Tobacco Control Strengthening in Georgia

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11 400 (~ 24%) due to smoking

48 000

57 million

8 million (~ 14%) due to smoking

Due to smoking

CVD
Cancer
CRD
Diabetes
Other NCDs
Communicable, maternal, perinatal and nutritional conditions
Injuries

Indonesia
Jordan
Kiribati
Sierra Leone
Russian Federation
Georgia
Lao People’s Democratic Republic
Lesotho
Cuba
Greece
Armenia
Albania
Kyrgyzstan
Egypt
Republic of Korea
Ukraine
Latvia
Bahrain
Mongolia
China
Tonga
Bosnia–Herzegovina

Mortality structure, Georgia, 2016

Mortality structure, Global

Smoking prevalence (%), +15, Male
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**
**Legislative area**

- **2003** - National Tobacco Control Law (TBCL) of Georgia; revised in 2008, 2010
- **2005** - WHO FCTC was ratified
- **2006** - Convention went into force
- **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
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
Activities accomplished

- Media Campaign
- Meetings
- Pictograms
- Monitoring
- Surveys
- Policy/Strategies
- HP Program
- Legal documents
- Mobile app 112
- Mobile app “I quit”
- Quitline 116001

National Center for Diseases Control and Public Health
www.ncdc.ge
Compliance

Medical facilities – 92%
Governmental organizations – 91%
Hospitality sector – 98%
Educational facilities – 98%
Trade units – 83%
4 000 public transport - 98%
Street advertisements – 100%

Hospitalization of Myocardial Infarction and stroke, NCDC

- Miocardial Infarction: 10709 (1.05.2017-30.04.2018), 10369 (1.05.2018-30.04.2019)
- Subarachnoid haemorrhage: 348 (1.05.2017-30.04.2018), 219 (1.05.2018-30.04.2019)
- Intracranial haemorrhages: 2137 (1.05.2017-30.04.2018), 1571 (1.05.2018-30.04.2019)

Since May 2018
**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.