

# **Tobacco Control in Turkey**

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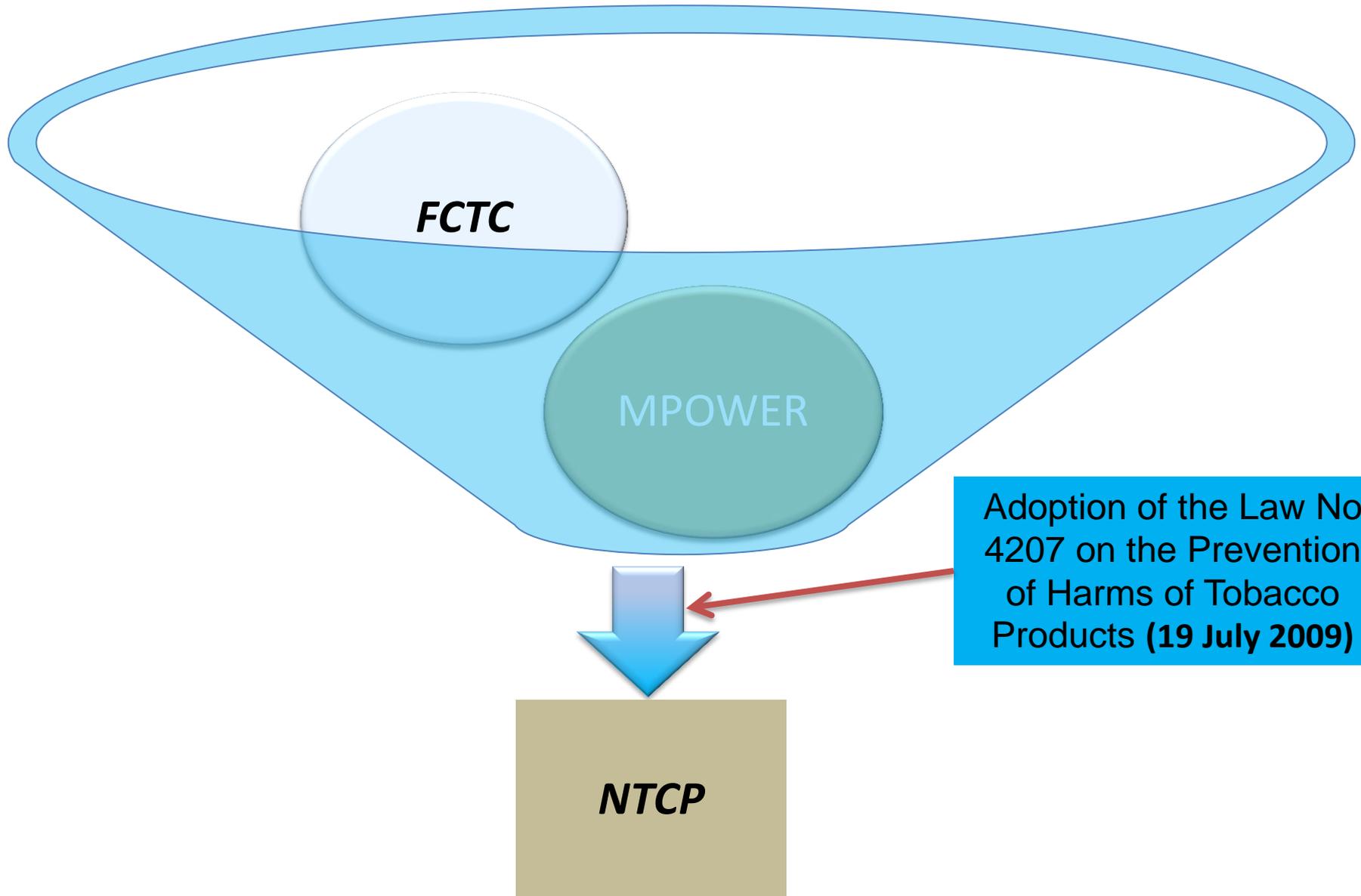
**Dr. Peyman ALTAN**  
**Ministry of Health**  
**Tobacco Control Dep.**  
**August 2017**  
**Ankara**

# Tobacco Industry





# SMOKEFREE TURKEY



**FCTC**

**MPOWER**

Adoption of the Law No 4207 on the Prevention of Harms of Tobacco Products (19 July 2009)

**NTCP**

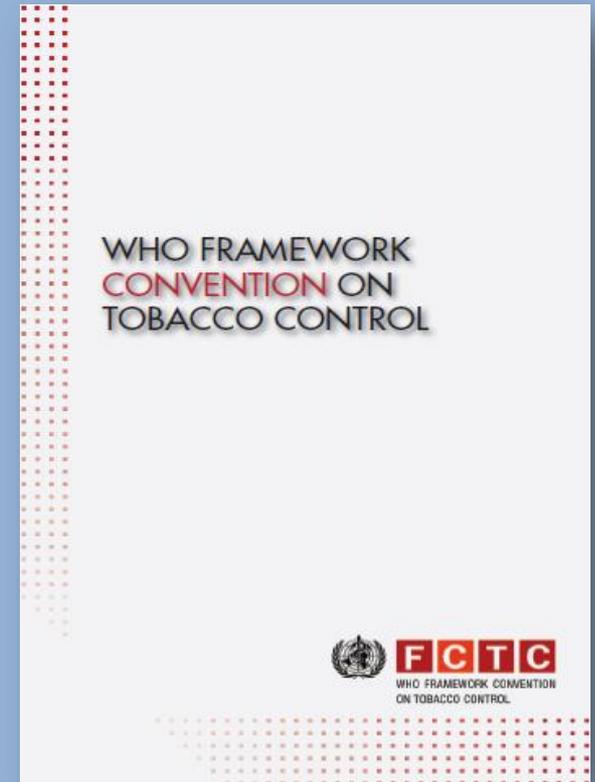
# Milestones on Tobacco Control in Turkey

## (1996-2017)

<b>1996</b>	<b>Turkey's first tobacco control law</b>
<b>2004</b>	<b>28 April 2004 Framework Convention on Tobacco Control</b>  <b>(FCTC)</b>

# WHO TOBACCO CONTROL FRAMEWORK CONVENTION

Foundation of the global tobacco control



# Milestones on Tobacco Control in Turkey

## (1996-2017)

<b>2006</b>	<b>National Tobacco Control Program</b>
<b>2007</b>	<b>Provincial Tobacco Control Boards</b> <b>Tobacco Control Department</b>

# Milestones on Tobacco Control in Turkey

(1996-2017)

**2008**

- January; Smokefree Law
- 19 May 2008 Enforcement of the Law

**2009**

- **Inclusion of indoor areas to the Law**
- **Increase of tobacco taxes**

# Public Opinion Survey

**Public awareness** on the harms of tobacco and tobacco products has **increased** through SFL.

Both non-smokers and smokers have been widely **supported the Law** at **95%**.

**94,0%** working people have the right to be protected from smoke

**94,0%** State has to protect its citizens from smoking

**86,7%** new SFL is acceptable

# Milestones on Tobacco Control in Turkey

## (1996-2017)

- 2010**
- **Pictorial health warning**
  - ALO 171 Quitline



# Milestones on Tobacco Control in Turkey

(1996-2017)

<b>2011</b>	<b>Law no 6111</b> ; the power of punishment of enterprises has been taken from municipalities and given to civil authorities.
<b>2012</b>	<ul style="list-style-type: none"><li>• <b>Brand Sharing</b> has been banned,</li><li>• Combined Turkish health warnings or messages on tobacco products and waterpipe bottles, covering <b>not less than 65% of the external areas</b> of a unit tobacco product pack.</li><li>• Punishment due to violation of SFL <b>without any warning</b></li><li>• <b>Smokefree airzone inspection system</b></li></ul> SFL inspections have started to be carried out with <b>1439</b> GPS mobile devices countrywide.

  
LÖDOS DENİZCİSİ  
 *Slams*



**Sigara içenler  
genç yaşta ölür**

  
LÖDOS DENİZCİSİ  
  
*Slams*

**Sigara  
içmek  
öldürür**

  
Marlboro

**Sigara  
içmek  
öldürür**

ALO 171  
Sigara Bırakma  
Danışma Hattı

# Milestones on Tobacco Control in Turkey

## (1996-2017)

**2013**

**Protocol to Eliminate Illicit Trade of Tobacco Products; FCTC Art 15**

**Turkey is among the first 12 Parties signing the Protocol in Geneva.**

- Smoking is banned to the one sitting on the driver's seat while driving a car,
- With or without tobacco products imitating tobacco products (electronic cigarette, herbal waterpipe) are considered as tobacco products
- If the violation occurs three time again, on the third one the workplace of the hospitality sector will be closed from 10 days to 1 month.

# Milestones on Tobacco Control in Turkey (1996-2017)

**2014**

- Free of charge cessation medication in smoking cessation clinics:
  - ✓ According to physicians view cessation medication is given free of charge to applicants (2011, 2015, 2017).

**2015**

- **National Tobacco Control Action Plan 2015-2018**
- In line with FCTC addressing the period of 2015-2018 **“National Tobacco Control Program & Action Plan”** has been updated based on the requirements of Turkey

# Actual topics<sub>1</sub>

**2017**

## **Tobacco Control Programme Among People Under the Age of 18**

- Peer education reaching youth at field
- Active participation of young people to tobacco control platform
- ALO 171 Quitline answers will be updated according to young people's call
  
- GATS and GYTS will be finalized
  
- Raising awareness activities to the couples to be married and pregnant

# Actual topics<sub>2</sub>

- Electronic cigarettes and others
- Protocol
- Youth.....youth
- **Tobacco industry!!!**

## OTHER IMPORTANT CONTROL MEASURES

- Tobacco products may not be displayed on TV programmes..... (Turkish Radio & TV High Council-RTÜK)
- Educational programs explaining the harms of tobacco and other harmful habits, approved by MOH, shall be broadcasted on TV and radio channels between 08:00 and 22:00, on the condition that a minimum of 30 minutes of such programmes be broadcasted between 5 - 10 P.M. (RTÜK)
- Tobacco products shall not be sold to minors under 18 years of age  
→ Prison sentence
- Tobacco firms shall not sponsor any kind of activity, promotion or advertisement (TAPDK)

*Source: <http://www.saglik.gov.tr/TSHGM/belge/1-6962/national-tobacco-control-programme-and-action-plan-of-t-.html>*

# Cappadocia



# Pamukkale

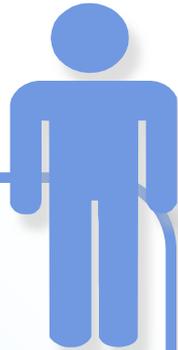


# Zeugma- Gaziantep



# Institutions Collaborated for NTCP 2015-2018

10 working group teams are responsible to carry out activities of NTCP



1. Ministry of Education
2. Ministry of Interior
3. TAPDK
4. M of Finance
5. M of Work and Social Security
6. M of Justice
7. M of Science, Industry & Techn
8. M of Food, Agriculture
9. M Transportation Com & Navy
10. M of Development
11. M of Culture and Tourism
12. M of Foreign Affairs
13. M of Economy
14. M of Custom and Trade
15. M Family and Social Policies



16. Ministry of Environment
17. WHO
19. TSI
20. YÖK
21. Universities
22. TÜBİTAK
23. RTÜK
24. Local Governments
25. Dep. Of Religious Affairs
26. Board of Advertisement
27. Syndicates
28. Media Organizations
29. Film producers
30. Sport clubs
31. NGOs

**NATIONAL  
TOBACCO  
CONTROL  
PROGRAM**  
(2008-2012)  
(2015-2018)

**Measures to reduce  
the demand for  
tobacco products**

**Measures to reduce  
the supply of  
tobacco products**

**M&E and reporting  
of tobacco  
use and the National  
Tobacco Control  
Programme**

Public information, sensitization  
and education

Smoking cessation

Pricing and taxation

Protection from  
environmental tobacco smoke

Prevention of advertising, promotion  
and sponsorship related to tobacco

Product control and  
informing consumers

Prevention of Illicit trade

Prevention of the accessibility to  
young people

Tobacco production and  
alternative policies



**DUMANSIZ HAVA SAHASI**

SMOKE - FREE AIR ZONE



**Media  
Campaign**



Daha fazla bilgi için [www.havanikoru.org.tr](http://www.havanikoru.org.tr)

4207 sayılı kanun gereğince bu alanda tütün ürünlerinin tüketilmesi yasaktır.

# MASS MEDIA CAMPAIGN

**AIM  
of the MEDIA  
CAMPAIGN**

To increase the awareness for Smoke-free Law

To maintain the acceptance to Smoke-free Law

# 1st Phase

Individuals from each socio-economic position, opinion, as well as role models and politicians were joint spokespersons of this campaign

Frequent advertisement on press, billboards ...





**Announcing date: 19 July 2009**





# 2nd Phase





## Revised films after 19 July 2009 ...



# Complications of smoking... 3<sup>rd</sup> phase



**MEHMET NUHOĞLU**  
57 yrs old

**HAYRETTİN SAĞIR**  
**55 yrs old**



A woman with short dark hair, wearing a white knitted cardigan over a black top, is seated in a hospital bed. She is wearing a clear oxygen mask over her nose and mouth. The background is a blurred hospital room with medical equipment visible. A white text box in the upper right corner contains her name and age.

**NURAY ALTINÖZÜ**  
**67 yrs old**

# Smoking cessation... 4<sup>th</sup> phase

Kıyıcı KİTİM projesi ile hazırlanmıştır. 1. 11/07/2012 09:40 AM



O henüz geç değilken  
**sigarayı bıraktı.**

**ŞİMDİ SIRA SENDE!**

• Didem Köroğlu

[www.saglik.gov.tr](http://www.saglik.gov.tr)



Sağlık Bakanlığı



**Father's day**

**Mother's day**



# Prevention of secondhand smoking

# Provincial Tobacco Control Boards



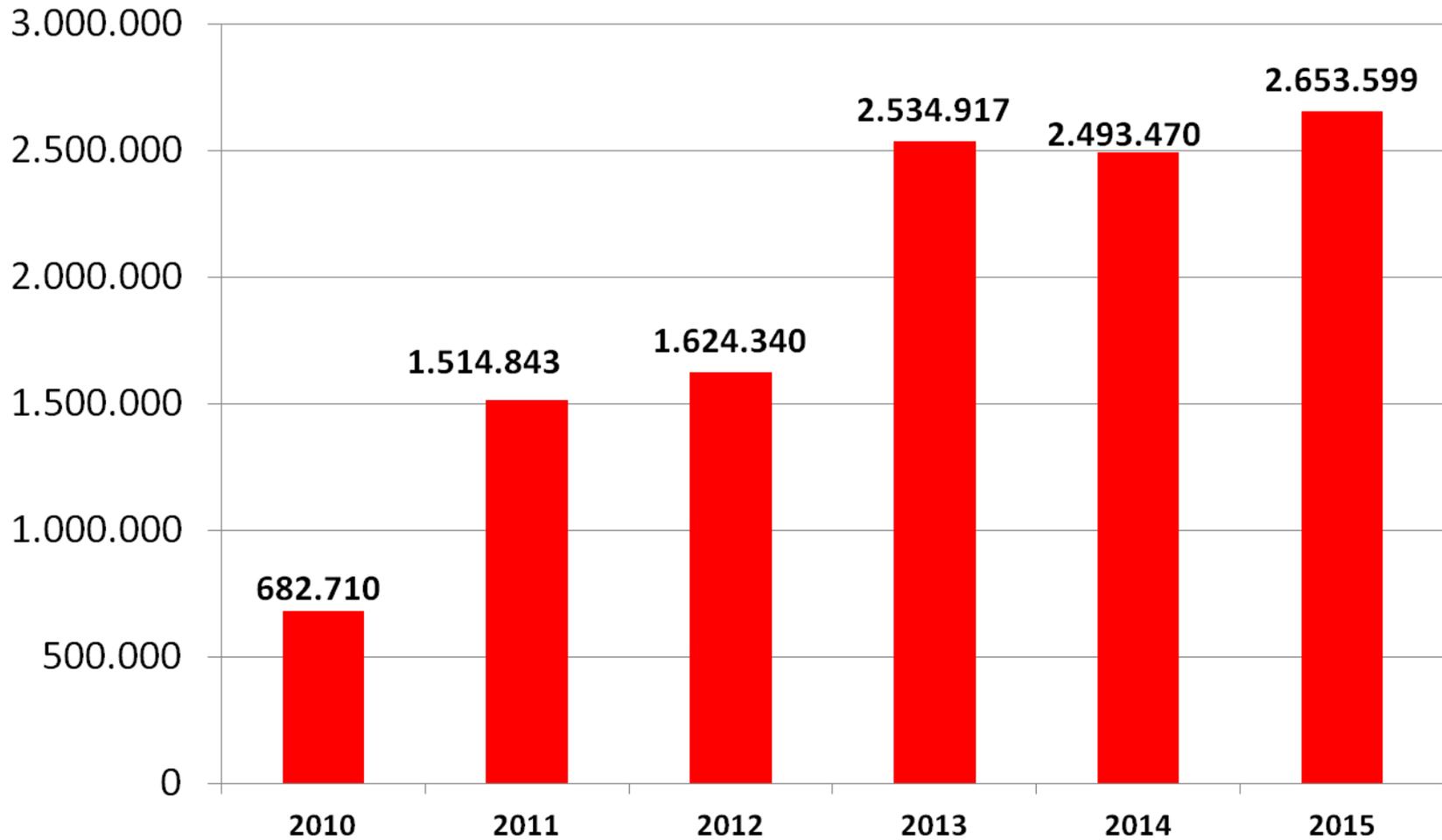
- Implementation, coordination and control of NTCP and SFL at provincial level,
- Meets once a month to discuss, revise the implementation of the NTCP and SFL at provincial level
- Establishes inspections teams on the violations of the SFLs and gives in service training them periodically

# INSPECTION ACTIVITIES

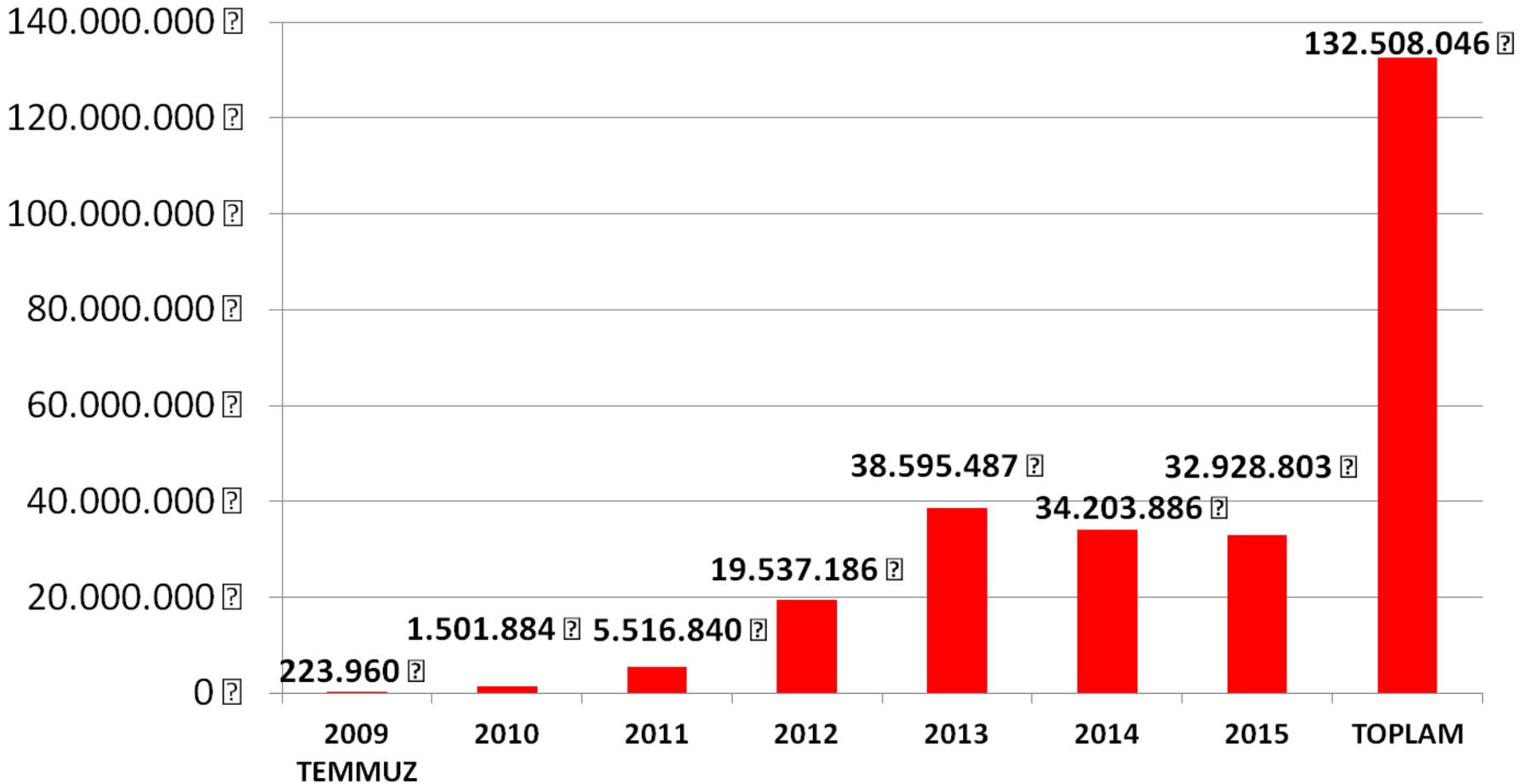


- ✓ Routine inspections and notifications on violations are considered immediately, 7 days 24 hrs! by inspections teams authorised by governorships and district governorships

# INSPECTIONS BY YEARS

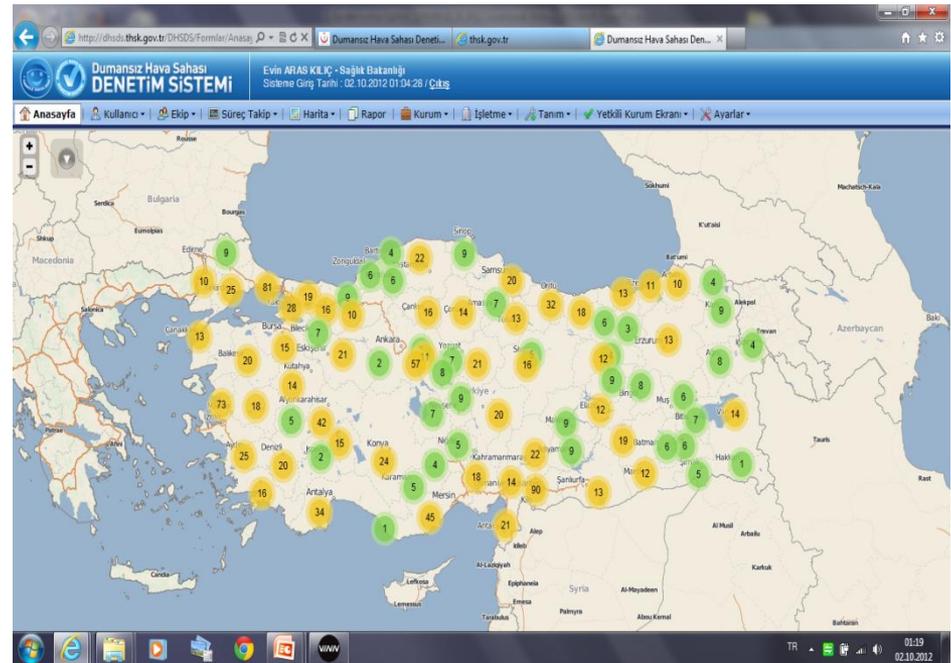


# Monetary fines (TL)



# Smokfree Zone Inspection System

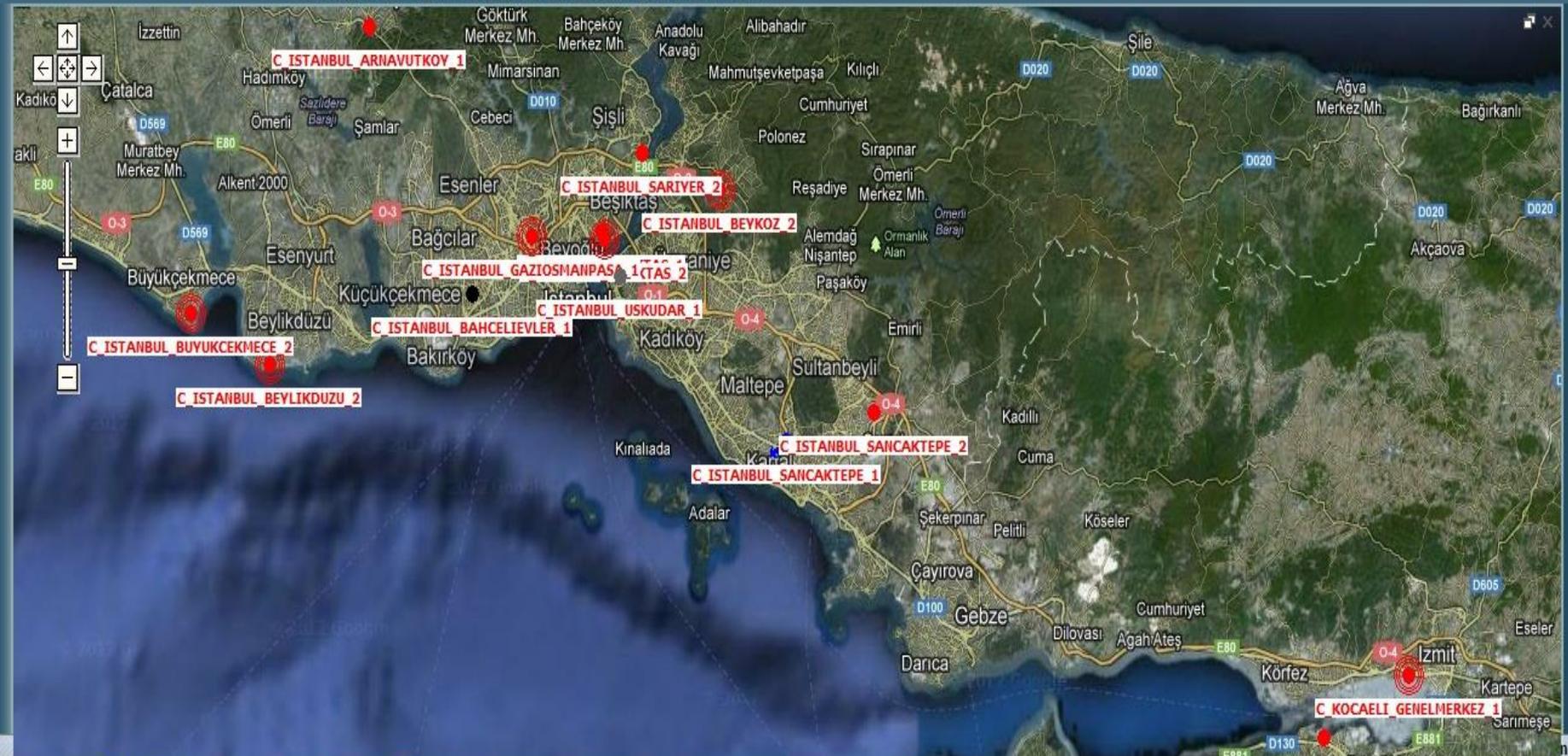
- It includes **GPS Mobile Devices** (1439) and a mapping system to find easily the address due to the notification
- Through this system the monitoring of each inspection team (1898) and their inspections with the reporting is available
- The **position, speed, all time intervals** while the inspection and **images of inspection** of inspection teams can easily be monitored on-line through this system



Zoom: 147 km Ekrandaki Cihaz Sayısı: 152 Grup: Tüm Cihazlar

Bağlantı kuruldu

Cihaz: C\_KUTAHYA\_SAPHANE\_1, Tarih: 02.10.2012 01:20:29, Adres: -





# New phone app to be used to report smoking ban violations

**The Health Ministry, in cooperation with Yeşilay, has developed an app that allows users to report violations in the areas where smoking is banned**

ANKARA

**T**urkey's Health Ministry has developed a mobile application that will permit app users to report violations in non-smoking areas.

Health Minister Recep Akdağ presented the app, the "Green Detector" (Yeşil Detektör), on Jan. 27. The app was developed in coordination with Turkey's Green Crescent (Yeşilay) and will give authorities the exact location where violations are taking place. The ministry plans to take immediate action when it receives a notification.

Akdağ said the sensitivity of citizens regarding the issue was "very significant," noting that they wanted to make good use of the technology in their fight against smoking.

## Notification appears

"Now when people smoke in an enclosed place, you have to dial 184 and report the issue. The authorities then notify the nearest auditor to go to the reported place. Despite this, the system isn't working the way we want. But when you launch the 'Green Detector' app, a notification appears in our system which also provides the location the report was sent from. We can then directly go there. The sensitivity of



AA photo

**Turkish Health Minister Recep Akdağ shows the newly-developed smartphone application, which permits users to report violations in non-smoking areas. 'The sensitivity of our citizens is very significant. Our citizens should not stay silent. They should report it,' Akdağ told state-run Anadolu Agency.**

our citizens is very significant. This practice started in Australia and has showed successful results," he said, adding that cigarettes would be sold from closets, far from vision.

Akdağ said **cigarette** packages will change.

"The new packages will be covered in warnings and the brand will have minimal space.

"We've prepared a bill that proposes **cigarettes** should not be sold in visible places. Generally the grocery stores put the products they want to sell to

places close to the door and the cash point. We are introducing a new article in order for it to be dissuasive," he said.

Noting that **cigarette** usage had been increasing in recent years, Akdağ said smoking levels had risen above 30 percent.

"There has been a relaxation in the ban on smoking in closed

places. We need to take new precautions. We need to raise awareness in the society. We are preparing a serious media campaign for that," he also said.

During his interview, Akdağ said the ministry had prepared a campaign with Yeşilay and that would be conducted within the following three months.

# Sultanahmet- Ayasofya



# Galata Tower



# Kız kulesi



# Smoking Cessation

# Smoking Cessation (i)

## ALO 171 Quitline

- Started to work in 27 October 2010 as a basis 24 hours/7 days.
- **27 October 2010 – July 2017 25.447.967** phone calls

## Smoking cessation clinics (SCC):

- Total SCC: **415** where 550 physicians and 398 health officers work
- ✓ In 2011, 2015, 2017 zyban, champix, NRT will be given to applicants free of charge when considered necessary by physician.

# Alo 171 Quitline



# AWARDS



WHO Director-General's **Special Recognition Award for Contribution to Global Tobacco Control** was given to Prime Minister Recep Tayyip Erdoğan

Minister of Health, Prof. Dr. Recep AKDAĞ  
"**WNTD Award**" in 2008



Head of TBMM Health, Family, Work & Social Affairs Commission Prof. Dr. Cevdet Erdöl  
"**WNTD Award**" 2012

"**Success Award**" has been presented to Minister of Health Dr.Mehmet MÜEZZİNOĞLU by CDC Tobacco and Health Office Director on **31 May 2013** World no Tobacco Day.

On **31 May 2013** World no Tobacco Day, "**Global Tobacco Control Special Prestige Award**" has been presented to Prime Minister Recep Tayyip Erdoğan by WHO General Director Dr. Margaret Chan.



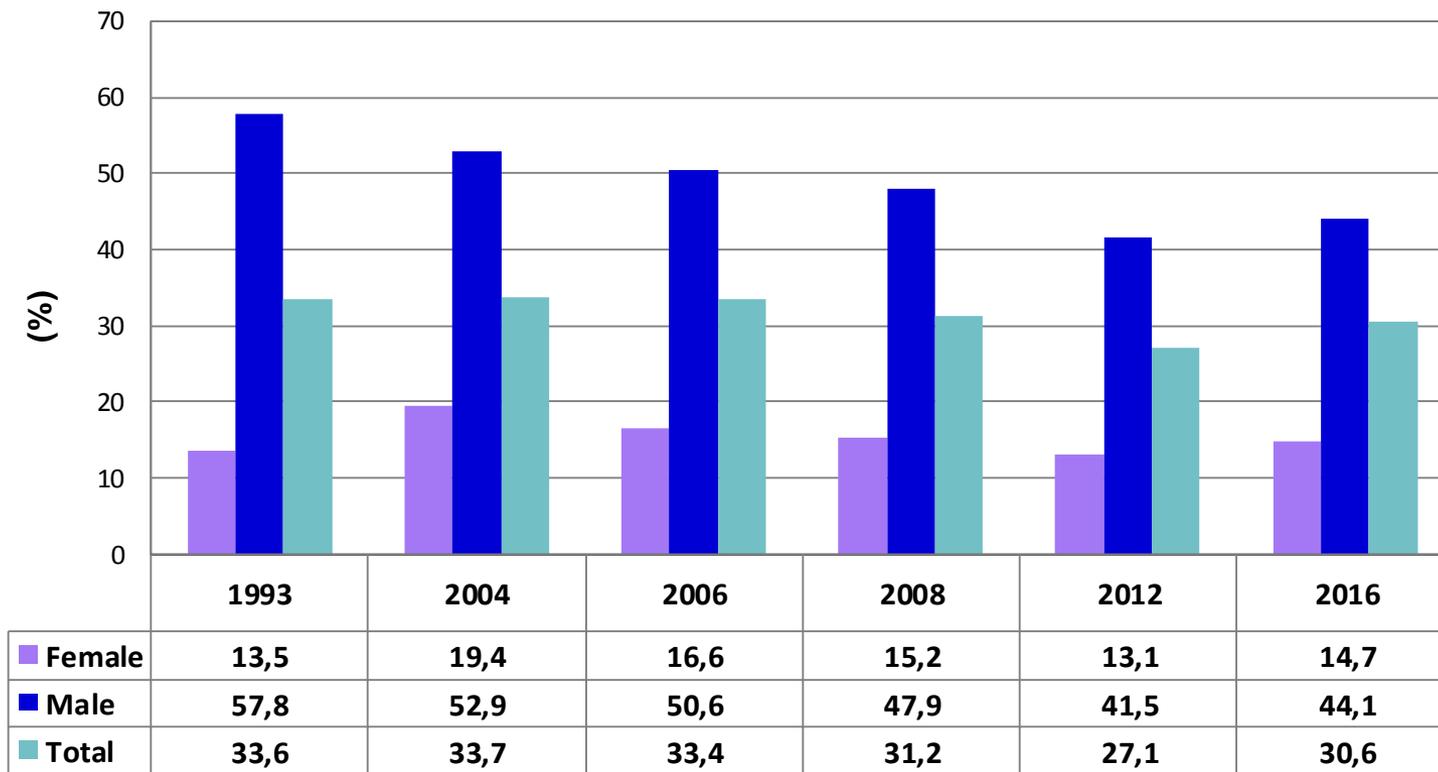
# WHAT HAS CHANGED?

## Health Gains

- **Positive effects** on the health due to the Law indoor areas have started to be determined.
- 19 July 2009 – 1 July 2010: A decline by **20%** was determined in the applications to outpatient clinics due to asthma crisis and respiratory infections in Istanbul.
- **~96 million TL** in Turkey have been saved due to less use of drugs.

# TOBACCO USE TREND (TURKEY)

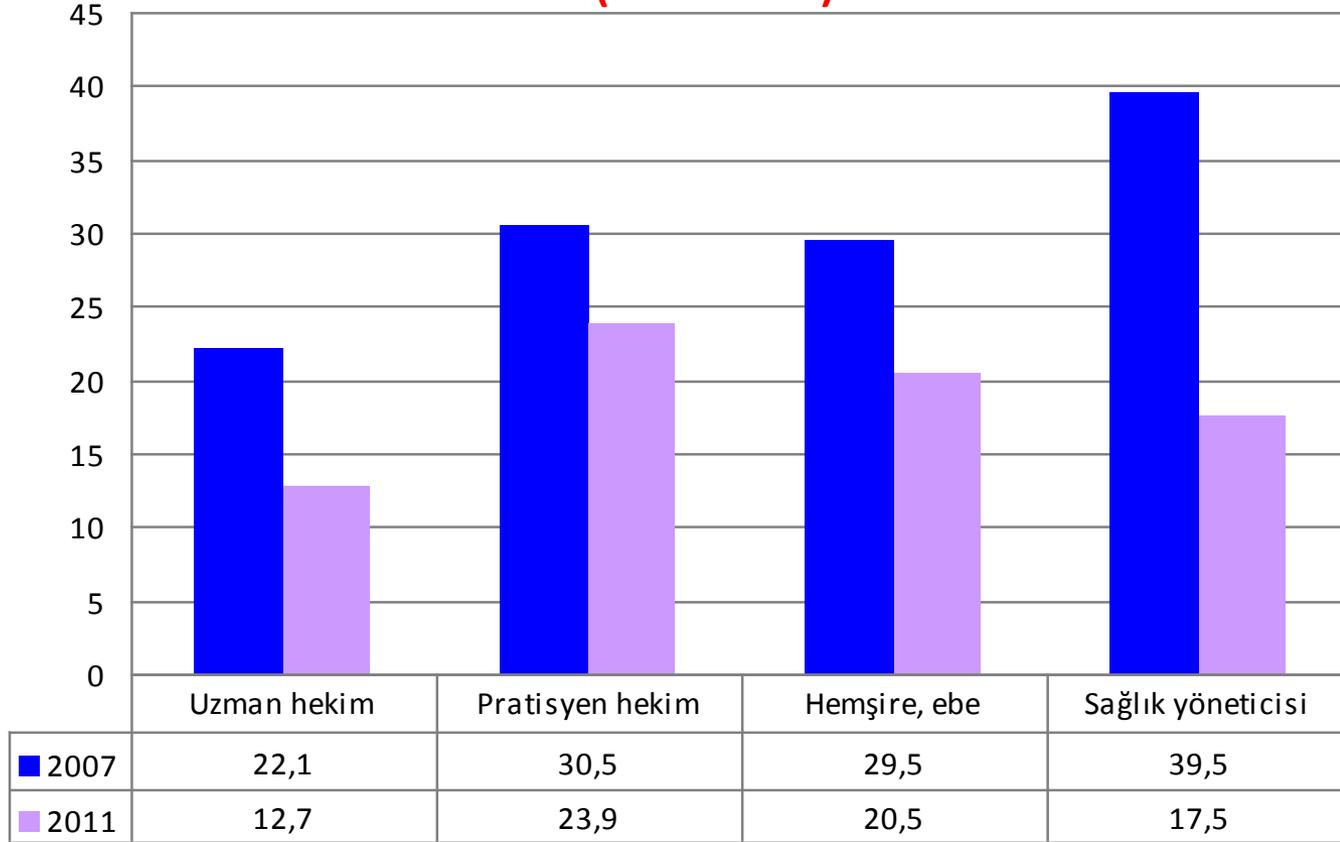
(1993-2016)



**Source:** 1993 MOH Survey,  
 2004 MOH National Burden of Disease Research  
 2006 Family Research Foundation and TSI Family Structure Survey  
 2008 Global Adult Tobacco Survey (MOH, TSI, WHO, CDC)  
 2012 Global Adult Tobacco Survey (MOH, TSI, WHO, CDC)  
 2016 TurkStat Health Survey

# Tobacco Use Among Health Professions

## (2007-2011)



**Kaynaklar:** 2007 S.B. Sağlık Çalışanları Tütün Kullanımı Araştırması (S.B., HASUDER, DSÖ)  
2011 S.B. Sağlık Çalışanları Tütün Kullanımı Araştırması (S.B., HASUDER, DSÖ)

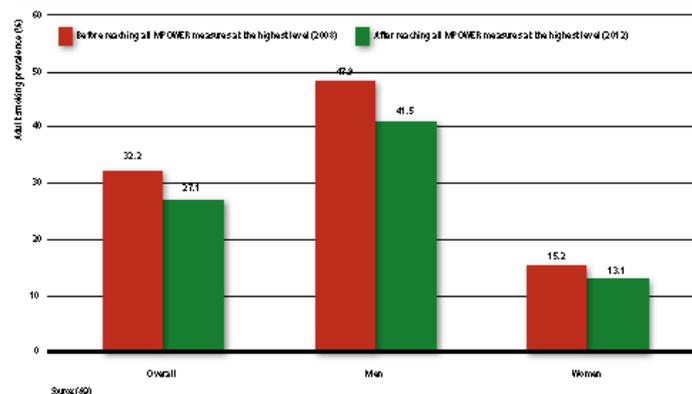
# Turkey marks singular achievement in tobacco control

## History of tobacco control in Turkey

- The first organized anti-tobacco civil society movement started in Turkey in 1991.
- Turkey's first tobacco control bill was vetoed in 1991. Parliament tabled a 1992 bill.
- In 1996, tobacco control legislation was enacted. Implementation was successful despite tobacco industry opposition, but enforcement was uneven.
- In 2002, Turkey established the Tobacco and Alcohol Market Regulatory Authority (TAPDK).
- Turkey signed the WHO FCTC on 28 April 2004 and ratified it on 30 November 2004, one of the first countries to do so.
- Following ratification, the Ministry of Health (MoH) formed a National Tobacco Control Committee to prepare a national tobacco control programme and implementation plan.
- The tobacco control law was substantially strengthened in 2008, with clearly established enforcement mechanisms instituted by the MoH and TAPDK that include inspection teams in each province.

## Reducing demand for tobacco in Turkey

MORE THAN 13% DECLINE IN SMOKING PREVALENCE IN TURKEY AFTER COMPREHENSIVE TOBACCO CONTROL IS PUT IN PLACE



### Monitoring of tobacco use and prevention policies

- Turkey was the first country to complete data collection for the Global Adult Tobacco Survey (GATS) in 2008, and was one of two countries to repeat GATS in 2012.
- Turkey conducted the Global Youth Tobacco Survey (GYTS) in 2003, 2009 and 2012.
- A study of smoking and health-care professionals was conducted in 2007 and repeated in 2011.

- In addition to these systematic surveys, other surveys show strong public support for the law, increased compliance, and improvements in indoor air quality and health benefits.

### Protecting people from tobacco smoke

- Turkey's first smoke-free law was enacted in 1996 and substantially strengthened in 2008 to cover the hospitality industry, most importantly adding restaurants, bars and cafés.
- In addition, the MoH and TAPDK issued regulations to ensure compliance. However, a few exceptions are still in place.

### Offering help to quit tobacco use

- The 2008 legislation charged the MoH to develop programmes to help people stop using tobacco and ensure accessibility of cessation medications.
- The government established a national quit line service in 2010, and began to cover costs of nicotine replacement therapy and other cessation services.

### Warning about the dangers of tobacco

#### Health warning labels

- The 1996 law mandated warning labels, but they were only small text warnings and did not appear on the main package display areas.
- In 2005, the TAPDK required larger text warnings covering 30-40% of the front and back of packages.
- In 2012 the TAPDK mandated pictorial warnings covering 65% of both the package front and back, and prohibited misleading and deceptive terms such as "mild" or "light".

#### Anti-tobacco mass media campaigns

- The 1996 law directed all television stations to broadcast anti-tobacco programmes, but many were aired late at night and viewership was low.



Testimonial anti-tobacco TV campaign showing health effects of tobacco use.

- The 2008 revision required that programming be aired during prime viewing hours to reach more people.
- Media campaigns featured anti-tobacco advertisements.

pretested for effectiveness, including the hard-hitting "Sponge" ads.

- Campaigns were also launched to publicize provisions of the new law, in particular the smoke-free requirements and the national quit line service.

### Enforcing of bans on tobacco advertising, promotion and sponsorship

- The 1996 law banned virtually all tobacco advertisement and promotion, but not sponsorships.
- The 2008 revision expanded the ban to include all sponsorships, and added retail display restrictions.
- In 2012, Turkey implemented a total TAPS ban (including brand sharing and brand stretching).

### Raising taxes on tobacco

- Tobacco taxes in Turkey represented 65-70% of the retail price for many years.
- Since passage of the revised law in 2008, taxes were gradually increased, and now represent 80.3% of the retail price.

### Tobacco use in Turkey is declining

Although Turkey has had a long tradition of tobacco use and high smoking prevalence, particularly among men, tobacco use is now declining at unprecedented rates.

- Among adults, data from GATS show that smoking prevalence significantly decreased from 31.2% (16 million) in 2008 to 27.1% (14.8 million) in 2012.
- This represents a 13.4% relative decline (13.5% for males; 13.7% for females).
- Despite this sharp decline, however, more than a quarter of Turkey's adults continue to use tobacco.

## Turkey: an example for other countries

Turkey is the first country to attain the highest level of achievement in all six MPOWER measures. This progress is a testament to the Turkish government's sustained political commitment to tobacco control, and is an excellent example of collaboration between government, WHO and other international health organizations, and civil society.

The need for other countries to follow Turkey's example and apply all six MPOWER measures at the strongest level is urgent. Even more progress is possible in Turkey and elsewhere if we continue doing what works.

- Subsidized cessation assistance can be offered to more people, and access made easier.

- Health warning labels can be made even larger with more impactful images, and anti-tobacco advertising campaigns can be expanded.

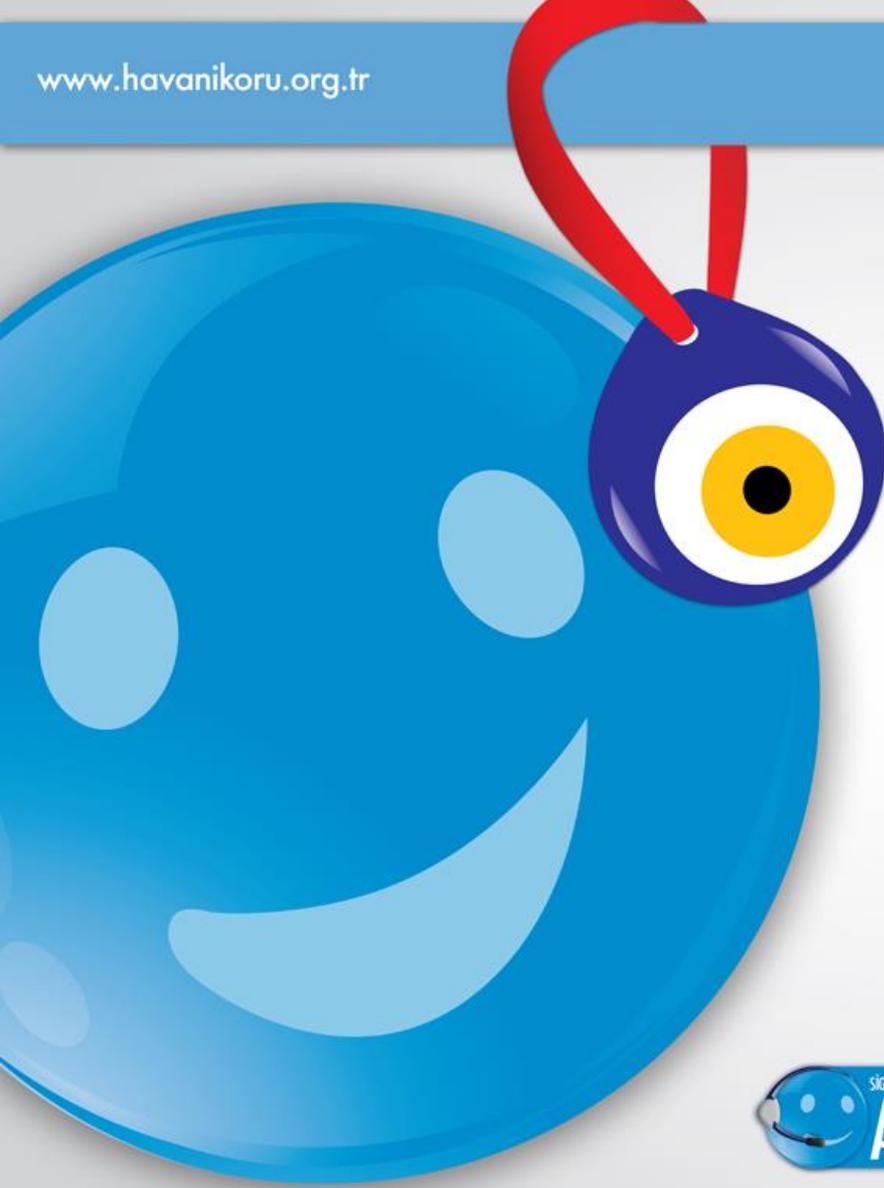
- Bans on TAPS can be strengthened to include all point-of-sale and promotional activities.
- Taxes can be raised further, with revenues specifically earmarked for tobacco control.
- Enforcement of all measures can be strengthened.



# TURKEY SETS A GLOBAL MODEL



Several countries visited Turkey for first-hand exchange on Turkey's experience in tobacco control activities with a view to adapt them to their local conditions.



# DÜNYANIN GÖZÜ ÜZERİMİZDE!

Tütün kontrol programımızla dünyaya örnek olduk.

Dumansız hayata verdiğimiz destek için teşekkürler Türkiye!



T.C. SAĞLIK BAKANLIĞI

**Thank you**