

# Interferencias de la industria en el control del tabaquismo. ¿Por qué hemos de centrarnos en los jóvenes?



Dr. Francisco Rodríguez Lozano  
Presidente ENSP



**"If we had any thought or knowledge that in any way we were selling a product harmful to consumers, we would stop business tomorrow."**

**Over 60 years later, we're still waiting.**

**- George Weissman  
Philip Morris Executive  
1954**

**TobaccoFreeKids.org**

**CAMPAIGN for TOBACCO-FREE Kids**



# Objetivos

- Conocer el interés de la industria del tabaco en captar a los niños y jóvenes y cómo interfieren en nuestras políticas de control.



- Eventos como este son necesarios
- Nuestra asignatura pendiente: Fracaso de campañas específicas para jóvenes



# ¿Cuál es nuestro objetivo?



- Niños y jóvenes
- Pero también lo son para la industria del tabaco



- ENSP: Prevención!!!!
- Centrados en el art. 14
- Pero si no comienzan a fumar....



# La industria del tabaco lo sabe muy bien....



- Retraso en prohibición del mentol en TPD
- E-cigs: Sabores



**TobaccoPreventionK12** @To... · 18/7/17 ✓  
Still don't think they target kids? The tobacco and vaping industry will use any tricks they can to hook your...



## Relationship between trying an electronic cigarette and subsequent cigarette experimentation in Scottish adolescents: a cohort study

PDF

Catherine Best<sup>1</sup>, Farhana Haseen<sup>2</sup>, Dorothy Currie<sup>2</sup>, Gozde Ozakinci<sup>2</sup>, Anne Marie MacKintosh<sup>4</sup>, Martine Stead<sup>4</sup>, Douglas Eadie<sup>4</sup>, Andy MacGregor<sup>5</sup>, Jamie Pearce<sup>6</sup>, Amanda Amos<sup>7</sup>, John Frank<sup>7</sup>, Sally Haw<sup>1</sup>

Author affiliations +

### Abstract

**Background** This study examines whether young never smokers in Scotland, UK, who have tried an e-cigarette are more likely than those who have not, to try a cigarette during the following year.

**Methods** Prospective cohort survey conducted in four high schools in Scotland, UK during February/March 2015 (n=3807) with follow-up 1 year later. All pupils (age 11–18) were surveyed. Response rates were high in both years (87% in 2015) and 2680/3807 (70.4%) of the original cohort completed the follow-up survey. Analysis was restricted to baseline 'never smokers' (n=3001/3807), 2125 of whom were available to follow-up (70.8%).

**Results** At baseline, 183 of 2125 (8.6%) never smokers had tried an e-cigarette and 1942 had not. Of the young people who had not tried an e-cigarette at baseline, 249 (12.8%) went on to try smoking a cigarette by follow-up. This compares with 74 (40.4%) of those who had tried an e-cigarette at baseline. This effect remained significant in a logistic regression model adjusted for smoking susceptibility, having friends who smoke, family members' smoking status, age, sex, family affluence score, ethnic group and school (adjusted OR 2.42 (95% CI 1.63 to 3.60)). There was a significant interaction between e-cigarette use and smoking susceptibility and between e-cigarette use and smoking within the friendship group.

**Conclusions** Young never smokers are more likely to experiment with cigarettes if they have tried an e-cigarette. Causality cannot be inferred, but continued close monitoring of e-cigarette use in young people is warranted.

<http://dx.doi.org/10.1136/tobaccocontrol-2017-053691>





# Para mi está muy claro...

**UCSF** Center for Tobacco Control  
Research and Education



Here is the abstract:

“

Recent studies suggest that **e-cigarette use among youth may be associated with increased risk of cigarette initiation**. The goal of this study was to test the hypothesis that use of e-cigarettes among young adult non-daily cigarette smokers would be associated with increased cigarette consumption. Participants (n=391; 52% male) were 18-24-year-old non-daily cigarette smokers recruited from across California. Cigarette and e-cigarette use were assessed online or via mobile phone every three months for one year between March 2015 and December 2016. Longitudinal negative binomial regression models showed that, adjusted for propensity for baseline e-cigarette use, non-daily smokers who reported more frequent use of e-cigarettes upon study entry reported greater quantity and frequency of cigarette smoking at baseline and greater increases in cigarette quantity over 12 months than non-daily cigarette only smokers ( $p < 0.01$ ). During the 12 months of assessment, more consistent consumption of e-cigarettes was associated with greater quantity and frequency of cigarette use ( $p < 0.01$ ); these effects did not vary over time. Findings suggest that among non-daily smokers, young adults who use e-cigarettes tend to smoke more cigarettes and to do so more frequently. Such individuals may be at greater risk for chronic tobacco use and dependence.

The full citation is Doran N, Brikmanis K, Petersen A, Delucchi K, Al-Delaimy WK, Luczak S, Myers M, Strong D. Does e-cigarette use predict cigarette escalation? A longitudinal study of young adult non-daily smokers. *Prev Med.* 2017 Jul;100:279-284. doi: 10.1016/j.ypmed.2017.03.023. The accompanying editorial by Thomas Wills and James Sargent is available [here](#).


This paper is very carefully done, including the fact that it controls for propensity to use e-cigarettes at baseline.



“The evidence shows it’s the largest single stimulus,” for smoking, he said; “it overpowers good parental role modeling, it’s more powerful than peer influence or even cigarette advertising.”

He said that epidemiological studies have shown that if you control for all the other risk factors of smoking (whether parents smoke, attitudes toward risk taking, socioeconomic status, and so on), younger adolescents who are more heavily exposed to smoking on film are two to three times as likely to start smoking, compared with the kids who are more lightly exposed.





April 28, 1983

Mr. Bob Kovoloff  
ASSOCIATED FILM PROMOTION  
10100 Santa Monica Blvd.  
Los Angeles, CA 90067

Dear Bob:

As discussed, I guarantee that I will use Brown & Williamson tobacco products in no less than five feature films.

It is my understanding that Brown & Williamson will pay a fee of \$500,000.00.

Hoping to hear from you soon;

Sincerely,

Sylvester Stallone

SS/sp





- Market research for John Player & Sons and Imperial Tobacco, for example, found that: “The maintenance and stability of the cigarette market depend in large measure on the constant recruitment of youth (age 15–23, roughly) to the cigarette smoking habit.”





- The tobacco industry targets young people because they're impressionable. Their product and brand preferences are not yet set, and they tend to be willing to experiment. Companies need new generations of smokers to sustain sales, replacing those smokers who either quit or die.



**1975: Make sure you no longer refer to “youth” .. Here’s the language we all must use from now on...**

FROM: MR. R. A. PITTMAN/ja  
DATE: January 24, 1975

From time to time when describing market categories and target audiences we use references such as "young smokers," "young market," "youth market," etc.

These terms do not accurately describe what we are talking about. In the future when describing the low-age end of the cigarette business please use the term "young adult smoker" or "young adult smoking market."

Please advise all members of your department that these terms should be used in all written materials in the future.





# Tobacco Prevention in K12

Sin SIM 9:31 73% brisbanetimes.com.au

brisbanetimes.com.au World LOGIN / SIGN-UP

Philip M  
tobacco

Home News Sport Business World Politics Comment Property Enter

## High Interest Savings

Expat Savings Accounts Instant Online Comparison: 6%+ nowcompare.com/Expats

Home / World

JULY 23 2017

SAVE

# Marlboro for every man: how one tobacco giant is luring youth to smoke in India

Aditya Kalra, Paritosh Bansal, Tom Lasseter and Duff Wilson

SHARE TWEET MORE

**New Delhi:** S.K. Arora spent more than three years trudging through the Indian summer heat and monsoon rains to inspect tobacco kiosks across this sprawling megacity, tearing down cigarette advertisements and handing out fines to store owners for putting them up.

But as fast as he removed the colourful ads, more appeared.

India t  
young  
The l



rettes to



# Discurso Comisario Andriukaitis



- I was shocked when I learned that, in Europe, almost one in every four 13 years old school children have already smoked!
- This begs the question: how do children get hold of cigarettes? Are these illicit cigarettes? If so, the solution is to eliminate illicit trade. Or are these from a shop where nobody checked about minimum age? If so, the solution is solid enforcement.
- Indeed, to protect our children and to reduce smoking altogether a wide range of measures are needed.
- I urge all countries to use all the tools at their disposal, across policies, for this purpose. Let me mention a few.



# Discurso Comisario Andriukaitis



- Make all public spaces smoke free – beaches, parks, sport facilities, and also cars with children
- Enforce minimum age rules
- Regulate sales arrangements, including vending machines, or displays at shops
- Reduce exposure to advertising
- Use pricing and taxation
- Raise awareness about tobacco in schools and other settings, reaching out to the most vulnerable, to bridge inequalities across social groups
- Promote responsible behaviour
- Help smokers stop smoking

# Discurso Comisario Andriukaitis



- Eliminate illicit trade
- All these measures can help protect children – and other vulnerable people - against the harmful effects of smoking; can help smokers quit; and give citizens the possibility to live healthy lives.
- Or should we stand and do nothing while children smoke away their future or are exposed to second hand-smoking?
- A couple of weeks ago, travelling from Strasbourg to Brussels, I stopped at a petrol station and I saw a young couple smoking – smoking right next to their two small children.

# Declaración Comisario Andriukaitis



- One person's freedom to smoke cannot override another person's right not be exposed to carcinogenics! This is a violation of children's rights.
- I applaud Member States such as Finland and Ireland – who are now pursuing the goal of establishing a tobacco-free society in their countries. I fully support this.
- It comes as no surprise that the countries ranking the highest - in the new Tobacco Control Scale presented earlier - are implementing well some of the measures I have mentioned.

Despite evidence showing that children are particularly vulnerable to nicotine addiction, the marketing strategies of tobacco companies often specifically target this group. The tobacco industry has intentionally marketed its products to children as young as 13 for decades, often through tobacco promotion in movies and at concerts. The industry has also striven to normalize smoking by depicting it as a desirable adult behaviour, reinforcing the idea of smoking as a rite of passage that all children should experience.

Evidence indicates that children as young as 3 respond to tobacco advertisements. This underscores the importance of adequately regulating the marketing of tobacco to children. Most children in the Region, however, are not protected from tobacco industry marketing.

### **Taking action to protect children in Ireland**

Ireland has taken many measures to denormalize tobacco use in order to minimize the exposure of children to tobacco products. These measures aim to imply that smoking is not, and should not be, a normal activity in society. They include plain packaging, restrictions on the sale and display of tobacco products, bans on smoking in cars, and smoke-free outdoor areas.

The Department of Health's Tobacco Free Ireland strategy states, "Making smoking less attractive to children and young people and increasing its social unacceptability are key elements in the denormalization of tobacco."



# Conclusión



- ¿Qué podemos hacer?
- ¿Qué es efectivo?
  - ✓ Aumentar precios
  - ✓ Disminuir el “glamour” (PLAIN PACKAGING)
  - ✓ Aumentar la edad de inicio legal
  - ✓ Abordaje psicológico





- Aumentar la edad de inicio: Si a los 21 años no han empezado a fumar lo más probable es que ya no lo hagan

movistar 15:32 68 %  
truthinitiative.org

**truth initiative**  
INSPIRING TOBACCO-FREE LIVES

NEWS

august 14, 2017

## 3 states pass tobacco 21 laws in 3 weeks

*age limit* *policy and intervention*  
*youth/young adults*

SHARE — f t e p

**I**n the span of under 21 days this summer, three states raised the legal minimum age to purchase tobacco from 18 to 21, displaying the momentum of a tobacco control strategy that has only recently seen widespread adoption.







## Save the Date

ENSP-CNPT International Conference on Tobacco Control

14-16 June 2018 - Madrid (Spain)



**ENSP - CNPT International Conference on Tobacco Control 2018**

**MADRID 14 - 16 JUNE 2018**

Registration at [www.enspconference.org](http://www.enspconference.org)



**ENSP**