



# **Tobacco Control Strengthening in Georgia**

**IANPHI Annual meeting 2019**

**Addis Ababa, Ethiopia, December 3-6**

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**Director General**

**National Center for Disease Control and Public Health**

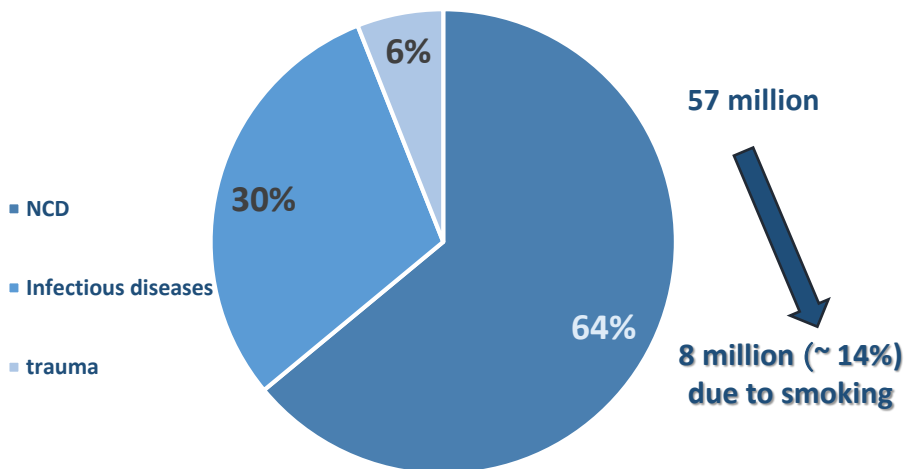


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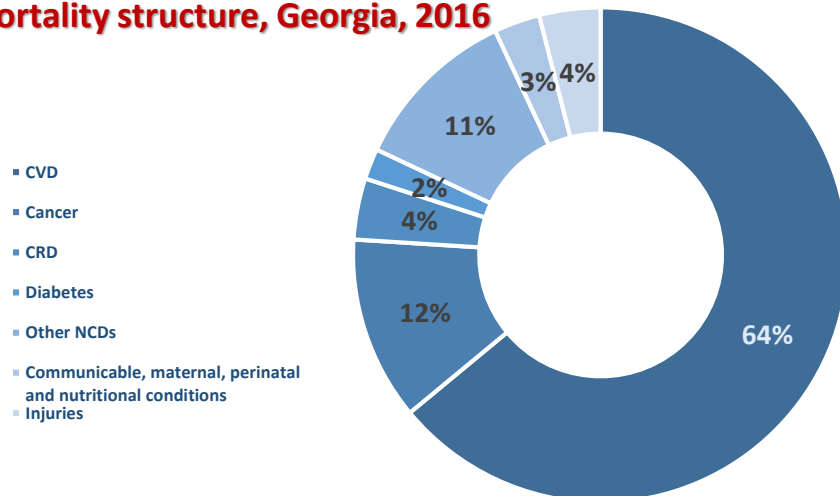
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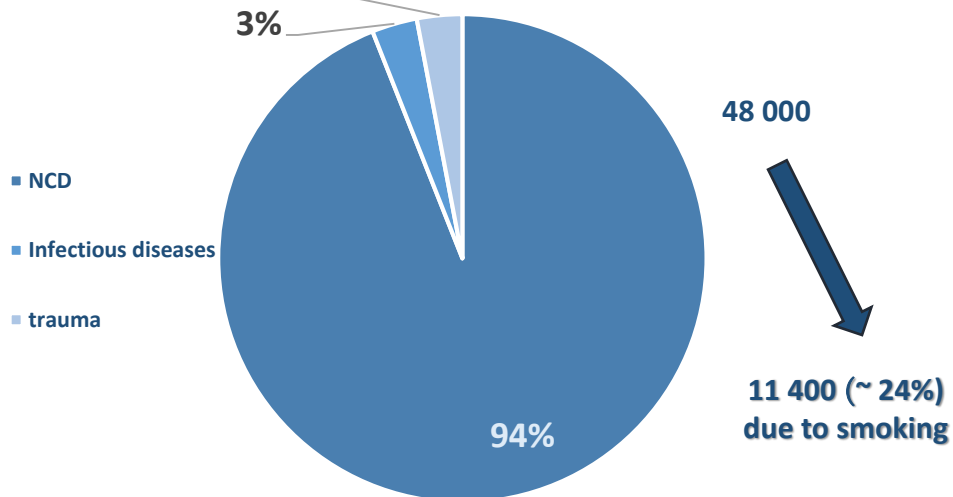
## Mortality structure, Global



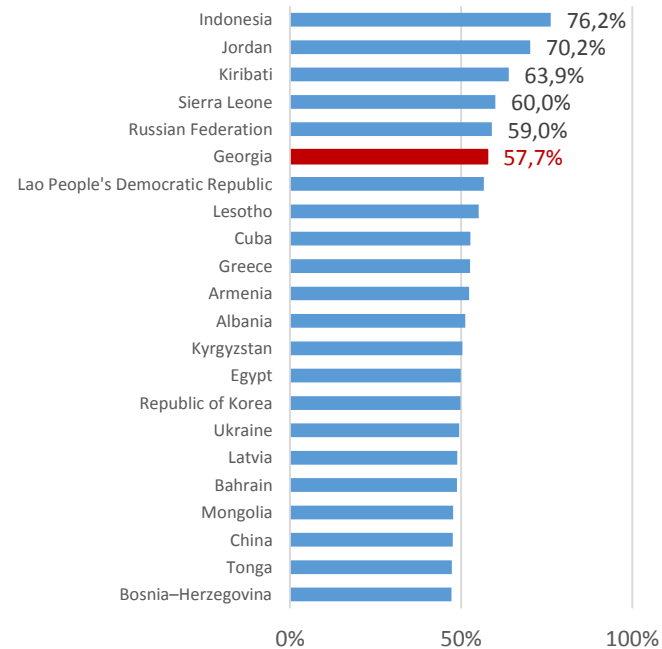
## Mortality structure, Georgia, 2016



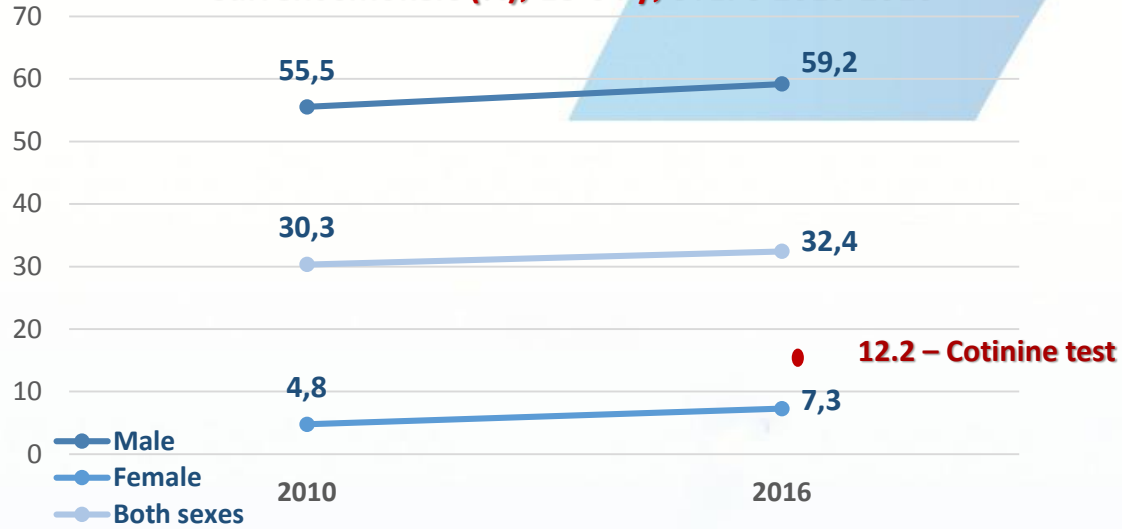
## Mortality structure, Georgia



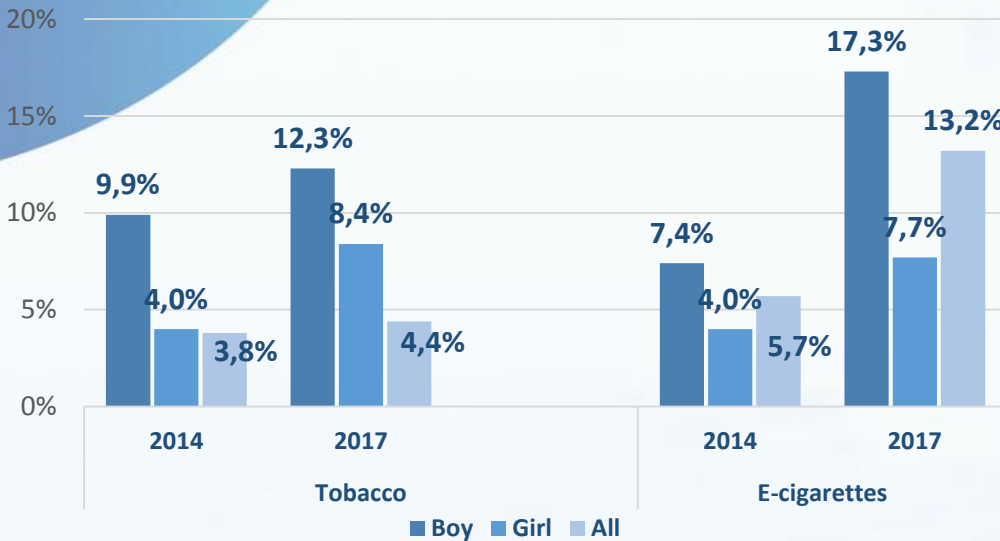
## Smoking prevalence (%), +15, Male



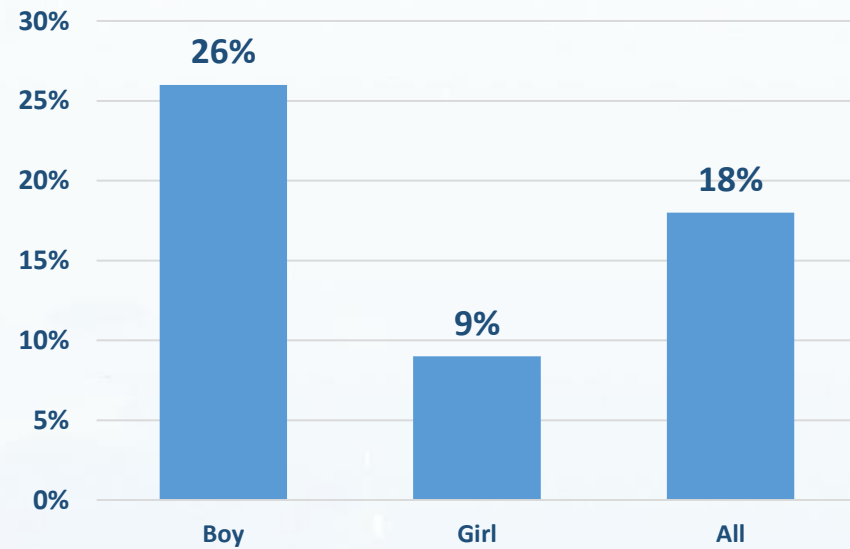
### Current smokers (%), 18-64 y; STEPS 2010-2016



### Tobacco and E-cigarettes use, GYTS 2014-2017



### Smoking, ESPAD 2015



# Investment Case for Tobacco Control in Georgia; FCTC 2030; 2017

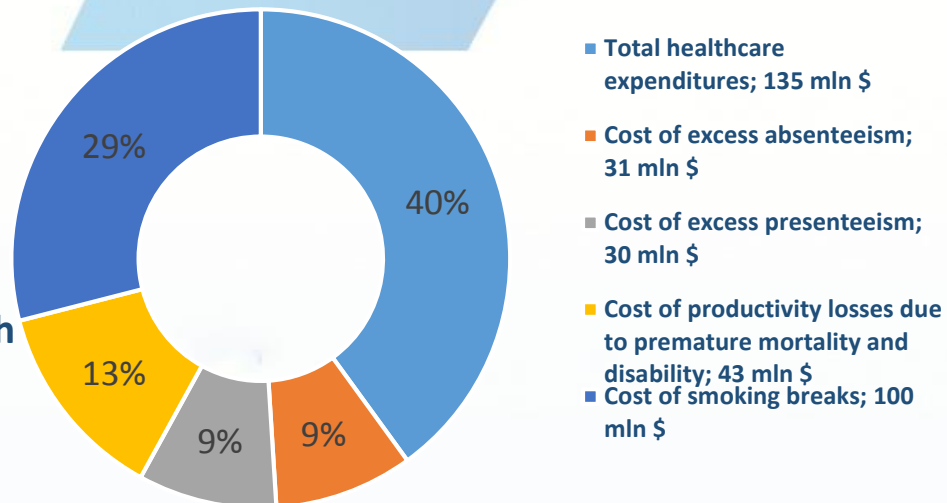
**11,400** Georgian citizens die annually because of tobacco-related diseases, out of which

- **9,300** annual deaths due to smoking
- **2,100** annual deaths due to second hand smoke exposure

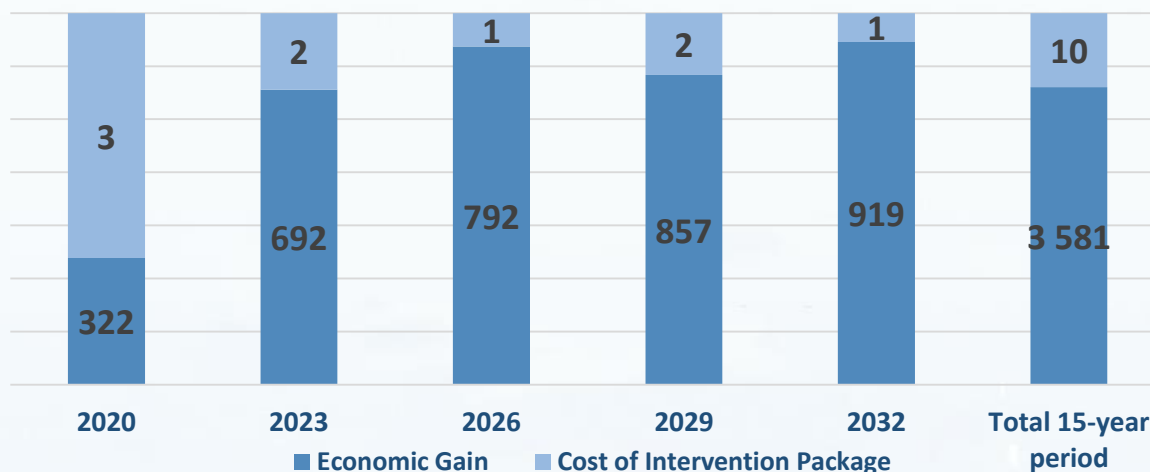
Total annual direct and indirect costs associated with tobacco-use: **GEL 824.9 million**

This is equivalent to an annual loss of **2.43% of GDP**

## Total burden of tobacco use in Georgia



**Cumulative averted economic losses vs. Implementation costs (millions) of 4 FCTC interventions in 3-year-periods, starting in 2017**



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## Legislative area

**2003** - National Tobacco Control Law (TBCL) of Georgia; revised in 2008, 2010

**2005** - WHO FCTC was ratified

**2006** - Convention went into force

**2013** – National Multisectoral Tobacco Strategy and 2013-2018 Action Plan

**2014** - the EU and Georgia signed an Association Agreement

**May, 2017** – “New Generation” Tobacco Control Laws

**May, 2018** – TC Law went into force

**November, 2019** – New TC Strategy and 2020-2025 Action Plan Elaborated



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## Important issues of tobacco control regulations

- **Ban of smoking** (including e-cigarettes and hookah) in all public transport and buildings, except of private homes, prisons, casinos and taxis. Ban of smoking on open areas of educational, health facilities and mass activities of youth. Violation is not only smoking but also presence of smoke, butt, ashes and hookah within building. **Ban of smoking in enclosed public places entered into force from May 2018; Ban of smoking at stadiums – January, 2020**
- **Ban of all forms of advertisement, sponsorship and promotion** of tobacco, its accessories and devices for its use, including ban of display at points of sales and restriction of demonstration of smoking in movies and massive performances. **Part of regulations entered into force from May 2018**
- Increasing **size of health warnings to 65%** and obligatory pictorial warnings on front side of the packages of smoking tobacco
- Introducing **standardized cigarette packaging (plain packaging)**. Enters into force **from January 2023**
- **Ban of direct or indirect participation of industry** in decision making on health issues
- **Ban of “drive tobacco”**
- **Updated model of administration of the law** - burden of responsibility for smoking ban on organizations and its owners, increasing amount of fines for violations, no court decision needed





## Compliance

Medical facilities – 92%

Governmental organizations – 91%

Hospitality sector – 98%

Educational facilities – 98%

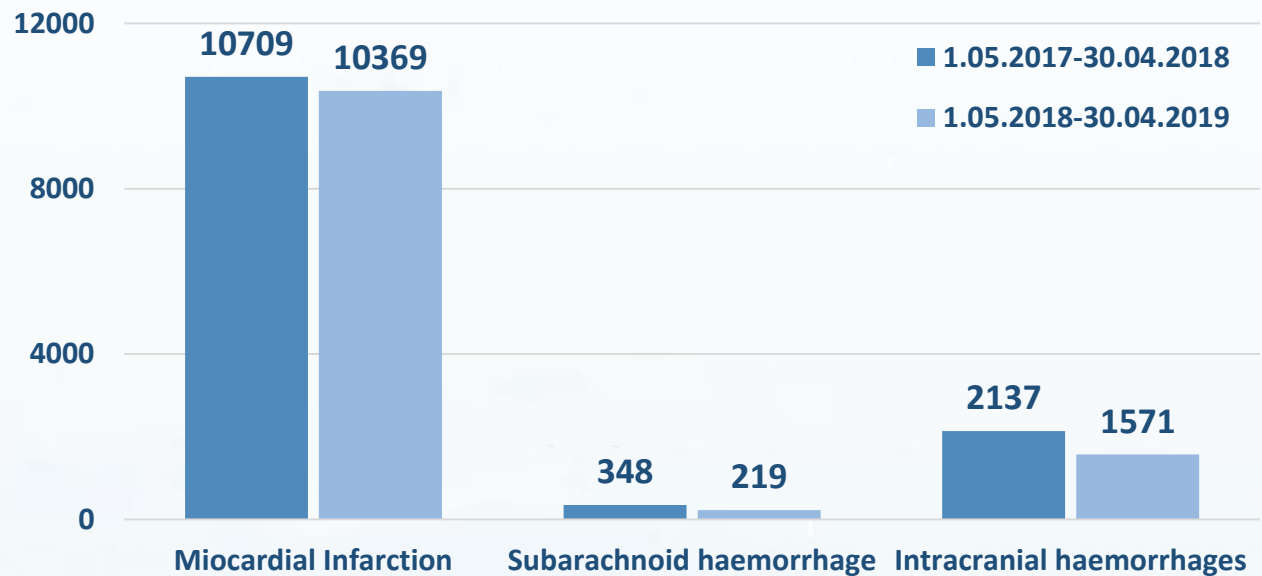
Trade units – 83%

4 000 public transport - 98%

Street advertisements – 100%

Since May 2018

## Hospitalization of Myocardial Infarction and stroke, NCDC



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## Key Lessons

- Strong coalition and public communication is critical
- Scientific evidence that speaks to public
- Use every opportunity
- Continuous political commitment

## Remaining challenges

- Pending of approval of legislation amendments
- Tobacco Industry interference
- Tobacco related socio-economic inequity
- Unavailability of sustainable adequate financial and human resources for tobacco control measures
- No adequate tobacco cessation treatment and low access to medications
- No policy addressing tobacco related environmental threat

## Further steps

- Tobacco control a priority not only for health sector but for governments as a whole in the spirit of stronger international partnerships and solidarity
- Combat tobacco related socio-economic inequity
- Endorsement and implementation of the Tobacco Control National Strategy and Action Plan 2020-2025
- Endorsement and implementation of the Georgia National Strategy to promote smoking cessation 2020-2022
- Implementation of the Tobacco cessation guideline and protocol





**Let's start a nationwide public  
movement towards Healthy Georgia  
by reducing health and social harm  
related to tobacco use**

**გავთავისუფლდეთ  
თამბაქოს კვამლისგან**



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