

ISRAEL BECOMES THE 30th PARTICIPATING COUNTRY IN THE INTERNATIONAL TOBACCO CONTROL (ITC) POLICY EVALUATION PROJECT

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Introduction

- Tobacco smoking is the leading preventable cause of death.
- Globally, smoking accounted for 8 million deaths in 2019, more than from alcohol and illicit drug use combined.
- Without dramatic changes, a predicted billion individuals are expected to die from smoking in the 21st century.
- Smoking causes several non-communicable diseases (NCDs), and accounts for annual economic losses of \$1.4 trillion or 1.8% of global gross domestic product.
- Smoking prevalence in Israel: 20.1%
 - 25.6% of men and 14.8% of women
 - Arab: 24.4%
 - Jewish: 19.1%
- Much more must be done to address the tobacco epidemic, in Israel and beyond.

WHO FCTC

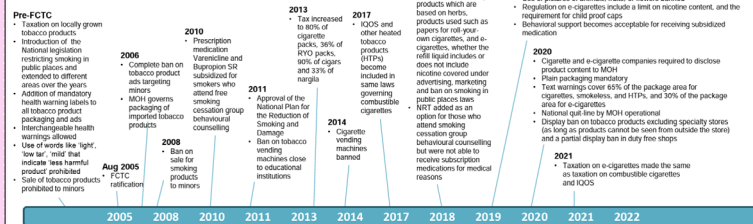
- The World Health Organization (WHO) developed the Framework Convention on Tobacco Control (FCTC), the first treaty ever devoted to public health and the greatest disease prevention initiative in history.
- Since 2005, more than 180 countries have ratified the FCTC, obligating them to adopt a wide range of tobacco control (TC) policies.
- Demand-reduction POWER policies: high taxes (Article 6), smoke-free laws (Article 8), pictorial (graphic) warnings (Article 11), media campaigns (Article 12), restrictions on marketing and promotion (Article 13), and cessation support (Article 14).
- When implemented, POWER FCTC policies substantially reduce smoking prevalence.
- Israel ratified the WHO FCTC on August 24, 2005.

The ITC Project

- The ITC Project is the first-ever international cohort study of tobacco use.
- ITC Surveys are being conducted in 31 countries, inhabited by over 50% of the world's population, over 60% of the world's smokers, and over 70% of the world's tobacco users across all 6 WHO Regions.
- Overall objective: to measure the psychosocial and behavioural impact of key national level policies of the WHO Framework Convention on Tobacco Control (FCTC).
- Consistency in survey measures across ITC countries enable cross-country comparisons to measure differences in strength of policy implementation and impact over time.
- The research, based on regular monitoring, takes advantage of the natural experiment provided by continuously changing policies and behaviors in countries around the world.
- Each country's data are jointly owned with the ITC Project. ITC country data are anonymized and securely stored at the ITC Data Repository at the University of Waterloo.
- ITC Israel survey launch: March 2022
- Target sample: 650 respondents: representative sample of the Israeli adult population (Smokers, Nicotine Vaping Product/Heated Tobacco Product Users, Dual Users, Former Users, Never Users).

ISRAEL

Timeline of Tobacco Control Policies and ITC Surveys (IT)



Taxation (article 6)	Smoke-free policies (article 8)	Warning labels (article 11)	Bans on advertising, promotion, and sponsorship (article 13)	Cessation programmes (article 14)
Taxes comprise at least 75% of retail price of the most popular brands of cigarettes	All public places completely smoke-free: <ul style="list-style-type: none"> Health-care facilities Educational facilities Universities Government facilities Indoor offices Hospitality venues (restaurants, bars, pubs, etc) Public transportation 	Large warnings covering an average of at least 50% of the front and back of the package with all appropriate characteristics: <ul style="list-style-type: none"> Specific warnings are mandated and rotated Describing the harmful effects of tobacco use on health Located on individual packs and any outside packaging used in retail sale Large, clear, visible, and legible Written in (all principal language(s) of the country Including pictures or pictograms (photographic or graphic) 	A ban on all forms of direct and indirect advertising: <ul style="list-style-type: none"> National television and radio Local magazines and newspaper Billboards (and all other outdoor advertising) Free distribution by mail or other means Promotional discounts and services identified with brand names Non-tobacco goods and services identified with brand names Brand name of non-tobacco goods and services used for tobacco products Appearance of tobacco brands or products in television and films Sponsored events 	A national toll-free quit line, and both nicotine replacement treatment and some or all cessation services partially or fully cost-covered

Figure 1: WHO criteria for the highest level of achievement of key tobacco control demand-reduction measures



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