

# 附錄 2

# 附錄 2-1

釋放  
原動力



# Tobacco Control in Taiwan , the Challenges and Prospects



Bureau of Health Promotion, DOH  
Taiwan

# Global burden of tobacco use



- #1 cause of preventable disease and death
- 1/4 population smoke, 4/5 in low/middle income countries
- WHO: 7 million deaths annually in developing world by 2030



23 million population

4 million smokers

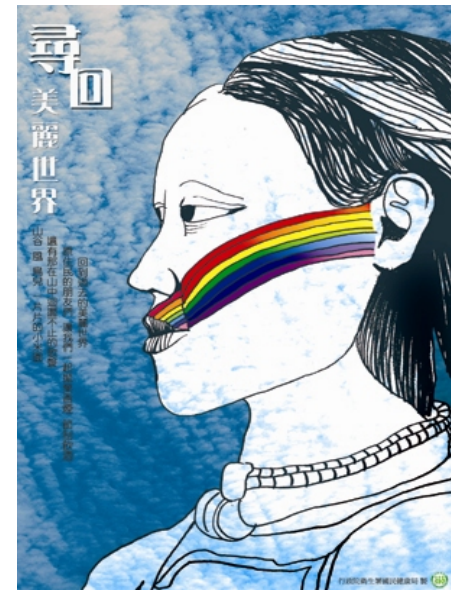
20,000 smoking deaths

US\$ 1.5 billion medical cost

# Strategies

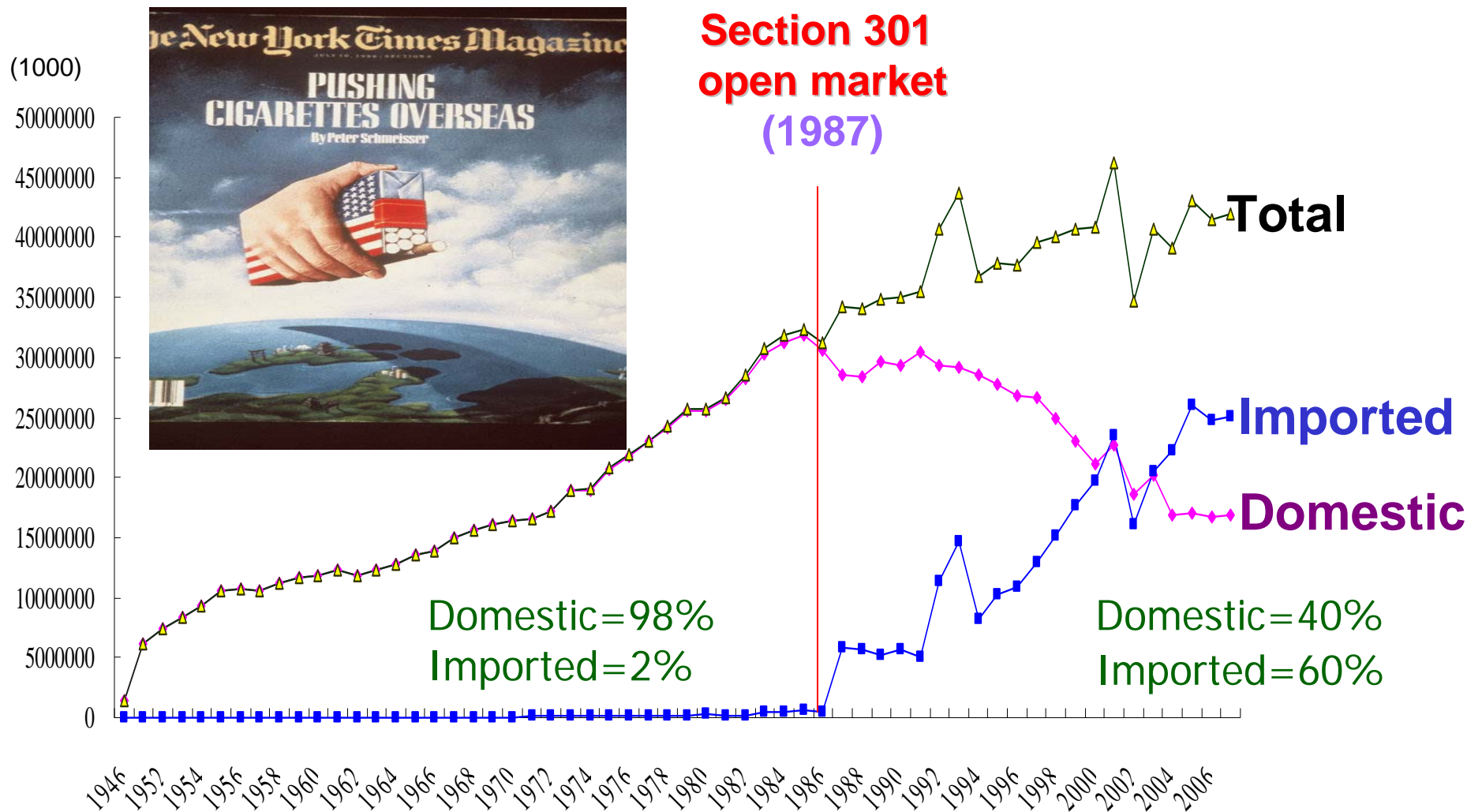
We assessed Taiwan Tobacco Control Programs based on WHO MPOWER policies and estimated the cost and effectiveness of Taiwan.

- *M: Monitor tobacco use and prevention policies*
- *P: Protect people from tobacco smoke*
- *O: Offer help to quit tobacco use*
- *W: Warn about the dangers of tobacco*
- *E: Enforce ban on tobacco advertising*
- *R: Raise Taxes on Tobacco*



## Monitor tobacco use

# Sale volume of domestic and imported cigarettes in Taiwan



# **Establishing a research and monitoring system**

- To survey smoking behavior and the inspection of tobacco product ingredients
- To research tobacco communication and advertisement techniques
- To review and evaluate tobacco related policies and legislation
- To focus on group issues for specific demographics, such as female smokers

# Tobacco Related Information Collection

## 【 Found as sufficient for research 】

- Sustained collection of Tobacco-Related information from foreign and domestic databases.
- Subjects such as the **advertisement of tobacco, health warning pictures, intervention on tobacco consumption and trade**, and policy on the control of tobacco **smuggling**.
- The Center of Tobacco Research and Development continues to **assess the nicotine, tar, and carbon monoxide contents** of locally made and imported tobacco products.



# Tobacco use Indicator Database

## 【Face to Face Interview】

- National Health Interview Survey: every 4 year since 2001
- Military Tobacco Survey : every year since 2007

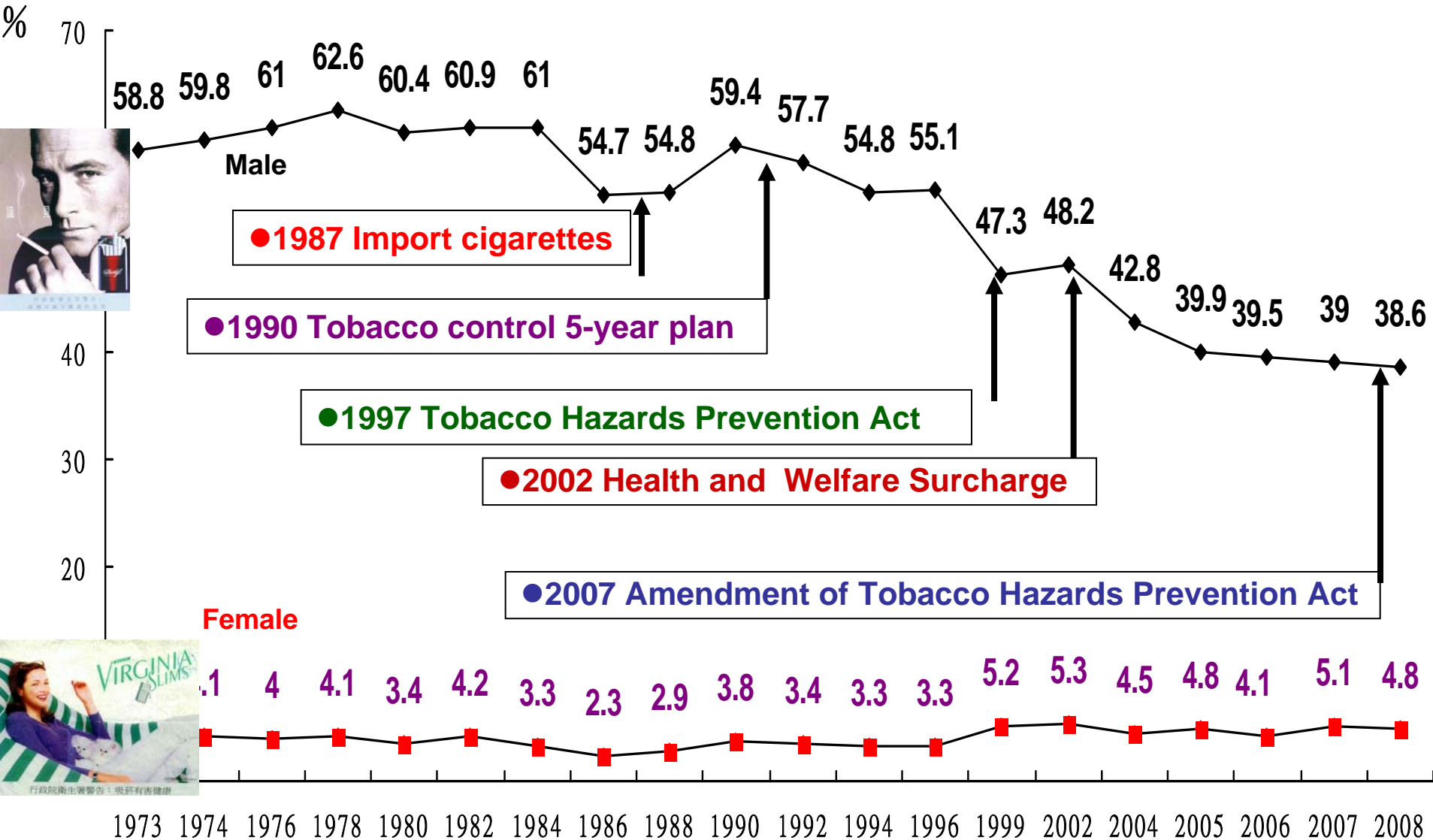
## 【Student Survey】

- Global Youth Tobacco Survey (GYTS) : every year since 2003
- Global School Personnel Survey : every year since 2003
- Global Health Professional Student Survey (GHPSS) : 2009
- Military School Students Tobacco Survey : every year since 2007

## 【Telephone Survey】

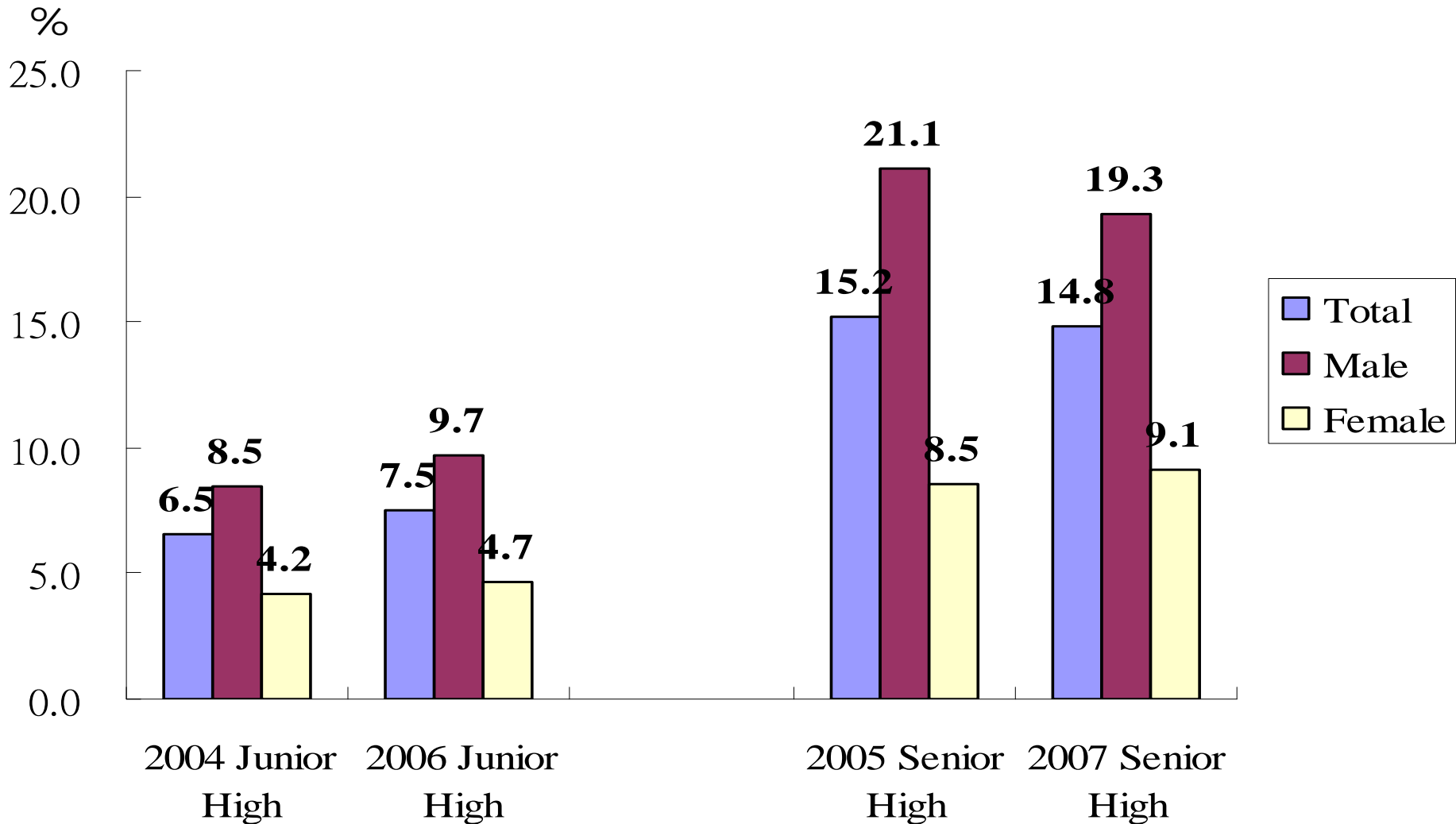
- Adult Smoking Behavior Survey : every year since 2004

# Adult smoking rates in Taiwan

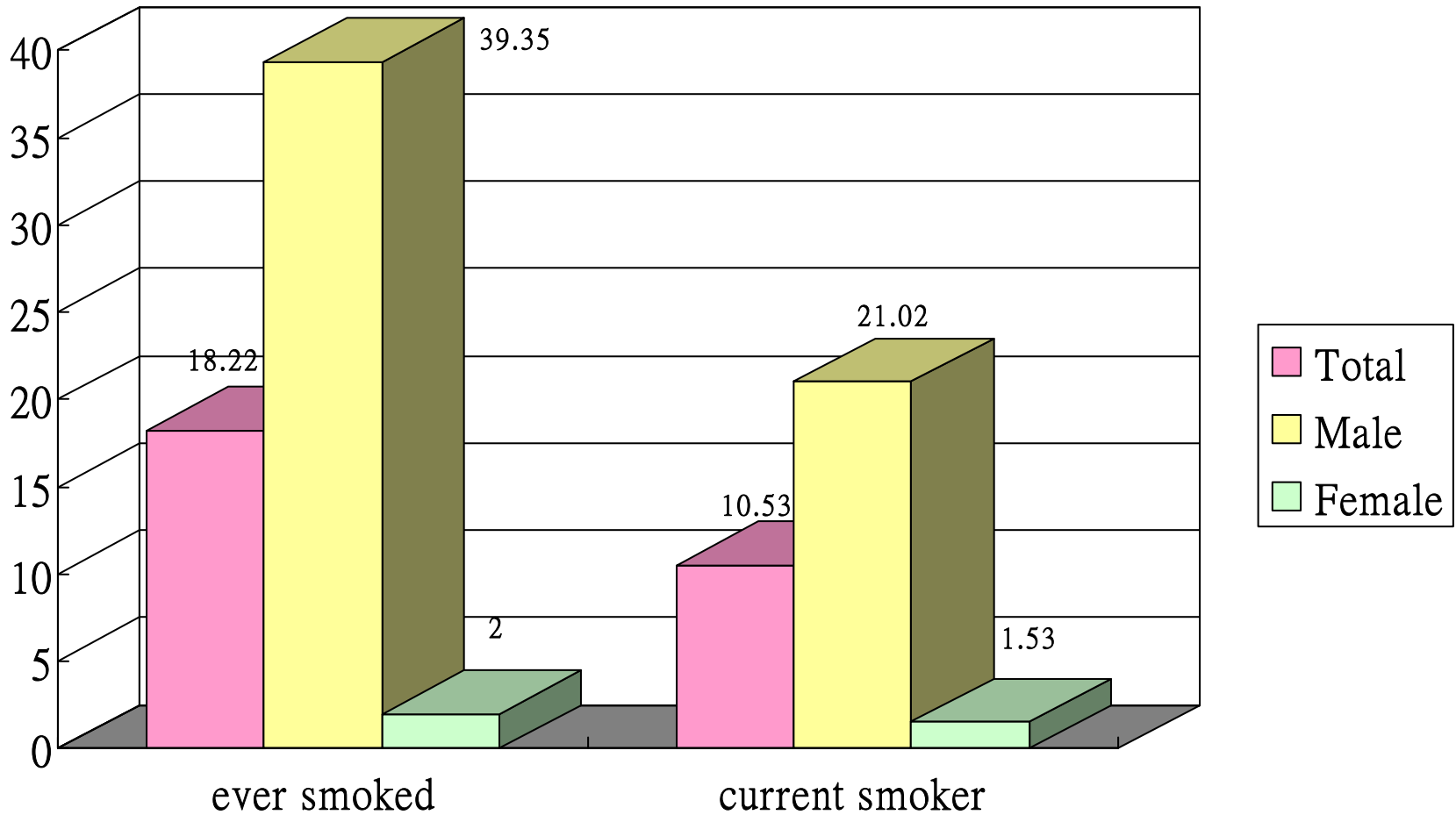


# Smoking rates among high school students

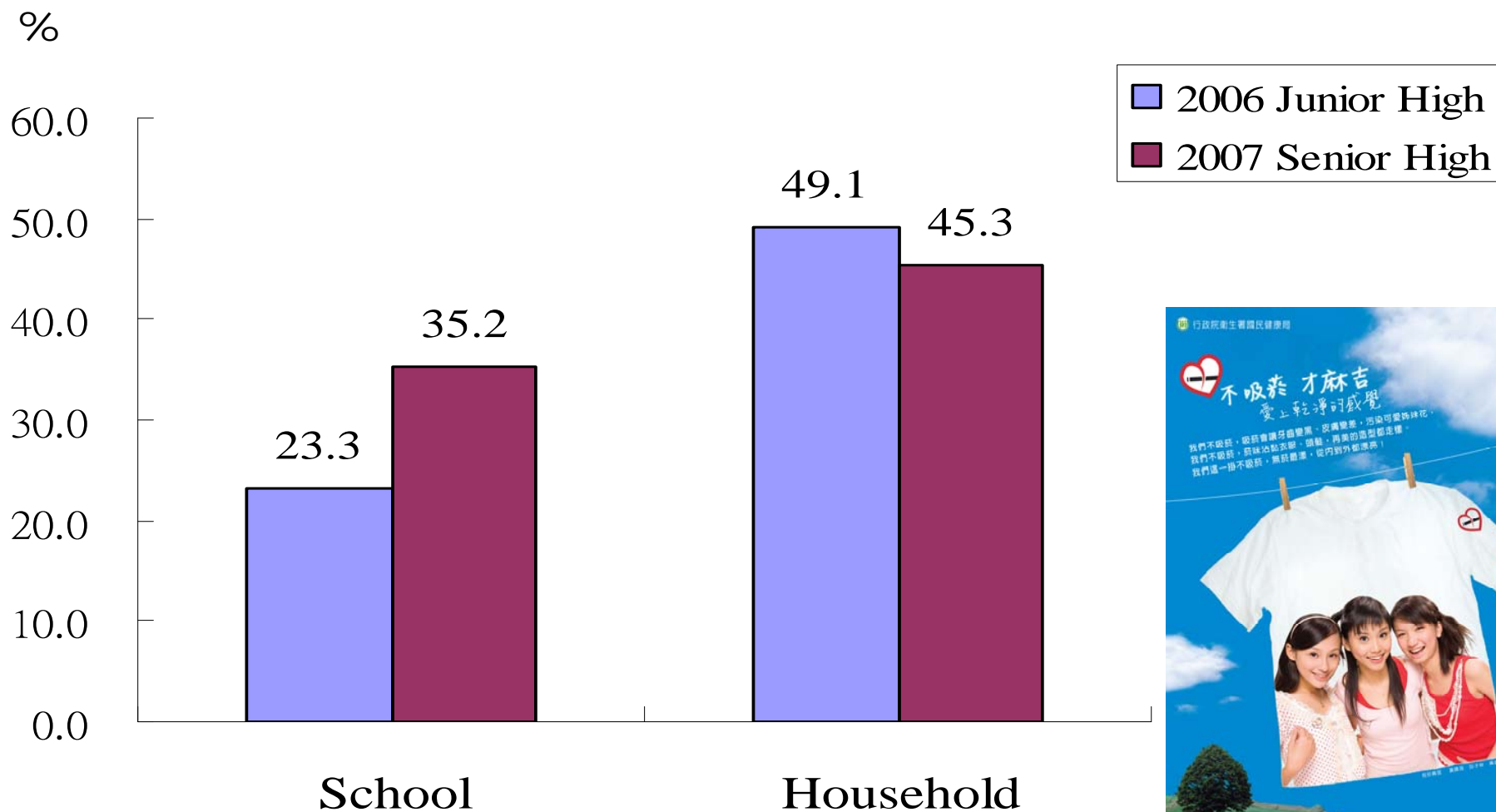
## Global Youth Tobacco Survey in Taiwan



# Prevalence of smoking among senior high school personnel



# Exposure to secondhand smoke among high school students (GYTS)



# Percentage of adults exposed to secondhand smoke in workplaces & household



# Smoke-free environment campaign

- National programs

- Local projects



**Smoke-free workplaces**



**Smoke-free armed forces**



**Smoke-free historic spot**



**Smoke-free parks**



**Smoke-free campuses**



**Smoke-free restaurants**



**Smoke-free tribes**



**Smoke-free streets**

# Smoke-free Taiwan by 2009

- 2007 Amendment of Tobacco Hazards Prevention Act (effective Jan. 2009)
- Smoking will be banned in all indoor public areas, indoor workplaces, and public transportation
- Over 90% of the population endorse the expansion of non-smoking environments





*Protect people from tobacco smoke*

# Smoke-free Taiwan by 2009



# SMOKING IN NON-SMOKING AREAS

**If individuals smoke  
in a non-smoking area,  
they are subject to  
fines between**

**2 000 ~ 10 000 NTD**



# **BAN SMOKING IN PUBLIC PLACES**

## **Manager's responsibility:**

- **ensure that “No Smoking” signs are displayed at entrances**
- **smoking-related objects (eg. ashtrays) are not supplied at the worksite.**

**Violators are fined**

**10 000~50 000 NTD**

## *Warn about the dangers of tobacco*

# Adding warning pictures to tobacco products (effective in 2009)

- The health warning pictures should cover at least 35% of the tobacco package surface.
- Any false, misleading brand names will be prohibited.





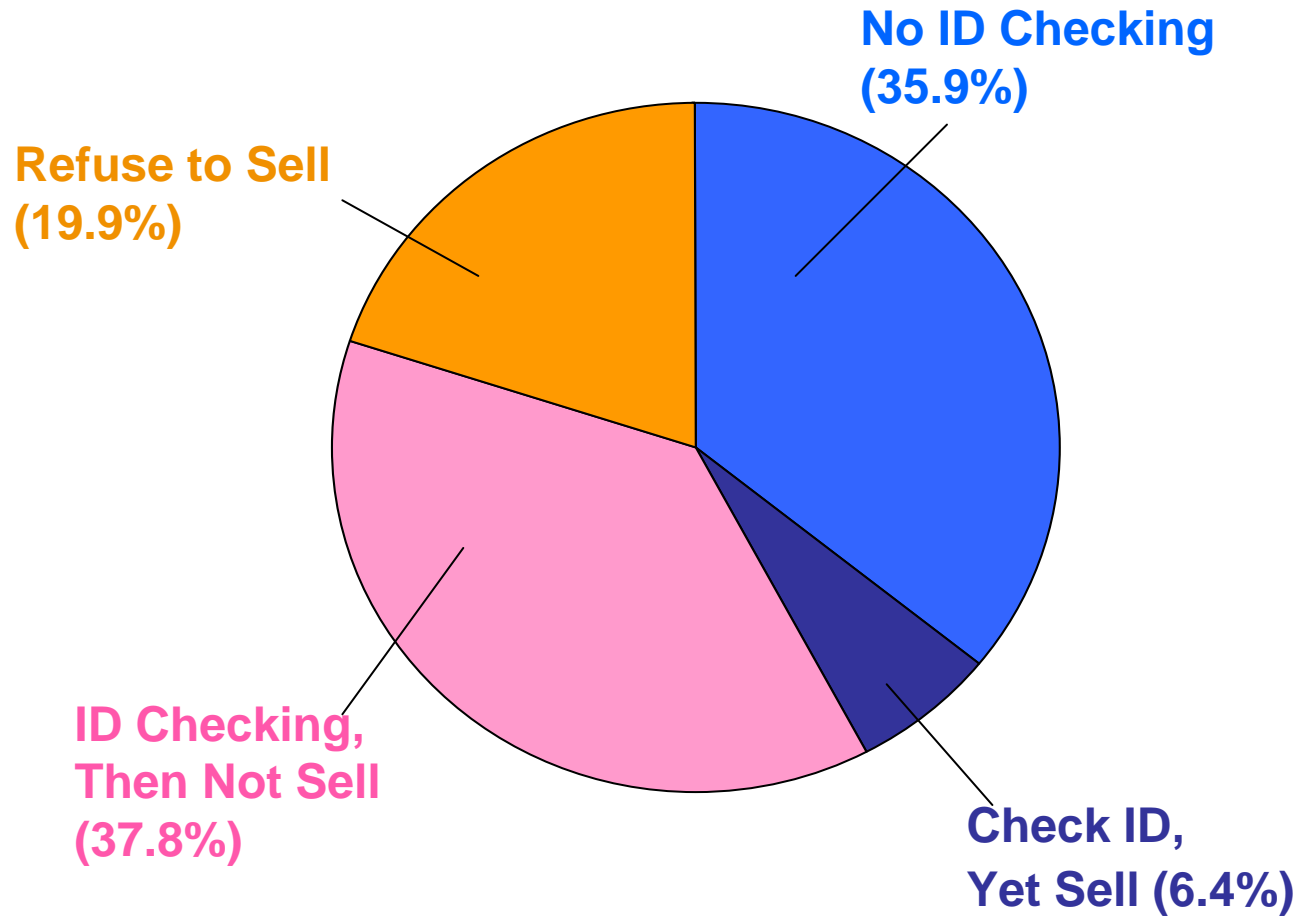
**Sales to and by Minors** (effective 2009)

**Exposing stores that sell tobacco to minors**

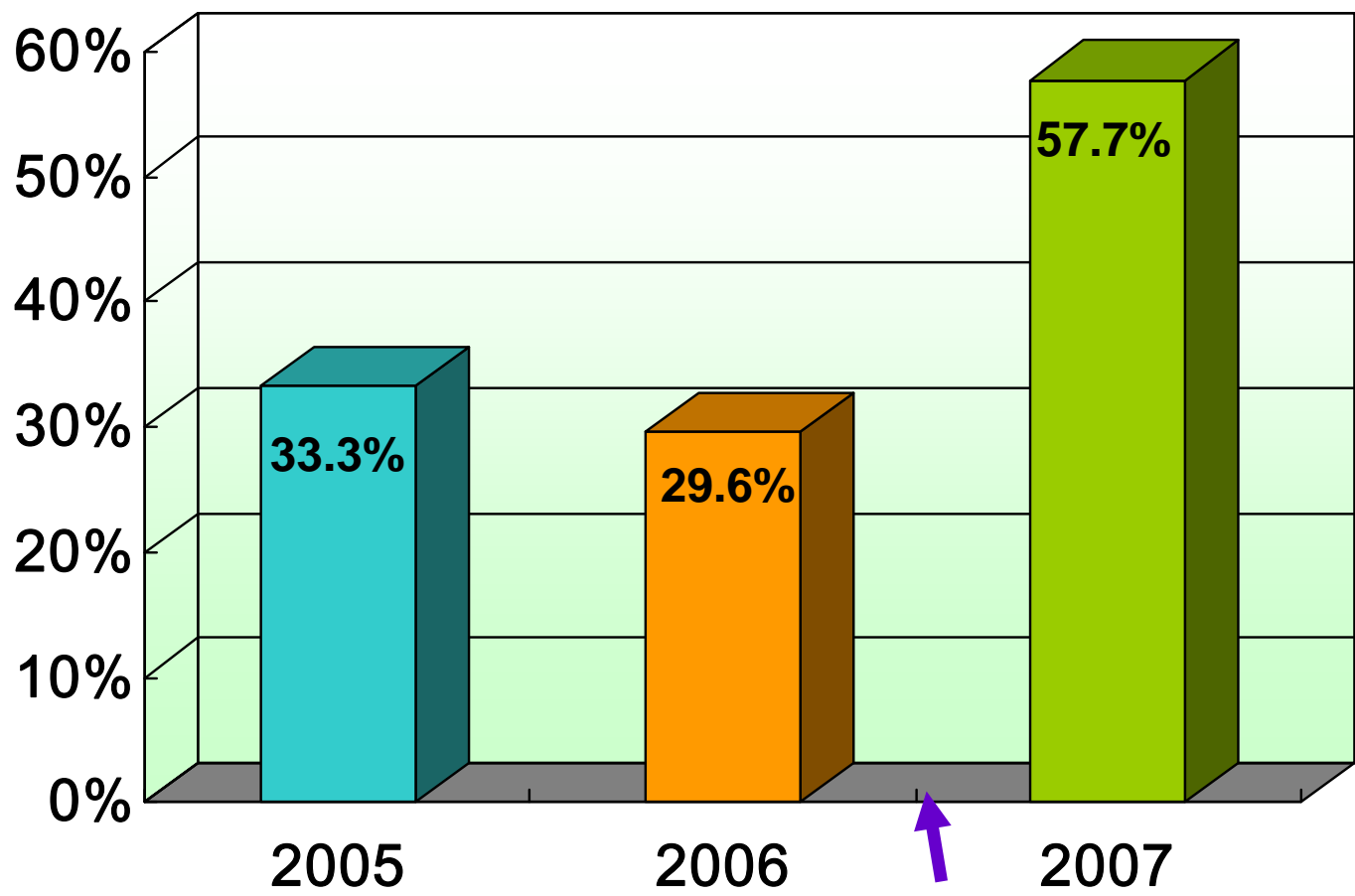
- Ban to sell tobacco products to minors under 18  
( Coordinate major convenience chain-stores not to sell tobacco products to minor under 18 )
- Ban the sale of cigarette individually or in small packets

## *Enforce bans on tobacco advertising*

# Reaction of Chain Stores in 2007







# Compliance Rate



Press conference, education, training and direct dialogue with chain store headquarters

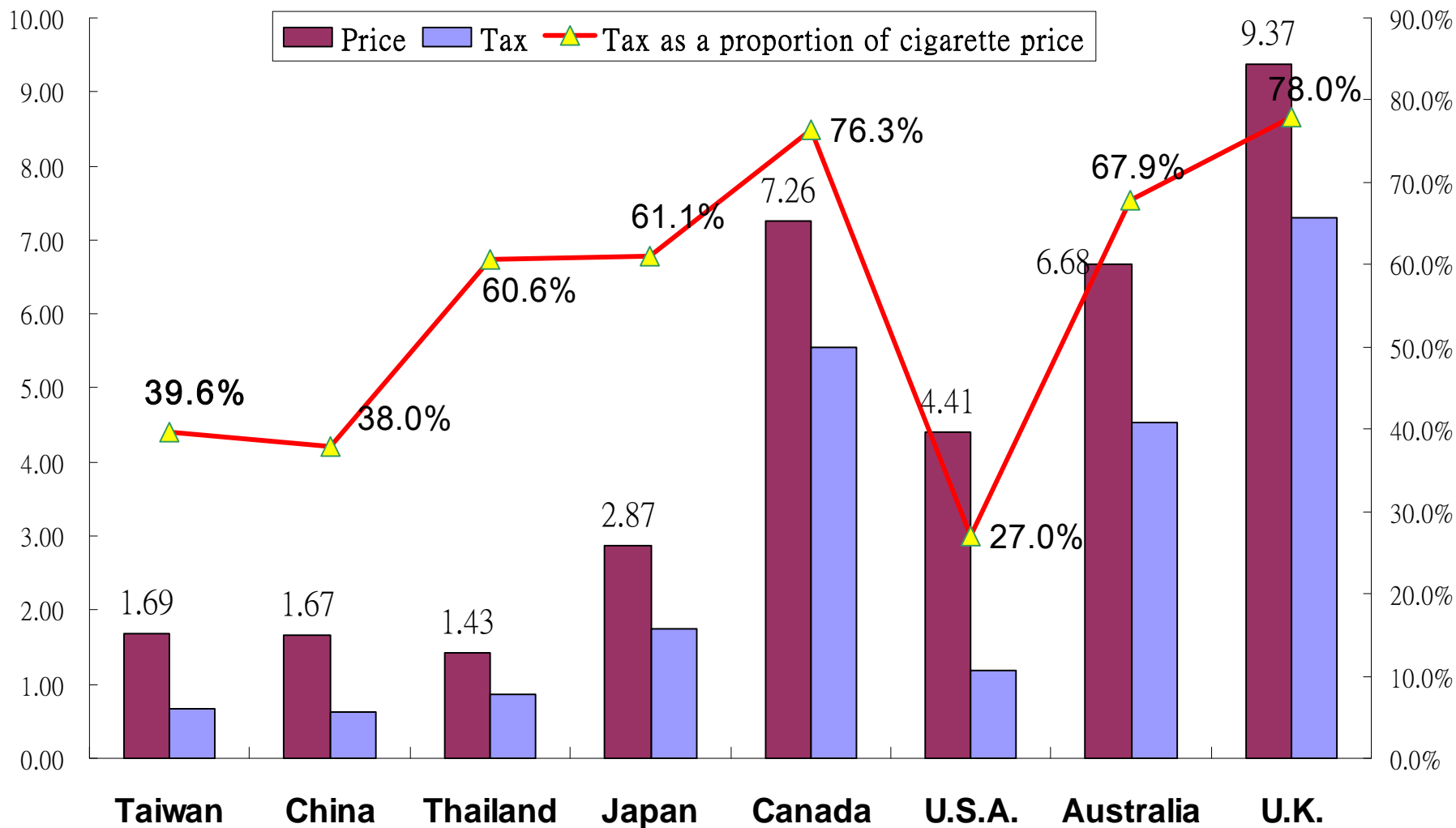


# Compliance Rate

	Hi-Life 	7-Eleven 	OK Mart 	Family Mart 	Total
2005	0.0%	33.3%	40.0%	36.4%	33.3%
2006	40.0%	32.3%	30.0%	15.0%	29.6%
2007	33.3%	60.9%	35.7%	75.9%	57.7%
t value	1.98	4.50	12.17	2.38	4.56
p value	0.19	0.05	0.01	0.14	0.04
		*	**		*

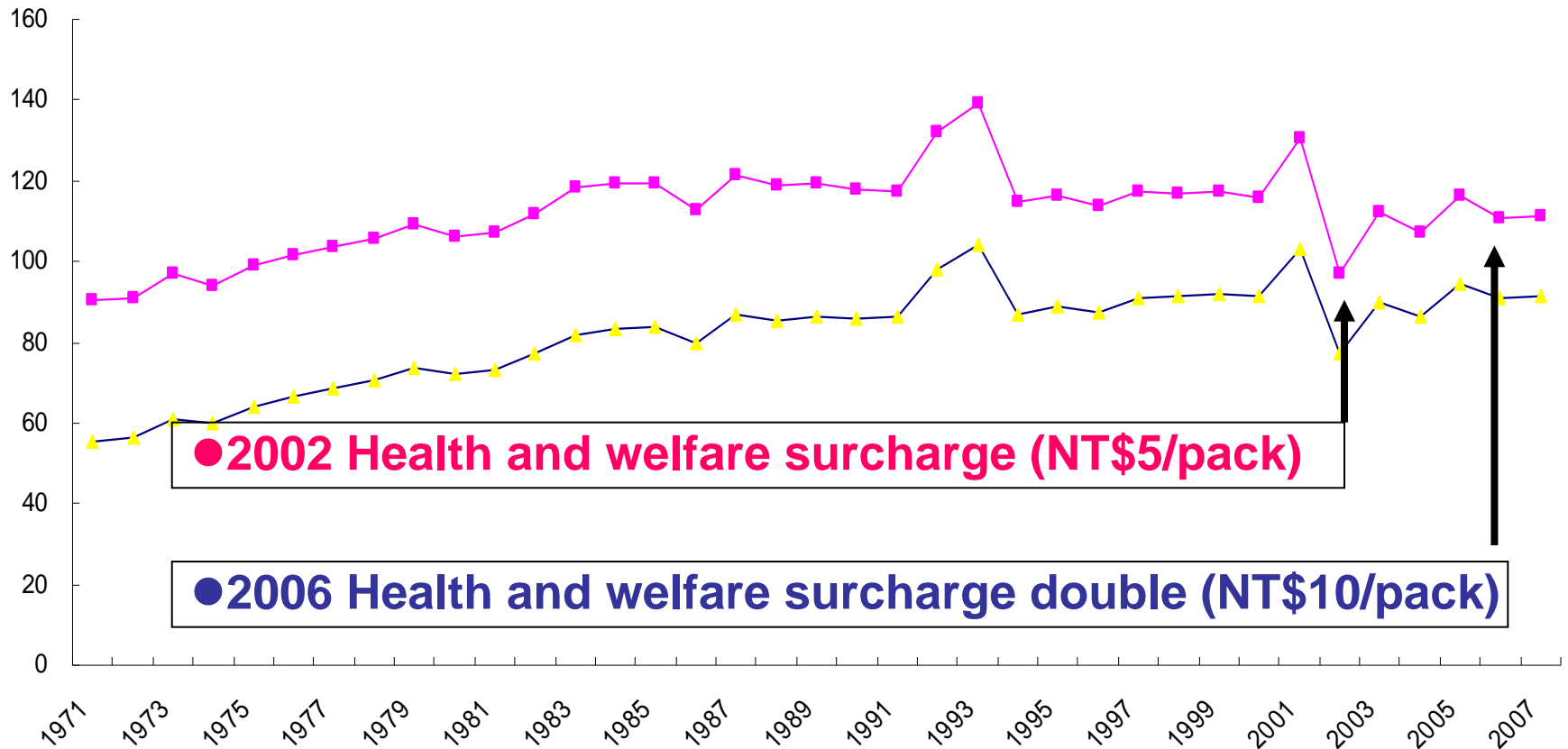
# Cigarette price and tax

US\$



# Tobacco product consumption per capita per year in Taiwan

(Packs)



# Health and Welfare Surcharge

	Before amendment	After amendment 2006,2007
Tobacco tax	<b>NT\$5</b> (\$0.15) / pack	<b>NT\$10</b> (\$0.3) / pack
Annual revenues	NT\$10 billion (\$300 million)	NT\$20 billion (\$600 million)
Allocation	1.National Health Insurance (70%) <b>2.Tobacco control (10%)</b> 3.Public health (10%) 4.Social welfare (10%)	1.National Health Insurance (89%) <b>2.Tobacco control (3%)</b> 3.Public health (3%) 4.Social welfare (3%) <b>5.Taxation / smuggling (1%)</b> <b>6.Alternation crops and related (1%)</b>

# Reduce Tobacco Dependence

## Smokers' Helpline Services

- Taiwan started the smoker's Helpline Services in 2003.
- From 2003 to 2007, the Smokers' Helpline provided over 70,000 telephone counseling sessions
- The smoking cessation rate at six-month follow-up is 26%.

## *Quit and Win international campaign*



# Reduce Tobacco Dependence

- **Smoking Cessation Clinics**

- Began in 2002 (352758 cases serviced)
- 2149 cessation clinics (age >18)
- 21.3% point abstinence rate at 6 months



- **Community Smoking-cessation Programs**

2003-2006, 1,306 programs for 21,372 cases

# Challenges and Prospects

- The adolescent smoking rate is increasing
- The consumption of tobacco products remains unchanged after implementation of tobacco tax.
- To raise tobacco tax again
- To strengthen the amendment of Tobacco Hazards Prevention Acts enforcement
- To create non-smoking social norms
- To implement the WHO FCTC



# Global thinking, Local action

Taiwan has participated in global tobacco control movement.

We need your support !



↑ Regional Workshop on Women and Tobacco Control, March 1-3, 2006, the Taipei Grand Hotel

← Dr. Wick Warren, tobacco-control expert of the US CDC, is invited to share Taiwan Tobacco Control achievements.



# Thanks for your attention



行政院衛生署國民健康局

菸害申訴專線：0800-531-531



## 98年1月11日起

三人以上

# 室內工作與公共場所 禁止吸菸

違規吸菸者可罰1萬元 未張貼禁菸標示可罰5萬元



● 戒菸專線：0800-63-63-63

● 禁菸規定、貼紙海報索取及下載，請洽：各縣市衛生局 或 健康九九網站 <http://www.health99.doh.gov.tw/>