



# **National Smoking Control Programme**

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## **The Singapore Experience**



# GRAVITY OF PROBLEM

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- **Every year, 5 million lose their lives to tobacco**
- **1 in 2 smokers will die prematurely as a result of smoking**
- **Smoking is responsible for over 90% of all lung cancers and 75% of chronic bronchitis and emphysema**
- **Every day, on average 7 Singaporeans die prematurely from diseases caused by smoking**



# HEALTH EFFECTS

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- **Smoking is a key risk factor for the 3 leading causes of death in Singapore.**
  - **Cancer, Heart Disease & Stroke**
- **Smoking is the main risk factor for chronic obstructive lung disease.**
- **Smokers are more susceptible to coughs and colds, lung infections, peptic ulcers, impotence and infertility.**



To reduce smoking rates in Singapore by:

- Prevent Initiation of Smoking Among Young People**
- Promote Smoking Cessation Among Adults**
- Protect Non-Smokers By Eliminating Exposure To Passive Smoking**



# HISTORY

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- **First tobacco control legislation enacted in 1970**
- **Launched in 1986 - “Towards A Nation of Non-Smokers”**
- **Committee on Smoking Control 1996**
- **Health Promotion Board formed in 2001**



# STRATEGIES

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Multi-pronged approach to ***reduce demand*** and ***curb supply*** of tobacco products

- Public Education
- Community Collaboration
- Legislation
- Increase Tobacco Taxation
- Smoking Cessation Services



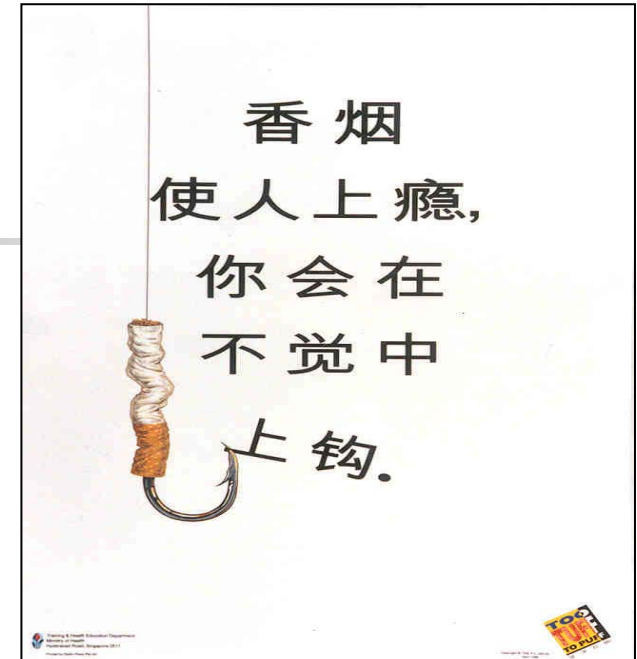
# PUBLIC EDUCATION

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## ANNUAL CAMPAIGN

- Extensive media coverage through TV, radio, newspapers, magazines
- High public awareness
- Coincides with World No Tobacco Day on 31 May

# PUBLIC EDUCATION



Bleeding In  
The Brain:  
Smoker, Aged 38

**Quit 1800-438 2000**  
Call for a free Quit Kit & personal advice.

Get this  
in your head:  
Smoking can lead  
to a stroke.

This is the damage done to a brain by a minor stroke. Every time you inhale tobacco smoke, thousands of chemicals enter your bloodstream. Some of them create blood clots. A stroke occurs when a blood vessel in your brain becomes blocked or when a blood vessel bursts and bleeds into the brain. The next time you want to light up, think about what you may be doing to your brain.

Every cigarette is doing you damage.

This medical illustration shows a human brain held in green surgical gloves. One side of the brain is cut open, revealing a large, dark red area of bleeding and damage. The other side of the brain is shown with a network of blue and red blood vessels. The background is dark, making the brain and the text stand out.

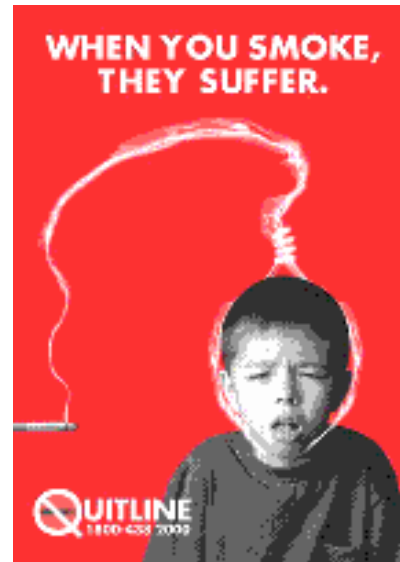


# PUBLIC EDUCATION

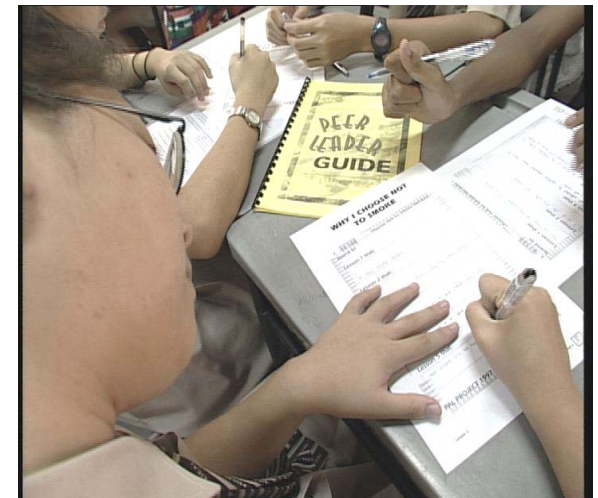
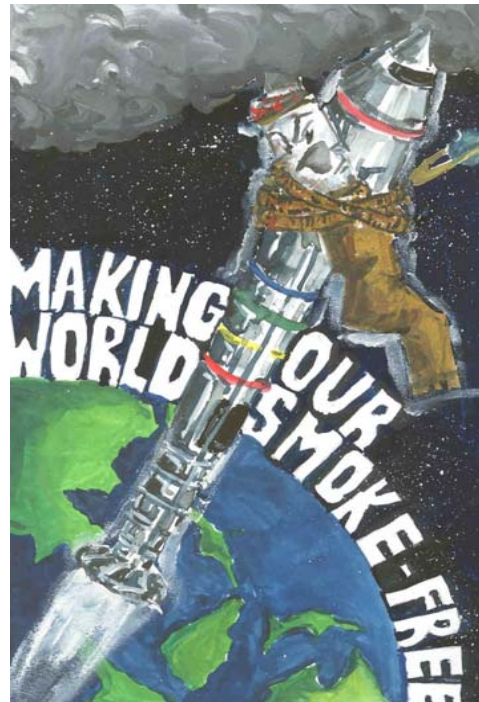
## Campaign 2002



## Campaign 2003



# PUBLIC EDUCATION SCHOOL-BASED PROGRAMMES





# COMMUNITY COLLABORATION

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Face-to-face education and intervention programmes throughout the year

- Key collaborators:
  - Schools
  - Workplaces
  - Community
  - Healthcare Professionals and Institutions
- Provide resources and information



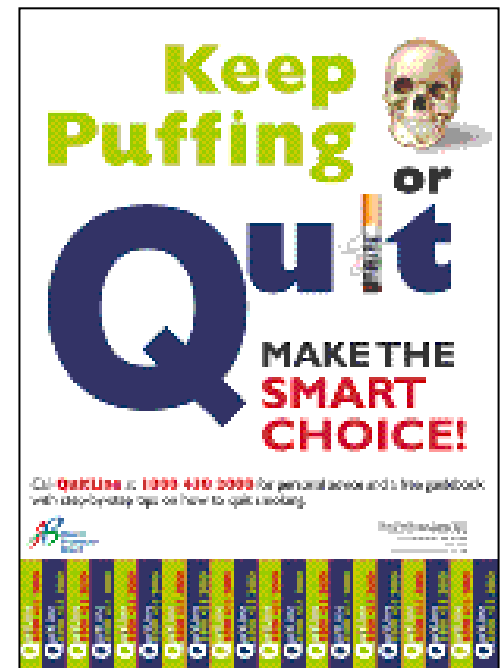
# COMMUNITY COLLABORATION

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- Civic Committee on Smoking Control (1996)
- Enforcement agencies:
  - Health Sciences Authority
  - National Environment Agency
  - Singapore Police Force

# QUIT SMOKING SERVICES

- Accessible and affordable quit smoking services
- QuitLine – telephone information & quit consultation service
- Free resources – self-help quit booklets and cards
- Train facilitators and health professionals to provide quality interventions





# TOBACCO TAXATION

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- Average retail price of 20 cigarettes: \$9.50
  - About 65% due to tax
- Per-Stick Cigarette Taxation
  - Each stick not exceeding 1g - 29.3 cents duty
  - Each additional 1g or part thereof - 29.3 cents duty



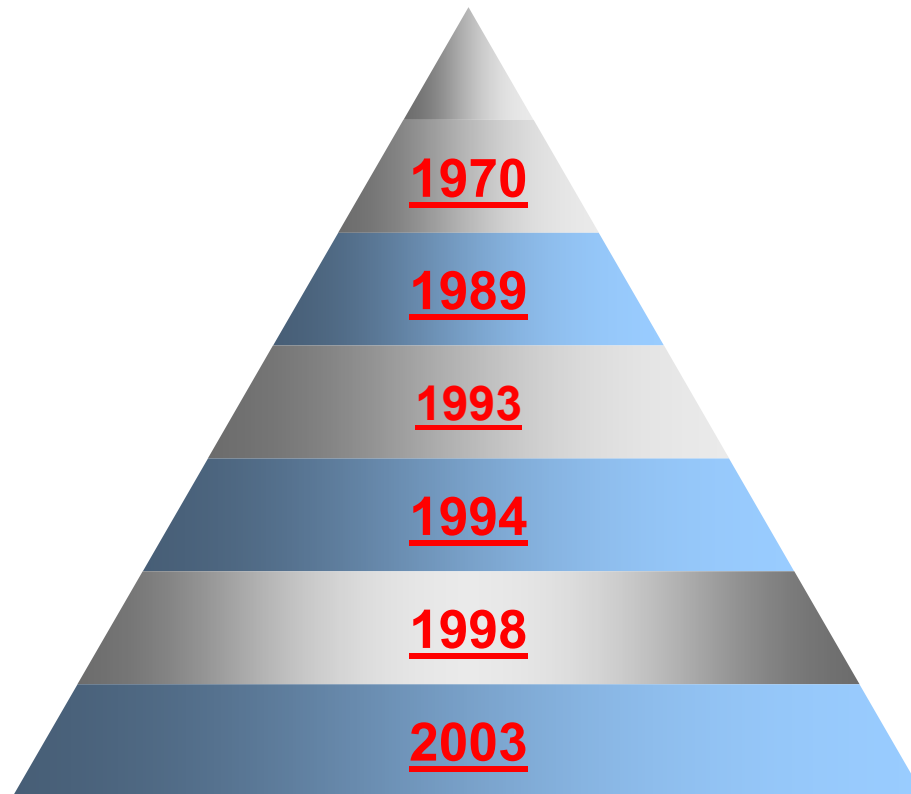
# TOBACCO TAXATION

Year	Excise Duty of Cigarettes S\$	Retail Cigarettes price S\$ of 20 pack
1995	115	5.30
1996	115	5.50
1997	115	5.60
1998	130	5.80
1999	130	5.80
2000	150	6.40
2001	180	6.90
2002	210	6.50
2003	0.255 per stick of <1g	8.50
2004	0.293 per stick of < 1g	9.50



# LEGISLATION

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# LEGISLATION

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1970

- Prohibition of tobacco ads & promotions in the media or in public
- Prohibition of smoking in certain public places



# LEGISLATION

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1989

- 4 rotational health warnings on cigarette packs
- Limits tar (15mg) and nicotine (1.3mg) levels



# LEGISLATION

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1993

- Prohibit sale of tobacco products to and smoking in person < 18 years



# LEGISLATION

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1994

- Smoking prohibited in all air-conditioned workplaces and Changi International Airport



# LEGISLATION

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1998

- Licensing of tobacco retailers



# LEGISLATION

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2003

- Licensing of tobacco importers and distributors
- Prohibition of sales of less than 20-stick cigarette packs
- Graphic health warnings on 50% of the principal display surfaces of tobacco products
- Mandatory counselling therapy for underage youth offenders (< 18 years)

# LEGISLATION

## Graphic Health Warnings



**WARNING:**  
TOBACCO SMOKE CAN KILL BABIES  
QUIT: 1800-438-2000



**WARNING:**  
SMOKING CAN CAUSE A SLOW  
PAINFUL DEATH  
QUIT: 1800-438-2000



**WARNING:**  
SMOKING CAUSES STROKE  
QUIT: 1800-438-2000



# LEGISLATION

## Mandatory Counseling Initiative

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*Mandatory counseling of under-aged youths caught smoking for 2nd or 3rd time*

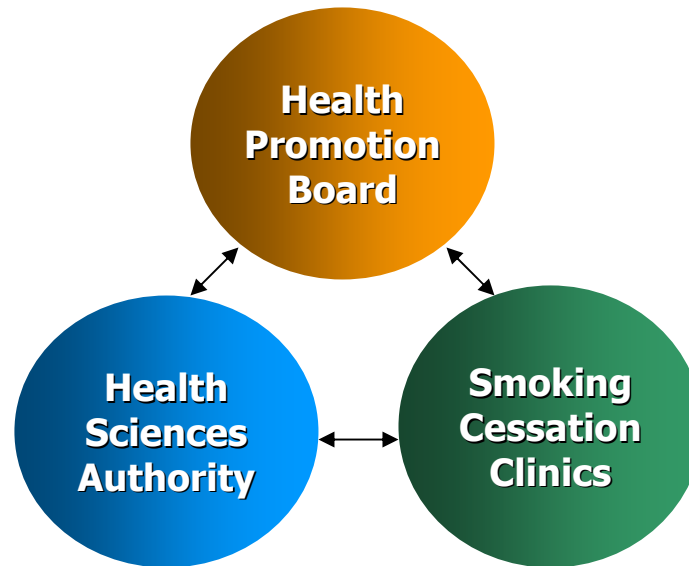
### Objectives

- Offer personalized motivation and assistance
- Equip with life-skills and coping skills
- Help resolve not just smoking addiction but also examine and resolve other root causes of the smoking behaviour.

# LEGISLATION

## Mandatory Counseling Initiative

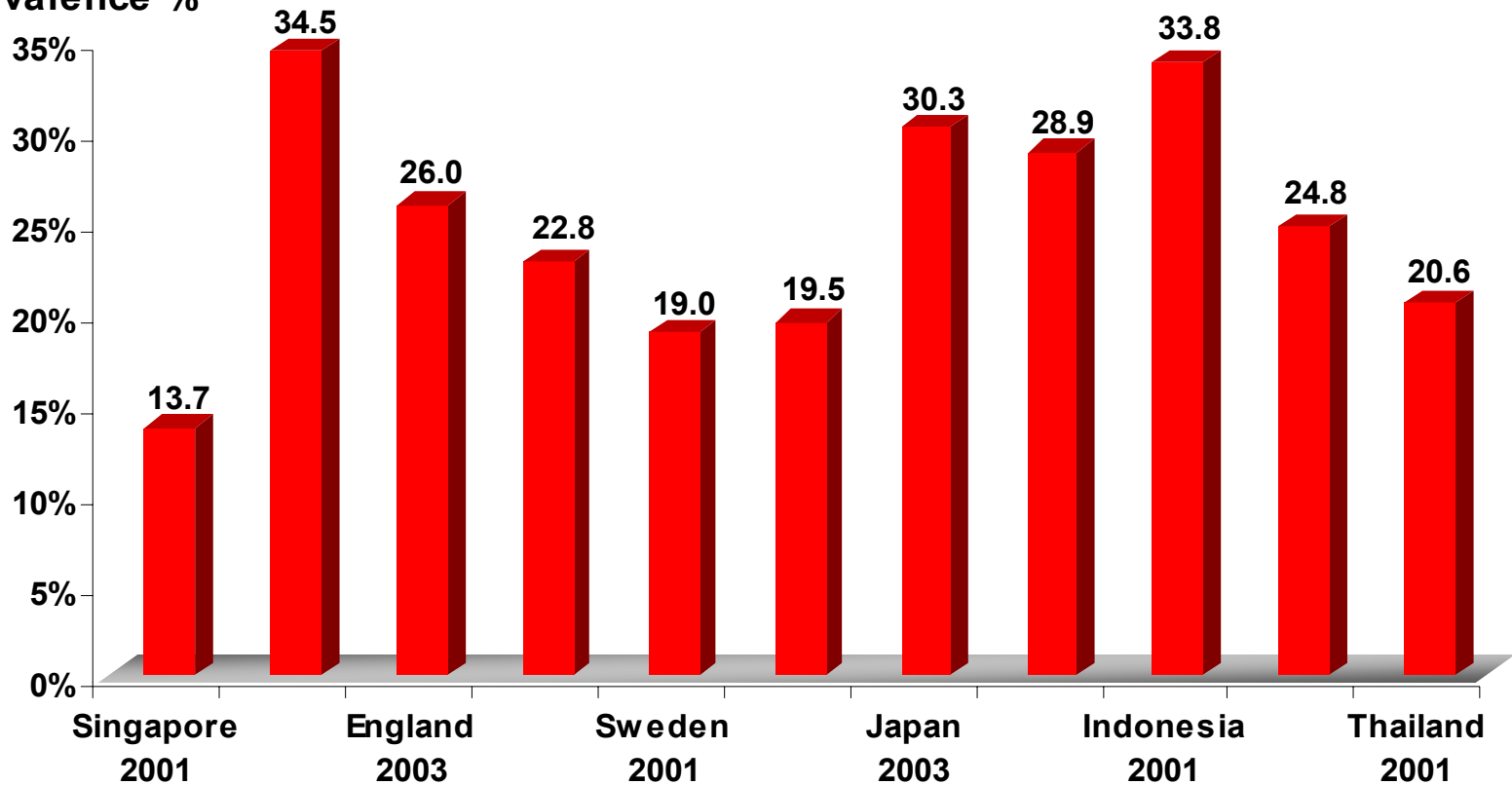
- **Close tripartite collaboration**



- **Involvement of schools, parents and community**

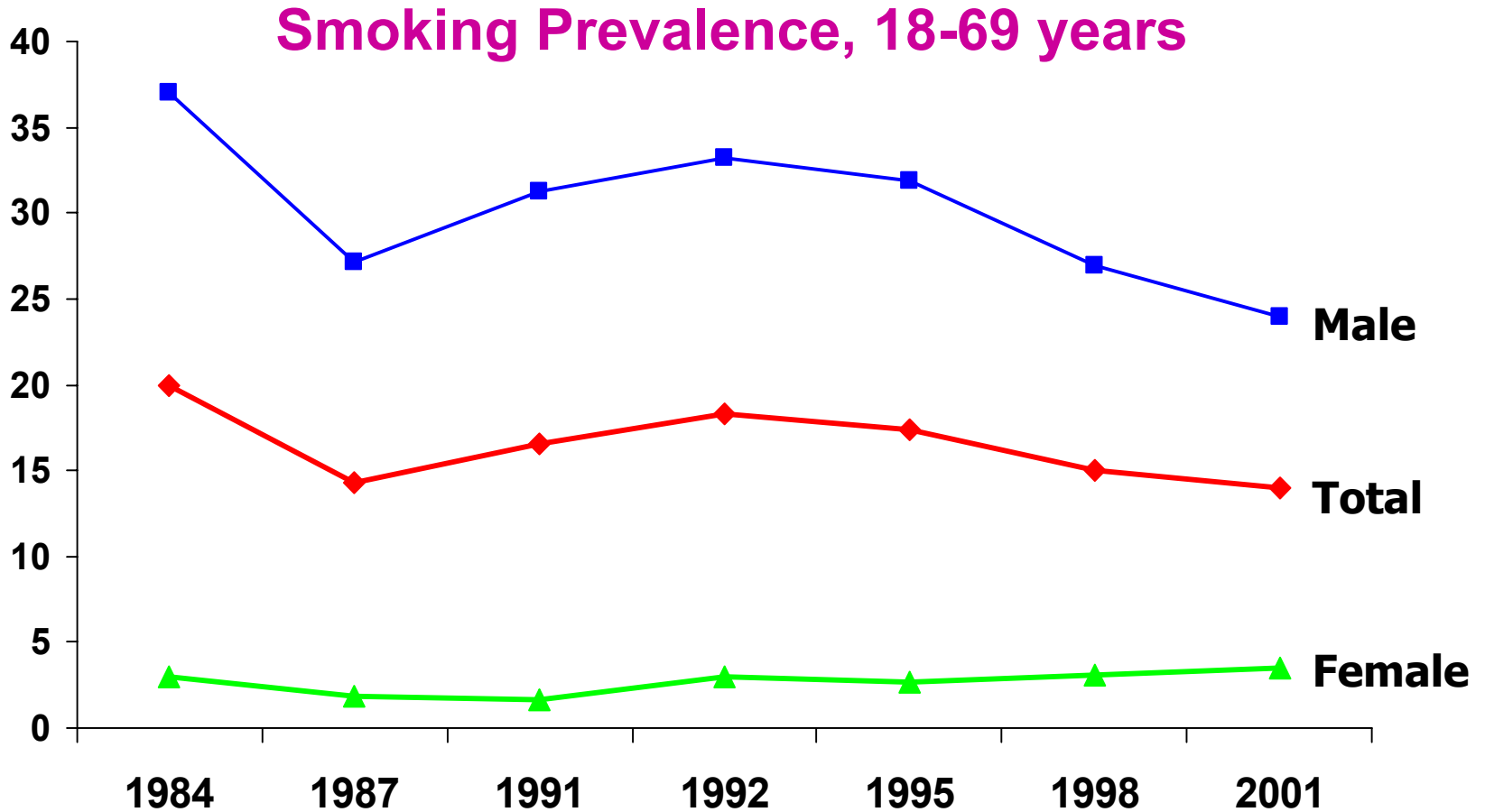
# Smoking Prevalence Cross-Country Comparison

Prevalence %



# IMPACT OF NSCP

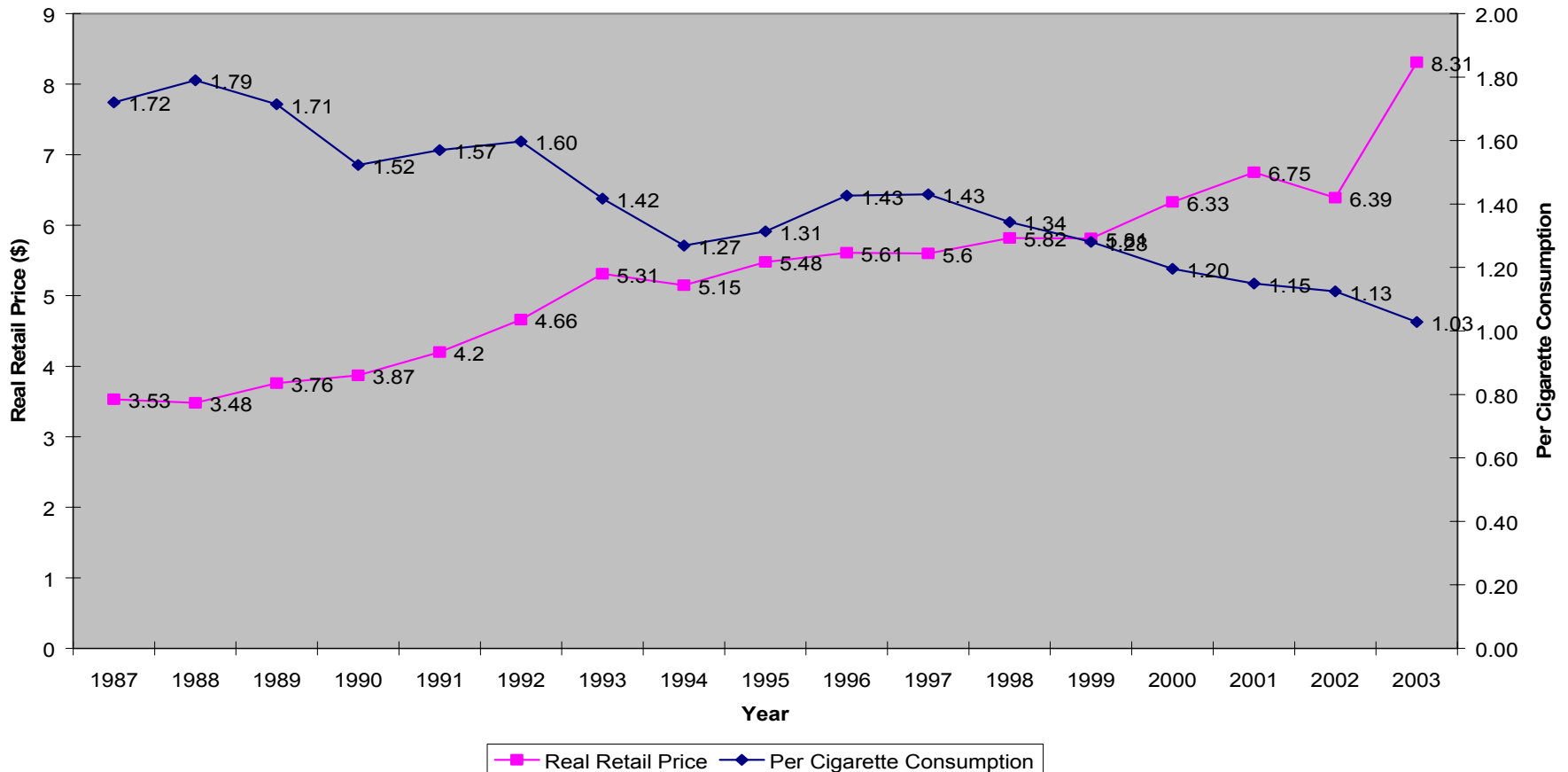
## Smoking Prevalence



# IMPACT OF NSCP

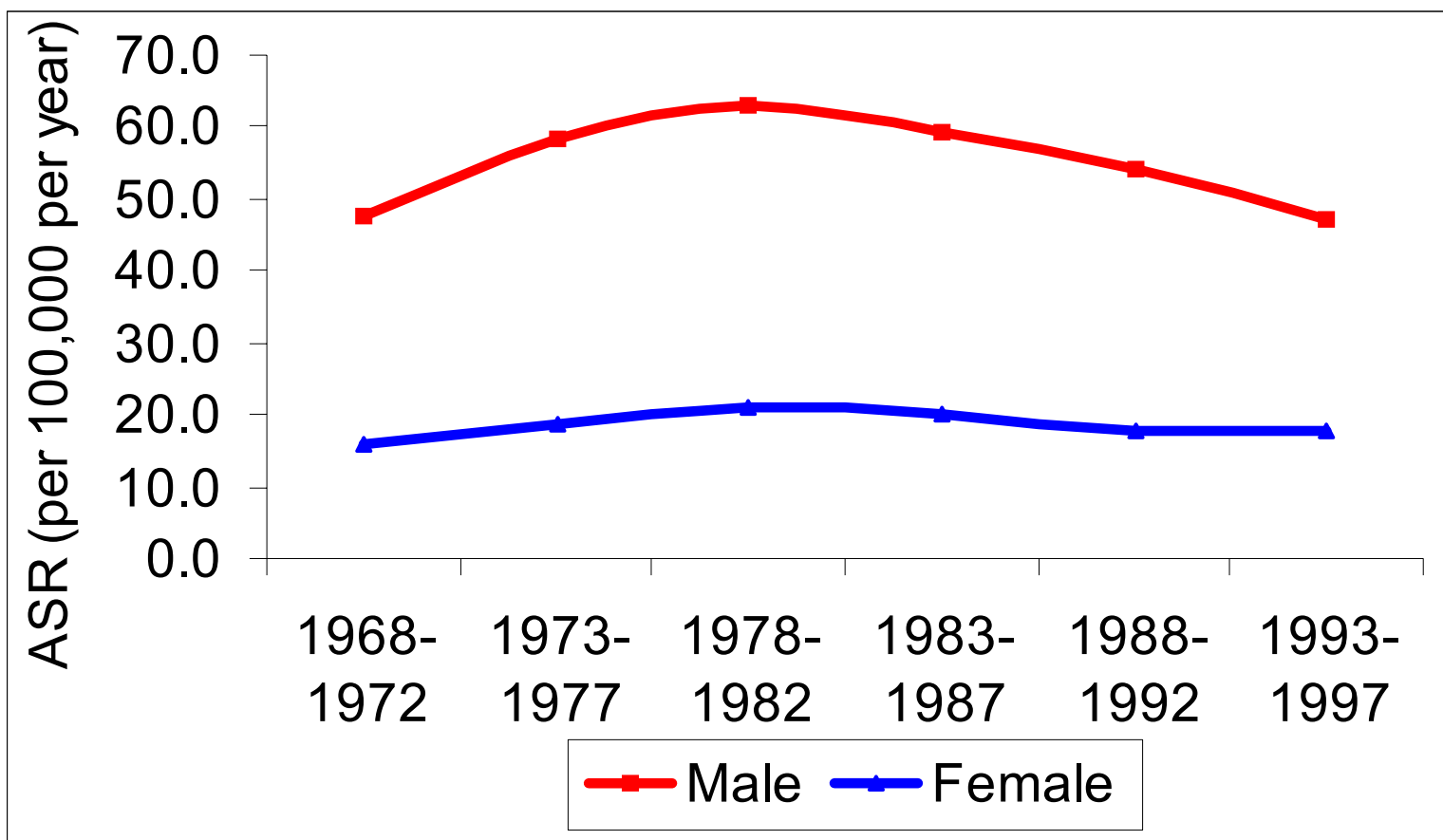
## Per Capita Consumption

Real Retail Price vs Per Cigarette Consumption



# IMPACT OF NSCP

## Lung Cancer Incidence



Age-standardised Rate per 100,000 persons per year



# KEY TRENDS

## Smoking Prevalence (%)

	<u>Male</u>	<u>Female</u>	<u>Total</u>
<b>Total</b>	<b>24.3</b>	<b>3.6</b>	<b>13.8</b>
<b>Chinese</b>	<b>22.5</b>	<b>3.7</b>	<b>13.0</b>
<b>Malay</b>	<b>39.5</b>	<b>4.9</b>	<b>22.0</b>
<b>Indian</b>	<b>18.2</b>	<b>0.3</b>	<b>9.1</b>

# KEY TRENDS

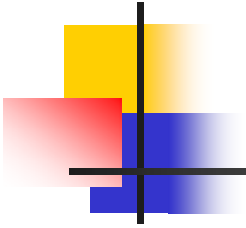
## Smoking Prevalence (%) Female

	Females		
Age (years)	1992	1998	2001
18 - 19	3.6	3.7	8.8
18 - 24	2.8	5.9	8.2
24 - 44	2.4	2.6	3.8
45 - 69	4.5	3.1	1.6
Total	3.1	3.2	3.6

# KEY TRENDS

## Smoking Prevalence (%) Female

	<u>Chinese</u>	<u>Malay</u>	<u>Indian</u>
<b>Total</b>	<b>3.7</b>	<b>4.9</b>	<b>0.3</b>
<b>18 - 24 yrs</b>	<b>8.4</b>	<b>10.7</b>	<b>0.0</b>
<b>25 - 44 yrs</b>	<b>3.8</b>	<b>5.8</b>	<b>0.6</b>
<b>45 - 64 yrs</b>	<b>1.8</b>	<b>0.7</b>	<b>0.0</b>



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# Thank You

