

Organised by :



Sole Funder :



The Hong Kong Jockey Club Community Project Grant

The 9th Global Conference of the Alliance for Healthy Cities

“SMARTER HEALTHY CITIES BEYOND COVID-19”

3-5 November 2021

Tobacco-free Cities:

An essential component of Healthy Cities

Professor Dr. Judith Mackay

- Special Advisor, Global Centre for Good Governance in Tobacco Control
- Director, Asian Consultancy on Tobacco Control
- Senior Policy Advisor, World Health Organization



What is a tobacco-free city?

“A healthy, family-friendly, and clean, tobacco-free environment for residents and visitors.”

Smoke-free indoor and outdoor areas reduce cigarette butt litter, lower the risk of fires, reduce air pollution, and limit public exposure to second-hand smoke.

A tobacco-free city also includes a city free of commercial inducements to use all tobacco and nicotine products.



This talk will cover:

1. Human/health rights which include a clean, no-smoking environment, free of Tobacco Advertising, Promotion and Sponsorship (TAPS).
2. Obstacles to creation of tobacco-free cities.
3. Action to create tobacco-free cities.

Smoking is a Minority habit worldwide – 18% of adults smoke (even less if children included)

Prevalence of tobacco smoking aged 15+ years 2000-2025, by region:

Characteristic	2000	2005	2010	2015	2020*	2025*
All	26.9%	24.3%	22.1%	20.2%	18.7%	17.3%
African	12.6%	11.5%	10.6%	10%	9.4%	9%
Americas	28%				15%	13%
Eastern Mediterranean	19.3%	18.4%	18.1%	18.1%	18.3%	18.7%
European	37.3%	34.5%	32%	29.9%	28%	26.3%
South-East Asian	24.1%	21.2%	18.9%	17.2%	15.8%	14.7%
Western Pacific	29.9%	27.9%	26.2%	24.8%	23.5%	22.3%



1. Health rights of the majority to Clean Air

John Stuart Mill, Victorian
libertarian, 1806 – 1873:

“No one should have
the right to harm others.”

HEALTH
is a HUMAN
RIGHT





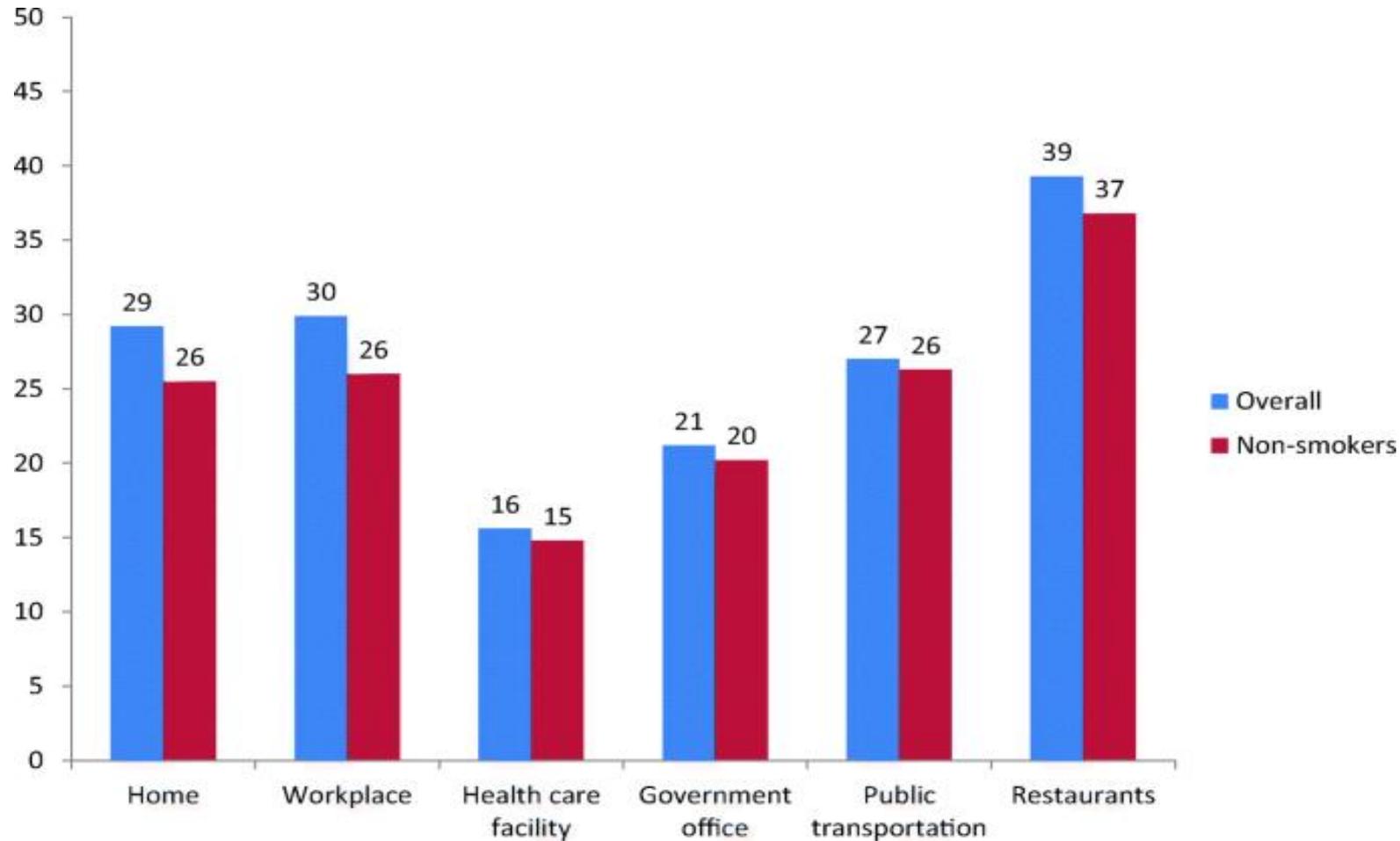
Harm of second-hand smoke to others



Tobacco smoke ingredients - polluting the air, harming others



Exposure locations, e.g. India, 2019





2. Obstacles to tobacco-free

- Lack of awareness of harm of second-hand smoke.
- Preoccupation with other diseases and issues.
- Reluctance to intervene with “personal behaviour”.
- Pseudo-freedom arguments – “Smokers’ rights”.
- Focus on curative medicine, not prevention.
- Misperceived economic concerns.
- Lack of funds for research and intervention.
- **Tobacco industry opposition.**

Tobacco industry opposition to tobacco control



1.

Manoeuvre to hijack the political and legislative process



2.

Exaggerate the economic importance of the industry



3.

Manipulate public opinion to gain the appearance of respectability



4.

Fabricate support through front groups



5.

Discredit proven science and economic evidence



6.

Intimidate governments with litigation or the threat of litigation, or trade threats

The tobacco industry always warns of economic and social consequences...

Ban on smoking may force up restaurant rents, says legislator

Fears landlords could charge a premium for premises with outdoor sections

Norma Connolly

Monday's smoking ban could have a major effect on restaurant rents with landlords charging a premium for premises with outdoor sections, and owners of small, enclosed facilities having difficulty finding tenants, warned the catering sector lawmaker.

Tommy Cheung Yu-yan, who has asked a university to carry out an 18-month survey on the impact of the smoking ban in the earnings at 1,000 restaurants, believes the new legislation will have a detrimental effect on the food and beverage industry.

"I've been saying for a year that restaurants should be looking for premises that have balconies if they have clientele who are smokers," Mr Cheung said.

Restaurants that will likely lose business under the new ban are above ground level and have no outside seating or balconies, forcing clients to go downstairs and outdoors to smoke, he said.

"A lot of bars, clubs and restau-



HK, 2006

But in practice...



WEATHER MAINLY FINE 18-22° • TALK TO US GOT A STORY? TELEPHONE 2565 2252 OR E-MAIL CITY@SCMP.COM • NEWS UPDATES

Smoking ban enforced without fuss

Smokers comply willingly as new law takes effect in restaurants and bars, officials say

Lam and Danny Mok

The smoking ban got off to a smooth start yesterday with no major incidents issued in bars and restaurant venues, the enforcement of the new law said.

The Tobacco Control Office said it received 21 complaints from the public, about people smoking in prohibited areas. Of 12 were related to smoking in restaurants and the rest to smoking in taxis and other areas. There were also more than 30 inquiries from smokers as to where they can smoke.

Yesterday's races at Sha Tin were largely smoke-free, with the Hong Kong Jockey Club banning smoking in all indoor areas. Smoking is allowed in the outdoor pub-



Smoke-free restaurants and bars

1. Fundamentally is worker protection.
2. **Laws mandating smoke-free will NOT cause job losses, or loss of income for restaurant owners.**



Restaurant Tax Receipts Hong Kong

Before ban and
2 years later:

↑ 31%

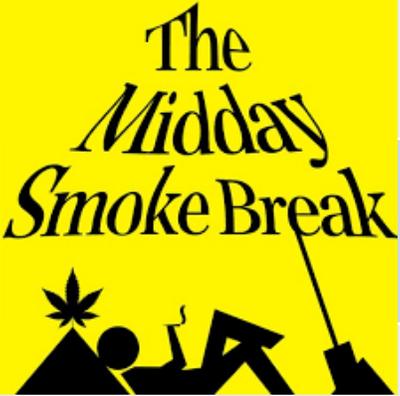
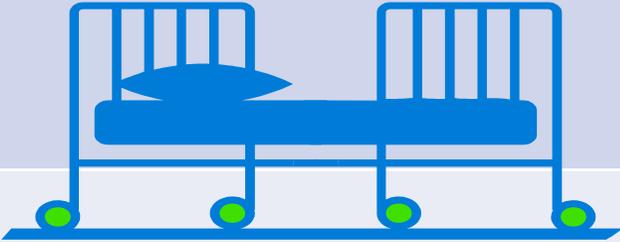
SFA Reduce smoking & smoke exposure -> reduces debit costs of tobacco

Direct costs
Healthcare costs related to both smoking and exposure to second-hand and third-hand smoke
Fires caused by careless smoking
Damage to building fabric
Litter of billions of cigarettes, matches, packets and lighters
Environmental degradation

Indirect costs

Lost labour productivity:

- Time off for smoke breaks
- Higher absence rates
- Loss of skilled workers by premature death
- Increased early retirement due to ill health



Children have the right to grow up free of commercial pressures to smoke

The makers of PAX invite you to the
JUUL LAUNCH PARTY



IT'S HERE! **JUUL**

Thursday, June 4th | 7 - 11 PM | New York City

\ THE **JUUL** PRODUCT LAUNCH PARTY /
FROM THE MAKERS OF PAX



GOACD **JUUL**

MUSIC BY
CHAPMAN / illuminati AMS / May Kwok
+ Special Guest Performance

THURSDAY JUNE 4TH



January Clearance Sale

Attitude

50%-60% Off

New Salem Attitude Clothing Stores

City Plaza	Sogo	Yaohan Tuen Wan	Yaohan Hung
Shop 268	3/F New Wing	Basement 1	Ground Floor

NEW VIRGINIA SLIMS Lights

Talked for the feminine hand, slimmer than the fat cigarettes men smoke.

維珍妮

Salem open '94

張德培奮力勇戰，能否勝出賽球？

'94 沙龍職業網球公開賽
4月9日-17日
香港維園

Salem IBM



PHILIP MORRIS PRESENTS

THE WORLD'S GREATEST TENOR

PAVAROTTI

LIVE IN CONCERT

HONG KONG CONCERTS AND EXHIBITION CENTRE
SUNDAY 7-11th FEBRUARY, 1993 7-30pm

PHILIP MORRIS ASIA INC.



MILD SEVEN

The Moment You've Waited For

SALEM

Salem

Above it all

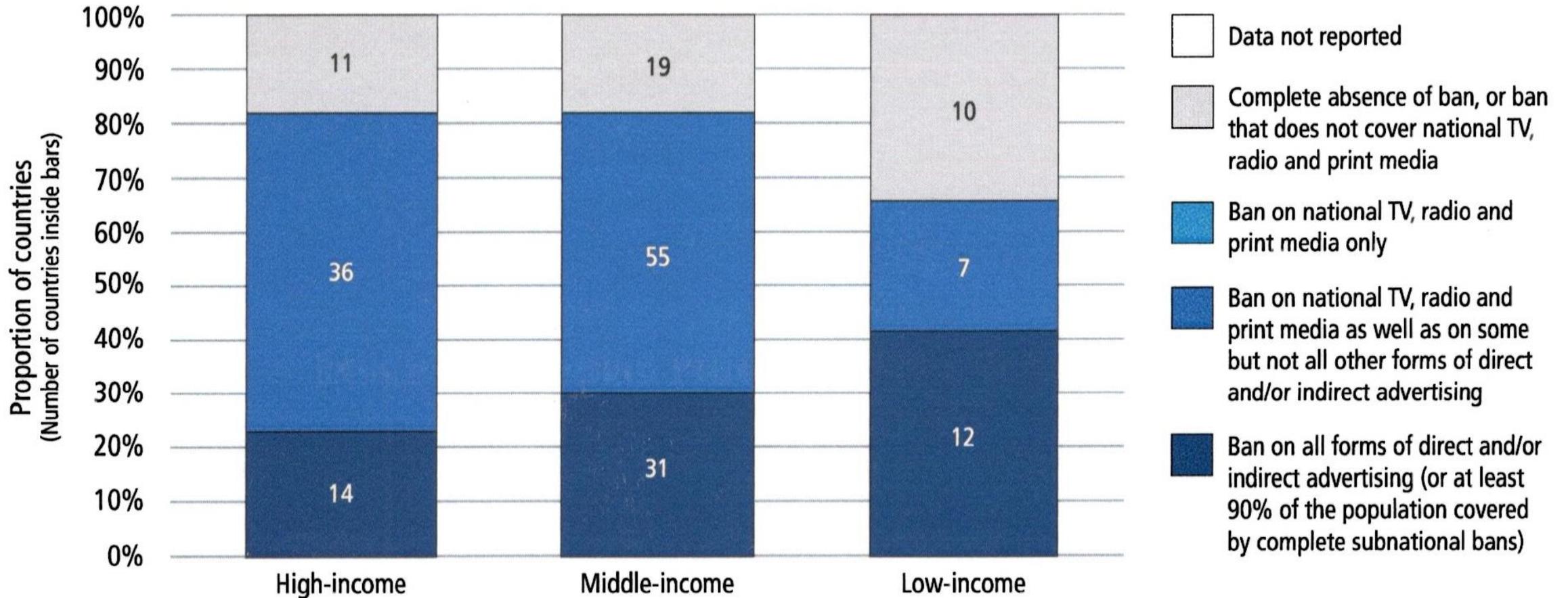
我愛美國精神 U.S.A

Winston

Taste America's Best



BANS ON ADVERTISING, PROMOTION AND SPONSORSHIP (2020)



40 countries no ban: Still more to be done.

3. Smoke-free Action



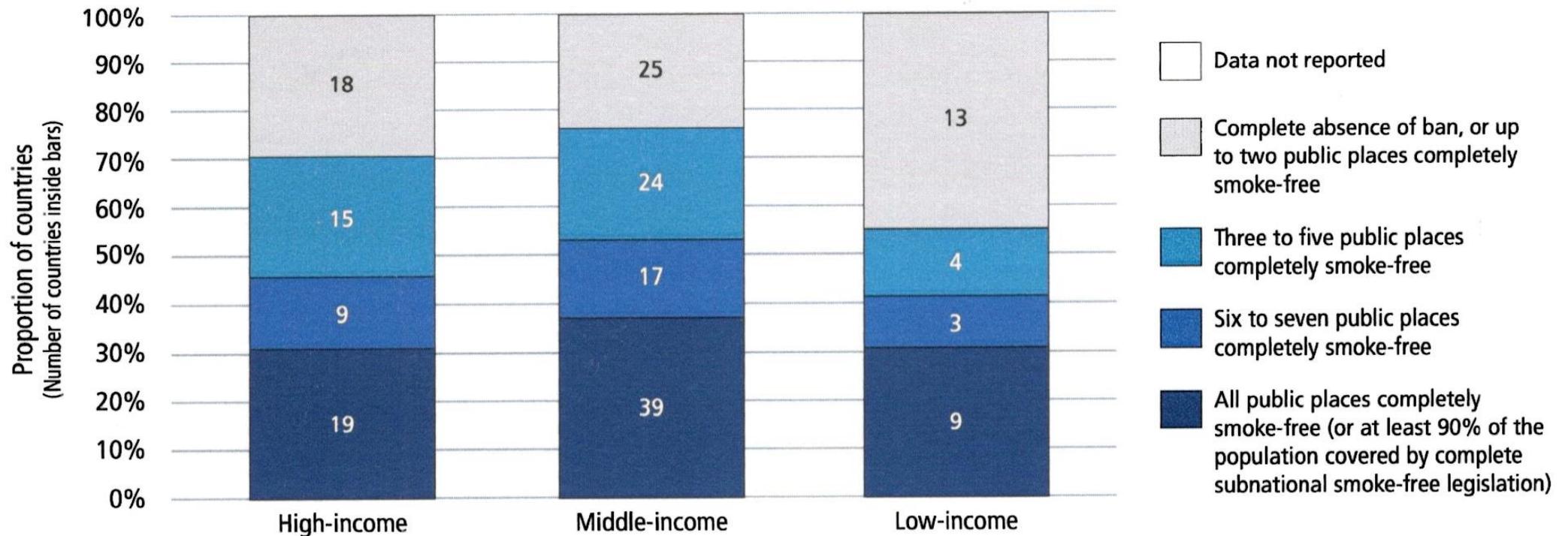
Focus on what works best

Effect of meeting targets 2007-2010 on smokers & smoking-attributable deaths, by policy, 41 countries

	Policy in 41 countries	No smokers. Millions	Reduction in no. smokers. Millions	Reduction in SADS. Millions
R	Taxes (75%)	62	7	3.5
P	Smoke-free	85	5	2.5
W	Warnings	100	1.4	0.7
O	Cessation	30	0.8	0.4
E	Marketing bans	9	0.6	0.3
	Total	288	14.8	7.4

Comprehensive smoke-free legislation is in place in one third of countries.

SMOKE-FREE LEGISLATION (2020)



Public Opinion on Smoke-free Restaurants in 2000

March 2000

Report No. 6

Public opinion surveys:

A good 1st step to influence and reassure government, employers

A second report on exposure to environmental tobacco smoke (ETS) in restaurants and the demand for smoke-free eating places in Hong Kong

TH Lam, B Chan, SY Ho

Department of Community Medicine, The University of Hong Kong

Figure 1: Proportion of subjects supporting half or all of the seats in restaurants be designated as non-smoking areas in the 1995 and 1999 surveys

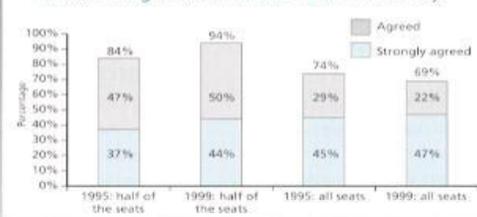


Figure 2: Agreement about legislation on non-smoking areas in restaurants, 1995 and 1999

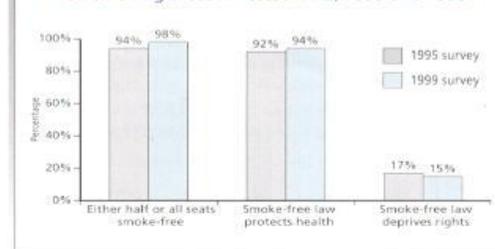
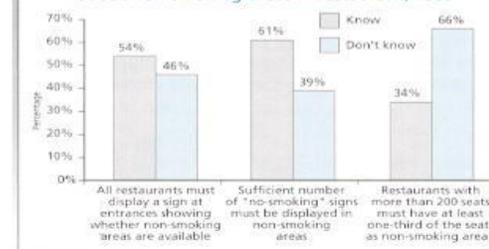


Figure 3: Knowledge of the current legislation about non-smoking areas in restaurant, 1999



Support smoke-free with mass media and quit campaigns





WORLD BANK GROUP

Core message:
“Smoke-free workplaces
do NOT hurt business”



Smoke-free workplaces

at a glance

Why should workplaces be smoke-free?

Smoking harms the health of smokers and those around them. Smokers are at far higher risk of strokes, heart attacks and heart disease, cancers of the lungs, mouth, larynx, bladder, pancreas, kidneys and stomach, emphysema, bronchitis, and tuberculosis. These diseases cause serious illness, disability and premature death.

“Second-hand smoke” (SHS) is harmful. (SHS is smoke from a burning cigarette or other tobacco product usually combined with smoke exhaled by the smoker). Tobacco smoke contains at least 250 chemicals known to be harmful; 69 of them cause cancer. Pollution levels in indoor places that allow smoking are higher than on busy roadways, in closed motor garages and during firestorms. The evidence is irrefutable – SHS exposure contributes to serious and often fatal diseases. Risk and harm increase with higher levels of exposure. SHS exposure caused over 600,000 deaths in 2004 – 1% of all global deaths, and 0.7% of the global disease burden.

SHS exposure is common in workplaces: Two studies in 39 developed and developing countries in 2002/03 and 2006 found SHS in most locations surveyed – e.g. in 94% of hospitals, schools, government buildings and other locations surveyed in seven Latin American countries. Employees in bars and restaurants are at particular risk because their SHS exposure is substantially higher than in most other work places. SHS exposure can interact with chemicals and radiation in workplaces to produce an additive or multiplicative effect and significantly increase the risk of many occupational diseases.

Smoking and SHS exposure imposes economic costs on employers, employees, and countries. Specific estimates vary, but all are significant. SHS exposure in the United States alone costs an estimated US\$ 5 billion annually in medical costs and another US\$ 5 billion in indirect costs of lost wages and productivity due to disability and premature death. In Hong Kong Special Administrative Region, the annual value of medical costs, long-term care and productivity lost due to SHS exposure is estimated at US\$ 1.56 billion.

Smokefree workplaces save employers money and improve employee's health. Businesses bear direct and indirect costs as a result of employees' smoking, including:

- Lost productivity from disease and premature death caused by smoking and SHS exposure
- Higher annual costs of healthcare, health insurance and life insurance premiums
- More employee absenteeism
- Increased early retirement due to ill health
- Higher maintenance and cleaning costs
- Higher fire insurance premiums

These costs add up to significant amounts. A 1995 Canadian study estimated that smokers cost their employers \$2,565 each year (1995 US dollars). Significant legal costs may result from claims filed by employees seeking compensation for damages caused by exposure to tobacco smoke in the workplace, or by customers seeking protection from tobacco smoke.

Separate smoking areas are a poor compromise – they neither protect health nor save money. Smoking anywhere in a building significantly increases SHS, even in parts of the building where people do not smoke. Designated smoking rooms (DSR), whether with separate ventilation and air filtration or not, reduce SHS exposure only by about half. And exposure in DSRs can be very high, and they incur costs to set up and maintain. The American Society of Heating, Refrigerating, and Air Conditioning Engineers (ASHRAE) no longer provides recommended standards for ventilation when tobacco smoking is present. Its 2005 position document concluded that “the only means of effectively eliminating health risk associated with indoor exposure is to ban smoking”.

Smoke-free workplaces have the added benefit of reducing smoking. A review of studies in Australia, Canada, Germany and the United States concluded that smoke-free workplaces result in 29% fewer cigarettes smoked.

Smoke-free workplaces do not hurt business. Fears in the hospitality industry that smoking bans would hurt business are unfounded. Studies of hotels, bars and restaurants in several U.S. states and other countries consistently conclude that smokefree policies do not reduce business or profits. In fact, empirical studies of actual changes after smoking bans are enforced find small positive effects on sales, employment, and business viability.

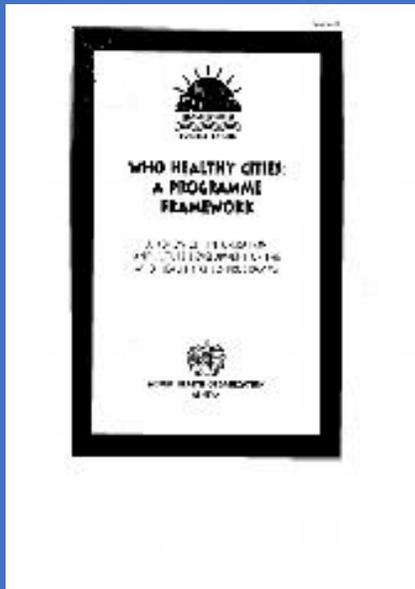
What can employers do about workplace smoking?

Two approaches have been used to protect people from tobacco smoke: comprehensive smoke free **legislation** (for all indoor public places, workplaces, transportation and other places); and **voluntary policies** or agreements. Growing awareness of SHS exposure's health effects and fear of worker litigation has led many workplaces to become smoke-free. But voluntary action fails to provide comprehensive and universal protection, leaving some workers unprotected. Even strong voluntary policies have major limitations that make legislation far preferable. Employers can protect their employees' health and reduce smoking-related costs by supporting the adoption, implementation and enforcement of country-wide comprehensive smoke-free laws that include all indoor workplaces.



World Health Organization

1986: 1st WHO Healthy Cities Programme.



Today: All 6 WHO regions have a dedicated Healthy Cities network that helps build a strong movement for public health at city level, addressing issues such as the determinants of health; equity; participatory governance; and intersectoral collaboration.

Major risk factors :

- **tobacco use,**
- unhealthy diet,
- physical inactivity,
- harmful use of alcohol.



100 Mayors from around the world committed to 4 priority areas:

1. Eliminate pollution
2. Promote mobility, improve transport, road safety
3. Food policies, reduce harmful use of alcohol
4. **Tobacco: All smoke-free, ban on all forms of TAPS**

Partnership for Healthy Cities (70 cities) USD 5m launch in 2017: WHO, Bloomberg, VS



Each city chooses, and receives support to implement one of 14 proven interventions to prevent noncommunicable diseases and injuries.

Smoke-free

Ban TAPS

Raise tobacco taxes

Tax sugary drinks

Set nutrition standards

Regulate food and drink marketing

Create healthy restaurants

Reduce speeding

Increase helmet use

Reduce drink driving

Increase seat belt use

Promote mobility

Reduce opioid overdose

Improved data, monitoring



Key messages



1. Second-hand smoke kills.
2. No one has the right to harm others.
3. Smokers have the freedom to choose to smoke, but not where they can smoke.
4. Must be by law: voluntary agreements don't work.
5. No ventilation system can remove smoke completely.
6. Smoke-free areas offer worker protection.
7. Smoke-free saves money, eg fires, litter, damage to buildings.
8. Education is not enough – need laws and regulations.
9. Include bans on all Tobacco Advertising, Promotion and Sponsorship



Key messages



10. Globally, countries are increasingly adopting and strengthening smoke-free policies, and banning tobacco advertising, promotion and sponsorship.
11. Obligations under WHO FCTC Article 8 (Smoke-free) and 13 (TAPS bans)
12. Government departments have a responsibility to act as an exemplar.
13. NGOs, the private sector, business schools and business associations also have crucial roles in promoting health/smoke-free.
14. Mass media campaigns are required to support the law.
15. Quitting advice should be offered when Smoke-free policy is introduced.

“It can be done” in low- and middle-income countries.

Healthy Cities are ~~Smoke~~ **Tobacco-free** Cities!

