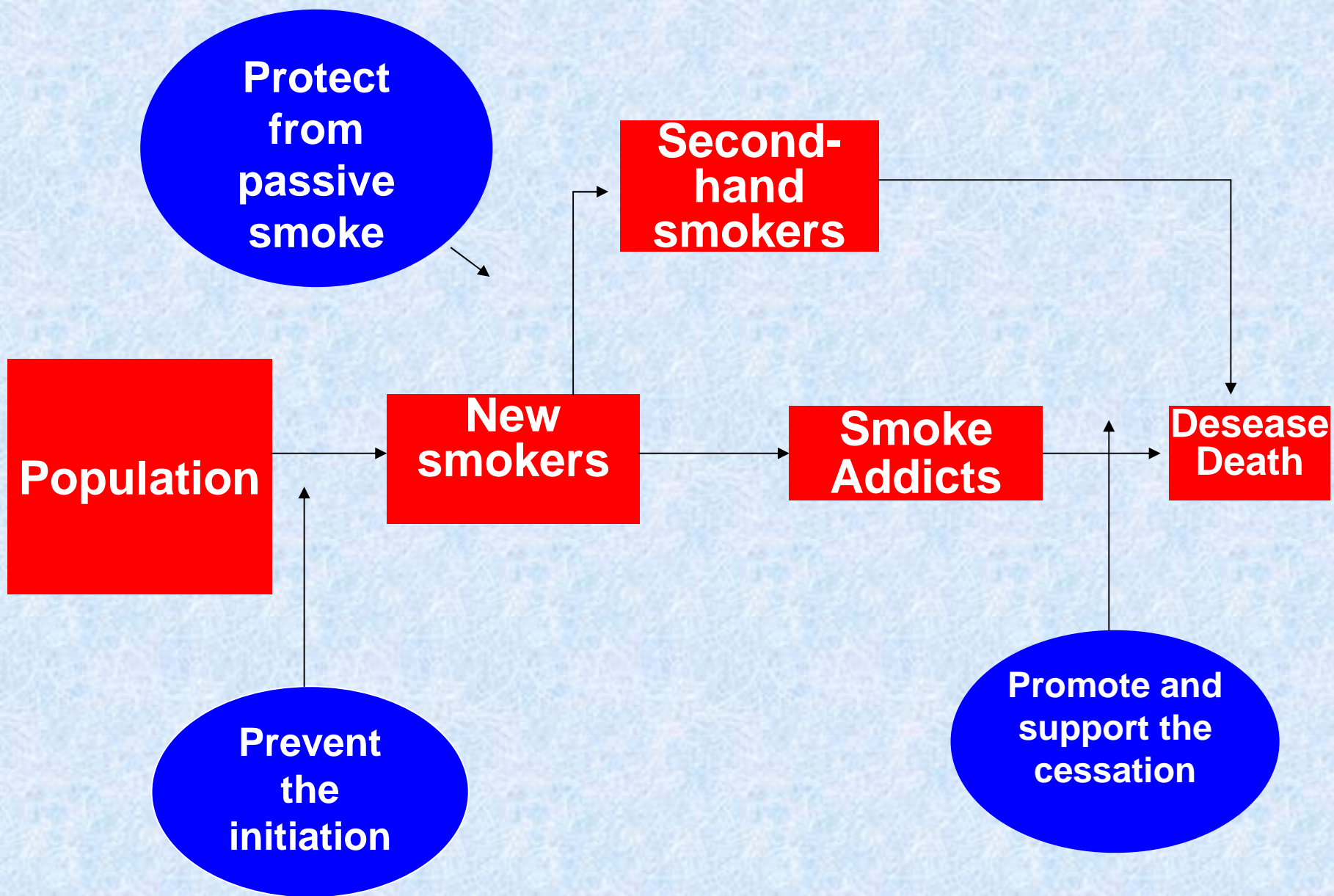
Children with smoking parents N° cases

- Acute respiratory infections (0-2 yrs) 76,954**
- Bronchial asthma (6-14 yrs) 27,048**
- Chronical respiratory symptoms 48,183**
- Acute otitis 64,130**
- SIDS 87**

Source: Forastiere F. et al. Impatto sanitario dell'esposizione a fumo ambientale in Italia Epidemiol Prev. 2002 gen-feb; 26(1): 18-29.

ITALIAN STRATEGY ON TOBACCO CONTROL

- **PROTECTING NON SMOKERS' HEALTH**
- **REDUCING PREVALENCE OF NEW SMOKERS**
- **PROMOTING SMOKING CESSATION**



ITALIAN STRATEGY ON TOBACCO CONTROL

COMPREHENSIVE PROGRAM AT NATIONAL AND LOCAL LEVEL

- **LEGISLATION MEASURES**
- **INFORMATIONAL CAMPAIGNS**
- **PREVENTIVE MEASURES**
- **PROGRAMS TO STOP SMOKING**

HISTORY OF SMOKING BANS

SINCE 1975:

**Schools, Hospitals, Cinemas, Museums,
Libraries, Public transport**

SINCE 1995:

Public offices opened to the citizens

SINCE 2005:

**Smoking banned in ALL indoor spaces open
to the public, including private offices, bars,
restaurants, clubs, and discos**

THE 2005 BAN – LAW 3/2003

- **Designed to protect non-smokers health**
- **Covers all indoor places**
- **No-smoking signs must be posted up**
- **Person charged with enforcement responsibility**
- **Fines for persons found smoking € 27.5**
- **Fines for managers or owners € 220**
- **Smoking areas allowed, but must meet strict criteria (enclosed, negative-pressure ventilation to prevent smoke escaping)**

THE 2005 BAN

LAW ADOPTED 2003

ENFORCED STARTING ON JANUARY 2005

- **Inform people (multimedia campaigns)**
- **Give owners and managers time to construct non-smoking areas**

MULTIMEDIA EDUCATIONAL CAMPAIGNS

- **SPOTS ON TV AND RADIO**
- **DEBATES**
- **BILLBOARDS AND POSTERS**
- **INSERTS ON NEWSPAPERS AND
MAGAZINES**
- **BOOKLETS**
- **STICKERS**

2003-2004: Before the entry in force of the law



**UNA DONNA
LIBERA
NON FUMA**

Il fumo ti rende
L'aria che respiri, come tutti i giorni, contaminata nocivamente
L'aria che respiri è inquinata da sostanze nocive
L'aria che respiri non è pulita come pensavi e puoi respirare
L'aria che respiri è inquinata da sostanze nocive
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Ministero della Salute
Commissione di tutela e promozione della salute



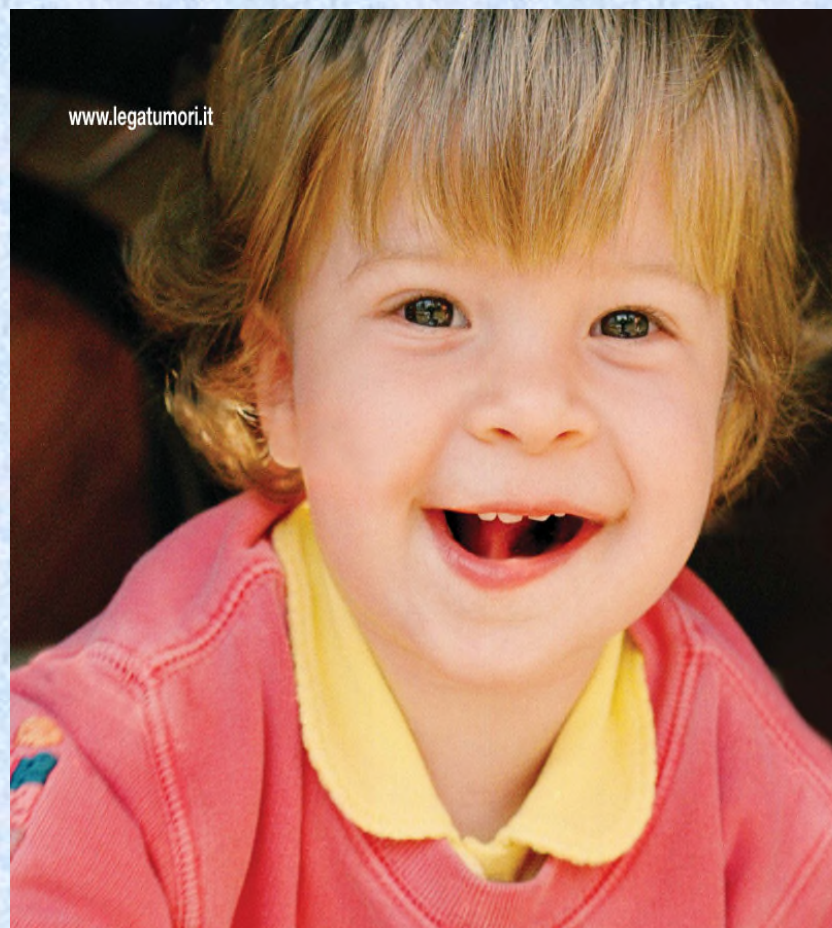
**PRIMA GLI HAI DATO
LA VITA
ORA TUTELA LA SUA SALUTE.
NON FUMARE**

Il fumo passivo ti irrita
Ogni volta che accendi una sigaretta, non
solo inquiniamo la nostra vita ma anche quella
dei nostri bambini. Con il fumo di non fumo
passivo, inquiniamo l'ambiente e i bambini
e i figli, in modo che anche loro
possano dare il loro contributo
Molti comportamenti di non fumo passivo



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2005: after the entry in force



Se non fumate
è meglio anche per me!



Se hai deciso di smettere chiama il Numero Verde
dell'Istituto Superiore di Sanità

Numero Verde
800-554088

Potrai avere informazioni sui Centri Antifumo



In cooperation with: "Italian Association Against Cancer"
"National Institutes of Health (ISS)"

THE IMPLEMENTATION PHASE

MINISTRY TELEPHONE HOT LINE PROVIDING INFORMATION ON THE NEW LAW

DURING THE FIRST MONTH

> 4,000 CALLS RECEIVED

- 13% on first day**
- 55% during first week**
- 60% from smokers**
- 98% for clarifications about application of the law
(no-smoking signs, what is a “public indoor space”)**
- <1% complaints about the law**

- Thousands more accessed Ministry website, daily updated on the basis of most FAQ**

THE IMPLEMENTATION PHASE

QUIT - HOTLINE AT THE NATIONAL INSTITUTES OF HEALTH (ISS)

- **Doubling in number of calls received**
- **49% of calls: information on cessation centers (address, services)**

IMPACT OF THE LAW

SO WHAT HAPPENED? A MIRACLE!!

- The immediate impact of the law can be considered optimal
- Recurrent surveys have shown that the law is supported by the majority (about 90%), both smokers and non-smokers
- People actually respected the law

LAW MONITORING PROGRAM

COMPLIANCE WITH THE LAW

- **90.4 % of people (both smokers and non smokers) recognised the law as a positive public health measure**
- **87.3% feel the law is respected in public places**
- **69.1% feel the law is respected in workplaces**

Survey conducted in March-April 2005 among a nationally representative sample of 3,114 aged 15 years and older.

Source: DOXA for the National Institute of Health

LAW MONITORING PROGRAM

**INSPECTIONS BY SPECIAL CORPS OF
“CARABINIERI”**

JANUARY- MARCH 2005

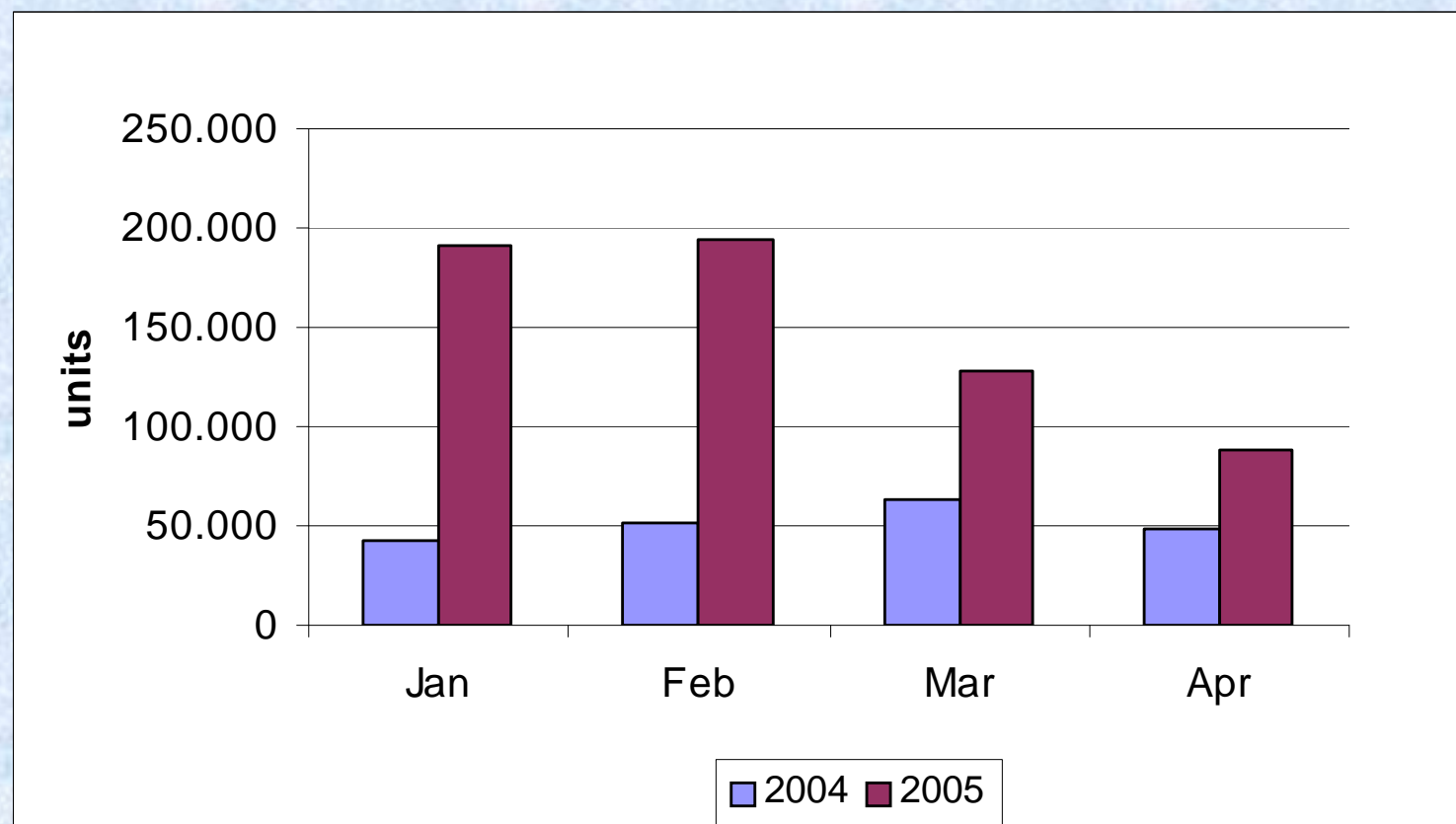
5,597 INSPECTIONS, 272 FINES:

- **89 FOR CURRENTLY SMOKING CLIENTS**
- **183 FOR INAPPROPRIATE LAW ENFORCEMENT**

LAW MONITORING PROGRAM

ANTITOBACCO PRODUCTS SALES

Nicotine Replacement Treatment January - April 2004/2005



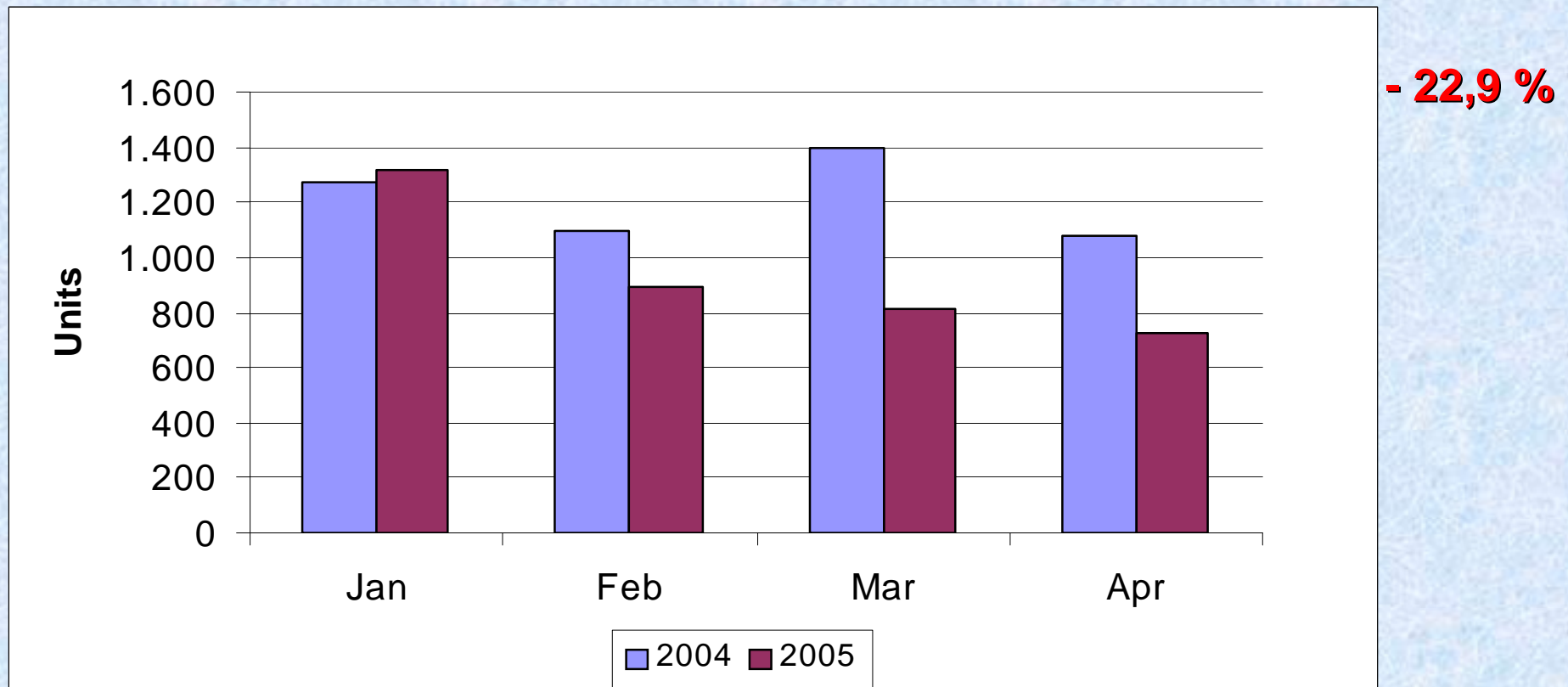
+ 188%

Source: Italian Medicines Agency (AIFA)

LAW MONITORING PROGRAM

ANTITOBACCO PRODUCTS SALES

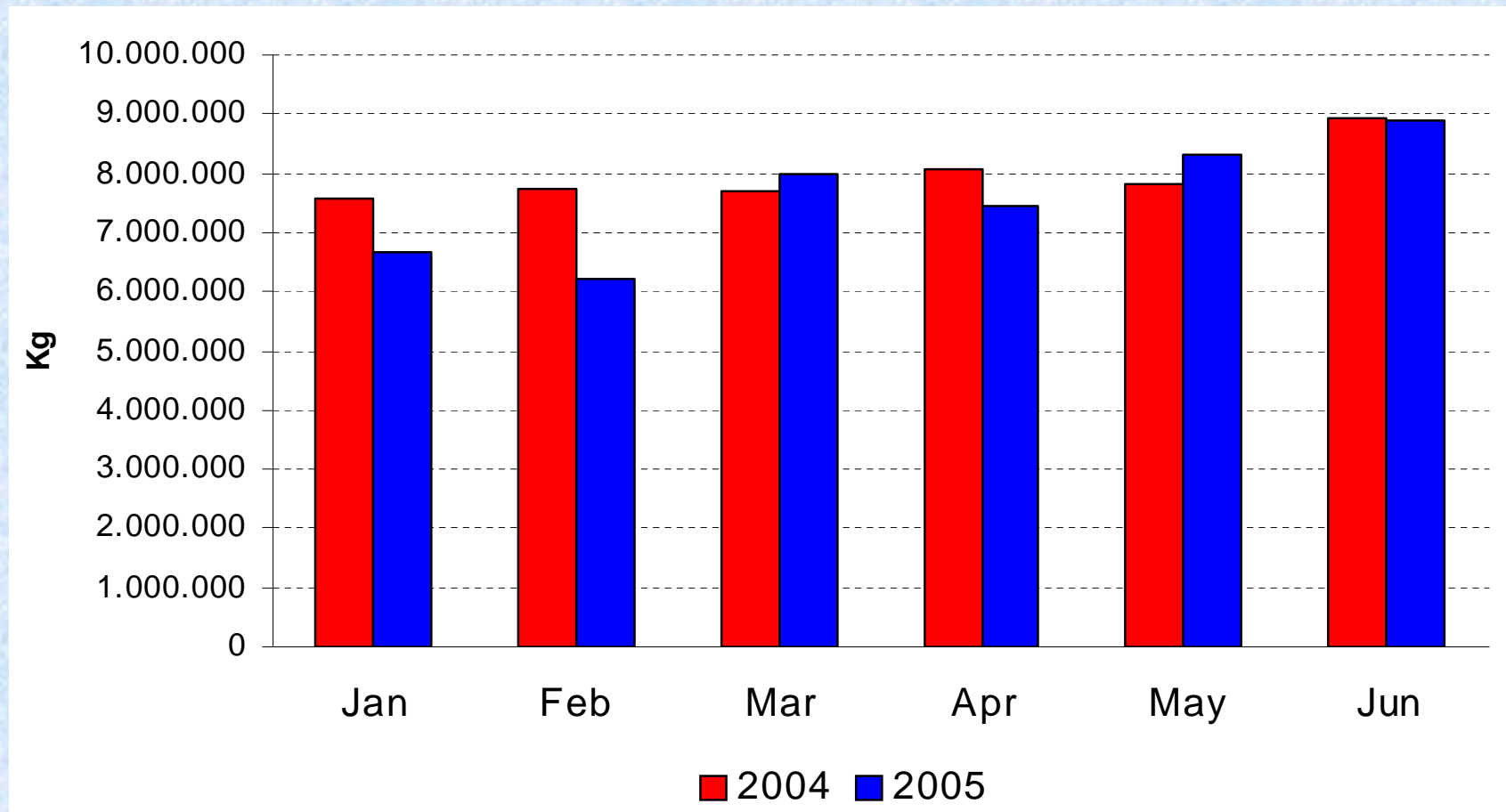
Bupropion January-April 2004-2005



Source: Italian Medicines Agency (AIFA)

LAW MONITORING PROGRAM

CIGARETTES SALES (January – June 2004/2005)



5% decrease compared with 2004 (- 116 milion packs)

Source: Ministry of Economy

LAW MONITORING PROGRAM

STUDY OF PUBS AND RESTAURANTS BEFORE AND AFTER IMPLEMENTATION

- **Self-administered questionnaire for owners or managers**
- **Observational component: no-smoking signs, presence of smoke/smokers during peak business hours**
- **1,600 locals visited**

Source: NATIONAL HEALTH INSTITUTE - CNESPS

LAW MONITORING PROGRAM

STUDY OF PUBS/RESTAURANTS BEFORE IMPLEMENTATION *OWNERS OPINION*

- **High knowledge level about law**
- **High knowledge of potential health risks of passive smoke**
- **25% expecting financial losses**
- **40% smokers themselves**

LAW MONITORING PROGRAM

STUDY OF PUBS/ RESTAURANTS AFTER IMPLEMENTATION OWNERS OPINION

- **10% asked smokers to put out their cigarettes**
- **2% had clients disagreeing**
- **76% reported favourable clients opinion**
- **Only 11% reported significant financial losses**

LAW MONITORING PROGRAM

STUDY OF BARS/ RESTAURANTS AFTER IMPLEMENTATION OBSERVATIONAL COMPONENT

- **Owners themselves are smoking less:**
 - 27% “a lot less”***
 - 33% “a little less”***
 - 15% reported stopping***
- **0.2% premises had currently smoking people**
- **All premises had no-smoking signs**

CENTRES FOR TOBACCO CONTROL

2004

334 centres

254: Hospitals and
Health Services

80: Association
Against Cancer

