

Barcelona, December 9, 2024

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7th ICO-WHO SYMPOSIUM ON TOBACCO CONTROL

Taking **decisive action** in tobacco control

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Welcome



Pedro Gullón

General Director of Public Health and Equity, Ministry of Health, Spain



Esteve Fernández

Secretary of Public Health, Health Department, Catalan Government



Angela Ciobanu

Officer, WHO European Regional Office, Tobacco and NCDs



Joan Brunet

CEO, Catalan Institute of Oncology



Cristina Martínez

Head of the Tobacco Control Unit, Catalan Institute of Oncology

Opening conference

The contribution of research to global tobacco control



Marita Hefler

Editor-in-Chief of Tobacco Control; Tobacco Endgame Program Lead,
Menzies School of Health Research, Darwin, Australia



Coral Gartner

Centre of Research Excellence on Achieving the Tobacco Endgame,
School of Public Health, The University of Queensland

7th ICO-WHO
SYMPOSIUM
ON TOBACCO CONTROL

The contribution of research to global tobacco control

Professor Coral Gartner

BMJ Tobacco Control, Incoming Editorial Advisory Board Chair

Director, NHMRC Centre of Research Excellence in Achieving the Tobacco Endgame, School of Public Health, University of Queensland, Australia

Professor Marita Hefler

BMJ Tobacco Control, Editor-in-Chief

Tobacco Endgame Research Program Lead, Menzies School of Health Research (Darwin, Australia)

BMJ Journals

Tobacco Control



Overview

- Key trends and gaps in tobacco control research
- What makes a research paper a high value contribution to evidence?
- Matching research with the right journal
- Case studies of how research and evidence needs evolve:
 - Plain packaging
 - Commercial Tobacco Endgame

Key trends and gaps in tobacco control research

Constants:

- Trajectories of product use
- Social marketing
- Tobacco industry activities

Trends:

- Endgame strategies
- Modelling studies
- New nicotine products

Gaps:

- Synthetic nicotine and nicotine analogues
- Equipping retailers for endgame
- Economics of endgame – particularly reducing government dependence on tax revenue

What is a useful contribution?

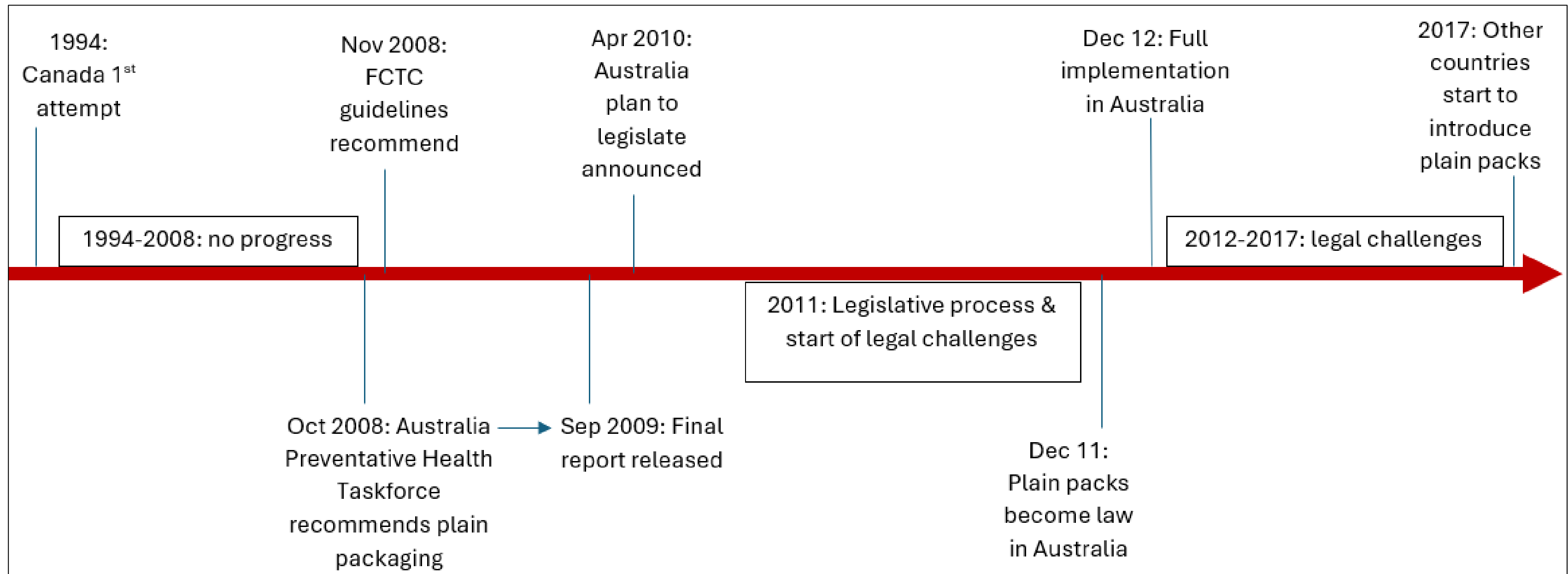
- Keeping epidemiological evidence current
- Cessation treatment
- Surveillance of tobacco product use prevalence and pathways
- Tobacco industry monitoring
- Advancing policy

What are our priorities?

- Relevance to policy
- Global audience
- New directions/angles
- Emerging issues and products
- Understanding the tobacco industry, monitoring strategies
- Reviews and evidence syntheses
- Methodological rigour

Evolving research – the case of plain packaging

- What was needed to convince policy makers?
- What was needed after implementation?
- What do we need now?



Plain packaging research

The Plot Against Plain Packaging

How multinational tobacco companies colluded to use trade arguments they knew were phoney to oppose plain packaging.

And how health ministers in Canada and Australia fell for their chicanery.

Physicians for Smoke-Free Canada
1226A Wellington Street
Ottawa, Ontario, K1Y 1R1



EDITORIAL ▶ Tob Induc Dis. 2020 Nov 17;18:94. doi: [10.18332/tid/130378](https://doi.org/10.18332/tid/130378)

Plain packaging of tobacco products: Lessons for the next round of implementing countries

[Joanna E Cohen](#)^{1,✉}, [Suzanne Zhou](#)², [Mark Goodchild](#)³, [Shane Allwright](#)⁴

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Research paper

How does increasingly plainer cigarette packaging influence adult smokers' perceptions about brand image? An exper

M A Wakefield, D Germain, S J Durkin



UNIVERSITY OF STIRLING

INSTITUTE FOR SOCIAL MARKETING

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Research letter

Change in public support for the introduction of plain packaging and new, enlarged graphic health warnings in the Australian state of Victoria, 2011–2013

Linda Hayes, Melanie A Wakefield, Emily Bain



A brief review of plain packaging research for tobacco products

Crawford Moodie PhD Gerard Hastings PhD Allison Ford MSc, September 2009

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Review

Plain tobacco packaging: progress, challenges, learning and opportunities **FREE**

[Crawford Moodie](#)¹, [Janet Hoek](#)², [David Hammond](#)³, [Karine Gallopel-Morvan](#)⁴, [Diego Sendoya](#)⁵, [Laura Rosen](#)⁶, [Bircu Mucan Özcan](#)⁷, [Yvette van der Eijk](#)⁸

Correspondence to Dr Crawford Moodie, Institute for Social Marketing and Health, University of Stirling, Stirling, UK; c.s.moodie@stir.ac.uk

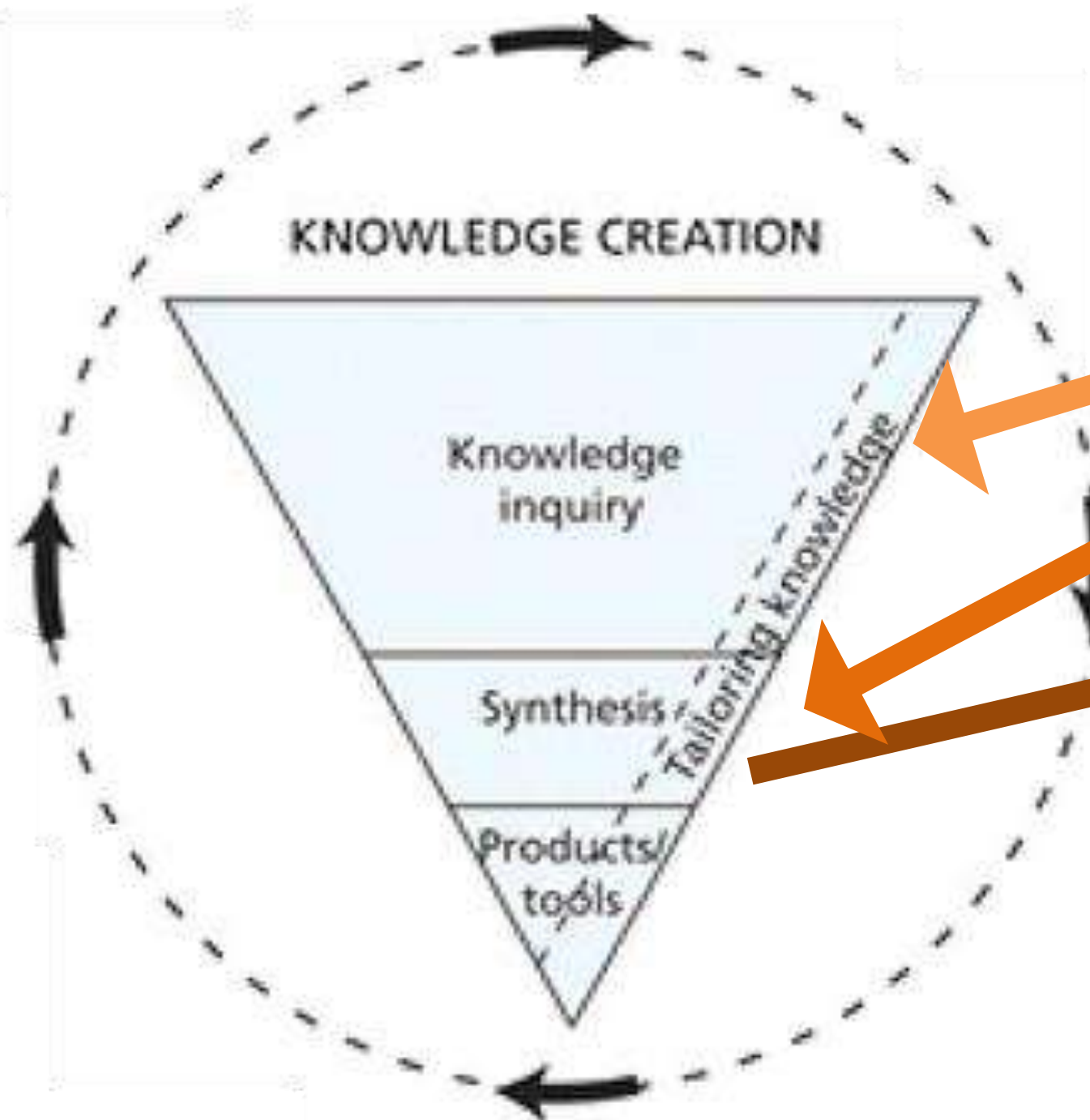
Abstract

The aim of this paper is to overview progress made with respect to the adoption of plain (or standardised) packaging, key challenges faced, evaluative evidence and opportunities for extending this policy. It has been a decade since Australia became the first country to require plain packaging and research on its impact on smoking behaviour and public health has been published. This paper provides a full

Case study:



TOBACCO ENDGAME
NHMRC Centre of Research Excellence



The Knowledge to Action Framework – Knowledge Creation Funnel. From Graham I, Logan J, Harrison M, Strauss S, Tetroe J, Caswell W, Robinson N: Lost in knowledge translation: time for a map? *The Journal of Continuing Education in the Health Professions* 2006, 26, p. 19.

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Review



Closing the gaps in tobacco endgame evidence: a scoping review FREE

Cheneal Puljević^{1, 2, 3}, Kylie Morphett^{1, 2}, Marita Hefler^{1, 4}, Richard Edwards^{1, 5}, Natalie Walker^{1, 6, 7}, David P Thomas^{1, 4}, Md Arifuzzaman Khan^{1, 2}, Andrew Perusco^{1, 8}, Michael Le Grande^{1, 9}, Katherine Cullerton^{1, 2}, Driss Ait Ouakrim^{1, 10}, Georgia Carstensen^{1, 2}, David Sellars^{1, 2, 11}, Janet Hoek^{1, 5}, Ron Borland^{1, 9, 10}, Billie Bonevski^{1, 12}, Tony Blakely^{1, 10}, Claire Brolan^{1, 2}, Coral E Gartner^{1, 2}

Correspondence to Associate Professor Coral E Gartner, NHMRC Centre of Research Excellence on Achieving the Tobacco Endgame, School of Public Health, The University of Queensland, Brisbane, QLD, Australia 4006; c.gartner@uq.edu.au

Abstract

Objective Tobacco endgame policies aim to rapidly and permanently reduce smoking to minimal levels. We reviewed evidence syntheses for: (1) endgame policies, (2) evidence gaps, and (3) future research priorities.

Data sources Guided by JBI scoping review methodology, we searched five databases (PubMed, CINAHL, Scopus, Embase and Web of Science) for evidence syntheses published in English since 1990 on 12 policies, and Google for publications from key national and international organisations. Reference lists of included publications were hand searched.

Study selection Two reviewers independently screened titles and abstracts. Inclusion criteria were broad to capture policy impacts (including unintended), feasibility, public and stakeholder acceptability and other aspects of policy implementation.

Data extraction We report the results according to the Preferred Reporting Items for Systematic Reviews and Meta-Analyses extension for Scoping Reviews checklist.

Data synthesis Eight policies have progressed to evidence synthesis stage (49 publications): mandatory very low nicotine content (VLNC) standard (n=26); product standards to substantially reduce consumer appeal or remove the most toxic products from the market (n=1); moving consumers to reduced risk products (n=8); tobacco-free generation (n=4); ending sales (n=2); sinking lid (n=2); tax increases (n=7); and restrictions on tobacco retailers (n=10). Based on published evidence syntheses, the evidence base was most developed for a VLNC standard, with a wide range of evidence synthesised.

Conclusions VLNC cigarettes have attracted the most attention, in terms of synthesised evidence. Additional focus on policies that reduce the availability of tobacco is warranted given these measures are being implemented in some jurisdictions.

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Systematic review

Tobacco endgame and priority populations: a scoping review

Cheneal Puljević¹, Leah Feulner², Maria Hobbs³, Daniel Erku⁴, Billie Bonevski^{1, 5}, Catherine Segan⁶, Amanda Baker⁷, Marita Hefler^{1, 8}, Ara Cho¹, Coral Gartner¹

Correspondence to Prof Coral Gartner; c.gartner@uq.edu.au



Abstract

Aim To summarise the research literature on tobacco endgame policies at a population level (ie, tobacco endgame policies for priority populations (experiencing mental illness, substance use, low incomes, who identify as lesbian, gay, bisexual, transgender, and people who have experienced incarceration).

Methods Guided by JBI Scoping Review Methodology, we conducted a scoping review examining the impacts or perceptions of 12 tobacco endgame policies in 12 populations published since 2000. We report on the characteristics of the included Systematic Reviews and Meta-Analyses extracted from the literature.

Results Of the 18 included studies, one described tobacco endgame policies on low incomes in Aotearoa (New Zealand), a

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Systematic review

Restricting supply of tobacco products to pharmacies: a scoping review

Heewon Kang^{1, 2, 3}, Kathryn J Steadman^{3, 4}, Janet Hoek^{3, 5}, Wayne D Hall⁶, Coral E Gartner^{2, 3}

Correspondence to Professor Coral E Gartner, School of Public Health, The University of Queensland Faculty of Medicine, Herston, QLD 4006, Australia; c.gartner@uq.edu.au

Abstract

Objective We synthesised the published literature on proposals to restrict tobacco supply to pharmacies, covering (1) policy concept/rationale/attempts, (2) policy impact and implementation and (3) policy and research recommendations.



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JOURNAL ARTICLE CORRECTED PROOF

Public Support for Tobacco Endgame Policies: A Systematic Review and Meta-Analysis

Hana Kim, MPH, Coral Gartner, PhD, Richard Edwards, MD, Cheneal Puljević, PhD, Kylie Morphett, PhD, Dong Ha Kim, PhD, Hae-ryoung Chun, MPH, Martin Ekdahl, MD, Heewon Kang, PhD ✉

Nicotine & Tobacco Research, ntae149,

<https://doi.org/10.1093/ntr/ntae149>

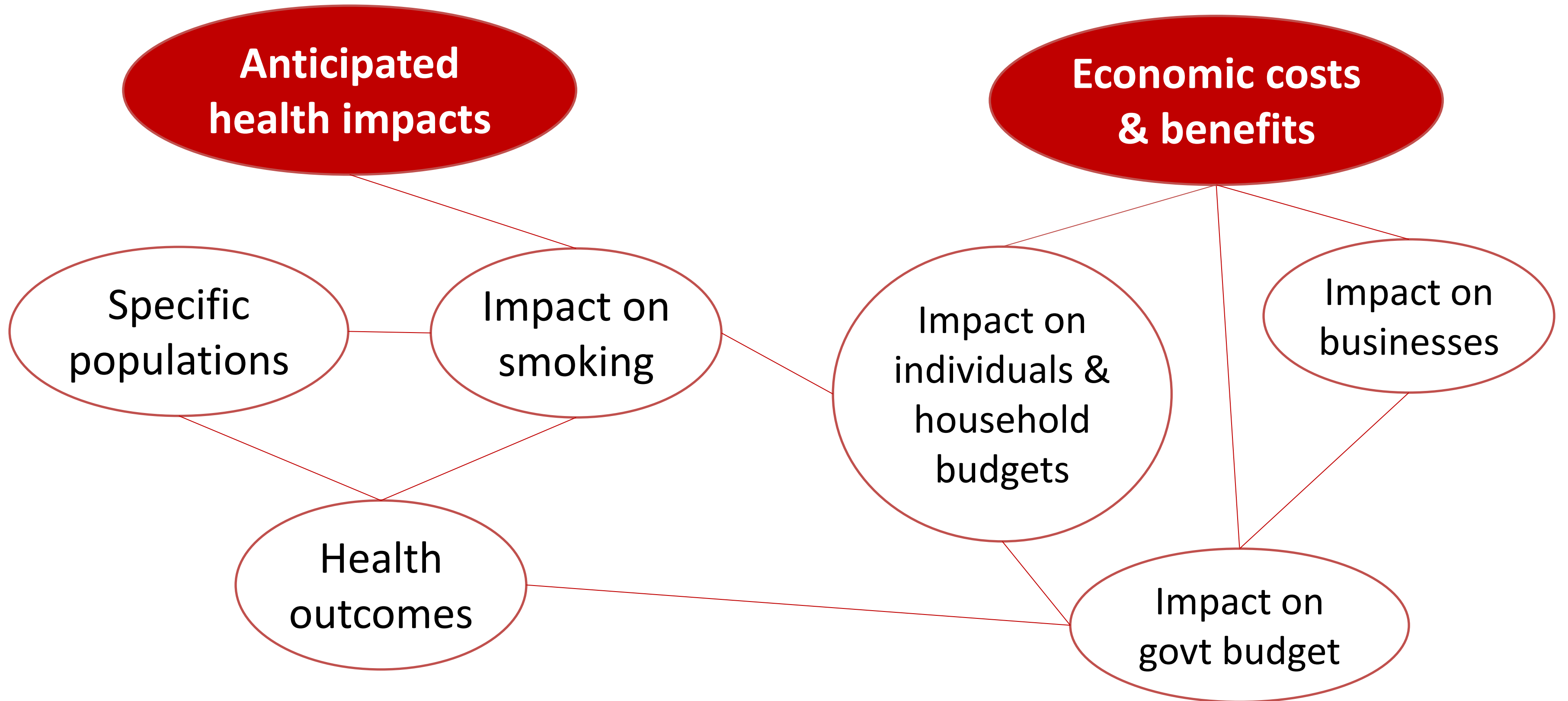
Published: 19 June 2024 Article history ▾

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Number of countries are adopting the tobacco endgame goal. Public support can accelerate momentum towards tobacco endgame policies. We aimed to conduct a systematic review of public support for tobacco endgame policies and to examine the distribution of studies, support among key populations (young adults, people who smoke), and the association between public opinion and support.













Searches were conducted in Medline, Embase, PubMed, Scopus, Web of Science, and Google Scholar for the period from 2013 onwards. Google was used to search the gray

Endgame research – high priority research for new policies



Original research

Tobacco endgame intervention impacts on health gains and Māori:non-Māori health inequity: a simulation study of the Aotearoa/New Zealand Tobacco Action Plan

 Driss Ait Ouakrim¹,  Tim Wilson¹,  Andrew Waa²,  Raglan Maddox³,  Hassan Andrabi¹,  Shiva Raj Mishra¹,  Jennifer A Summers²,  Coral E Gartner⁴,  Raymond Lovett⁵,  Richard Edwards²,  Nick Wilson²,  Tony Blakely¹

Correspondence to Professor Tony Blakely, antony.blakely@unimelb.edu.au

Abstract

Background The Aotearoa/New Zealand Government is aiming to end the tobacco epidemic and markedly reduce Māori:non-Māori health inequalities by legislating: (1) denicotinisation of retail tobacco, (2) 95% reduction in retail outlets and (c) a tobacco free-generation whereby people born after 2005 are unable to legally purchase tobacco. This paper estimates future smoking prevalence, mortality inequality and health-adjusted life year (HALY) impacts of these strategies.

Methods We used a Markov model to estimate future yearly smoking and vaping prevalence, linked to a proportional multistate life table model to estimate future mortality and HALYs.







Results The combined package of strategies (plus media promotion) reduced adult smoking prevalence from 31.8% in 2022 to 7.3% in 2025 for Māori, and 11.8% to 2.7% for non-Māori. The 5% smoking prevalence target was forecast to be achieved in 2026 and 2027 for Māori males and females, respectively.

The HALY gains for the combined package over the population's remaining lifespan were estimated to



Original research

Economic effects for citizens and the government of a country-level tobacco endgame strategy: a modelling study **FREE**

 Driss Ait Ouakrim¹,  Tim Wilson¹,  Samantha Howe¹,  Philip Clarke²,  Coral E Gartner³,  Nick Wilson⁴,  Tony Blakely¹

Correspondence to Dr Driss Ait Ouakrim, Population Interventions Unit, The University of Melbourne School of Population and Global Health, Melbourne, VIC 3053, Australia; driss.aitouakrim@unimelb.edu.au

Abstract

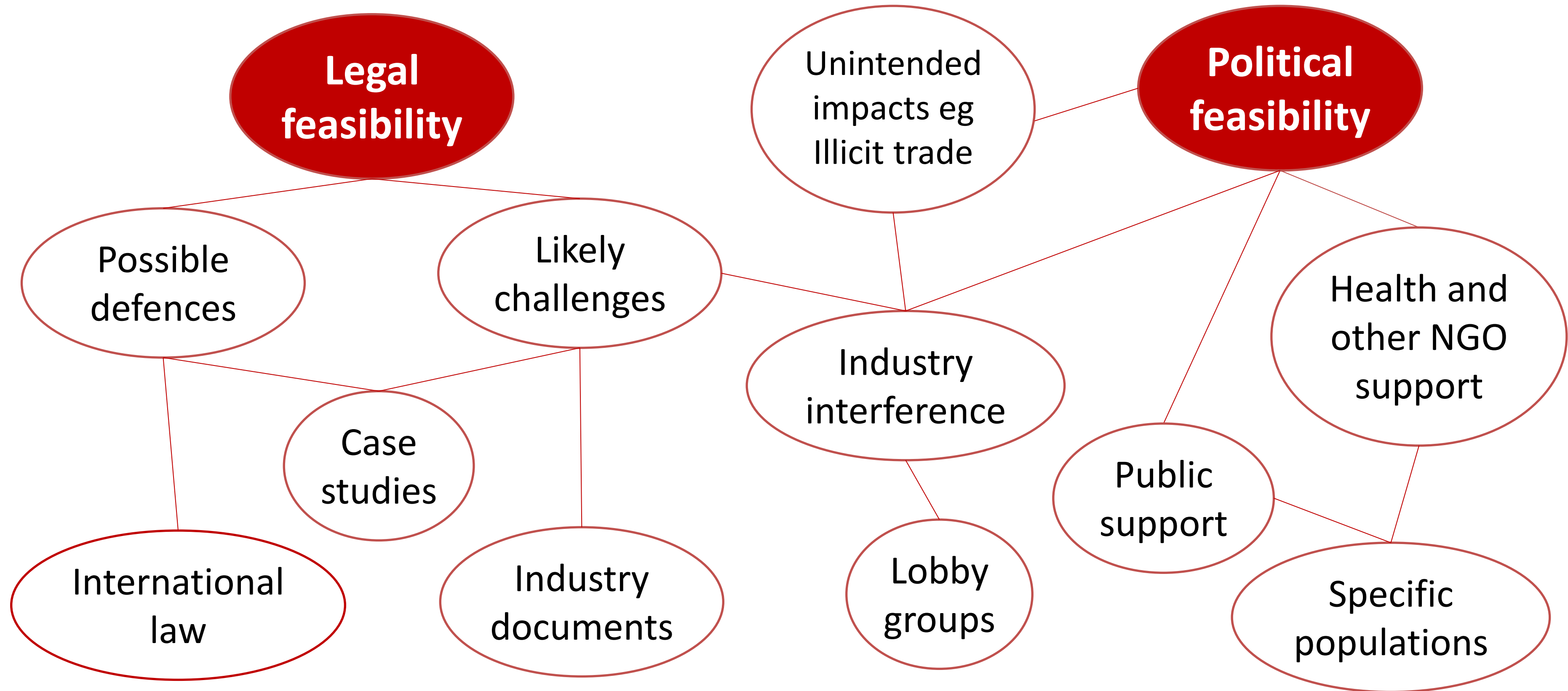
Background Aotearoa-New Zealand (A/NZ) was the first country to pass a comprehensive commercial tobacco endgame strategy into law. Key components include the denicotinisation of smoked tobacco products and a major reduction in tobacco retail outlets. Understanding the potential long-term economic impacts of such measures is important for government planning.

Design A tobacco policy simulation model that evaluated the health impacts of the A/NZ Smokefree Action Plan was extended to evaluate the economic effects from both government and citizen perspectives. Estimates were presented in 2021 US\$, discounted at 3% per annum.

Results The modelled endgame policy package generates considerable growth in income for the A/NZ population with a total cumulative gain of US\$31 billion by 2050. From a government perspective, increased superannuation payments and reduced tobacco excise tax revenue result in a negative net financial position and a cumulative shortfall of US\$11.5 billion by 2050. In a sensitivity analysis considering future labour force changes, the government's cumulative net position remained negative by 2050, but only by US\$1.9 billion.



Endgame research – high priority research for new policies



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Original research

Commercial tobacco endgame themes in the Australian media from 2000 to 2021

Andrew Perusco^{1, 2}, Alice Holland^{2, 3}, Raglan Maddox^{1, 2}, Kylie Morphett^{2, 4}, Christina Heris^{1, 2}, Coral E Gartner^{2, 5}

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Abs

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Original research

New Zealand community pharmacists' perspectives on supplying smoked tobacco as an endgame initiative: a qualitative analysis

Janet Hoek¹, Charika Muthumala¹, Elizabeth Fenton², Coral E Gartner³, Frederieke Sanne Petrović-van der Deen¹

Correspondence to Professor Janet Hoek, Public Health, University of Otago, Dunedin, New Zealand; janet.hoek@otago.ac.nz

Abstract

Introduction Tobacco endgame strategies aim to reduce tobacco supply by decreasing retailer numbers. Recently, some countries have reduced retailer numbers, but others have not. In Aotearoa New Zealand, a country planning to reduce tobacco supply by decreasing retailer numbers, we explored community pharmacists' perspectives on supplying smoked tobacco, explored factors that influence their ethical positions. We used qualitative descriptive thematic analysis to interpret the ethical positions.

Methods We undertook in-depth interviews with community pharmacists in more deprived communities with higher smoking prevalence. We explored factors that influence their ethical positions. We used qualitative descriptive thematic analysis to interpret the ethical positions.

Results Most participants noted time, space, and financial constraints as barriers to supplying tobacco. They also noted the importance of supporting their community and the need for clear guidance from regulators.

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Original research

Global policy scan of commercial combustible tobacco product retailing regulations by WHO region

Ruth Canty^{1, 2}, Coral E Gartner^{2, 3}, Janet Hoek^{2, 4}, Marita Hefler^{1, 2}

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Original research

Support for banning sale of smoked tobacco products among adults who smoke: findings from the International Tobacco Control Four Country Smoking and Vaping Surveys (2018–2022)

Michael Le Grande¹, Ron Borland¹, Shannon Gravely², Michael Cummings³, Ann McNeill⁴, Hua H Yong⁵, Coral E Gartner⁶

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JOURNAL ARTICLE

Tobacco Industry Pseudo-Transformation: The Role of “Vested Interests,” Allies and Third Parties

Tess Rooney, JD, Coral Gartner, PhD

Nicotine & Tobacco Research, Volume 25, Issue 12, December 2023, Pages 1896–1898, <https://doi.org/10.1093/ntr/ntad109>

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Topic: tobacco, tobacco industry
Issue Section: Commentaries

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(*from 17 Feb 24)

THANK YOU!

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