Curbing The Tobacco Epidemic in Turkey

“Leadership to promote healthy lifestyle”

Prof. Dr. Recep AKDAĞ
Nay Pyi Taw, Myanmar
July, 2015

IMPLEMENTATION: HEALTH PROMOTION

“Turkey is the first and, to date, the only country in the world to attain the highest implementation score for all of WHO’s M-POWER measures.”

“Smoke like a Turk... No more

Jul 15 2009 by Daren Butler
COMPREHENSIVE APPROACH TO TOBACCO CONTROL  
(M-POWER)

| **Monitor** tobacco use and prevention policies | GATS surveys |
| **Protect** people from tobacco smoke | Comprehensive legislation and effective inspection |
| **Offer** help to quit tobacco use | Quitline and smoking cessation clinics |
| **Warn** about the dangers of tobacco | Mass media campaign and health warnings on the box |
| **Enforce** bans on tobacco advertising and sponsorship | Ban on advertising and sponsorships of tobacco brands |
| **Raise** taxes on tobacco | 82% tax rate on an individual box |

TOBACCO USE TRENDS IN TURKEY

Prevalence decreased
2 million fewer smokers

Second-hand smoke exposure declined, with the largest drop in restaurants
(13% in 2012 and 56% in 2008)
All Turkish radio and television stations must broadcast programs on hazards of tobacco products between 08:00 and 22:00 (minimum 90 minutes every month)

**30 minutes of such programmes must be broadcast between 17:00 – 22:00 (prime time)**

The educational programs are prepared by MoH, MoE and other relevant institutions

The Radio and Television Supreme Council ensure that the programs are broadcast.

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**Aim of The First Media campaign**

To increase the awareness of the **Smokefree Air Zone concept**

To provide the adoption of **Smokefree Air Zone**
Both nonsmokers and smokers have widely supported the Smoke Free Law

96% in public institutions and banks
97% in public transportation
97% in restaurants
82% in coffee houses
90% in shopping malls
Phase 2 - TV / Radio Programs

Phase 3 - Worst Examples Campaign

Mehmet NUHOĞLU
57 yrs old
Phase 4 - Help Examples Campaign

WARN: HEALTH WARNINGS ON BOXES
Government revenues increased 2002-2012

Cigarette Prices, Sales, and Excise Revenue in Turkey (2005-2011)
**Political commitment & decisiveness**
- Priority on the political agenda
- No dialogue with the tobacco industry

**Multisectoral approach**
- Solid partnership with WHO, CDC, WB, NGOs, academia and opposition parties
- National Tobacco Control Program (2008-2012) and multi-sectorial steering committee
- Public consensus through successful campaign

**Comprehensive approach**

**M - POWER**

**Two-pronged implementation**
- Law in winter (January), implementation of ban in summer (May)
- First media campaign between January and May
- Banned smoking fast, but postponed implementation for bars, cafes, and restaurants for one year
- Gradually increased taxation rate to %82
- Visual warnings on half a packet surface first, then increase to 65%
What a decisiveness