

Fall 2011

**ACCELERATING
THE WORLDWIDE
MOVEMENT
TO REDUCE
TOBACCO USE**

**Bloomberg
Philanthropies**

Letter from Michael R. Bloomberg
Fall 2011

At Bloomberg Philanthropies, we are working to create healthier, safer lives for the greatest number of people. Reversing the global tobacco epidemic is a key component of this work. If left unchecked, tobacco use will kill a billion people this century, with more than 80% of those deaths occurring in the world's developing nations.

Solutions do exist. In 2007, we partnered with the World Health Organization to package and promote six proven policies to reduce tobacco use – including protecting people from tobacco smoke, offering help to quit, raising awareness about the dangers of tobacco through warning labels and public education campaigns, enforcing tobacco advertising bans, and raising the price of tobacco products. The science is clear: employ these approaches and smoking rates fall. That's why, through strategic partnerships and a \$375 million investment, we're helping governments implement these interventions in low- and middle-income countries that are home to the majority of the world's smokers.

In just a few short years, as this report will show, this work and the work of our partners have already had a huge impact. Almost four billion people worldwide are protected by at least one of the six proven tobacco control policies, and momentum continues to build. In the first half of 2011 alone, Argentina became the eighth nation in Latin America to go smoke-free, and Harbin City in China passed its nation's strongest tobacco control legislation to date. That said, the battle is far from over, and we look forward to continued success around the world.



Michael R. Bloomberg

Tobacco is now the world's leading agent of death, accounting for nearly six million deaths annually, a number which is expected to grow. More than 80% of tobacco users live in low- and middle-income countries.



Combating the World's Leading Agent of Death

a·gent [ey-juhnt] noun. an active cause; an efficient cause.

In 2003, the World Health Assembly adopted its milestone World Health Organization (WHO) Framework Convention on Tobacco Control – a landmark for global public health and international cooperation. The treaty was developed to address the global tobacco epidemic and contains a road map of proven, effective tobacco control policies that countries committed to follow.

But as of 2007, the worldwide movement to combat tobacco still lacked funding, planning, organizing capacity, and a coordinated strategy between stakeholders, thus impeding the progress needed to achieve the Framework's critical goals.

The Bloomberg Initiative to Reduce Tobacco Use, launched in 2007, has helped alter this landscape. Four years in, the program has scaled the work of leading non-governmental organizations and governments, attracted major new philanthropic investments and media attention to the cause, and aligned stakeholder activities around interventions that work. Today's worldwide movement to combat tobacco use has gained significant momentum and victories – with over one billion people newly protected by smoke-free legislation or other effective tobacco control policies in the last four years.

Since mid-2007

21

Countries passed 100% smoke-free laws.

4,500

Journalists from low- and middle-income countries educated on tobacco control issues.

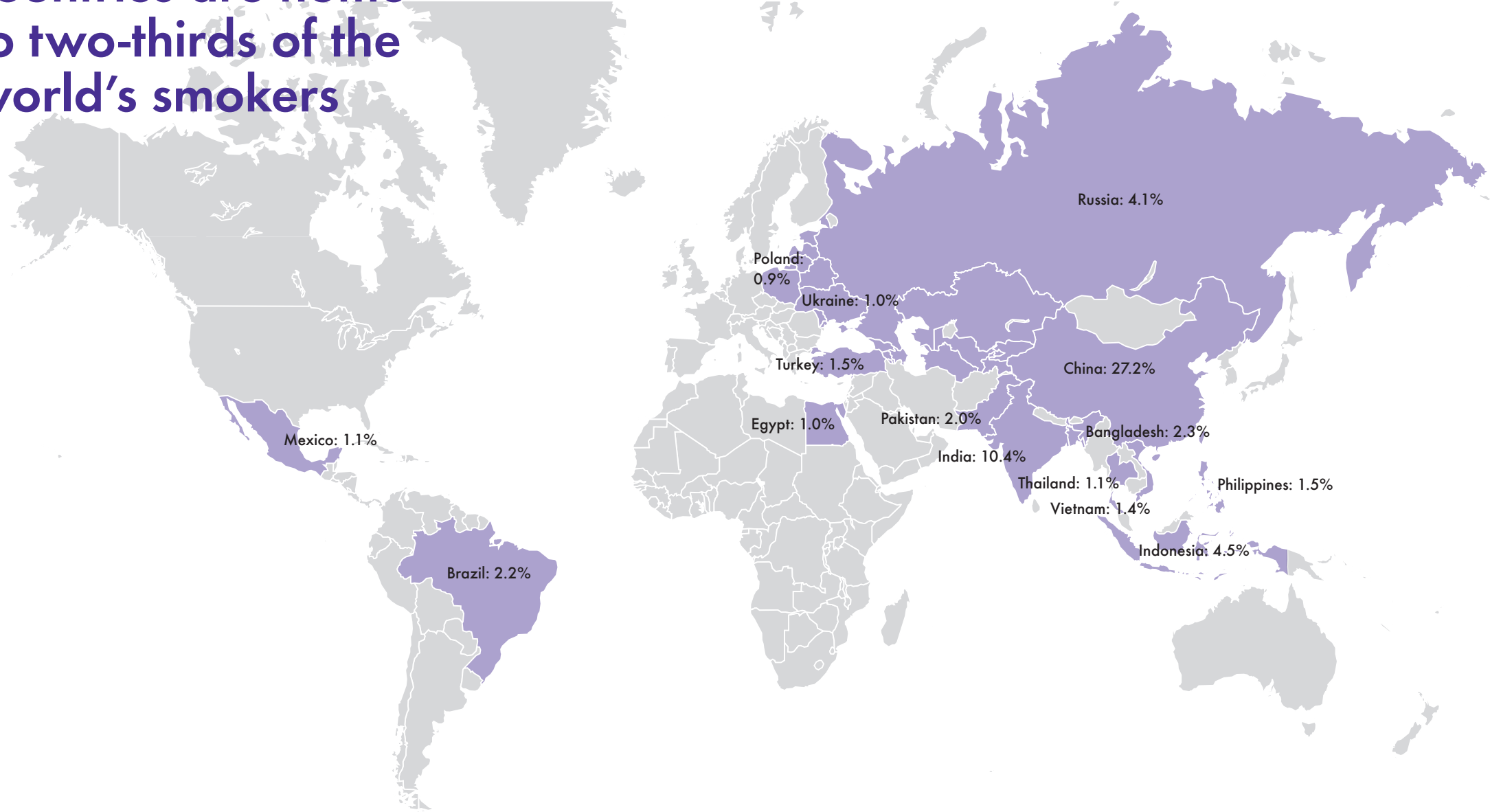
303

Tobacco laws drafted or consultations provided.

7,000

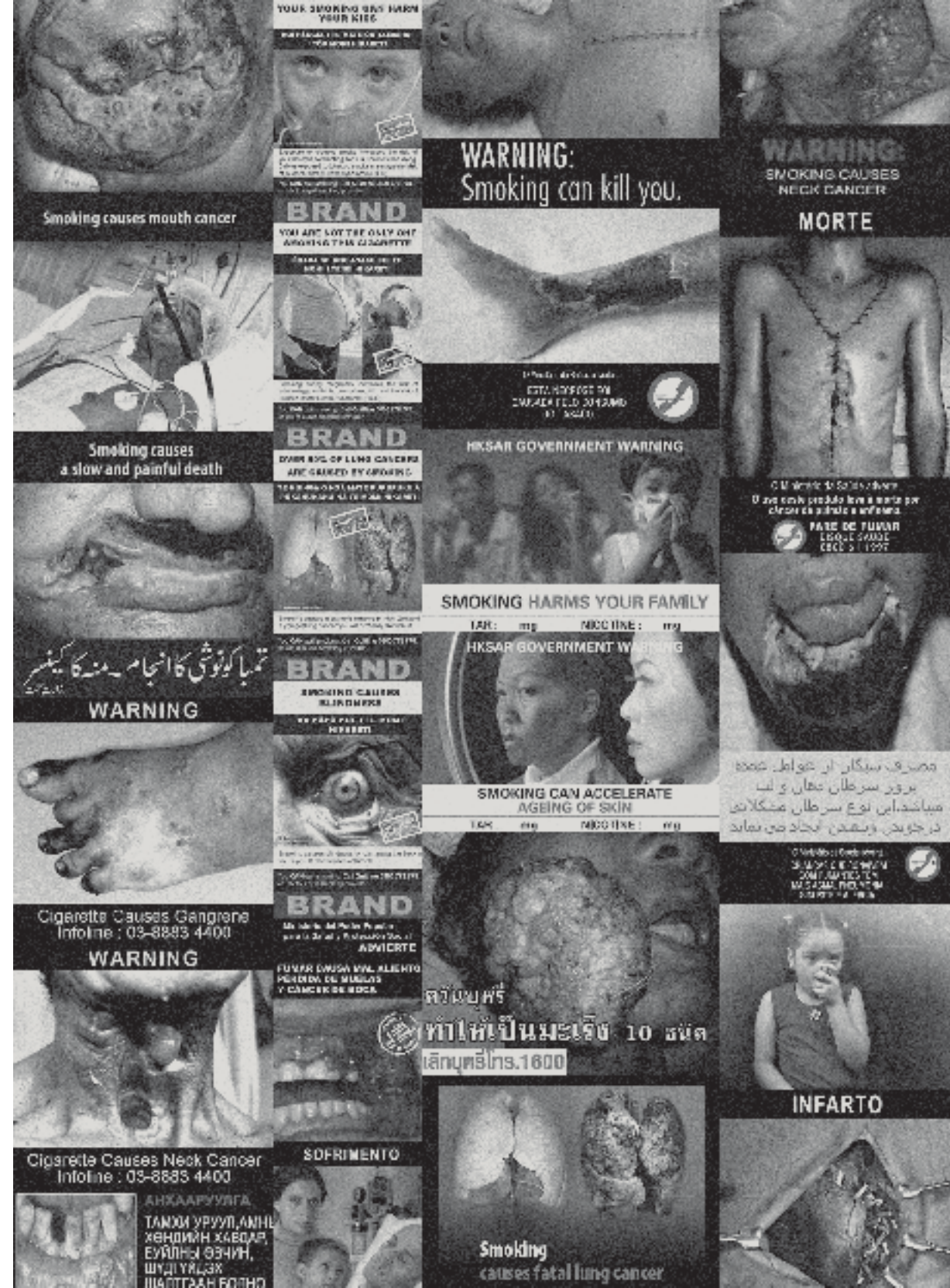
Public health professionals trained in tobacco control.

The initiative's 15 focus countries are home to two-thirds of the world's smokers



How We Work to Reduce Tobacco Use

Bloomberg Philanthropies' \$375 million, six-year investment aims to accelerate the worldwide movement to combat tobacco use through a focused effort in the countries with the highest tobacco burden. Specifically, the Bloomberg Initiative to Reduce Tobacco Use supports work to implement the World Health Organization's MPOWER package of six tobacco control strategies proven to reduce tobacco use. The MPOWER package, which serves as a practical starting point for governments to implement the Framework Convention on Tobacco Control, was launched in February 2008 when the first WHO Report on the Global Tobacco Epidemic was released. This report called for governments worldwide to immediately begin implementation of the MPOWER policies. Funded partner organizations work with governments and civil society organizations at the national and local levels to advance implementation efforts. This includes rigorous data collection and monitoring; drafting of tobacco control laws and legal consultation; technical, management, and leadership training; paid and earned media campaigns; country-based tobacco tax consultations; and targeted advocacy.



Our Partners

Five of the world's leading tobacco control advocacy and public health organizations are funded to advance these efforts:

- World Lung Foundation and its partner the International Union Against Tuberculosis and Lung Disease
- Campaign for Tobacco-Free Kids
- World Health Organization
- Centers for Disease Control and Prevention Foundation
- Johns Hopkins Bloomberg School of Public Health



The Bill and Melinda Gates Foundation joined forces with Bloomberg Philanthropies in 2008 with an extraordinary commitment of \$125 million – critical resources that are extending the impact even further. The Gates dollars have worked to advance the MPOWER interventions in China, India, Southeast Asia, and Africa – broadening and accelerating the global tobacco control movement.

“The good news is, we know what it takes to save millions of lives, and where efforts exist, they are working. We are pleased to join with Mayor Bloomberg, who has made the fight against tobacco a priority in New York City and around the world.”

– Bill Gates, co-chair, Bill and Melinda Gates Foundation, July 2008

The MPOWER package of six proven tobacco control policy interventions is the foundation for this work.

M

Monitor tobacco use and prevention policies

P

Protect people from tobacco smoke

O

Offer help to quit tobacco use

W

Warn about the dangers of tobacco

E

Enforce bans on tobacco advertising, promotion, and sponsorship

R

Raise taxes on tobacco



Monitor Tobacco Use and Prevention Policies

Tobacco use surveillance and policy monitoring is the cornerstone of tobacco control policy development. The Bloomberg Initiative includes efforts to collect and report on tobacco control policy status globally, as well as gather high quality data on individual smoking behavior. Bloomberg Philanthropies:

- Provided the funding for the World Health Organization to collect and analyze data and produce the 2008 Report on the Global Tobacco Epidemic, the first-ever country-by-country assessment of the tobacco epidemic and measures implemented to stop it. A follow-up report was funded in 2009 and a third report was released in July 2011. Nearly all of the world's countries now participate in this report, providing invaluable data on the progress and challenges associated with reducing tobacco use.
- Funded the development and implementation of the first-ever nationally representative household survey of adult tobacco use, called the Global Adult Tobacco Survey (GATS). The first phase of GATS, completed in June 2010, took place in 14 low- and middle-income countries as part of the ongoing Global Tobacco Surveillance System carried out by the Centers for Disease Control and Prevention (CDC). To date, 300,000 individuals – a representative sample for over 3.6 billion people, or over half of the world's population – have completed the survey, which has become the gold standard for measuring adult tobacco use around the world. Six additional countries will implement GATS in 2011, bringing the total represented by the survey to almost two-thirds of the world's population.

Protect People from Tobacco Smoke

There is no safe level of exposure to second-hand tobacco smoke, which contributes to heart disease, cancer and other diseases and causes about 600,000 premature deaths per year worldwide. Between mid-2007 and 2010, 21 countries passed laws that provide comprehensive protection. Bloomberg Philanthropies supported much of this progress through advocacy to create and improve smoke-free laws and technical assistance for implementation and monitoring. Specifically, funded partner organizations:

- Conducted advocacy and mass media efforts to shape public opinion around the need for 100% smoke-free places through targeted grants in 27 countries, and provided technical support and global standards to dozens of additional countries.
- Completed air quality monitoring studies in 34 countries to further enhance advocacy for smoke-free laws. A study in Indonesia, for example, found that the concentration of harmful airborne pollutants where smoking was permitted was more than five times higher than that of smoke-free indoor places and the outdoors. This study was used to successfully achieve 100% smoke-free legislation in Bogor City, Indonesia.

Case Study: Protect People from Tobacco Smoke

Turkey Goes Smoke-Free

Turkey's national smoke-free law was amended in 2008 to achieve a complete ban on smoking in public places. The smoke-free law in Turkey became possible after a critical commitment by Turkish Prime Minister Recep Tayyip Erdogan and top health officials. Once the government came forward, Bloomberg Philanthropies funded, through its partner organizations, multiple components of advocacy work that capitalized on the political commitment and helped to ensure that the Turkish law was passed and implemented.

— Partner organizations collaborated with the Ministry of Health on an aggressive schedule of earned media, paid media, and policy roundtables.

- A public opinion poll was funded, showing more than 90% of Turks supported the law.
- A Turkish delegation traveled to Scotland for a study visit to share government best practices on smoke-free implementation.
- Journalists were encouraged to cover the new law. Both TV personalities and print media provided extensive visibility and countered industry arguments against the law.
- Four major mass media campaigns were conducted in support of the law, including spots on TV using 90 minutes of free government-mandated air time per month and 30 minutes of prime radio time per month.

The law went into effect in all public places on July 19, 2009. One year after implementation, poll findings showed that nearly 92% of citizens supported it, and compliance studies indicated that eight out of ten places visited were in compliance.



"Don't harm me with your smoking."
Mass media campaign in support of smoke-free Turkey.

Offer Help to Quit Tobacco Use

As tobacco control policy implementation increases the number of smokers who want to quit, programs to support cessation efforts are essential. While some Bloomberg Initiative resources focus on cessation, most are directed to other MPOWER strategies designed to create an environment unfavorable to tobacco use. As these MPOWER measures are increasingly scaled up, the demand for cessation services will increase, and government health services will be encouraged to include various cessation tools in their primary health care programs.



Warn about the Dangers of Tobacco

Despite conclusive evidence about the dangers of tobacco, relatively few tobacco users worldwide understand the full extent of the health risks. In addition to launching aggressive public education mass media campaigns, Bloomberg Initiative partners educate journalists about tobacco use and secondhand smoke and train government officials on best practices in tobacco control public education. Eight countries have passed best-practice warning label laws between mid-2007 and 2010. Funded partner organizations and in-country grantees:

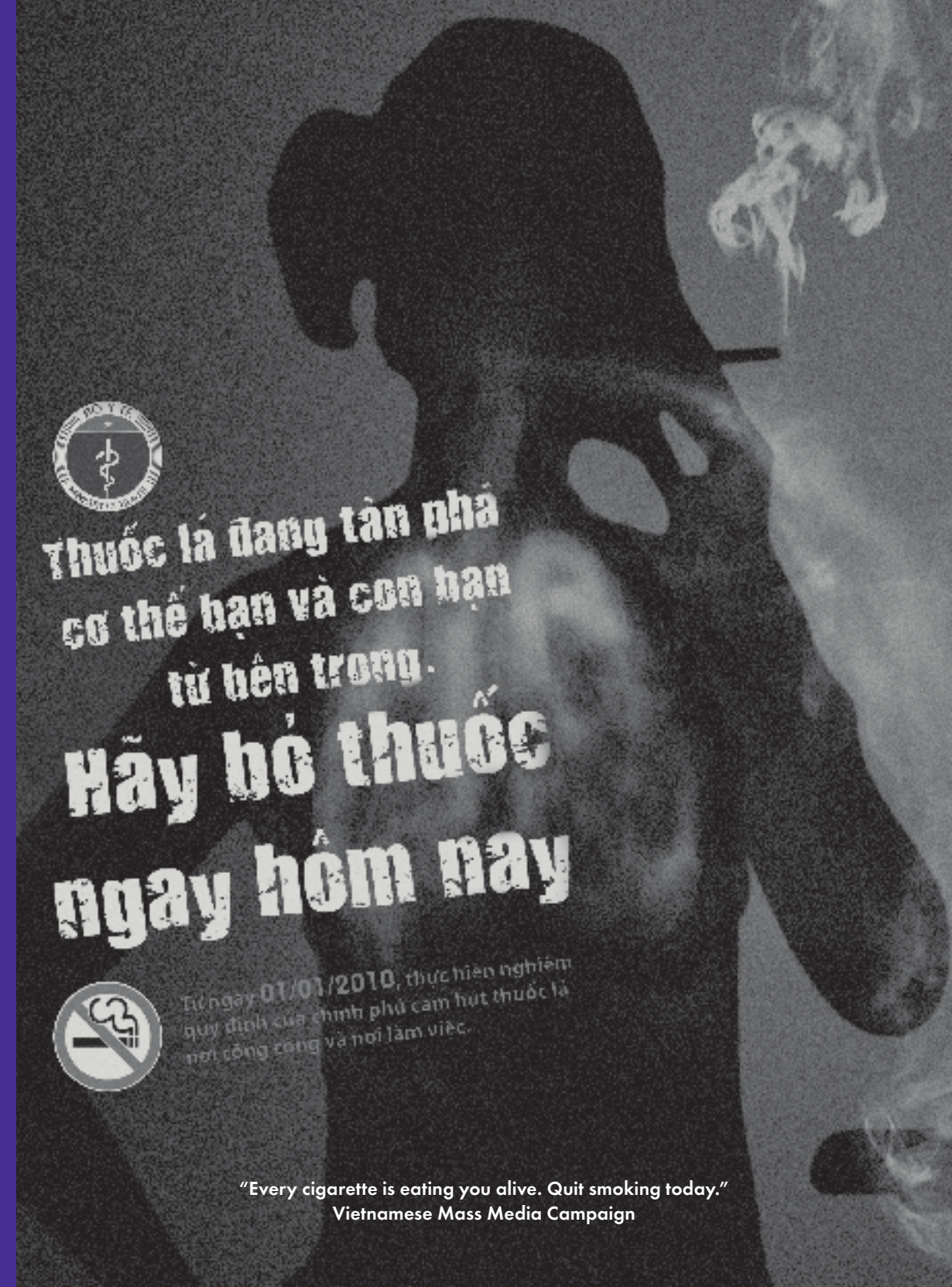
- Developed a technical guide for governments on implementing effective warning labels and disseminated it widely, including online.
- Launched 64 anti-tobacco print and broadcast mass media campaigns in 18 countries, viewed by 643 million people.
- Developed a Mass Media Resource, available in hard copy, on CD, and online in seven languages to provide examples of effective anti-tobacco television advertisements, mass media campaigns, and best practice guidelines.
- Educated 4,500 journalists in low- and middle-income countries on tobacco control issues and how to cover them.
- Generated almost 200,000 media stories in India, China, Indonesia, and Russia on tobacco control.

Case Study: Warn about the Dangers of Tobacco

Vietnam Airs Hard-Hitting Tobacco Campaign

In December 2009, the Ministry of Health of Vietnam sponsored an adaptation of New York City's highly successful "Cigarettes are Eating You Alive" campaign. With Bloomberg Philanthropies funding, the World Lung Foundation supported the Ministry of Health and local stakeholders on the technical aspects of the campaign, including message testing, production, media purchasing, evaluation, and public relations. The campaign was designed to educate the public on the health dangers of second-hand smoke, to encourage smokers to quit

or not smoke around others, and to generate support for strong smoke-free policies across Vietnam. A strong public relations effort to support the campaign generated nearly 200 print, radio, online, and TV stories about the campaign and the government's efforts to reduce tobacco use. The campaign was extended when posters were distributed to hospitals across Vietnam and to provincial partners working in health, education, and transportation facilities. An evaluation showed that 70% of respondents in Vietnam recalled seeing the campaign, and more than three-quarters of smokers who had seen the campaign said it made them more likely to quit (77%) and to stop exposing others to their smoke (80%).



Thuốc lá đang tàn phá
cơ thể bạn và con bạn
từ bên trong.

**Hãy bỏ thuốc
ngay hôm nay**



Từ ngày 01/01/2010, thực hiện nghiêm
quy định của chính phủ cấm hút thuốc lá
nơi công cộng và nơi làm việc.

"Every cigarette is eating you alive. Quit smoking today."
Vietnamese Mass Media Campaign

Enforce Bans on Tobacco Advertising, Promotion, and Sponsorship

A ban on tobacco advertising is only meaningful if it's enforced – and thus the Bloomberg Initiative includes efforts to provide governments and advocates with the technical and legal expertise to implement and enforce advertising bans. Funded partner organizations:

- Conducted workshops with journalists from 28 countries on tobacco control issues, highlighting the need to call attention to violations of advertising bans and industry sponsorship events.
- Provided legal expertise to government officials or tobacco control advocates from 55 countries on tobacco control legislation, including the implementation and enforcement of bans that are sufficiently strong to withstand tobacco industry challenges.

Raise Taxes on Tobacco

Increasing the price of tobacco through tax increases is the single most effective way to decrease tobacco use. Higher prices encourage current users to quit and prevent youth from starting. Between mid-2007 and 2010, 18 countries have increased taxes to the recommended minimum levels. Funded partner organizations:

- Published 13 white papers on both country-specific and overarching tobacco economics studies that provide evidence needed to support this policy intervention. The tax papers were distributed to government health and finance ministries to develop best practice models for tax increases on tobacco, as well as to non-governmental organizations to show the potential for health benefits and revenue generation from tobacco tax increases.
- Provided training for officials in 20 countries to help them develop economic arguments in favor of increasing tobacco taxes.

Case Study: Enforce Bans on Tobacco Advertising, Promotion, and Sponsorship

Tobacco Sponsorship Blocked in Indonesia

Through Bloomberg Philanthropies funding, partners led an international campaign urging U.S. artist Kelly Clarkson to reject tobacco sponsorship of her April 2010 concert in Jakarta. Bloomberg partners and grantees first sent letters to Clarkson asking her to take action. After receiving no response, they launched a widened campaign using Facebook and Twitter, through which hundreds of comments were posted and more than 1,900 e-mails were sent to the singer's management company urging her to drop the tobacco sponsorship. A week before the concert, Clarkson's concert promoter in Indonesia announced that the LA Lights sponsorship and promotions would be removed from the concert.



Additional International Support

The Bloomberg Initiative also includes programs to support the implementation of MPOWER measures beyond the 15 focus countries. A competitive grants program, open to all low- and middle-income countries, supports projects that develop and deliver evidence-based tobacco control interventions at regional, national, and sub-national levels. Applications are evaluated on their potential population impact, organizational capacity, and sustainability. Thus far:

- 329 grants totaling \$75 million have been awarded to governments and organizations in 52 countries.
- 71% of the world's population live in a country awarded a Bloomberg Initiative grant.

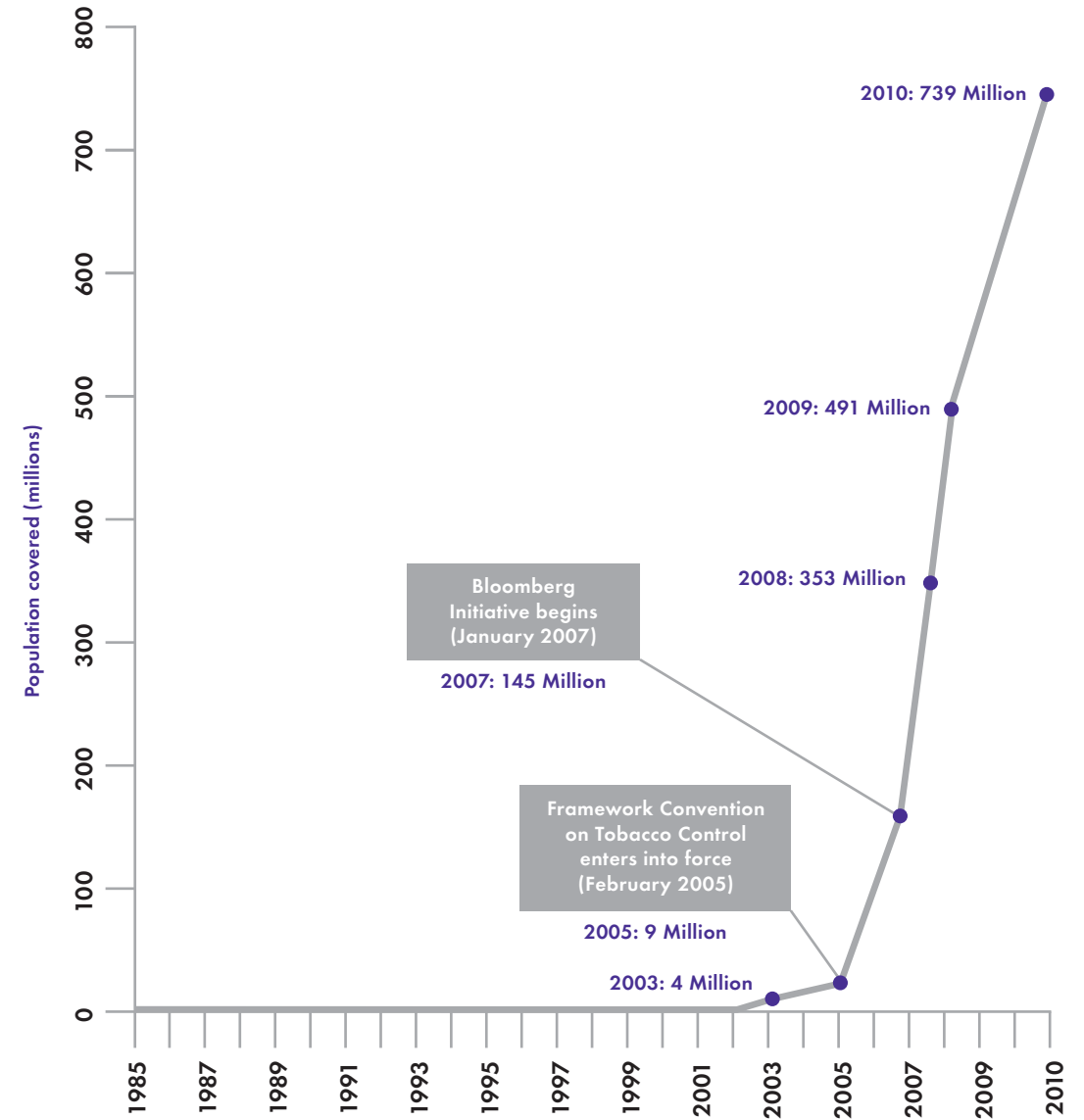
In addition, Bloomberg Initiative partner John Hopkins Bloomberg School of Public Health offers innovative training programs to build capacity for MPOWER implementation. Training program outcomes include:

- Almost 300 senior-level government and civil society representatives from 34 countries having been trained through an annual intensive leadership program for tobacco control on various tobacco control topics.
- More than 5,000 tobacco control proponents from 172 countries having participated in a free online training program that provides a comprehensive introduction to the global tobacco epidemic.

Cumulative Global Progress on Smoke-free Legislation

Several decades of tobacco control advocacy and work by many organizations have enabled significant progress. In the four years since the Bloomberg Initiative to Reduce Tobacco Use was launched, the pace of change has increased dramatically.

Over 400% increase in the number of people protected from second-hand smoke internationally since mid-2007.



Tobacco Control Gains Momentum in Low- and Middle-Income Countries

May	Russia	Airlines go 100% smoke-free
July	Poland	Tax increase to achieve EU levels of taxation
August	Kenya	Passes national comprehensive Tobacco Control Act
September	China	Beijing and Shanghai taxicabs go smoke-free

2007

January	Turkey	Passes national comprehensive tobacco control law
	South Africa	Strengthens smoke-free laws and sets tobacco regulation standards
	Panama	Passes national comprehensive tobacco control law
February	Thailand	All restaurants, bars and taxis go smoke-free
	Mexico	Passes national comprehensive tobacco control law
March	Ukraine	Passes ban on indoor and outdoor billboard ads
	Uruguay	Enacts comprehensive advertising ban
April	China	Smoke-free taxis in Dalian and Tianjing
	Mexico	Mexico City goes 100% smoke-free
May	Panama	Comprehensive advertising ban goes into effect
June	Russia	Ratifies FCTC
July	Philippines	Ban on tobacco advertising goes into effect
August	China	Smoke-free Beijing Olympic Games
	Egypt	Implements pictorial pack warnings
October	India	Comprehensive smoke-free regulations go into effect
December	Mauritius	Passes 100% smoke-free law, graphic warning labels, and complete advertising ban

2008

January	Ukraine	Implements ban on outdoor and TV advertising
February	Guatemala	National smoke-free law goes into effect
May	Pakistan	Passes law for pictorial warning labels covering 40% of front and back of tobacco packages
	Ukraine	Implements largest tobacco tax increase in its history, now at 40% of retail price
June	Ukraine	Passes law requiring pictorial pack warnings
July	Colombia	Enacts comprehensive tobacco control law
	Turkey	Expands ban on smoking in public places to restaurants, bars and cafes
	Pakistan	Passes comprehensive smoke-free legislation
August	China	Ends tax breaks for tobacco advertising, promotion, and sponsorship
	Brazil	São Paulo, Brazil's largest state, implements comprehensive smoke-free law
November	Brazil	Rio de Janeiro and Paraná states implement comprehensive smoke-free laws
December	Turkey	Passes law requiring pictorial warning labels on tobacco packages

2009

January	Russia	Regulations requiring pictorial health warnings covering 50% of the front and 30% of the back of packages go into effect
March	Peru	Passes comprehensive smoke-free law
	Thailand	Implements new graphic pictorial pack warnings law; smoke-free law expanded to include all indoor public places
	Uruguay	Increases pictorial warnings to 80% of both sides of the pack
May	Pakistan	Implements pictorial warning labels on tobacco packages
July	Egypt	Simplifies and improves tobacco tax structure; raises tax to equal 65% of average retail price
August	Honduras	Passes national comprehensive tobacco control legislation
September	Russia	Prime Minister Putin signs a comprehensive national strategy on tobacco control
October	Mexico	Increases tobacco excise tax to 55% and total tobacco tax to 69% of average retail price
December	Togo	Passes national comprehensive tobacco control legislation
	Argentina	Buenos Aires passes 100% smoke-free law

2010



© Benoit Florençon

This report reflects MPOWER progress from mid-2007 through 2010, the most recent year for which global data has been verified.

For more information, please contact info@bloomberg.org.

