

Challenges In Regulating Tobacco Products Under The WHO Framework Convention on Tobacco Control

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Disclosure


I have no affiliation (financial or otherwise) with any tobacco, pharmaceutical, medical device or communication organizations

Why do we need to regulate tobacco products?



Tobacco Industry Tactics



at night. Feel extra coolness in your throat! SMOKE **KOOL** FILTER KINGS!
©1963, BROWN & WILLIAMSON TOBACCO CORPORATION  The Mark of Quality in Tobacco Products

Bronchodilators

Added chemicals expand the lungs' airways, making it easier for tobacco smoke to pass into the lungs.

Flavorings

Added flavors like liquorice and chocolate mask the harshness of smoke and make products more appealing to new users, especially kids.

Increased Nicotine

Tobacco companies control the delivery and amount of nicotine to ensure addiction

Tobacco-specific Nitrosamines

American-style cigarettes are made with blended tobacco that has much higher levels of cancer-causing nitrosamines.

Menthol

Menthol cools and numbs the throat to reduce irritation and make smoke feel smoother.

Ammonia Compounds

Adding ammonia compounds increases the speed with which nicotine hits the brain.

Ventilated Filters

Ventilation holes in the filters cause smokers to inhale more vigorously, drawing carcinogens more deeply into the lungs.

Sugars and Acetaldehyde

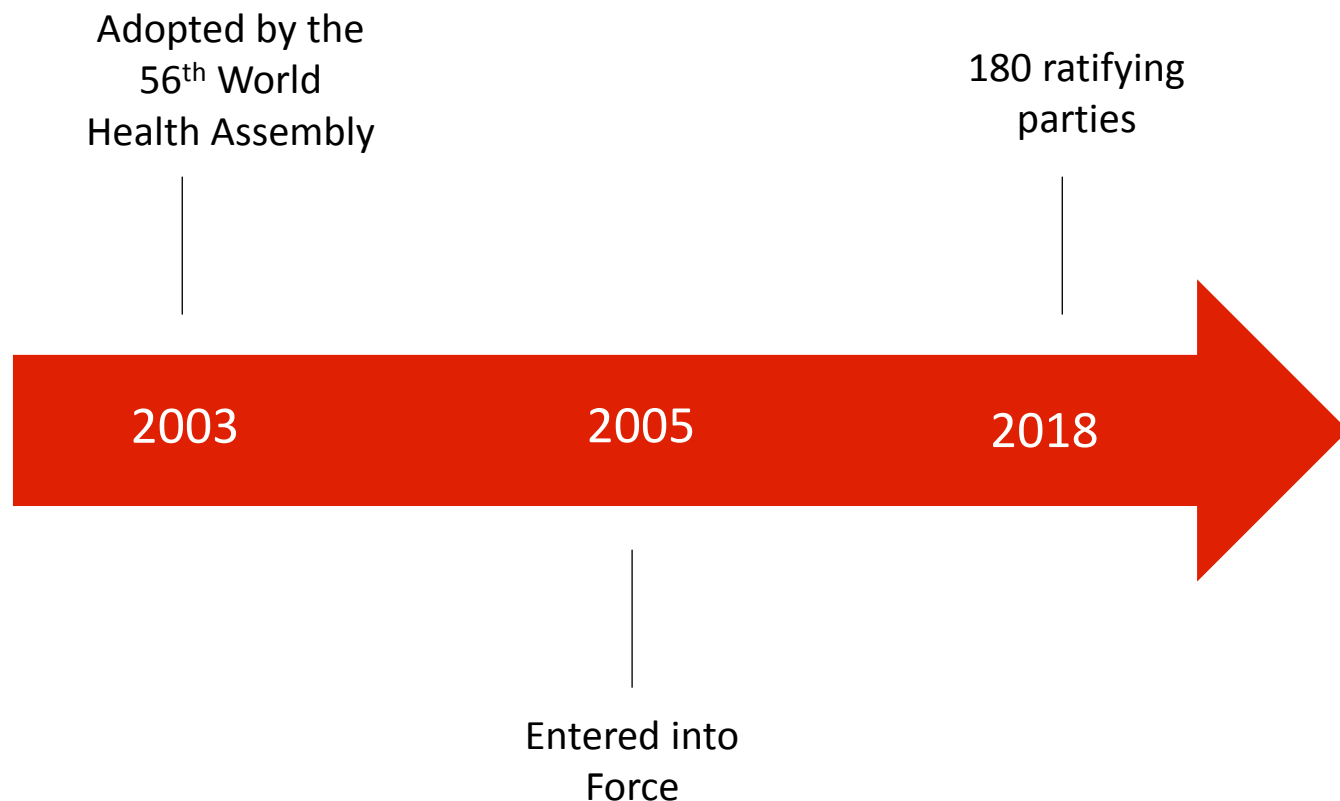
Added sugars make tobacco smoke easier to inhale and form acetaldehyde, which enhances nicotine's addictive effects.

Levulinic Acid

Added organic acid salts reduce harshness of nicotine and make smoke smoother, less irritating.



World Health Organization Framework Convention on Tobacco Control (WHO FCTC)



- Pictorial Warnings
- Comprehensive smoke-free laws
- Higher taxes to reduce demand
- Bans/restrictions on marketing
- Support for cessation
- Measures to reduce illicit trade
- Tobacco product regulation

FCTC Articles 9 and 10

Article 9: Regulation of the contents of tobacco products

Article 10: Regulation of tobacco product disclosures



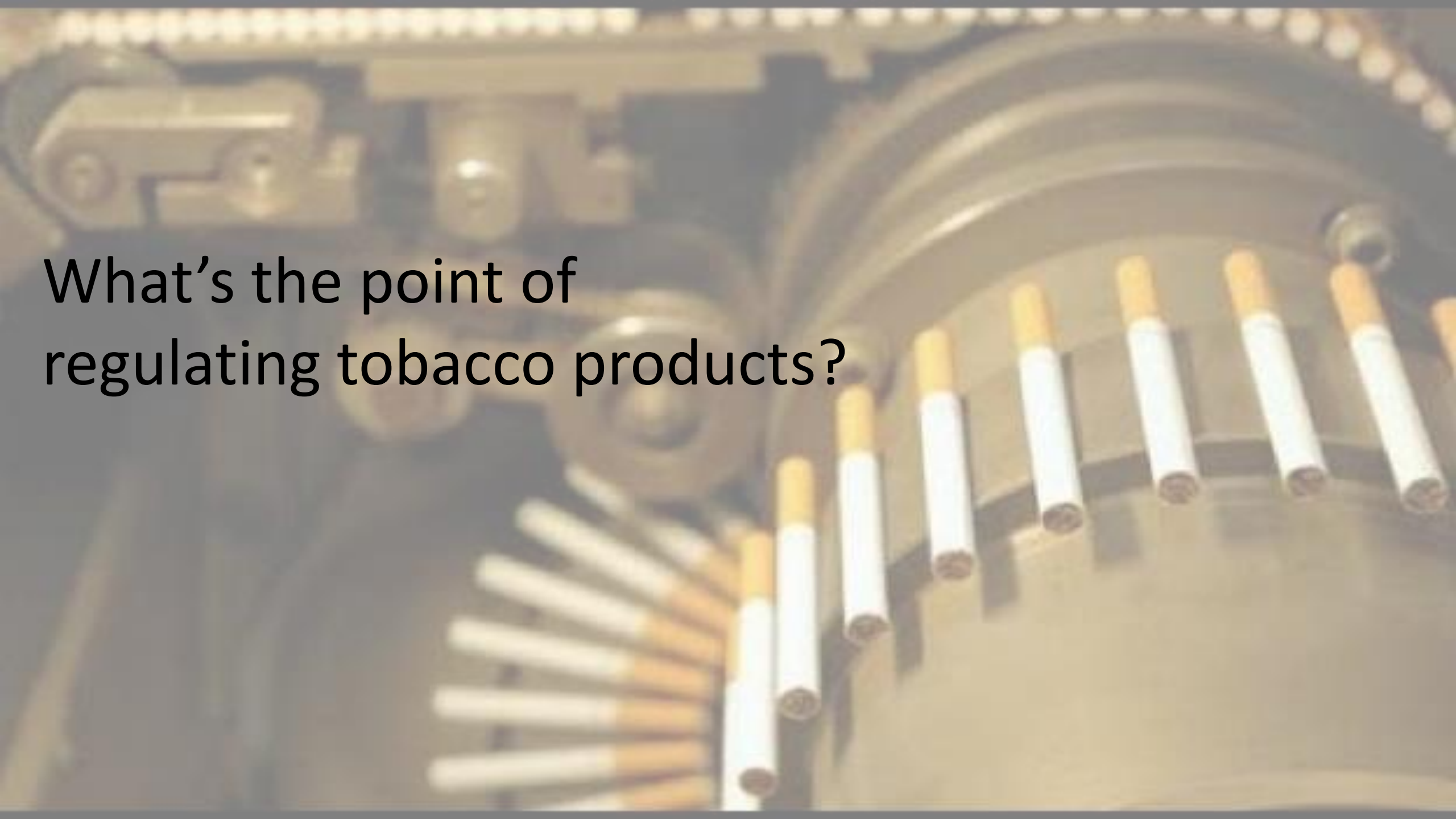
WHO FRAMEWORK
CONVENTION ON
TOBACCO CONTROL



Brazil's Challenges and Success

- In 2012, ANVISA enacted a law banning flavouring and other additives
- Sindi Tobacco filed a legal challenge against ANVISA
- February 2018, Brazil's Supreme Federal Court ruled that ANVISA has regulatory power of the Tobacco Industry





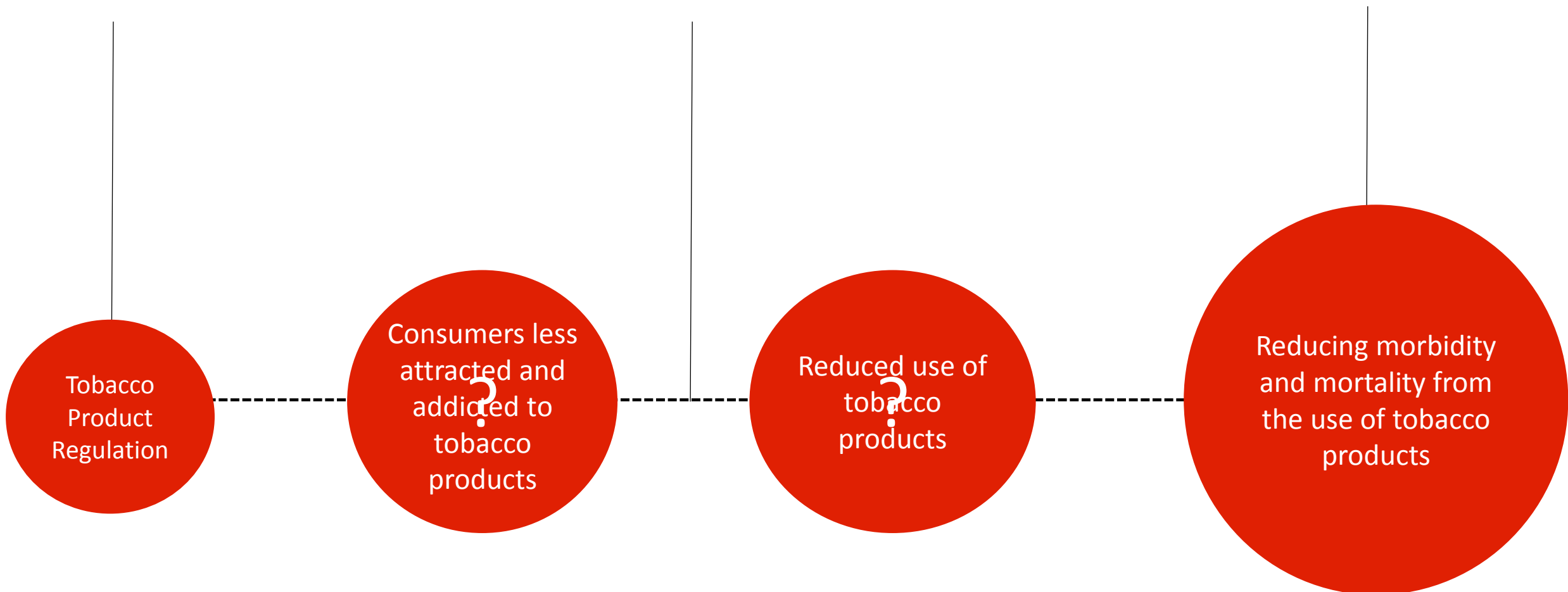
What's the point of
regulating tobacco products?

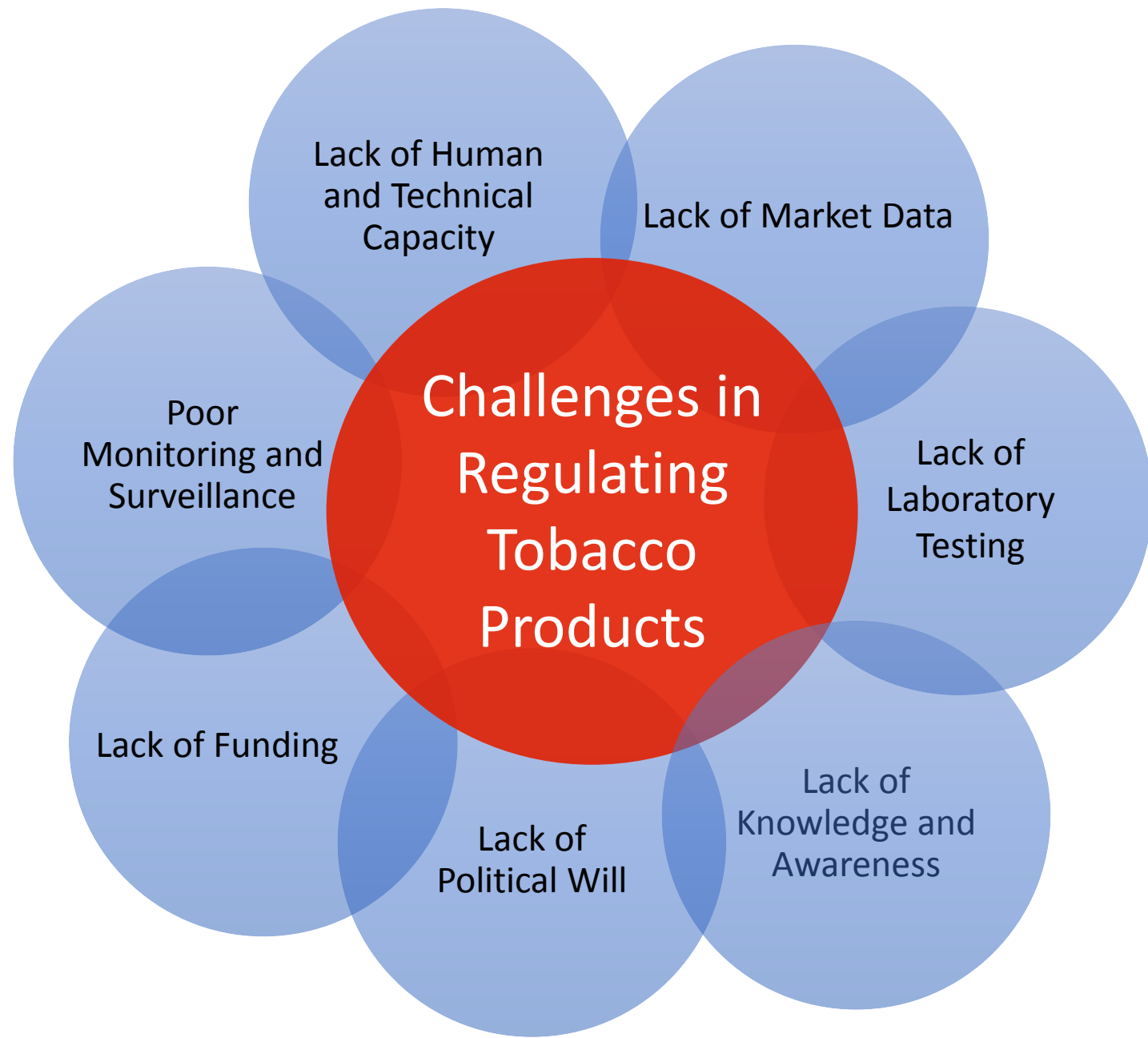
Need for Policy Analysis

Policy Implementation

Intermediate Effects

Health Outcome





Challenges in
Regulating
Tobacco
Products

Lack of Human
and Technical
Capacity

Lack of Market Data

Lack of
Laboratory
Testing

Lack of
Knowledge and
Awareness

Lack of
Political Will

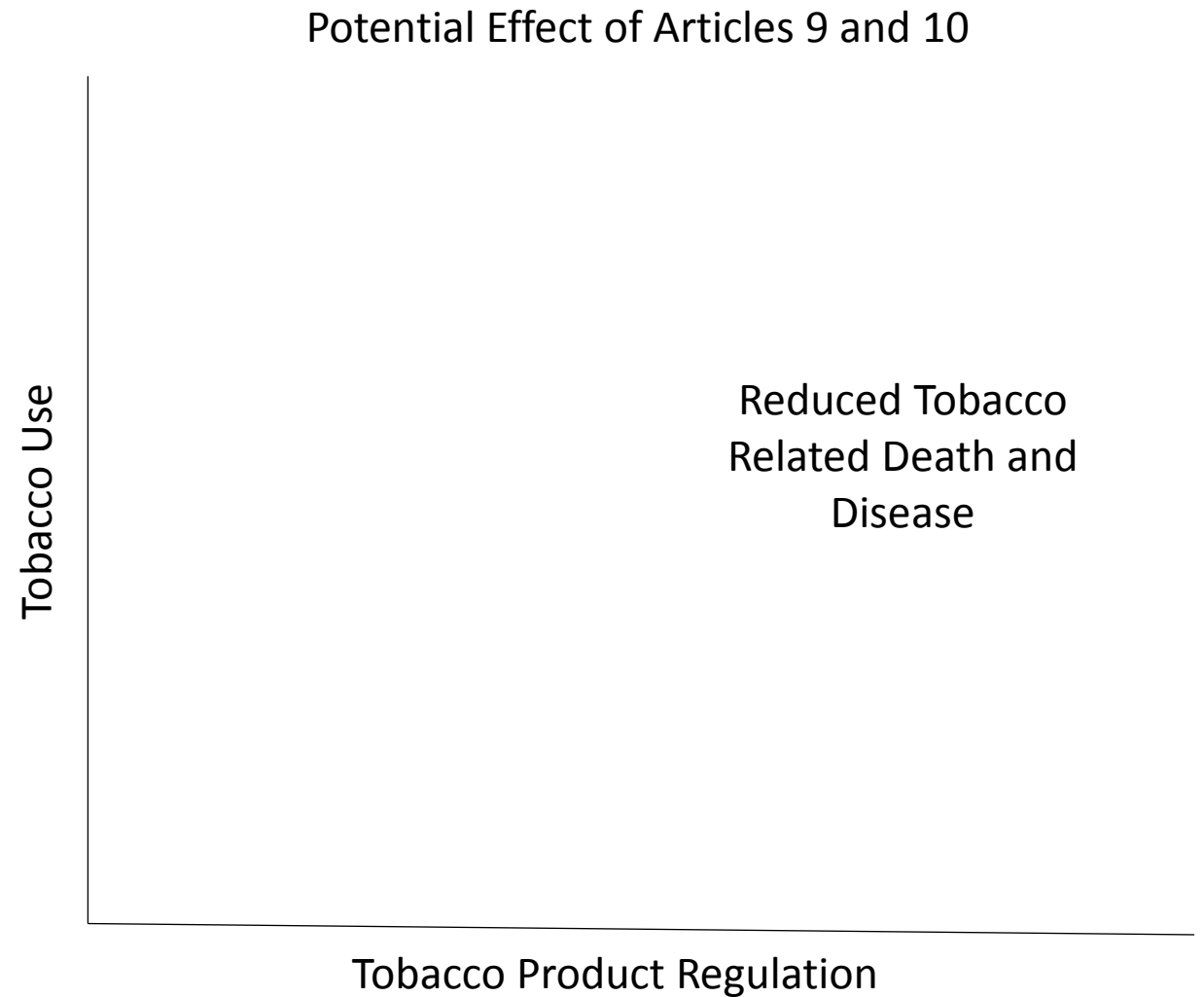
Lack of Funding

Poor
Monitoring and
Surveillance

Impact and Next Steps

*"People smoke for nicotine but
die from tar."*

- Michael Russell



THANK YOU

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