

# TOBACCO CONTROL



**PAHO**

# More than 7000 chemicals have been identified in tobacco smoke

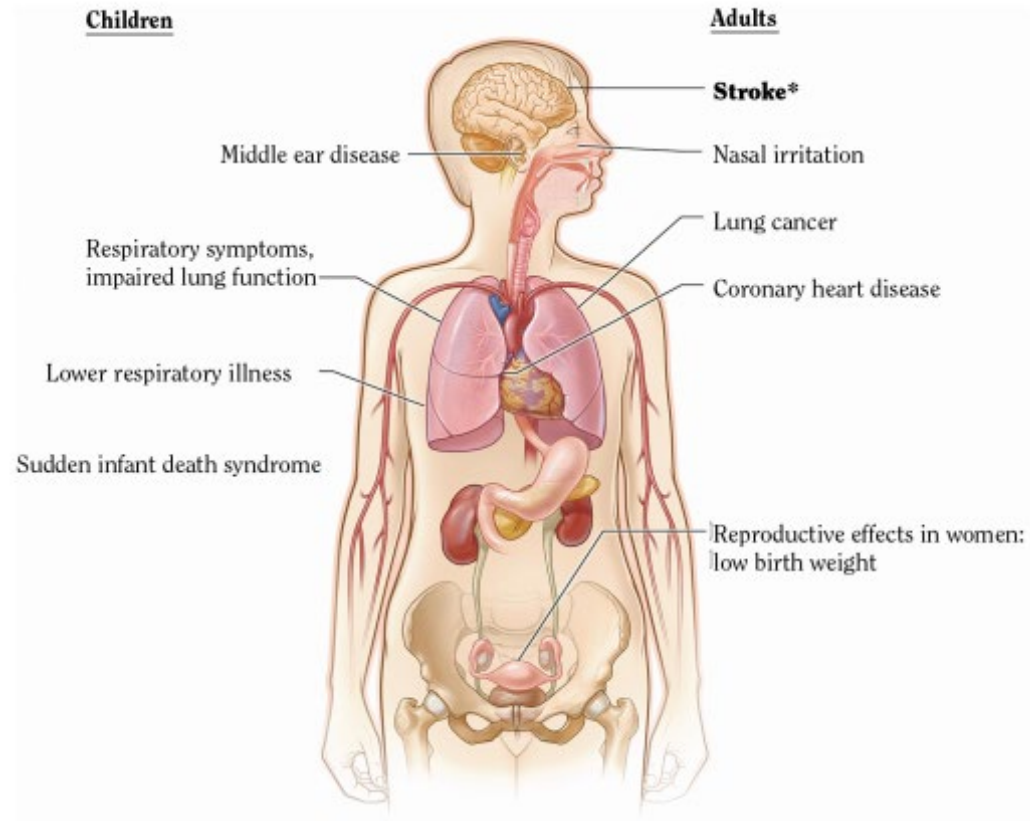
## CHEMICALS CONTAINED IN SECOND-HAND TOBACCO SMOKE (PARTIAL LIST)



- Hundreds of which are known to be harmful
- Around 70 of which are known to cause cancer

Source: [https://www.cdc.gov/tobacco/data\\_statistics/fact\\_sheets/cessation/quitting/index.htm](https://www.cdc.gov/tobacco/data_statistics/fact_sheets/cessation/quitting/index.htm)

Figure 1.1B The health consequences causally linked to exposure to secondhand smoke



Source: USDHHS 2004, 2006.

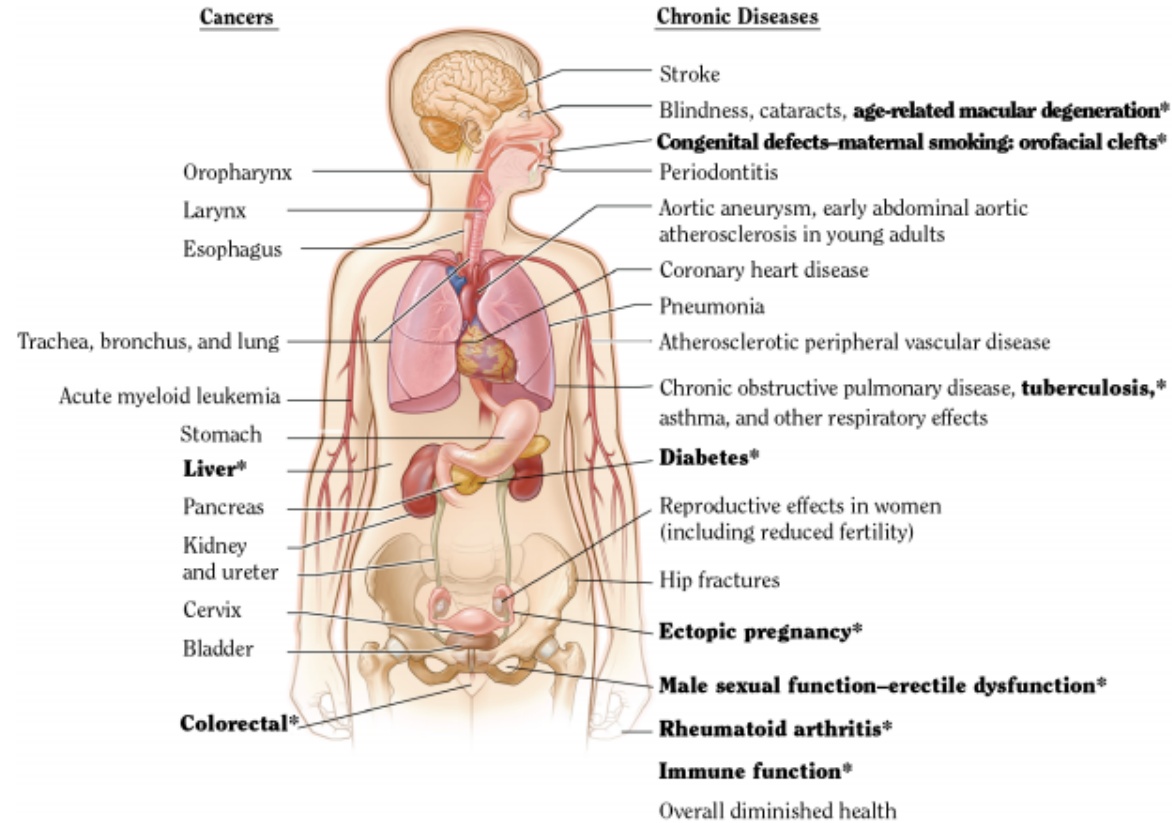
Note: Each condition presented in bold text and followed by an asterisk (\*) is a new disease that has been causally linked to exposure to secondhand smoke in this report.

Exposure to tobacco smoke



Figure 1.1A The health consequences causally linked to smoking

# Smoking



Source: USDHHS 2004, 2006, 2012.

Note: Each condition presented in bold text and followed by an asterisk (\*) is a new disease that has been causally linked to smoking in this report.

## Key Facts

- Tobacco kills up to half of its users



# Examples from Caribbean countries.

## Economic Cost of Smoking-attributable diseases

(PPP international dollars in millions)

	Health Expenditure (PPP\$ Millions)			Economic Loss (PPP\$ Millions)		
	Smoking Attributable Health Expenditure	Total Health expenditure	% Total Health Expenditure	Total	GDP	% GDP
<b>Bahamas</b>	10	634	1.6%	41	8,593	<b>0.5%</b>
<b>Barbados</b>	3	398	0.7%	11	4,399	<b>0.2%</b>
<b>Belize</b>	3	148	2.1%	9	2,722	<b>0.3%</b>
<b>Guyana</b>	3	321	0.8%	29	4,901	<b>0.6%</b>
<b>Haiti</b>	5	1,190	0.4%	45	16,599	<b>0.3%</b>
<b>Jamaica</b>	46	1,210	3.8%	252	23,234	<b>1.1%</b>
<b>Trinidad and Tobago</b>	50	2,258	2.2%	493	40,996	<b>1.2%</b>

Goodchild M, Nargis N, Tursan d'Espaignet E Global economic cost of smoking-attributable diseases Tobacco Control 2018;27:58-64-  
<https://tobaccocontrol.bmj.com/content/tobaccocontrol/27/1/58.full.pdf>

PAHO/WHO



[https://www.who.int/fctc/guidelines/adopted/article\\_8/en/](https://www.who.int/fctc/guidelines/adopted/article_8/en/)



# a. 100% Smoke Free indoor public and workplaces

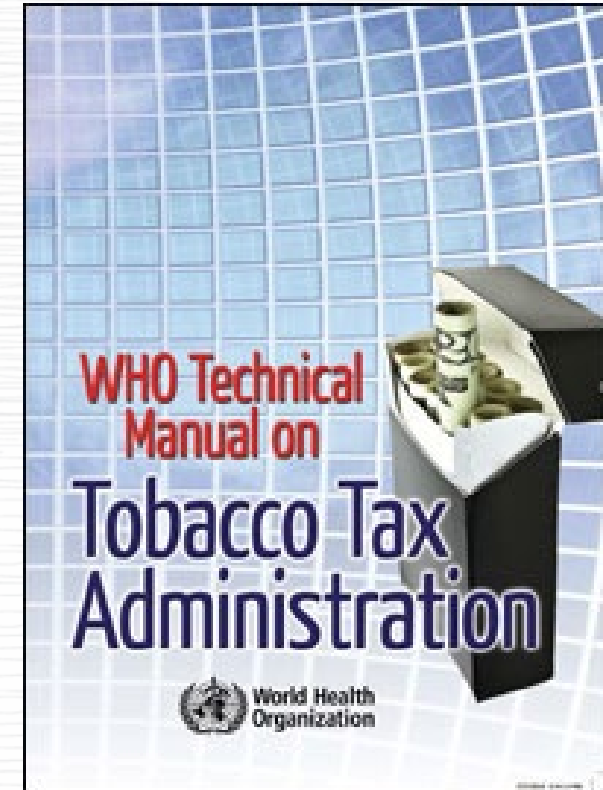
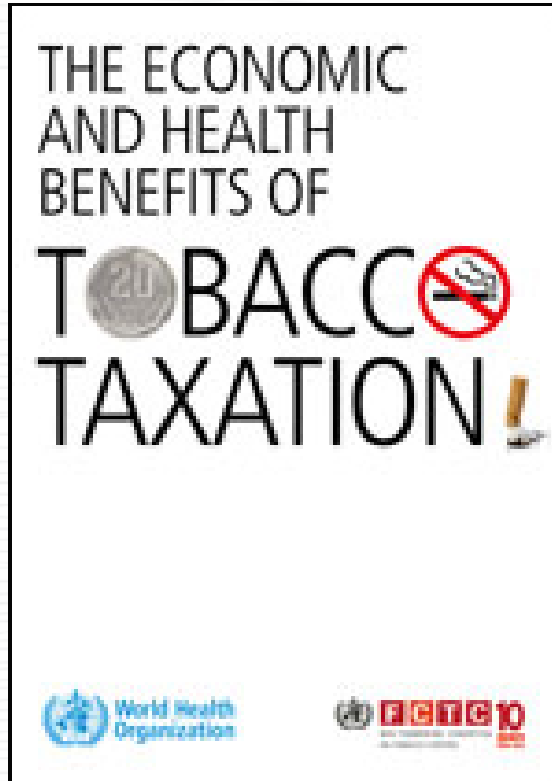




# b. Including graphic and large health warnings in any packing and labelling of tobacco products



## c. Raising prices of tobacco products





# d. ~~Substitution of traditional cigarettes for newer and safer alternatives such as e-cigarettes.~~



The image is a screenshot of a WHO website article. At the top, there is a blue navigation bar with the WHO logo and menu items: 'Health Topics', 'Countries', 'Newsroom', 'Emergencies', and 'About Us'. The main content area features a photograph of a young woman with long dark hair, wearing a bright yellow hoodie, using a pink e-cigarette. Below the photo, the article title 'E-cigarettes are harmful to health' is displayed in a bold, dark font. To the right of the title are five social media sharing icons: a printer, an envelope, Facebook, Twitter, and a plus sign for more options.



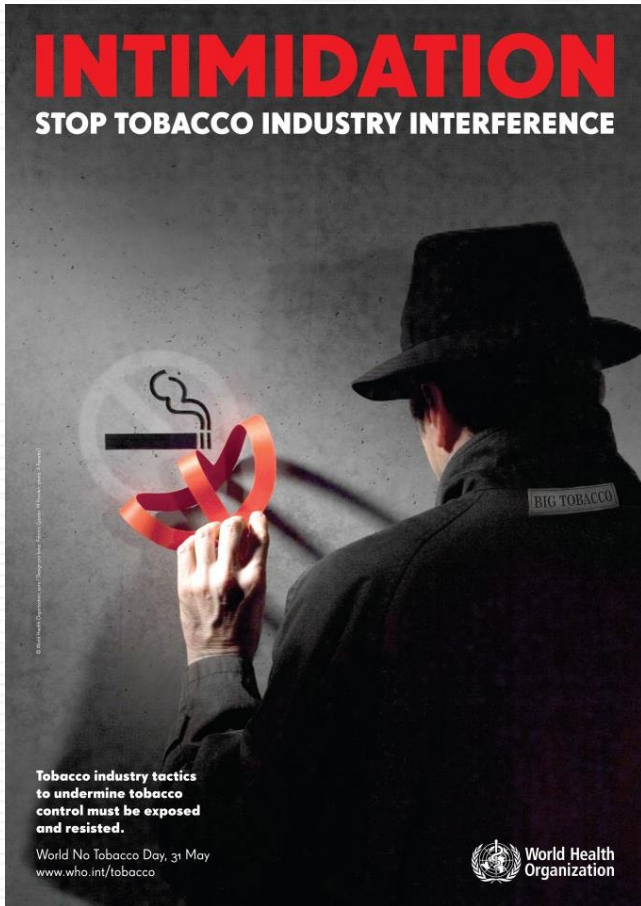
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# e. ~~Banning any advertising of tobacco products that targets minors.~~





# Only compulsory measures



# ALCOHOL



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# ALCOHOL EFFECTS AND HEALTH OUTCOMES



- Intoxicating effects
- Toxic and carcinogenic effects
- Immunosuppressant effects
- Teratogenic effects
- Rewarding and addictive effects
- Liver disease
- Brain damage
- Cancer
- Infections (HIV, TB, STDs)
- Hypertension/stroke/ CVD
- Fetal alcohol spectrum disorders
- Injuries and violence (suicides, homicides, traffic fatalities)
- Dependence

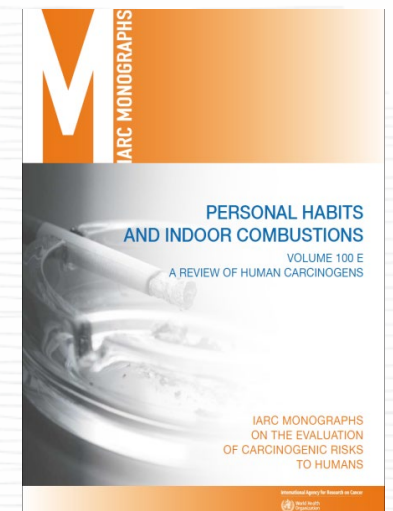
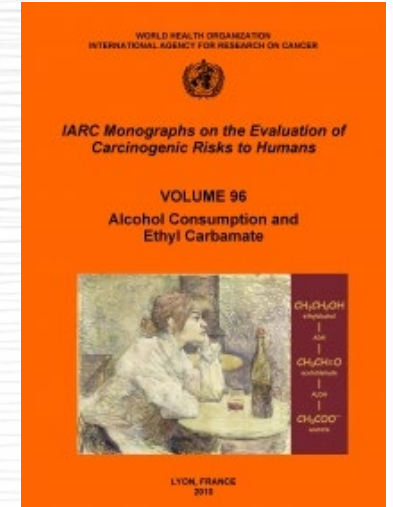
# Alcohol Consumption and Cancer

A causal relationship between alcohol and the following cancers has been confirmed:

- Oral cavity and pharyngeal (excluding nasopharyngeal)
- Oesophageal squamous cell carcinoma
- Colorectal
- Liver
- Laryngeal
- Breast (female)

Biological pathways:

- Ethanol metabolism
- Inhibition of the one carbon metabolism pathway
- Modification of hormone levels and associated signaling pathways



# Global and Regional Mandates and Commitments on NCDs



## Timeline – Harmful use of Alcohol

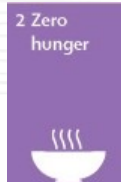
- Targets and Indicators





# 13 SDGs, 52 Targets Affected By Alcohol

Recognition that alcohol adversely affects the social, environmental and the economic dimensions, cutting across all aspect of sustainable development.



- Direct costs to the household frequently underestimated
- Loss of job/unemployment
- Increased health expenditure
- Alcohol during pregnancy - higher mortality rates for pregnant women and infants
- Major risk factor for TB, HIV, NCDs, road traffic injuries and fatalities
- Strong relationship between alcohol and domestic abuse, intimate partner violence and sexual assault – fuels violence against women
- Parental role neglected
- Water-use efficiency? 298 l water to produce 1L beer – scarce resources are drained for the production of alcohol
- Costs of alcohol harm are massive: European Union - €156 billion yearly
- Neighborhoods with a high density of alcohol outlets have a higher rate of violence; alcohol is a barrier to inclusive, enabling public space for children, adolescents and youth
- .....



## Trends in prevalence (in %) of heavy episodic drinking

		Among all (%)				Among drinkers (%)			
WHO Region		2000	2005	2010	2016	2000	2005	2010	2016
15–19 years	AFR	17.3	15.7	14.3	12.7	59.7	58.3	56.8	55.1
	AMR	25.8	23.4	21.4	18.5	55.7	53.5	51.8	49.3
	EMR	0.4	0.3	0.2	0.2	13.3	12.0	11.9	10.9
	EUR	35.1	33.5	29.0	24.1	61.7	60.0	56.3	51.2
	SEAR	10.2	9.6	10.4	10.2	48.1	46.9	47.3	46.8
	WPR	18.1	16.2	20.3	18.8	48.9	46.6	50.7	49.0
	<b>World</b>	<b>17.1</b>	<b>15.6</b>	<b>15.6</b>	<b>13.6</b>	<b>49.3</b>	<b>47.4</b>	<b>47.5</b>	<b>45.7</b>
20–24 years	AFR	26.9	24.8	22.9	20.8	62.1	60.6	59.3	57.4
	AMR	36.3	33.4	31.2	28.0	57.9	56.0	54.4	51.8
	EMR	0.9	0.8	0.7	0.5	15.6	14.2	14.2	13.0
	EUR	46.0	44.2	40.0	33.9	64.0	62.5	60.2	54.7
	SEAR	17.4	16.6	17.8	17.6	51.0	49.9	50.2	49.9
	WPR	27.2	24.7	29.9	28.2	52.0	49.7	53.5	51.8
	<b>World</b>	<b>25.8</b>	<b>23.7</b>	<b>24.2</b>	<b>21.8</b>	<b>52.3</b>	<b>50.3</b>	<b>50.4</b>	<b>48.5</b>

# The role of economic operators in the GAS

Economic operators in alcohol production and trade are important players in their role as developers, producers, distributors, marketers and sellers of alcoholic beverages. They are especially encouraged to consider effective ways to prevent and reduce harmful use of alcohol within their core roles mentioned above, including self-regulatory actions and initiatives. They could also contribute by making available data on sales and consumption of alcohol beverages.



# NUTRITION



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# Breastfeeding: protecting children



## Benefits

- Perfect balance of nutrients - easily digested, efficiently used
- Protects against infection – reduced risk of childhood illnesses
- Reduced risk of overweight and obesity (10 to 24%)
- Better growth outcomes
- Improved cognitive outcomes
  - Better school achievement
  - Evidence of better achievement later in life

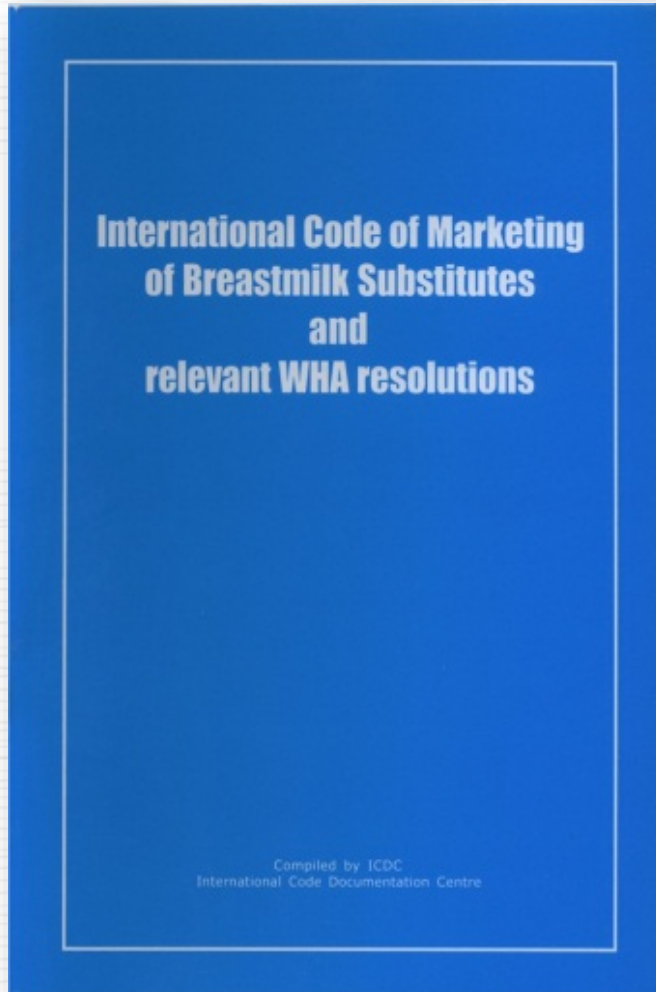
## WHO Recommendations

- Optimal feeding of infants and young children:
  - Exclusive breastfeeding for the first six months
  - Continued breastfeeding to 2 years old and beyond ...
  - ... with appropriate complementary feeding





# What is “The Code”



- **The International Code of Marketing of Breast-Milk Substitutes**
  - A set of recommendations to regulate the marketing (promotion and sale) of breast-milk substitutes, feeding bottles and teats.
  - Adopted by the 34th session of the World Health Assembly (WHA) in 1981.
  - A minimum requirement to protect breastfeeding
- **Aim:** To contribute "to the provision of safe and adequate nutrition for infants, by the protection and promotion of breastfeeding, and by ensuring the proper use of breast-milk substitutes, when these are necessary, on the basis of adequate information and through appropriate marketing and distribution"
- Countries are urged to translate the Code into national legislation, regulation or other suitable measures



# WHO Best Buys and other Recommended Interventions for Reducing Unhealthy Diets

## Best Buys:

### Reduce salt intake

- Product reformulation
- Supportive environment – low sodium options in public institutions
- Mass media, behavioural change communication campaigns
- Front of package labelling

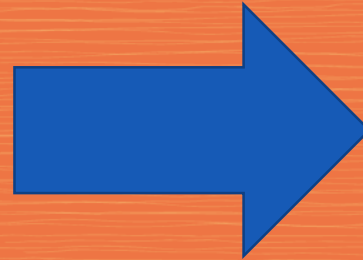
## **Other Interventions**

- Legislation to eliminate industrial trans fats
- Reducing sugar consumption by taxing sugar-sweetened beverages
- Promotion of breastfeeding and support for exclusive breastfeeding for the first 6 months of life
- Subsidies to increase intake of fruits and vegetables
- Replacing trans fats & saturated fats with unsaturated fats
- Limiting portion sizes and package sizes
- Nutrition education to increase fruits and vegetables
- Implementing nutrition labelling
- Media campaigns on healthy diets

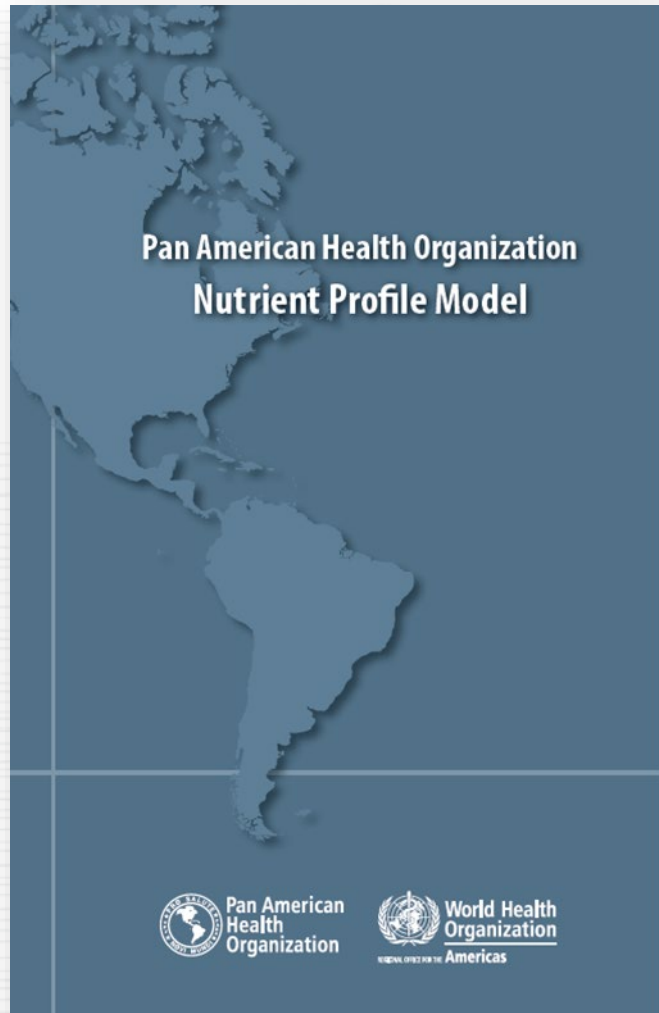
# FRONT OF PACKAGE LABELLING



Nutrition Facts	
Serving Size about 1 cup (35g)	
Servings Per Container about 6.5	
Amount Per Serving	
<b>Calories</b> 130	Calories from Fat 15
% Daily Value*	
<b>Total Fat</b> 1.5g	2%
Saturated Fat 0g	0%
Trans Fat 0g	
<b>Cholesterol</b> 0mg	0%
<b>Sodium</b> 100mg	4%
<b>Total Carbohydrate</b> 23g	8%
Dietary Fiber 4g	16%
Sugars 2g	
<b>Protein</b> 6g	15%
Vitamin A 0%	• Vitamin C 2%
Calcium 2%	• Iron 8%



# PAHO Nutrient Profile Model



Nutrient	Criteria
<b>Sodium</b>	≥1 mg per kcal
<b>Free sugars</b>	≥10% of total energy from free sugars
<b>Other sweeteners</b>	Any amount
<b>Total fat</b>	≥30% of total energy from total fat
<b>Saturated fat</b>	≥10% of total energy from saturated fat
<b>Trans fat</b>	≥1% of total energy from trans fat



# Uses of the PAHO Nutrient Profile Model

Developing policies and strategies to encourage healthy eating, and to prevent obesity and non-communicable diseases (NCDs). e.g.,

Restricting the marketing of unhealthy food and beverages to children

Regulating food and beverages available in schools

Use of front-of-package warning labels (FOPL)

Establishing taxation policies to limit consumption of unhealthy food

Assessment of agricultural subsidies

Developing guidelines for foods to be provided by social program to vulnerable groups.