



Tobacco Endgame

For Prelims: Tobacco, WHO, WHO FCTC, Denicotisation, NFHS-5

For Mains: Tobacco - its impact and eradication measures

Why in News?

To fulfil its plan to be **smokefree by 2025**, the New Zealand Parliament recently tabled the **Smokefree Environments and Regulated Products (Smoked Tobacco) Amendment Bill**.

- Emulating New Zealand, **Malaysia is also considering a ban on smoking** and the sale of all tobacco products, including [e-cigarettes](#), to people born after 2007.

What is the New Zealand's Bill on Tobacco Endgame?

- **About:**
 - The Tobacco Endgame **refers to a policy approach that focuses on ending the Tobacco Epidemic**, aiming at a **'tobacco-free future'**.
 - The Bill seeks three Strategies to reduce Smoking significantly or ending it.
 - If implemented, it will be the world-first legislation that will **stop the next generation from ever being able to legally buy cigarettes**.
- **Strategies Proposed:**
 - Drastically reducing nicotine content in tobacco so it is no longer addictive (known as **"denicotinisation"** or "very low nicotine cigarettes" (VLNC)).
 - A 90% to 95% reduction in the number of shops that can sell tobacco.
 - Making it **illegal to sell tobacco to people born on or after 1 January 2009**. (thus, creating a **"smoke free generation"**).

What is the Status of Tobacco Consumption?

- **Globally:**
 - The tobacco epidemic is **one of the biggest public health threats the world has ever faced**, killing more than 8 million people a year (as per the [World Health Organisation](#)), including around 1.2 million deaths from exposure to second-hand smoke.
 - Nearly one in four people across the globe use tobacco.
 - All forms of tobacco are harmful, and there is **no safe level of exposure to tobacco**.
 - Cigarette smoking is the **most common form of tobacco use worldwide**.
 - Other tobacco products include waterpipe tobacco, various smokeless tobacco products, cigars, cigarillos, roll-your-own tobacco, pipe tobacco, bidis and kreteks.
 - Tobacco use is a major risk factor for many chronic diseases, including [cancer](#), [lung disease](#), [cardiovascular disease](#) and stroke.
- **Status in India:**
 - 38% men and 9% women **above 15 years of age use tobacco products**, as per the [National Family Health Survey 5 \(2019-21\)](#).

- Women (19%) and men (51%) belonging to **Scheduled Tribes are more likely to use tobacco** than those from any other caste/tribe groups.
- Among men as well as women, the use of **tobacco is higher in rural areas** (43% for men and 11 % for women) than in urban areas.
- Nearly three-fifths of men and 15% of women with **no schooling or less than 5 years of schooling** use tobacco.
- **Socio-Economic Burden of Tobacco Consumption:**
 - Tobacco use **contributes to poverty by diverting household spending** from basic needs such as food and shelter to tobacco.
 - The economic costs of tobacco use are substantial and include **significant health care costs for treating the diseases caused by tobacco** use as well as the **lost human capital** that results from **tobacco-attributable morbidity and mortality**.
 - It is **one of the major causes of death and disease in India** and accounts for **nearly 1.35 million deaths every year**.
 - India is also the **second largest consumer and producer of tobacco**. A variety of tobacco products are available at very low prices in the country.
 - The total economic costs attributed to tobacco use (from all diseases in India in the year 2017-18 for persons aged 35 years and above) amounted to **INR 177 341 crore**.

What Measures have been Taken to Tackle High Tobacco Consumption?

- **Global Initiatives:**
 - **WHO Framework Convention on Tobacco Control (WHO FCTC):**
 - It was developed in response to the **globalisation of the tobacco epidemic and is an evidence-based treaty** that reaffirms the right of all people to the highest standard of health.
 - **India has adopted** the tobacco control provisions under the WHO FCTC.
 - **World No Tobacco Day:**
 - 31st May is observed as **‘World No Tobacco Day’** every year to spread awareness around the deadly effects of tobacco consumption.
- **India’s Initiatives:**
 - **Cigarettes and Other Tobacco Products Act (COTPA), 2003:**
 - It replaced the **Cigarettes Act of 1975 (largely limited to statutory warnings- ‘Cigarette Smoking is Injurious to Health’** to be displayed on cigarette packs and advertisements. It did not include non-cigarettes).
 - The 2003 Act also included cigars, bidis, cheroots, pipe tobacco, hookah, chewing tobacco, pan masala, and gutka.
 - **Promulgation of the Prohibition of Electronic Cigarettes Ordinance, 2019:**
 - It prohibits Production, Manufacture, Import, Export, Transport, Sale, Distribution, Storage and Advertisement of e-Cigarettes.
 - **National Tobacco Quitline Services (NTQLS):**
 - Tobacco Quitline Services have the potential to reach a large number of tobacco users with the sole objective to provide telephone-based information, advice, support, and referrals for tobacco cessation.
 - **mCessation Programme:**
 - It is an initiative using mobile technology for tobacco cessation.
 - India launched mCessation using text messages in 2016 as part of the government’s **Digital India initiative**.

Source: DTE

