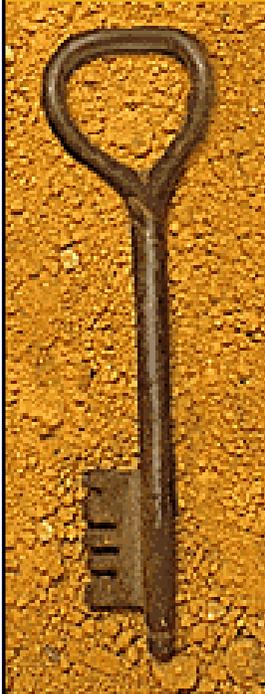




TOBACCO CONTROL

TAKING ACTION



TOBACCO INDUSTRIES IDEA

- ◆ WHAT ARE WE TRYING TO ACCOMPANISH?
- ◆ PREVENT FURTHER DETERIORATION OF OVERALL SOCIAL, LEGISLATIVE AND REGULATORY CLIMATE,
- ◆ ACTUALLY IMPROVE THE CLIMATE FOR THE MARKETING AND USE OF TOBACCO PRODUCTS

Philip Morris, 1990



ACTION - RESEARCH

- ◆ AMERICAN CANCER SOCIETY
- ◆ OXFORD HEALTH ALLEANCE
- ◆ FOGARTY INTERNATIONAL CENTRE
- ◆ GLOBAL TOBACCO RES. NETWORK
- ◆ ROCKEFELLER FOUNDATION
- ◆ UNITED NATIONS FOUNDATION



TOBACCO Co STRATEGY

- ◆ TO IMPROVE THEIR PUBLIC IMAGE, TOBACCO COMPANIES OFFER RESEARCH FUNDING
- ◆ TRY TO SUPPRESS UNFAVOURABLE FINDINGS
- ◆ ACCEPTING DONATIONS IS CONTROVERSIAL



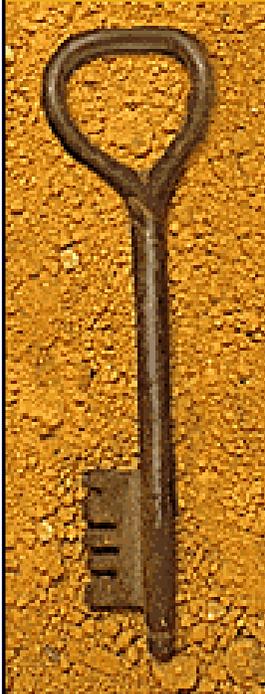
CAPACITY BUILDING

- ◆ FRAMEWORK CONVENTION ALLIANCE for TOBACCO CONTROL (WHO) – an UMBRELLA ORGANIZATION OF 200 TOBACCO CONTROL ORGAN. – 2003
- ◆ GLOBALink – an INTERNET BASED NETWORK AROUND THE WORLD
- ◆ WORLD CONFERENCES „TOBACCO OR HEALTH“ (3-year periods)



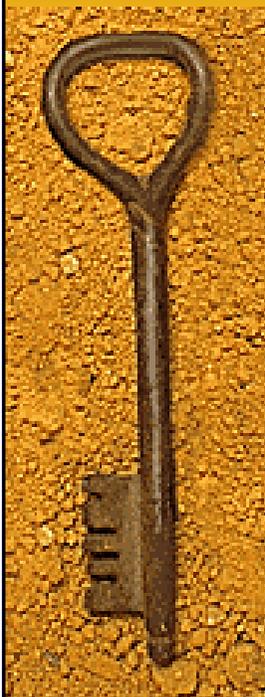
WHO FCTC

- ◆ **REGULATION:** packing, labeling tobacco products, sales to minors, illicit trade, smoking at public places
- ◆ **REDUCTION IN CONSUMER DEMAND:** price and tax, ban of advertising, education training
- ◆ **PROTECTION OF ENVIRONMENT AND TOBACCO WORKERS**



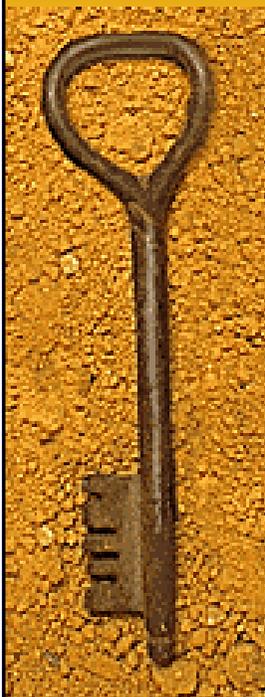
WHO FCTC

- ◆ SUPPORT FOR ALTERNATIVE ACTIVITIES
- ◆ RESEARCH SURVEILLANCE, EXCHANGE OF INFORMATION
- ◆ SUPPORT FOR LEGISLATIVE ACTION
- ◆ SIGNATION / RATIFICATION



THE FUTURE – TO 2050: HEALTH /DEATHS – IF:

- ◆ PRESENT TREND CONTINUE
.....520 MILLION
- ◆ PROPORTION OF YOUNG SMOKERS
HALVES500 MILLION
- ◆ ADULT CONSUMPTION HALVES
.....340 MILLION



THE FUTURE – TO 2050: ECONOMICS

- ◆ GLOBAL ECONOMIC COSTS – 2010
.....500 000 000 USD/YEAR
- ◆ GLOBAL ECONOMIC COSTS – 2040
.....1 000 000 000 USD/YEAR
- ◆ GLOBAL ECONOMIC COSTS – 2050:
HEALTH COSTS FOR TREATING OF
SMOKERS & FORMER SMOKERS
SURPASS ALL OTHER HEALTHCARE
EXPENDITURES



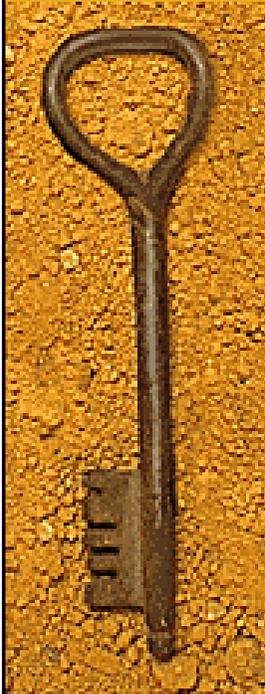
PRIMARY PREVENTION IN CZECH REPUBLIC

- ◆ HEALTHY PREGNANCY – HEALTHY CHILD
- ◆ WE DO NOT WANT TO SMOKE
- ◆ NON-SMOKING IS A NORM
- ◆ SMOKING AND ME
- ◆ I DO DECIDE ABOUT MY LIFE MYSELF



CARE ABOUT SMOKERS IN CZECH REPUBLIC

- ◆ EDUCATION OF MEDICAL STUDENTS/
HEALTH PROFESSIONALS
- ◆ SEMINAR FOR PHYSICIANS
- ◆ WIDE NETT OF ADVICERS' OFFICES
- ◆ CENTERS FOR SMOKING CESSATION



THE FUTURE

- ◆ *OF YOUR COUNTRY?*
- ◆ *OF YOUR FAMILY?*
- ◆ *OF YOURSELF?*
- ◆ *THE KEY IS IN YOUR HANDS !*