Tobacco Control in Turkey

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Ministry of Health
Tobacco Control Dep.
August 2017
Ankara
Tobacco Industry
Adoption of the Law No 4207 on the Prevention of Harms of Tobacco Products (19 July 2009)
## Milestones on Tobacco Control in Turkey (1996-2017)

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>1996</td>
<td>Turkey’s first tobacco control law</td>
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<tr>
<td>2004</td>
<td>28 April 2004 Framework Convention on Tobacco Control (FCTC)</td>
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</table>
WHO TOBACCO CONTROL FRAMEWORK CONVENTION

Foundation of the global tobacco control
## Milestones on Tobacco Control in Turkey (1996-2017)

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>2006</td>
<td>National Tobacco Control Program</td>
</tr>
<tr>
<td>2007</td>
<td>Provincial Tobacco Control Boards</td>
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<td>Tobacco Control Department</td>
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</tbody>
</table>
## Milestones on Tobacco Control in Turkey (1996-2017)

<table>
<thead>
<tr>
<th>Year</th>
<th>Milestones</th>
</tr>
</thead>
</table>
| 2008 | - January; Smokefree Law  
       - 19 May 2008 Enforcement of the Law |
| 2009 | - **Inclusion of indoor areas to the Law**  
       - **Increase of tobacco taxes** |
Public awareness on the harms of tobacco and tobacco products has increased through SFL.

Both non-smokers and smokers have been widely supported the Law at 95%.

94,0% working people have the right to be protected from smoke
94,0% State has to protect its citizens from smoking
86,7% new SFL is acceptable
Milestones on Tobacco Control in Turkey (1996-2017)

2010

- Pictorial health warning
- ALO 171 Quitline
# Milestones on Tobacco Control in Turkey

**Milestones on Tobacco Control in Turkey (1996-2017)**

<table>
<thead>
<tr>
<th>Year</th>
<th>Milestones</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td><em>Law no 6111</em>; the power of punishment of enterprises has been taken from municipalities and given to civil authorities.</td>
</tr>
</tbody>
</table>
| 2012 | • *Brand Sharing* has been banned,  
  • Combined Turkish health warnings or messages on tobacco products and waterpipe bottles, covering **not less than 65% of the external areas** of a unit tobacco product pack.  
  • Punishment due to violation of SFL **without any warning**  
  • *Smokefree airzone inspection system*  
  SFL inspections have started to be carried out with **1439 GPS mobile devices** countrywide. |
### Milestones on Tobacco Control in Turkey (1996-2017)

**2013**

#### Protocol to Eliminate Illicit Trade of Tobacco Products; FCTC Art 15

- Turkey is among the first 12 Parties signing the Protocol in Geneva.

- Smoking is banned to the one sitting on the driver's seat while driving a car,

- With or without tobacco products imitating tobacco products (electronic cigarette, herbal waterpipe) are considered as tobacco products

- If the violation occurs three time again, on the third one the workplace of the hospitality sector will be closed from 10 days to 1 month.
<table>
<thead>
<tr>
<th>Year</th>
<th>Milestone</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>Free of charge cessation medication in smoking cessation clinics:</td>
</tr>
<tr>
<td></td>
<td>‣ According to physicians view cessation medication is given free of charge to applicants (2011, 2015, 2017).</td>
</tr>
<tr>
<td>2015</td>
<td><strong>National Tobacco Control Action Plan 2015-2018</strong></td>
</tr>
<tr>
<td></td>
<td>‣ In line with FCTC addressing the period of 2015-2018</td>
</tr>
<tr>
<td></td>
<td>&quot;National Tobacco Control Program &amp; Action Plan&quot; has been updated based on the requirements of Turkey</td>
</tr>
</tbody>
</table>
### Actual topics

<table>
<thead>
<tr>
<th>Year</th>
<th>Tobacco Control Programme Among People Under the Age of 18</th>
</tr>
</thead>
</table>
| 2017 | - Peer education reaching youth at field  
|      | - Active participation of young people to tobacco control platform  
|      | - ALO 171 Quitline answers will be updated according to young people’s call |

- GATS and GYTS will be finalized  
- Raising awareness activities to the couples to be married and pregnant
Actual topics

- Electronic cigarettes and others
- Protocol
- Youth.....youth
- Tobacco industry!!!
OTHER IMPORTANT CONTROL MEASURES

• Tobacco products may not be displayed on TV programmes..... (Turkish Radio & TV High Council-RTÜK)

• Educational programs explaining the harms of tobacco and other harmful habits, approved by MOH, shall be broadcasted on TV and radio channels between 08:00 and 22:00, on the condition that a minimum of 30 minutes of such programmes be broadcasted between 5 - 10 P.M. (RTÜK)

• Tobacco products shall not be sold to minors under 18 years of age

→ Prison sentence

• Tobacco firms shall not sponsor any kind of activity, promotion or advertisement (TAPDK)

Cappadocia

Pamukkale
Zeugma- Gaziantep
Institutions Collaborated for NTCP 2015-2018

10 working group teams are responsible to carry out activities of NTCP

1. Ministry of Education
2. Ministry of Interior
3. TAPDK
4. M of Finance
5. M of Work and Social Security
6. M of Justice
7. M of Science, Industry & Techn
8. M of Food, Agriculture
9. M Transportation Com & Navy
10. M of Development
11. M of Culture and Tourism
12. M of Foreign Affairs
13. M of Economy
14. M of Custom and Trade
15. M Family and Social Policies
16. Ministry of Environment
17. WHO
19. TSI
20. YÖK
21. Universities
22. TÜBİTAK
23. RTÜK
24. Local Governments
25. Dep. Of Religious Affairs
26. Board of Advertisement
27. Syndicates
28. Media Organizations
29. Film producers
30. Sport clubs
31. NGOs
DUMANSIZ HAVA SAHASI
SMOKE - FREE AIR ZONE

Media Campaign
MASS MEDIA CAMPAIGN

AIM of the MEDIA CAMPAIGN

To increase the awareness for Smoke-free Law

To maintain the acceptance to Smoke-free Law
1st Phase

Individuals from each socio-economic position, opinion, as well as role models and politicians were joint spokespersons of this campaign. Frequent advertisement on press, billboards ....
Many supportive news .....
Announcing date: 19 July 2009
2nd Phase

%30 %

%30 KANSER KALP HASTALIKLARI

%100 DUMANSIZ HAVA SAHASI

28
Revised films after 19 July 2009 ...
Complications of smoking... 3rd phase

MEHMET NUHOĞLU
57 yrs old
HAYRETTİN SAĞIR
55 yrs old
NURAY ALTINÖZÜ
67 yrs old
Smoking cessation... 4th phase

O henüz geç değilken sigarayı bıraktık.

ŞİMDİ SİRA SENDE!

• Didem Köroğlu

www.saglik.gov.tr
Father’s day

Mother’s day
Prevention of secondhand smoking
Provincial Tobacco Control Boards

- Implementation, coordination and control of NTCP and SFL at provincial level,
- Meets once a month to discuss, revise the implementation of the NTCP and SFL at provincial level
- Establishes inspections teams on the violations of the SFLs and gives in service training them periodically
INSPECTION ACTIVITIES

- Routine inspections and notifications on violations are considered immediately, 7 days 24 hrs! by inspections teams authorised by governorships and district governorships
Monetary fines (TL)
Smokfree Zone Inspection System

- It includes **GPS Mobile Devices** (1439) and a mapping system to find easily the address due to the notification.
- Through this system the monitoring of each inspection team (1898) and their inspections with the reporting is available.
- The **position, speed, all time intervals** while the inspection and **images of inspection** of inspection teams can easily be monitored on-line through this system.
New phone app to be used to report smoking ban violations

The Health Ministry, in cooperation with Yesilay, has developed an app that allows users to report violations in the areas where smoking is banned.

 Ankara

Turkish Health Minister Recep Akdağ has developed a mobile application that will permit app users to report violations in non-smoking areas. Health Minister Recep Akdağ presented the app, the “Green Detector” (Yeşil Denetleyici), on Jan. 27. The app was developed in coordination with Turkey’s Green Crescent (Yeşilay) and will give authorities the exact location where violations are taking place. The ministry plans to take immediate action when it receives a notification.

Akdağ said the sensitivity of citizens regarding the issue was “very significant,” noting that they wanted to make good use of the technology in their fight against smoking.

Notification appears

“Now when people smoke in an enclosed place, you have to dial 184 and report the issue. The authorities then notify the nearest auditor to go to the reported place. Despite this, the system isn’t working the way we want. But when you launch the ‘Green Detector’ app, a notification appears in our system which also provides the location the report was sent from. We can then directly act there. The sensitivity of our citizens is very significant. Our citizens should not stay silent. They should report it,” Akdağ said.

Smoking in enclosed areas is prohibited all over Turkey. Akdağ said cigarette packages will change.

“The new packages will be covered in warnings and the brand will have minimal space. This practice started in Australia and has showed successful results,” he said, adding that cigarette packages would be sold from closed places, further from vision.

“We’ve prepared a bill that proposes cigarette packages should not be sold in visible places. Generally the grocery stores put the products they want to sell to places close to the door and the cash point. We are introducing a new article in order for it to be discussed,” he said.

Noting that cigarette usage had been increasing in recent years, Akdağ said smoking levels had risen above 30 percent.

“There has been a relaxation in the ban on smoking in closed places. We need to take new precautions. We need to raise awareness in the society. We are preparing a serious media campaign for that,” he also said.

During his interview, Akdağ said the ministry had prepared a campaign with Yeşilay and that would be conducted within the following three months.
Sultanahmet- Ayasofya
Galata Tower
Kız kulesi
Smoking Cessation
Smoking Cessation (i)

ALO 171 Quitline

• Started to work in 27 October 2010 as a basis 24 hours/7 days.

• 27 October 2010 – July 2017 25.447.967 phone calls

Smoking cessation clinics (SCC):

• Total SCC: 415 where 550 physicians and 398 health officers work

✓ In 2011, 2015, 2017 zyban, champix, NRT will be given to applicants free of charge when considered necessary by physician.
Alo 171 Quitline
AWARDS

WHO Director-General’s **Special Recognition Award for Contribution to Global Tobacco Control** was given to Prime Minister Recep Tayyip Erdoğan

Minister of Health, Prof. Dr. Recep AKDAĞ "**WNTD Award**" in 2008

Head of TBMM Health, Family, Work & Social Affairs Commission Prof. Dr. Cevdet Erdöl "**WNTD Award**" 2012

“Success Award” has been presented to Minister of Health Dr. Mehmet MÜEZZİNOĞLU by CDC Tobacco and Health Office Director on **31 May 2013** World no Tobacco Day.

On **31 May 2013** World no Tobacco Day, “**Global Tobacco Control Special Prestige Award**” has been presented to Prime Minister Recep Tayyip Erdoğan by WHO General Director Dr. Margaret Chan.
WHAT HAS CHANGED?
Health Gains

• **Positive effects** on the health due to the Law indoor areas have started to be determined.

• 19 July 2009 – 1 July 2010: A decline by 20% was determined in the applications to outpatient clinics due to asthma crisis and respiratory infections in Istanbul.

• ~96 million TL in Turkey have been saved due to less use of drugs.
TOBACCO USE TREND (TURKEY)
(1993-2016)

Source: 1993 MOH Survey,
2004 MOH National Burden of Disease Research
2006 Family Research Foundation and TSI Family Structure Survey
2008 Global Adult Tobacco Survey (MOH, TSI, WHO, CDC)
2012 Global Adult Tobacco Survey (MOH, TSI, WHO, CDC)
2016 TurkStat Health Survey
Tobacco Use Among Health Professions
(2007-2011)

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2011</th>
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<tbody>
<tr>
<td>Uzman hekim</td>
<td>22,1</td>
<td>12,7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pratisey hekim</td>
<td>30,5</td>
<td>23,9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hemşire, ebe</td>
<td>29,5</td>
<td>20,5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sağlık yöneticisi</td>
<td>39,5</td>
<td>17,5</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Kaynaklar: 2007 S.B. Sağlık Çalışanları Tütün Kullanımı Araştırması (S.B., HASUDER, DSÖ)
2011 S.B. Sağlık Çalışanları Tütün Kullanımı Araştırması (S.B., HASUDER, DSÖ)
Turkey marks singular achievement in tobacco control

History of tobacco control in Turkey

- The first organized anti-tobacco civil society movement started in Turkey in 1991.
- In 1996, tobacco control legislation was enacted. Implementation was successful despite tobacco industry opposition, but enforcement was uneven.
- In 2002, Turkey enacted the Tobacco and Alcohol Market Regulatory Authority (TARIM) Act.
- Turkey signed the WHO FCTC on 28 April 2004 and notified it on 30 November 2004, one of the first countries to do so.
- Following notification, the Ministry of Health (MoH) sought to develop a National Tobacco Control Programme and Implementation Plan. The tobacco control law was substantially strengthened in 2006, with a new establishment enforcement mechanism mandated by the WHO and IHR. The TARIM Act includes inspection powers at the provincial level.

Reducing demand for tobacco in Turkey

MORE THAN 13% DECLINE IN SMOKING PREVALENCE IN TURKEY AFTER COMPREHENSIVE TOBACCO CONTROL IS PUT IN PLACE

- In the wake of all WHO measures at the inception of 2000:
  - 23.5%
  - 40.5%
  - 15.3%

Monitoring of tobacco use and prevention policies:

- Turkey was the first country to complete data collection for the Global Adult Tobacco Survey (GATS) in 2008, and was one of two countries to repeat GATS in 2012.
- A study of smoking and health care professionals was conducted in 2007 and repeated in 2011.
- In addition to these systematic surveys, other surveys show a strong public support for the law, increased compliance, and improvements in indoor air quality and health benefits: protecting people from secondhand smoke.
- Turkey's first tobacco law was enacted in 1996 and substantially strengthened in 2006 to cover the hospitality industry, which is a major contributor to the tobacco epidemic.
- In addition, the MoH and TARIM issued regulations to ensure compliance. However, a few exceptions still exist.

Offering help to quit tobacco use

- In 2013, the government launched the NRT to develop programmes to help people stop using tobacco and increase their ability to control their smoking.
- The government established a national quit line service in 2010, and began to report on nicotine replacement therapy and other cessation services.

Warning about the dangers of tobacco

- The 1986 law mandated warning labels, but they were often small and not conspicuous. The new package display law requires
  - In 2005, the IATU amended the tobacco law to require health warnings covering 30-40% of the front and back of packages.
  - In 2012, the TARP implemented partial warning covering 65% of both the package front and back, and prohibited misleading and deceptive terms such as "mild" or "light.

Anti-tobacco mass media campaigns

- The 1986 law required all television stations to broadcast anti-tobacco programmes, but these were aired late and research shows low awareness.
- The 2013 revision mandated that programmes be aired during prime viewing hours to reach more people.

- Media campaigns featured anti-tobacco advertisements targeted at influencers, including the headlining "Sponge Bob's Grip.

- Campaigns were also launched to publicize provisions of the new law, in particular the new free requirements and the national quit line service.

Enforcing laws on tobacco advertising, promotion and sponsorship

- The 1986 law banned all tobacco advertising and promotion, but not sponsorship.
- The 2006 revision extended the ban to include all sponsorship, and added restrictions on marketing.
- In 2012, Turkey implemented a total TARP ban, including print advertising and internet marketing.

Raising taxes on tobacco

- Tobacco taxes in Turkey represent 45-60% of the retail price for many years.
- Since passage of the revised law in 2008, taxes went up gradually and now represent 50-60% of the retail price.

Tobacco use in Turkey is declining

Although Turkey has a long tradition of tobacco use and high smoking prevalence, particularly among young people, smoking use is now declining at unprecedented rates.
- Among adults, data from GATS show that smoking prevalence has decreased from 31.2% (15 million) in 2008 to 21.6% (18.4 million) in 2010.
- This represents a 13.6% relative decline in 3.5 years for men; 13.4% for women.
- Despite this steep decline, however, more than one quarter of Turkey's adults continue to use tobacco.

Turkey: an example for other countries

Turkey is the first country to achieve the highest level of achievement in all of MPOWER measures. This progress is a testament to the Turkish government's sustained political commitment to tobacco control, and an example for other countries to emulate. The government's efforts to influence Turkey's example and apply it to MPOWER measures at the highest level are urgent. More progress is possible in the future, and our country continues to set a high mark.

- Health warning labels can be made even larger with more impactful imagery, and anti-tobacco advertising campaigns can be expanded.
- Bans on TARP can be strengthened to include a point-of-sale and promotions.
- Taxes can be raised further, with increases specifically earmarked to tobacco control.
- Enforcement of all measures can be strengthened.
Several countries visited Turkey for first-hand exchange on Turkey’s experience in tobacco control activities with a view to adapt them to their local conditions.
DÜNYANIN GÖZÜ ÜZERİMİZDE!

Tütün kontrol programımızla dünyaya örnek olduk.
Dumansız hayata verdiği destek için teşekkürler Türkiye!

T.C. SAĞLIK BAKANLIĞI

Thank you