Evidence and policies about reducing smoking in Iran

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Talk structure

- National Institute of Health Research in Iran
- Rate of smoking
- Policy interventions
- Trends of smoking
- Gender and geographical issues
- Patterns of smoking – challenges
Role of NIHR in Iran

- Developing the evidence base for decision making
  - Conducting and commissioning primary research
  - HTAs and reviews of evidence
- Contribution to planning and designing evidence informed policies
- Evaluation of implementation / observatory roles

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Role of NIHR

- Active involvement in designing the ‘healthy young’ plan for the Ministry of Health – lifestyle issues

- Conducting the MIDHS2010, national survey of 30000 households – now being analysed

- Include questions on smoking among women 15–50, and household secondhand smoking in children 0–4
Smoking in Iran – rate of smoking

- National Survey 2008: 11.1% smokers among 15–64 years
- 21.1% male vs 0.8% female – MoH

- Several provincial and local studies – in cases with large samples
- Most estimates are between 11–16.5%
Major policy interventions

- Legislation to ban smoking in public buildings failed in 1991
  - On the ground of infringing individuals’ right to smoke!

- At the same time a total ban on tobacco advertising (in any form) was successfully implemented
Major policy interventions

- Legislation on comprehensive campaign against smoking in 2006 – successful
- Incorporates ban in smoking in public places especially governmental buildings
- Several other interventions

- Tehran – a city without smoking plan
  - Approved by the municipality – Smoking free parks
- Healthy Heart cities interventions – in Isfahan and Arak
- Smoking not socially acceptable anymore

- Compulsory warnings and images on cigarette packets
  - implemented

- Smaller cigarettes

- Ban on selling cigarettes to under 18s
  - not fully implemented
Smoking in Iran – trend of smoking

- National survey in 1999: 11.9% (Mohammad et al)
- Large survey in Tehran 2001: 10.6% (Emami et al 2003)
- National survey 2003–4: 11–18 years old 18.5% versus 10.1% in boys and girls (Kelishadi et al 2006)
- National Survey 2008: 11.09% smokers among 15–64 years (Ministry of Health)
Trends of smoking in Iran

- A clear increase during late 90s to mid 2000s

- Signs of decrease in smoking since 2005
  - Not all agree!

- In a controlled community trial, in both of the intervention and control cities, smoking rate decreased over three years (Sarrafzadegan et al 2009)
Gender and geography issues

- Consistently lower among women
  - increasing in women?
- Differences between provinces
- Smoking in rural areas (17.2%) higher than urban areas (14.3%) (Mehrabi et al 2007)
Other challenges – change in patterns

- Issue of smoking water-pipes (Qalyan – Hookah)

- 4.8% daily consumption during pregnancy in South Iran 2004

- Experience of smoking Qalyan among teenagers in Tehran twice as smoking cigarettes

- In BandarAbbas 0.9% of women reported smoking cigarettes, 13.7% reported smoking qalyan

- Seeking advice for quitting qalyan less common

- New marketing approaches

- Fruity tobaccos – smaller, mobile qalyans