

Policy-relevant research needs and gaps for WHO FCTC implementation

By

Ayda A. Yurekli, PhD.

Program Leader, Research for International Tobacco Control

International Development Research Center (IDRC),

Ottawa, Canada

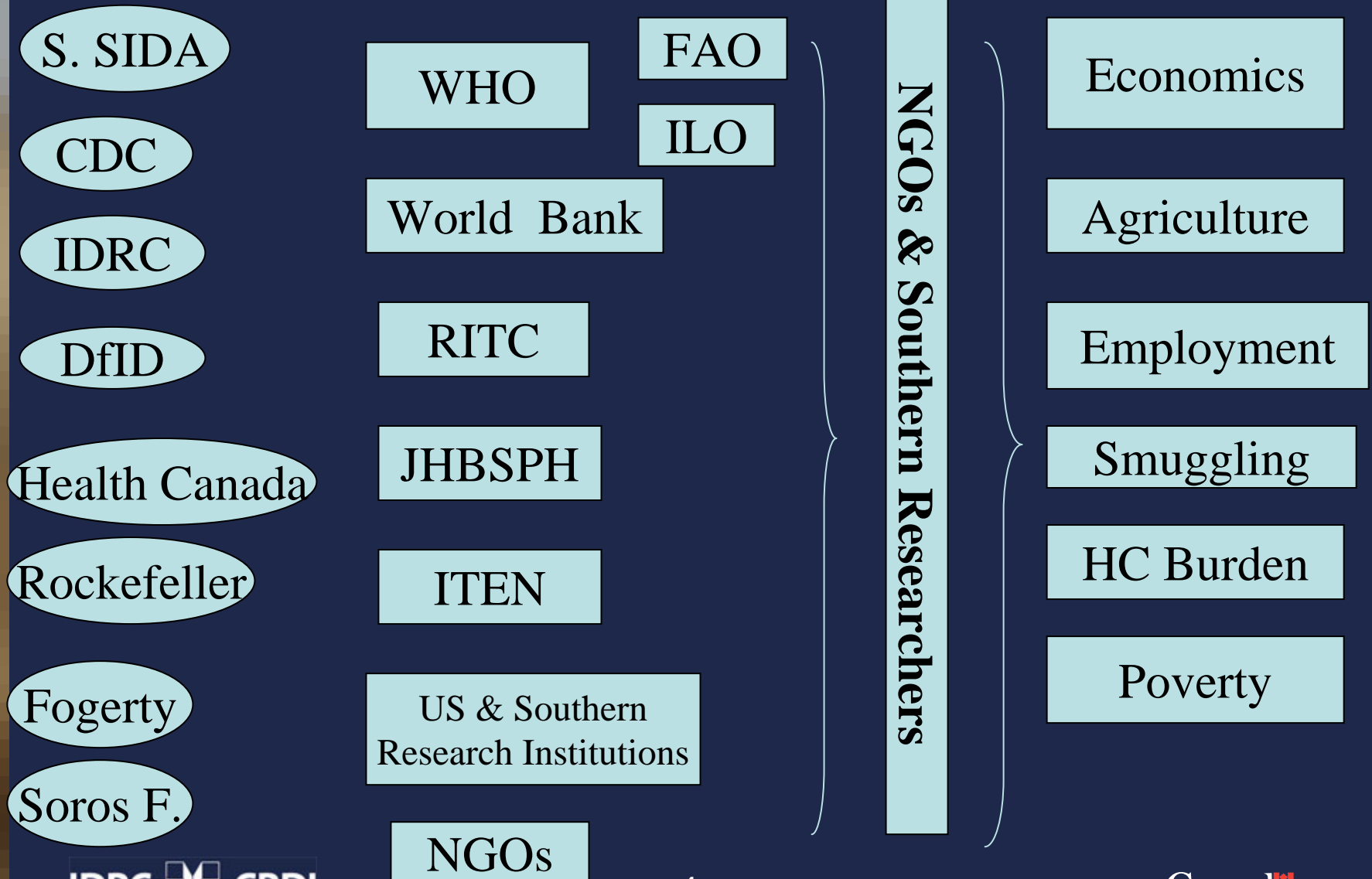
“Health, not economic arguments, are the reasons for controlling tobacco, but economic arguments are raised as an obstacle to tobacco control policies”

Dr Gro Harlem Bruntland

Pre- WHO FCTC

- ▶ **Research areas and needs**
 - ▶ Taken stock of existing evidence on the health consequences of tobacco use,
 - ▶ Tried to respond the governments concern surrounding economic consequences of tobacco control

Partners & Donors



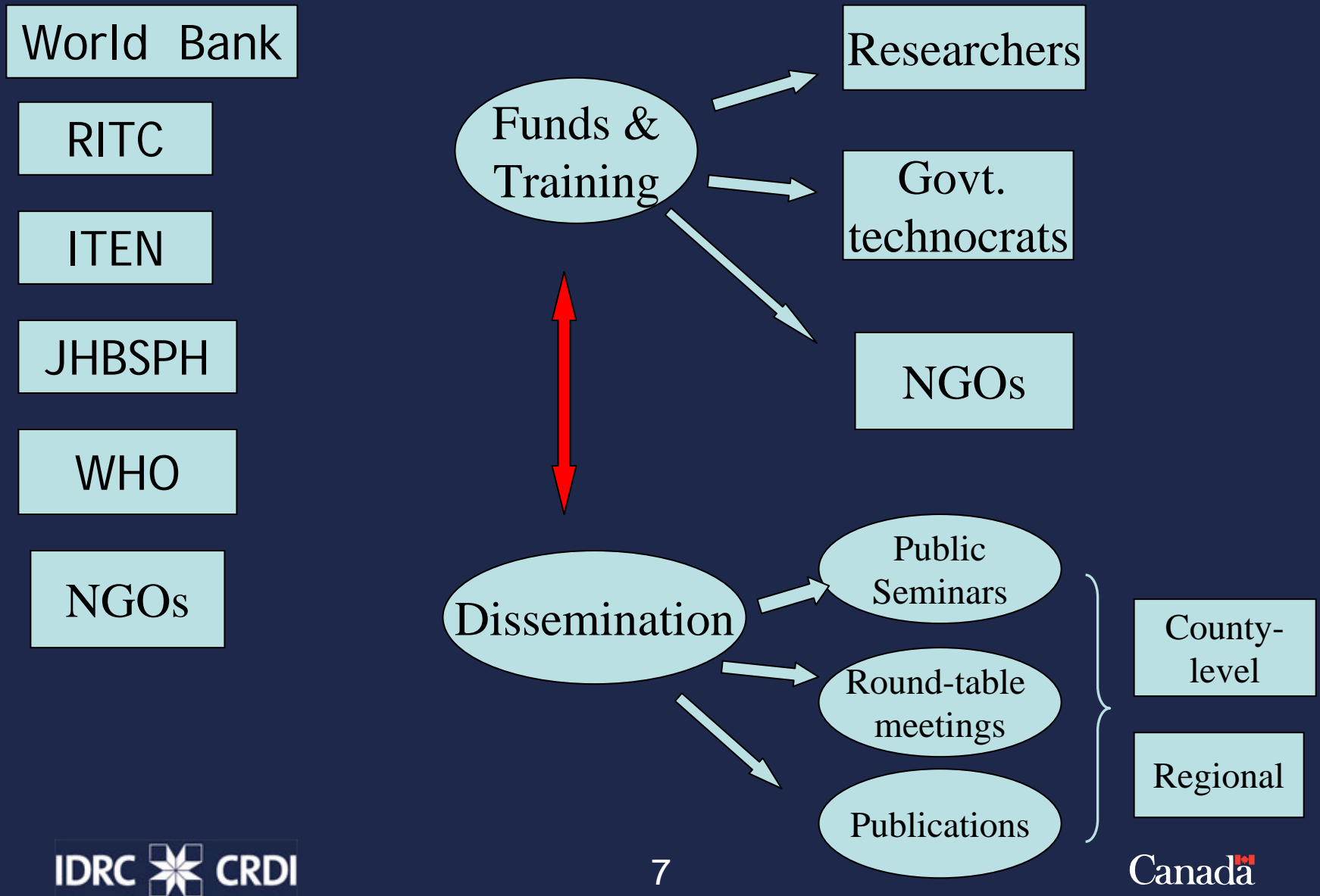
Research priority was given to effective measures to reduce demand

- ▶ Higher cigarette taxes
- ▶ **Non-price measures:** consumer information, research, cigarette advertising and promotion bans, warning labels and restrictions on public smoking
- ▶ Increased access to cessation therapies
- ▶ illicit & counterfeit trade

Less attention was given to ineffective measures at reducing consumption

- ▶ Prohibition
- ▶ Youth access restrictions
- ▶ Crop substitution
- ▶ Trade restrictions

Capacity Building & Country-Level Policy Relevant Research



WHO FCTC Ratification & Commitment

- ▶ Governments show their commitment by ratifying WHO FCTC
 - ▶ BUT
- ▶ The existing arguments & concerns are still valid
 - ▶ Vast interest groups still exist and they still have:
 - ▶ Direct economic benefits from tobacco consumption, production, manufacturing and trade;
 - ▶ Power on decision making on TC & influence on decision makers
 - ▶ &
- ▶ We have not overcome political hurdles & completed our task to fill the gap on research evidence for the implementation of WHO FCTC

What type of research is needed?

Policy relevant comprehensive research

Identify & assess

Current Status of Countries

Readiness for TC
Existing policies, gaps and strengths
Tobacco Growing
Manufacturing
Trading and Consuming



Evidence

Economic, Health & Social
Consequences
of
Tobacco & TC



TO DEVELOPMENT PROCESS

The economy
Health care sector
Society
Growers
Smokers & families

Priorities for

- ▶ Research that
 - ▶ Identifies effective TC measures based on needs in the country
 - ▶ Examines the impact of these measures on the country as a whole, and
 - ▶ Provides guidance on how to tailor measures to the country and how to strike a balance in the consequences of TC measures for public health and on interested parties (growers, media, etc)

Research Priorities

- ▶ Economic and health care costs of tobacco use, production, and growing to development process
- ▶ Effective TC programs & and their impact on:
 - ▶ Vulnerable populations
 - ▶ Reducing poverty
 - ▶ Alternative policies to reduce the burden of higher taxes on poor smokers
- ▶ Economic and health care costs and benefits of smoke-free environment
- ▶ Cost-effective, affordable and accessible cessation methods, especially for the poor
- ▶ Trade restrictions and their impact on TC
- ▶ Illicit and counterfeit cigarette trade

Research Priorities

Research on (Cont)

- ▶ **Tobacco growers:**
 - ▶ The impact of TC measures on well-being of tobacco farmers
 - ▶ Health risks of growing tobacco for tobacco growers and their families
 - ▶ Economic costs and risks faced by tobacco growers
 - ▶ Child labor and its impact on child education
 - ▶ Changing international market conditions and its impact on tobacco farmers
 - ▶ Availability and current market conditions for alternative crop production and the help needed by farmers to replace tobacco production

- ▶ **Political conditions & Market Structure; and their impact on TC activities**