EMBEDDING TOBACCO CONTROL IN CONTEMPORARY JUSTICE MOVEMENTS

STRATEGIES, TOOLS, RESULTS
JUSTICE IN TOBACCO CONTROL

TOBACCO CONTROL IN JUSTICE
- ECONOMIC JUSTICE
- HEALTH JUSTICE
- ENVIRONMENTAL JUSTICE
- SOCIAL JUSTICE
Legal Environment Assessment for Non-communicable Diseases

An operational guide to conducting national legal, regulatory and policy assessments

Legal Environment Assessment for Tobacco Control

An operational guide to conducting national legal, regulatory and policy assessments
tobacco control

1. Tobacco-related diseases impede development in every country.
2. Prevention is key.
3. Championing effective tobacco control – what parliamentarians can do:
   1. Parliamentarians can separate fact from fiction and protect the public from tobacco industry interference.
   2. Parliamentarians around the world are showing leadership on tobacco control.
4. First steps for parliamentarians to advance tobacco control.
JUSTICE IN TOBACCO CONTROL

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Completed tobacco control investment cases to date

Georgia

El Salvador

Zambia

Nepal

Myanmar

Sierra Leone

Egypt

Cabo Verde

Sri Lanka

Madagascar

Jordan

Cambodia

Chad

Samoa
Equity impacts #1

Fig. 11: Deaths averted due to tax increase, by income quintile

<table>
<thead>
<tr>
<th>Quintile</th>
<th>Number of deaths averted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poorest Quintile</td>
<td>961</td>
</tr>
<tr>
<td>Quintile 2</td>
<td>462</td>
</tr>
<tr>
<td>Quintile 3</td>
<td>276</td>
</tr>
<tr>
<td>Quintile 4</td>
<td>251</td>
</tr>
<tr>
<td>Richest Quintile</td>
<td>156</td>
</tr>
</tbody>
</table>
Equity impacts #2

Fig. 10: Catastrophic healthcare expenditures avoided due to tax increase, by income quintile.
Equity impacts #3

Relative reduction in smoking prevalence resulting from tax increase

Most of the lives saved are among the lowest 40% of income earners.
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COVID-19 has placed health at the top of the development agenda.

EMERGING STRONGER AND BETTER

Twelve months, twelve lessons from the pandemic.
How COVID-19 is paving the way for stronger tobacco control

<table>
<thead>
<tr>
<th>COVID-19 SHIFT</th>
<th>TOBACCO CONTROL OPPORTUNITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Push at WTO to endorse a TRIPS waiver</td>
<td>Should States be granting monopoly rights to industries whose products harm health?</td>
</tr>
<tr>
<td>Re-vitalise push for Universal Health Coverage</td>
<td>Tobacco control recognized as integral to UHC</td>
</tr>
<tr>
<td>Prominence of health ministries has increased</td>
<td>Strengthened convening power in coordination mechanisms</td>
</tr>
</tbody>
</table>
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FCTC 2030 – Tobacco Social Impact Bond (T-SIB) in Zambia

**Problem**
Tobacco cultivation leads to dependency and poverty.
Switching to alternative livelihoods requires large up-front investments and coordination.

**Approach**
T-SIB, a results-based financing mechanism that crowds-in private sector capital to improve access to credit, farming extension service, and input support.

**Scope**
~10,000 small-holder farmers transition out of tobacco over 4 years

**Impact**
~10,000 small-holder farmers transition
17,000 ha of forest protected
$12.6 million in financial benefits
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Social Justice Movements

Racism and Big Tobacco: Then and Now