

# **Tobacco control policy in Poland**

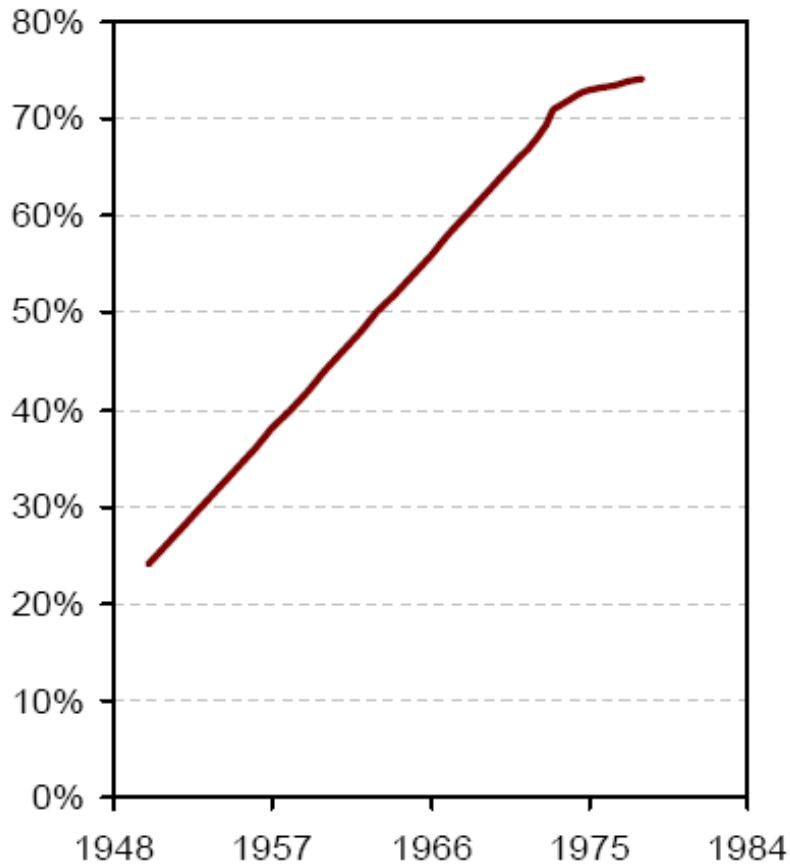
**Jacek Jassem**

**Medical University of Gdańsk, Poland**

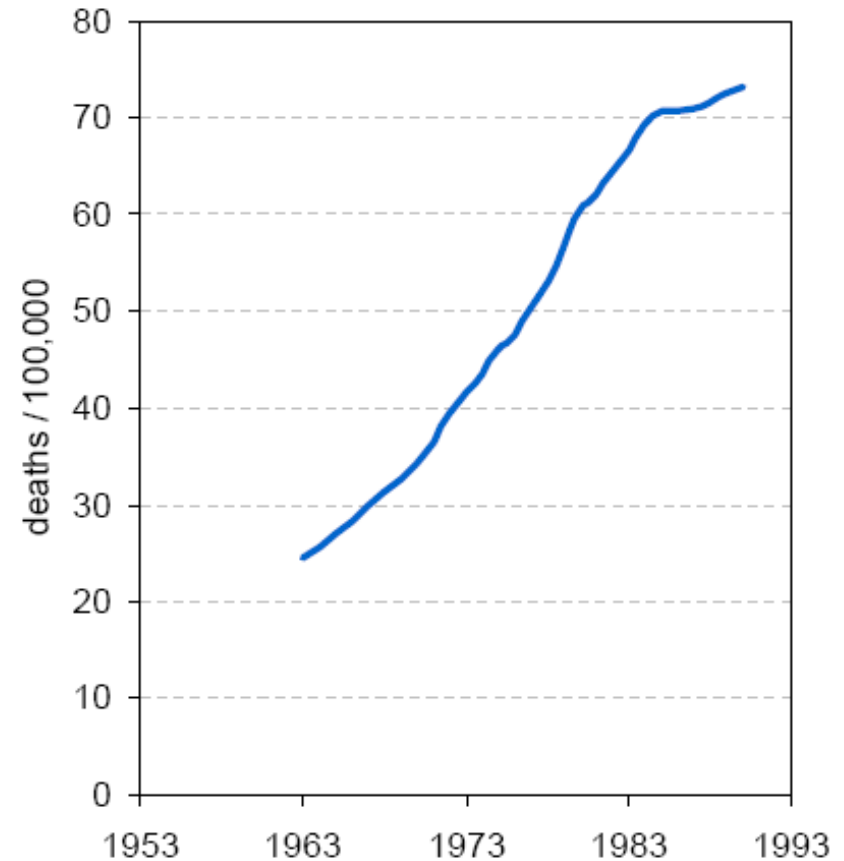
# History

# Smoking and lung cancer mortality after WWII in Poland, men aged 30-59 years

Smoking

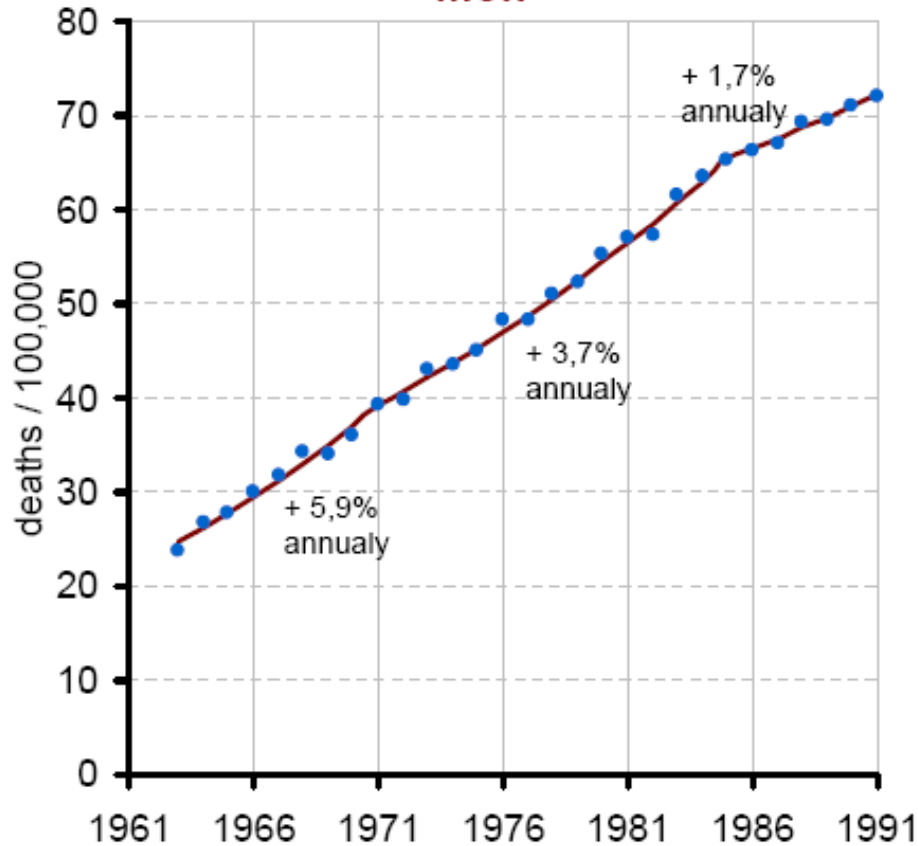


Lung cancer mortality

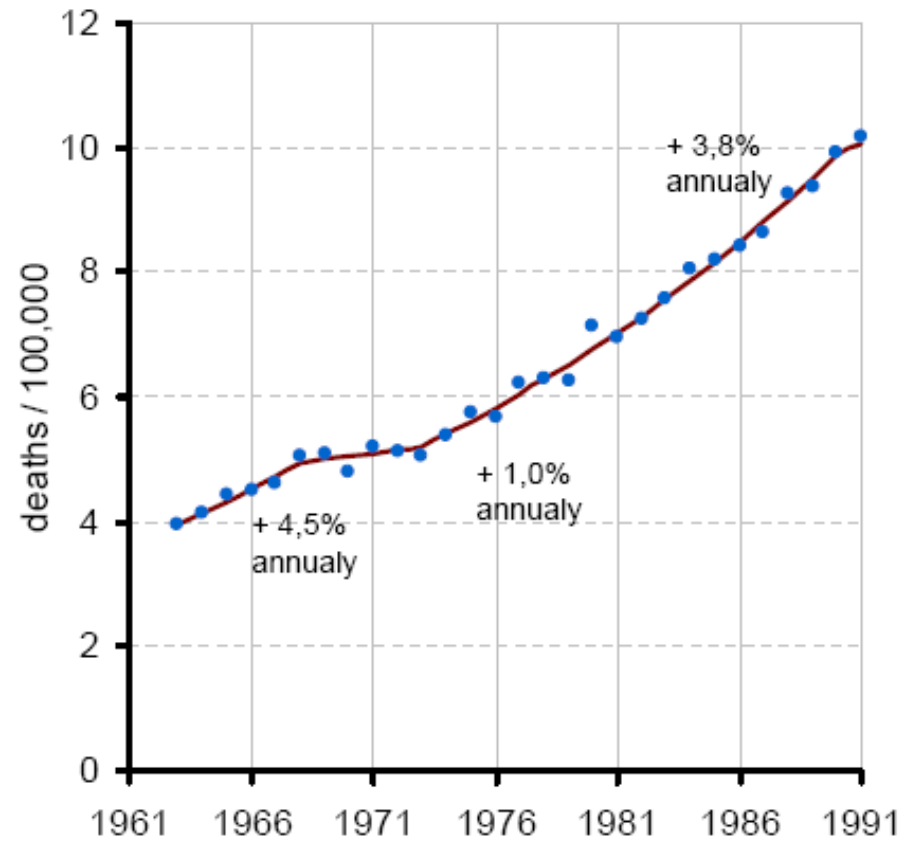


# Lung cancer mortality in Poland, 1963-1991

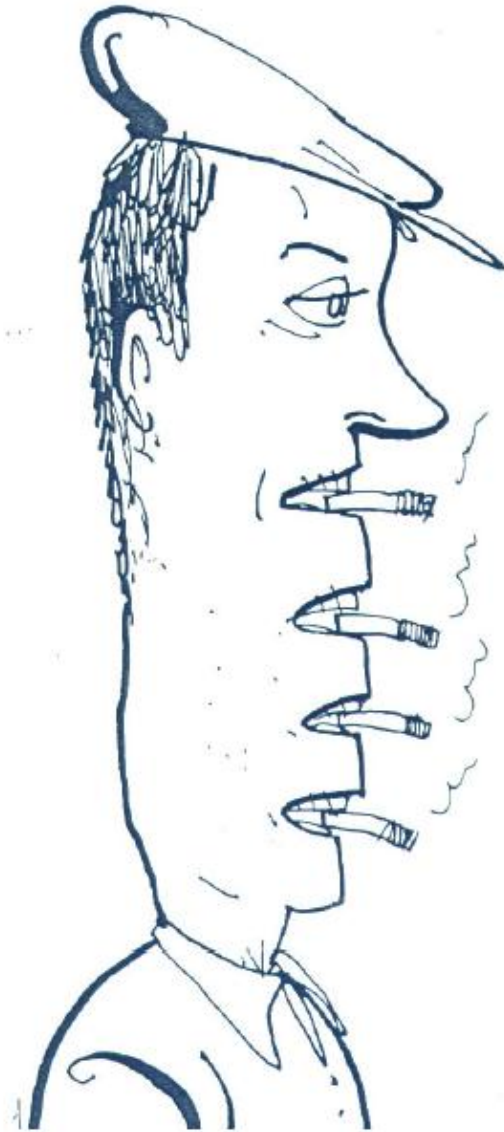
men



women



**Eastern Europe became a strategic target of the international tobacco industry. In 1990, it was planned to increase cigarette sales by 10-20% by 2000.**



**Catastrophically high level  
of premature mortality among young and  
middle-aged adults was one  
of the most important challenges  
in the new democracies of Central  
and Eastern Europe**

# Most cost-effective tobacco-control measures

- **Prices and taxation policies**
- **Smoking bans in workplaces and public places**
- **Bans on advertising of tobacco products**
- **Appropriate consumer information**
- **Warning labels**
- **Treatment for those wanting to quit smoking**

**Comprehensive strategy incorporating  
all six measures is most effective**

**Democracy is healthier**

# **The law on the protection of public health against the effects of tobacco use (1995, amendments of 1999 and 2003)**

## **Main provisions:**

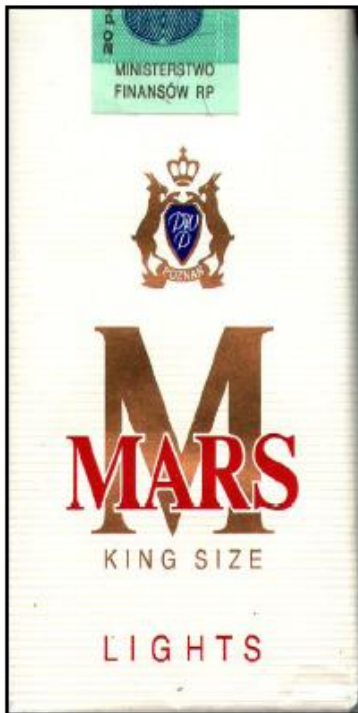
- **National tobacco control and strategy**
- **Ban on smoking and the sale of cigarettes in health care centers, schools and enclosed workplaces**
- **Ban on sale of tobacco to minors (under 18) and by vending machines**
- **Ban on electronic media advertising (including radio and television) and restrictions in other media**
- **Health warnings on cigarette packs (30% of the surface)**
- **Free provision of treatment for smoking dependence**
- **Gradual reduction of tar, nicotine and CO according to EU standards**
- **Tobacco control fund (0.5% from excise tobacco tax)**

**The new legislation was voted  
in the Parliament almost unanimously**

- **...but earlier almost all members of the Polish Lower Chamber (460) were approached by appointed doctor specialist, who explained the need of these regulations and discussed main provisions**
- **I personally visited 18 local MPs**

# Old (up to 4% of side cover) and new (30% of front and back cover) warnings on cigarette packs

Before 1998



← Smoking or health! You make the choice. Minister of Health And Social Welfare

Since June 1998 to September 2004



Tobacco smoking causes cardiovascular diseases. Minister of Health



Tobacco smoking causes cancer<sup>1</sup> Minister of health

**Changing social climate  
and building capacity  
for smoking prevention  
and cessation**

# „Let's quit smoking together” competition

*Rzuć palenie razem z nami!*  
Fundacja „Promocja Zdrowia” organizuje w ramach akcji „Rzuć palenie razem z nami”

## KONKURS

**DLA OSÓB CHCĄCYCH ZERWAĆ Z NAŁOGIEM PALENIA TYTONIU.**

*Jeżeli przestał (a) Pan/Pani palić tytoni w ciągu bieżącego roku, to prosimy przesłać do nas wypełnioną kartę. Do wygrania zdrowie, a także wiele nagród rzeczowych (wycieczka do Rzymu i 600 innych nagród). Prosimy o wpisanie poniżej swoich danych. Wyniki konkursu podamy do wiadomości publicznej, a zwycięzcę powiadomimy listownie.*

*Prosimy o nadsyłanie kuponu pod adresem: Fundacja „Promocja Zdrowia”, ul. Roentgena 5, 02-781 Warszawa.*

### Akcja „Rzuć palenie razem z nami”

Przestałem(am) palić tytoni w dniu:.....  
kod pocztowy i miejscowość:.....  
Imię i nazwisko:..... Płeć: (M) (K)  
data urodzenia..... województwo:.....  
Adres:.....

Podanie danych osobowych jest dobrowolne i następuje za zgodą uczestnika wraz z uczestnictwem w konkursie.

Sponsorzy: **NiQu**  
**GlaxoSmithKline**  
Zdrowie jest najważniejsze



# World 'no tobacco' day (31 May)





# Mass media campaigns



Sunday, April 7, 1991

THE PHILADELPHIA INQUIRER

## Now, Poland is antismoking leader

*Poles were once the world's heaviest smokers. A doctor gets credit for the change.*

By Bill Glesher  
SALTSMITH

WARSZAWA — For three decades, Włodzisław Zatoński sought to stamp out Poland's fatal addiction to cigarettes.

In a nation of smokers, he was a socialist muckraker, a rebel doctor advocating a singular cause: to get Poland to kick a habit. With the old Communists, this wily clinician talked pure science. With the new capitalists, he added an economic twist, saying the nation's health and wealth were going up in smoke.

"They thought I was a little crazy, a fanatic," Zatoński said of those long-ago meetings with government bureaucrats, some of whom, he added, puffed away on cigarettes while he made his pitch.

But the "fanatic" won — and so did Poland's national health — as the country moved into the forefront of Eastern Europe's fight against big tobacco.

"I love smokers," Zatoński said. "I know smokers are similar to me. I am, doing this with me for them."

For a lot of Polish smokers, though, Zatoński's efforts as the chief doctor of Poland's antismoking lobby created something of an obstacle course, especially by the old standards of Eastern Europe, where people lit up cigarettes almost everywhere.

### Aggressive moves

Over the last seven years, Poland has moved aggressively against tobacco products. Smoking is banned from schools, health-care facilities and workplaces, although there are smoking areas for workers. Legislation forced manufacturers to slap warning labels on cigarette packs, abolished tobacco advertising and sponsorship of sporting and cultural events, and jacked up cigarette taxes.

Marlboro at \$1.50 a pack may see some of that expensive by American standards, but a Polish worker on an average salary works 50 cigarettes for that one pack of 20 cigarettes, according to the World Health Organization.

The payoff for Poland? Declining rates of smoking.

And a lot of the credit for this transformation lies in a society's norms and health belongs to Zatoński.

He works at the Maria Skłodowska-Curie Memorial Central Institute of Oncology, which works with health-care workers and patients, some of whom seem to be searching for a miracle.

Zatoński directs the hospital's Epidemiology and Cancer Prevention Department. He's 59, barrel-chested and amiable. During an hour-long interview he moves between his office and a conference room, bearing old case studies while also telling old war stories of life on the front lines against tobacco.

He points to a bunch of old cigarette packs, including one heralding the old Solidarity trade union, which helped bring down communism in Poland. Lesser known is that Solidarity

### 'Poles are dying'

Zatoński says his life and career are in "two parts." In that first life, he was a clinician who treated patients, including those suffering from cancer. He read and traveled widely, forging links with medical colleagues in the West, including the United States.

But taking their antismoking message back to Poland — his "second life" — proved a daunting task. Smoking was not such a big deal in pre-World War II Poland, but the habit spread after the war, with cigarettes viewed as a symbol of prosperity and freedom. To smoke was to feel free, to feel Western.

By the early 1980s, Poles were the world's heaviest smokers, with more than 60 percent of the population lighting up daily — about 15 million people, that number has dropped to nine million.

The nicotine addiction fit in nicely with a Communist regime that needed the influx of cash from the state-owned tobacco companies.

Few, it seemed, wanted to listen to Zatoński's simple message.

"I said Poles are dying because they are smoking. It is an important social as well as an important health phenomenon. I was trying to show this to the Polish population, to tell them what was wrong. People were not believing that tobacco was causing disaster."

Before the fall of the Berlin Wall in 1989, Zatoński dealt mostly with government officials,



# Smoking cessation clinics



# Quitline for smokers 0 801 108 108

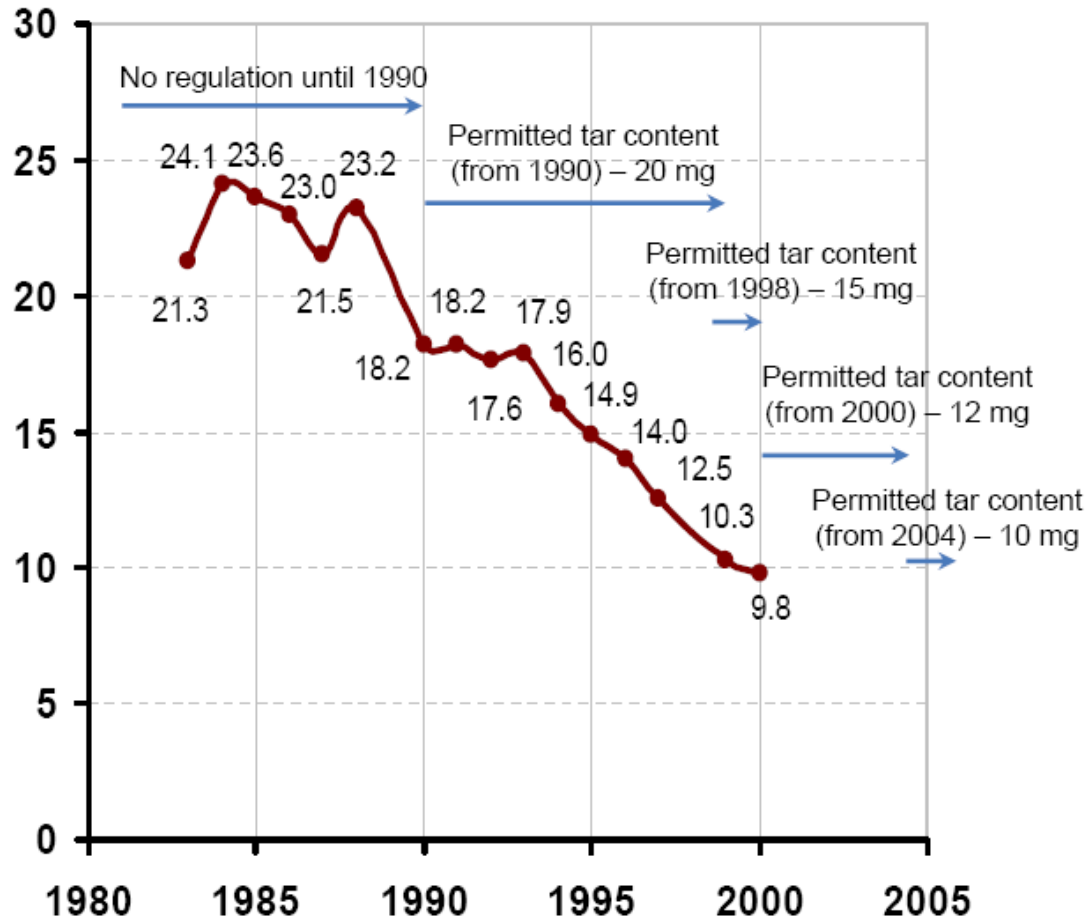


**Get help  
to stop smoking  
0801108108**

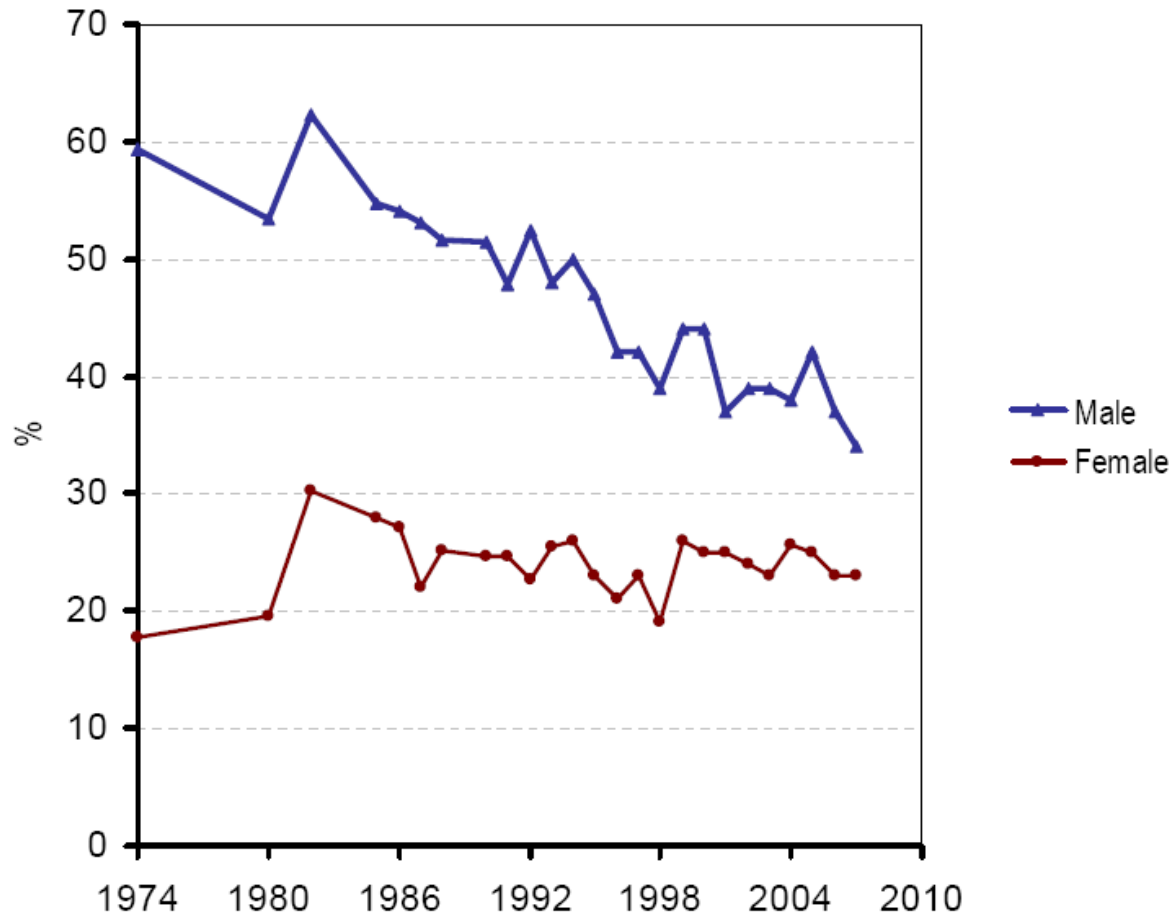
# Campaign's impact

- **Every year, 20-30% of smokers have tried to smoke less**
- **Every year, about 1 million smokers (out of about 9 million daily smokers) have attempted to quit smoking**
- **Over more than a decade of campaigns, more than 2 million people have successfully quit smoking for good**

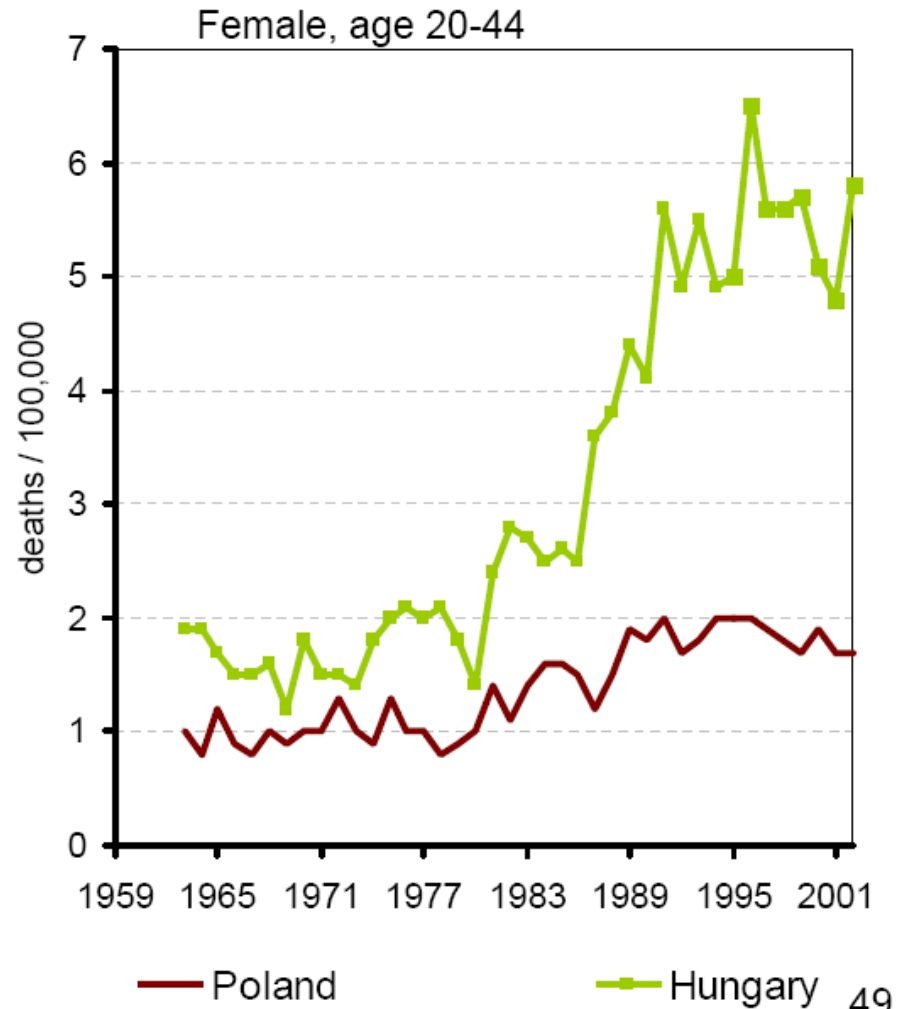
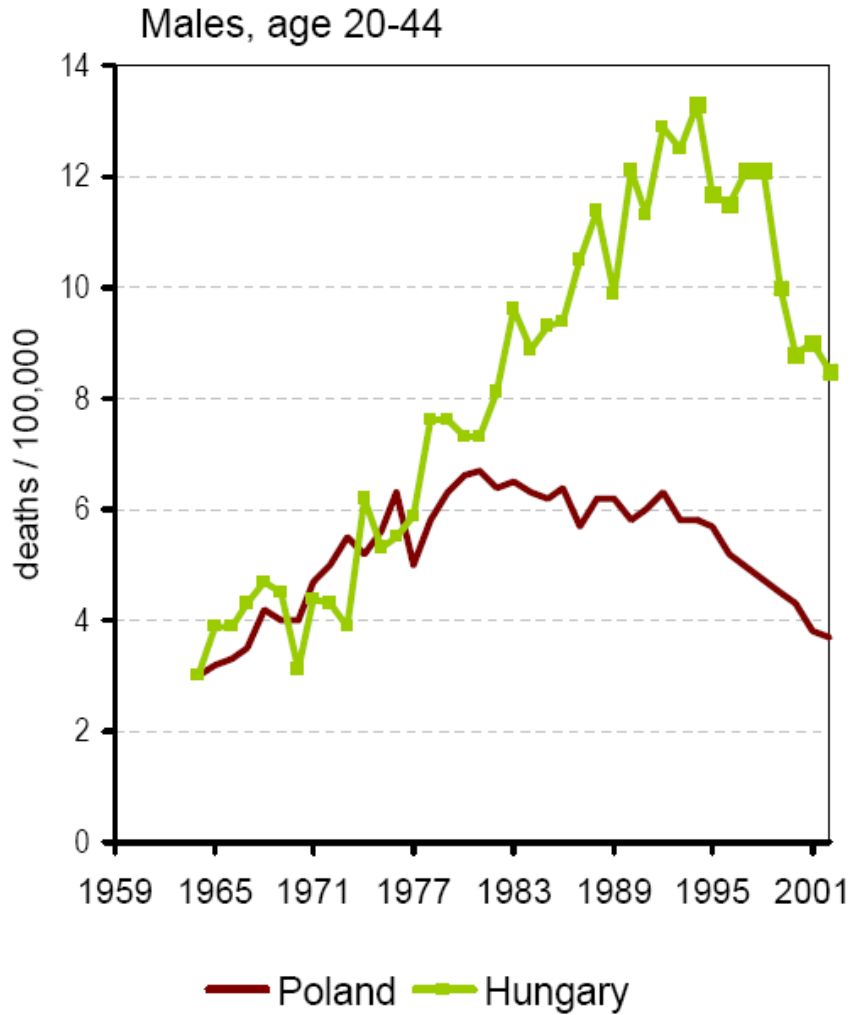
# Mean tar content (mg/cigarette in cigarettes sold in Poland (1983-2000) in relation to permitted norms



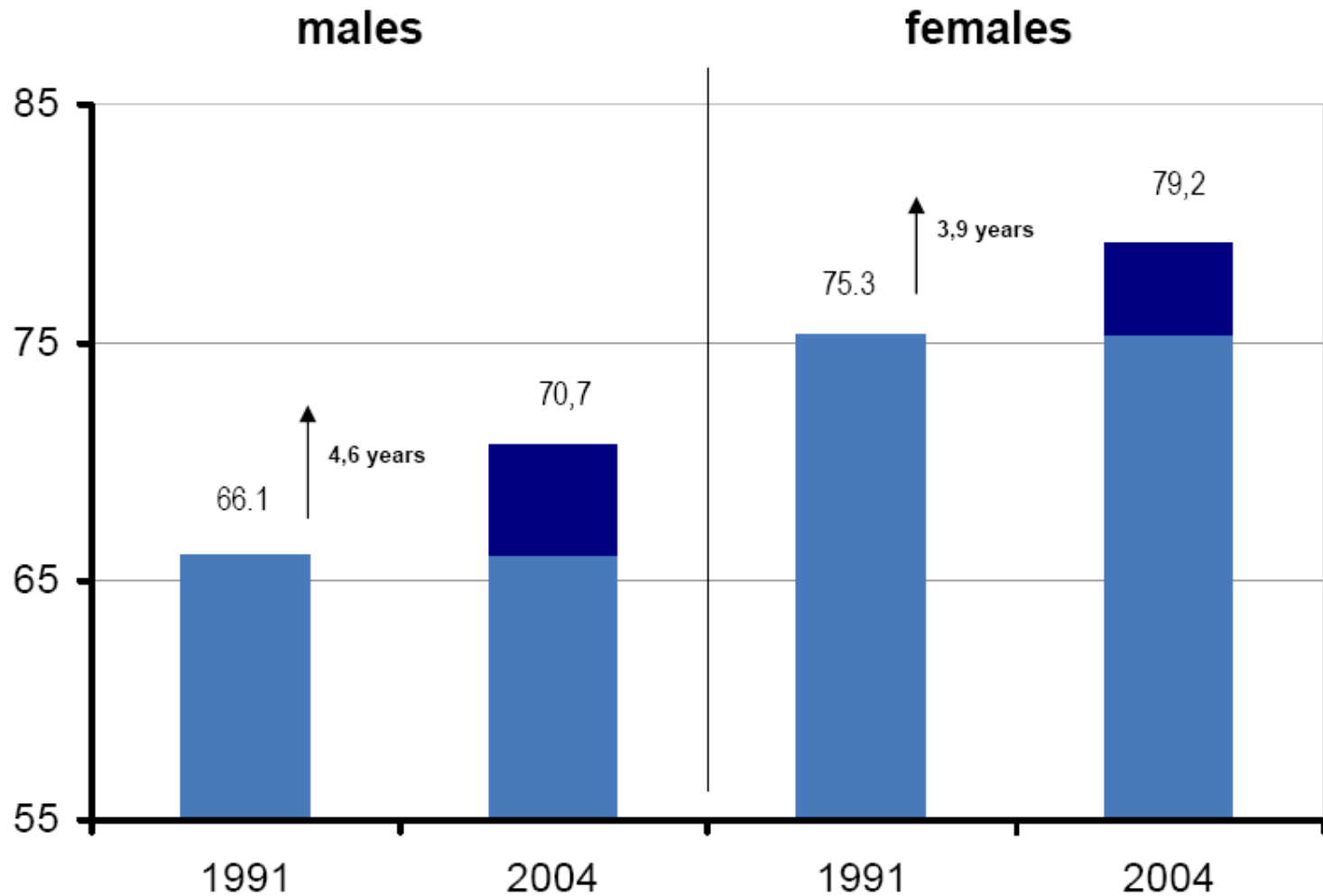
# Adults (>15 years) smoking trends in Poland, 1974-2007



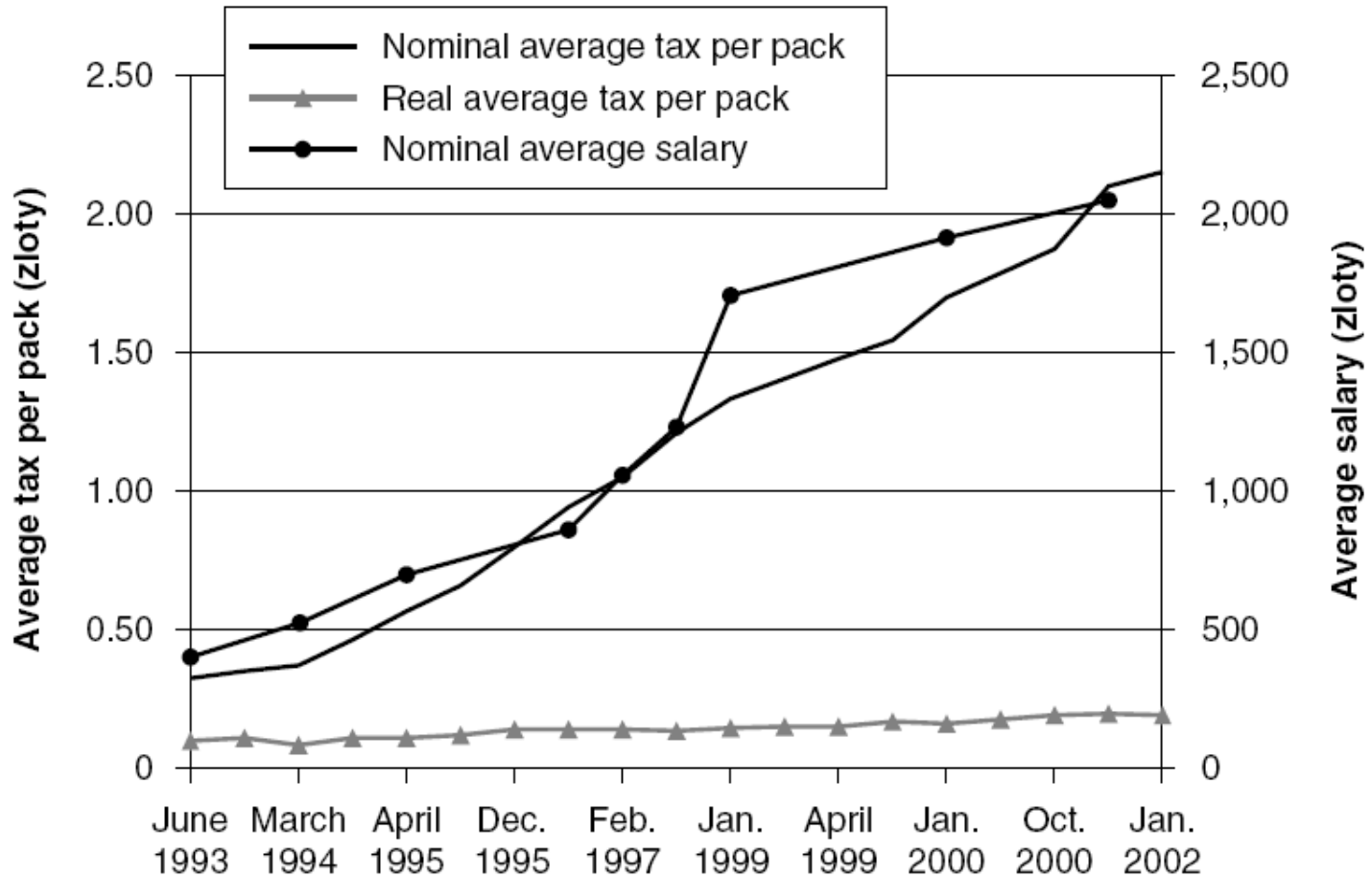
# Mortality trends from lung cancer in Poland and Hungary



# Life expectancy in Poland in 1991 and 2004

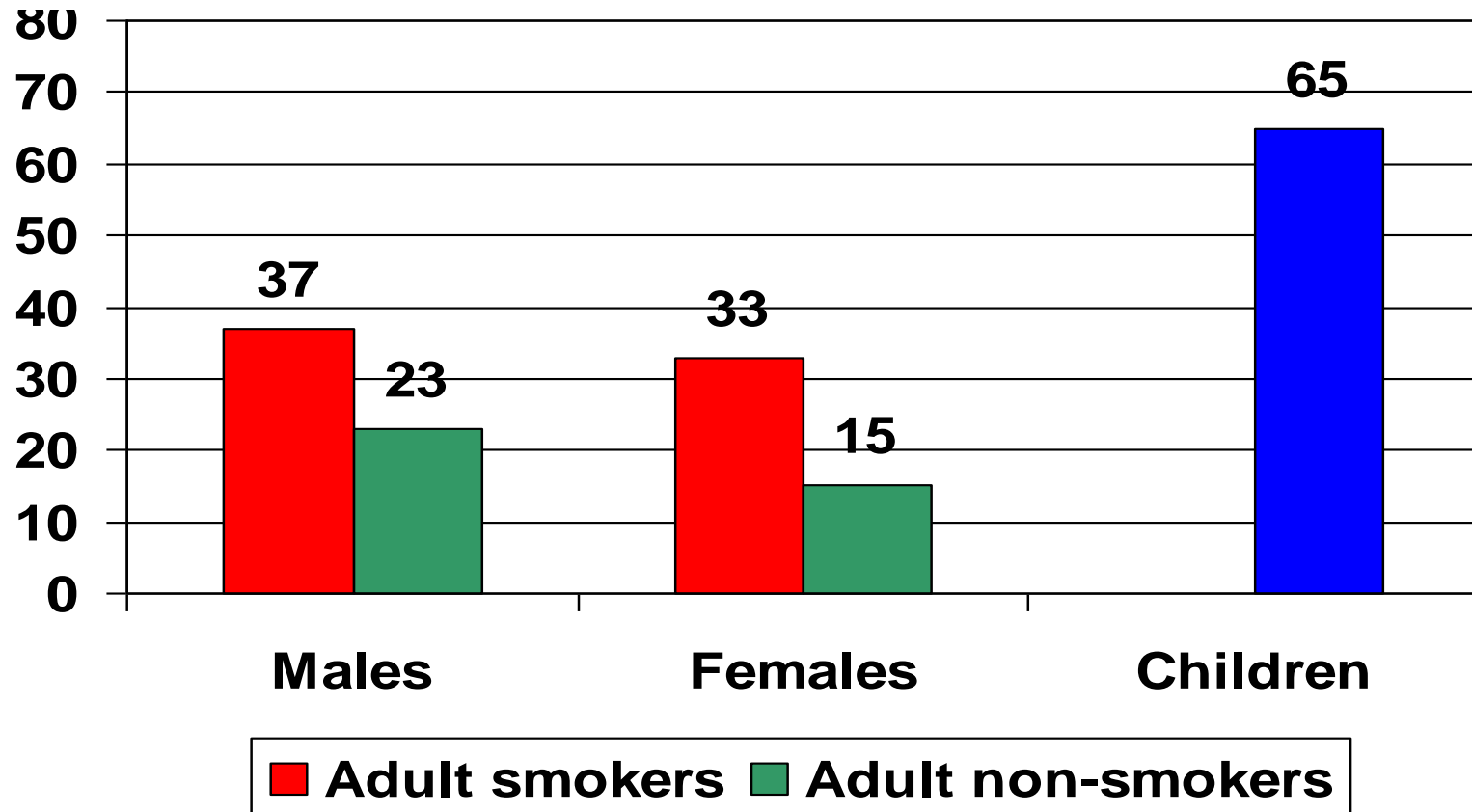


# Nominal and real trends in tobacco excise taxes and average monthly salaries, Poland 1993-2002



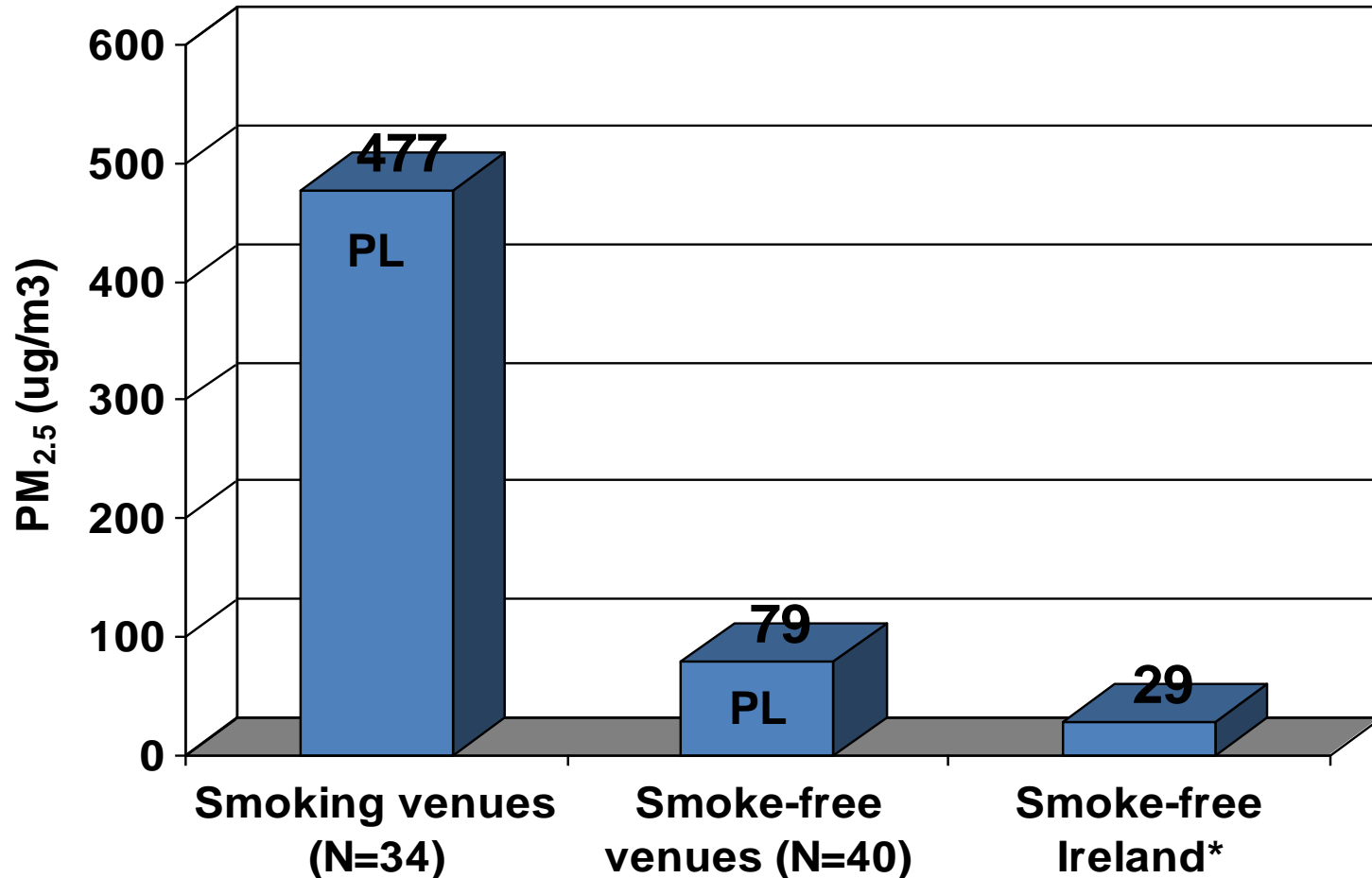
Source: Cancer Centre and Institute, Warsaw.

# Self-reported exposure to tobacco smoke in public places (%) in Poland (2005)



Source: Nation-wide survey conducted on representative random sample of adult (15+) Poles (N=1005; 8-12.12.2005); Tobacco Control 2002; 11:252-270

# Average fine particle air pollution in smoking and non-smoking venues in Poland and smoke-free Ireland



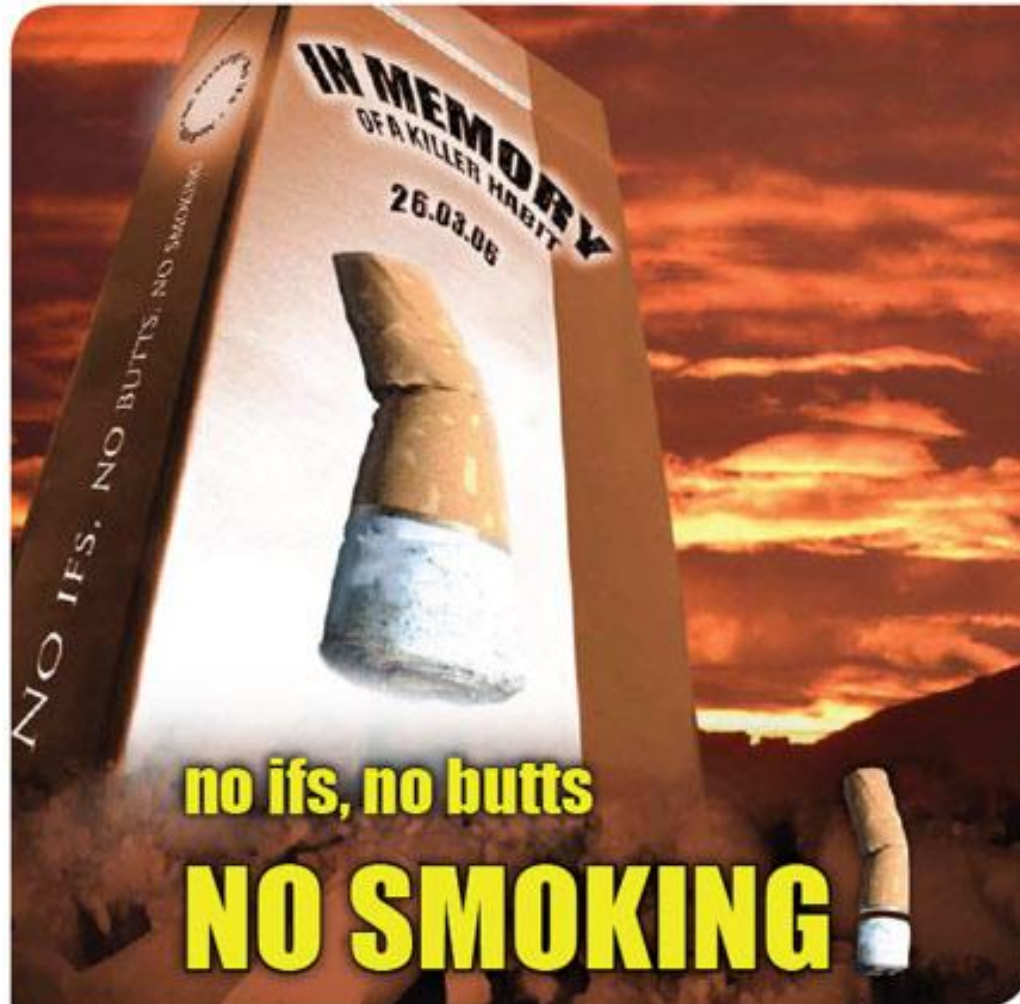
\* Average PM<sub>2.5</sub> level in Ireland following a comprehensive smoking ban

# European countries ranked by total tobacco control score 2007

Rank	Country	Price (30)	Public place bans (22)	Public info. campaign spending (15)	Advert-ising bans (13)	Health warnings (10)	Treat-ment (10)	Total (100)
1	UK	30	21	15	11	6	10	93
2=	Ireland	23	21	3	12	6	9	74
2=	Iceland	22	17	14	13	6	2	74
4	Norway	22	17	4	13	6	4	66
5	Malta	22	17	3	12	7	1	62
6	Sweden	19	15	1	13	6	7	61
7	France	21	12	3	11	6	6	59
8=	Finland	17	12	2	13	7	7	58
8=	Belgium	16	13	3	12	9	5	58
10	Italy	17	17	1	10	6	6	57
11	Estonia	11	13	5	13	6	8	56
12	Spain	12	15	5	12	6	5	55
13	Bulgaria	22	8	0	12	6	6	54
14=	Netherlands	14	9	4	12	6	5	50
14=	Romania	18	8	1	12	6	5	50
14=	Poland	14	12	0	12	6	6	50
17	Slovakia	17	8	0	11	6	6	48
18	Switzerland	14	6	10	4	6	7	47
19	Cyprus	17	6	-	12	6	5	46
20	Denmark	16	3	3	10	6	7	45
21	Lithuania	10	14	-	10	6	4	44
22	Hungary	14	6	-	10	6	7	43
23	Portugal	20	5	-	10	6	1	42
24	Latvia	9	12	4	9	6	1	41
25=	Czech Rep.	13	6	0	10	6	5	40
25=	Slovenia	12	6	0	12	6	4	40
27	Germany	19	2	0	5	6	5	37
28=	Greece	15	7	0	4	6	4	36
28=	Luxembourg	6	11	0	9	7	3	36
30	Austria	13	4	0	9	6	3	35



# The road to smoke-free Poland



# Calendar of events

- **April 2006: large press conference, presentation of an idea of new anti-tobacco legislation**
- **September 2006: first draft of new legislation submitted to Sejm (lower chamber of the Parliament)**
- **November 2006: project of the new legislation declared as an initiative of the Parliamentary Health Committee**
- **September 2006-October 2007: parliamentary debates on the new regulations**
- **October 2007: the term of the Parliament prematurely terminated; all legislation acts in progress buried**
- **December 2007: new draft submitted to the Parliamentary Health Committee**

# Main points

- **Total smoking ban in all workplaces, hospitals, schools, universities, railway and bus stations, airports and within a 10-meter radius of non-smoking areas**
- **Ban for smoking in private cars carrying minors below 16**
- **Total ban for advertising and promotion of tobacco**

# **Smoking ban in public places: Community attitudes in Poland**

- **A survey including 800 adults, representative for the entire population (2006)**
- **77% of Poles in favour of complete ban on smoking in all public places**
- **Similar results in 2007 and 2008**

## **...but also...**

- **Strong adverse reactions (vulgar letters from citizens at large, but also from other professionals, including journalists and people from scientific and cultural spheres)**
- **Fierce lobbying against ban raised by tobacco industry (main argument: new regulations would lower revenue coming from tobacco taxes)**
- **Opposition from bar tenders ('regulations will cause bankruptcies and scrapping of jobs on a large scale')**
- **Ambiguous attitude of the Ministry of Health**

# Subsequent events

- **Dec. 2007-Mar. 2010: parliamentary works on the new legislation, with long breaks**
- **Nationwide public campaign for support**
- **Hot media debates**
- **Feb. 2010: the Parliamentary Health Committee recommends a total smoking ban in all enclosed public places**

# Surprisingly...

**On 3 March 2010, despite the recommendation of the Health Committee, the ban is amended by Sejm (217 for, 165 against and 48 abstentions):**

- **In small restaurants and pubs the owner may decide whether a smoking ban would be in place.**
- **In premises over 100 square meters a separate smoking area must be provided. If the premises with an area of over 100 meters has more than one room, the owner may decide which of them is a smoking area.**
- **Smoking rooms made available in workplaces, schools, universities and hospitals.**

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## News

### Attempt to introduce smoking ban in public places fails in Poland

Ned Stafford

<sup>1</sup> Hamburg

# **The last attempt to save it...**

- **Hearing in the Senate Committee of Health**
- **Compromise text of the legislation adopted in a series of negotiations between the Lower and Upper Chambers of the Polish Parliament (Mar.-Apr. 2010)**
- **The Senate bill completely bans smoking in hospitals, schools, and workplaces, as well as in one-room pubs and restaurants**
- **The new legislation enacted on 8 Apr. 2010 (will be in place on 15 Nov. 2010)**

# Smoking ban includes:

- **Workplaces**
- **Hospitals and other outpatients clinics and premises for patients**
- **All educational premises**
- **All means of public transport**
- **Bars and restaurants**
- **Public cultural and leisure venues**
- **Bus, tram, and train stops**
- **Children's playgrounds**
- **Other public access venues (not specified)**

# Other provisions

## Pictorial warnings on tobacco packs



**Increase of tobacco excise tax by 7.5% in 2011**

# However, not all was won...

- In restaurants with more than one room the owner may provide for smokers one room, which will have to be automatically closed and have proper ventilation
- Owners may provide smoking rooms, but they have to be specially prepared, with automatic ventilation in:
  - retirement homes
  - hotels
  - airports
  - universities

**Nevertheless, if you want any change in your country, don't wait for politicians, be proactive!**



**Towards smoke-free Poland:  
one step further**

# **Acknowledgment**

**Some materials for this presentation  
were kindly provided by Prof. Witold Zatoński  
and Dr Krzysztof Przewoźniak  
from the National Cancer Institute in Warsaw**