

ISSUP

INTERNATIONAL
SOCIETY OF
SUBSTANCE USE
PROFESSIONALS

PAKISTAN chapter



TOBACCO USE: CURRENT TRENDS IN PAKISTAN

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DISCLOSURE

- No Conflicts of Interest

Why Address Tobacco Use?

- ✓ Pakistan is one of the largest tobacco-consuming countries in the world.
- ✓ Tobacco use is present in Pakistan in many forms, including the smoking of manufactured cigarettes
- ✓ Chewing of Gutka, Naswar (Orally Used Snuff), and Paan.
- ✓ Tobacco is also chewed along with betel nuts and is the major cause of Cancer of the Oral Cavity in the Indo-Pak Subcontinent
- ✓ The prevalence of smokeless chewable tobacco in Pakistan is over 10%

Why Address Tobacco Use?

- ✓ Apart from cigarette smoking, the trend of '*Shisha*' (Water Pipe) smoking is also on the rise in Pakistan.
- ✓ It is perceived to be more socially acceptability and is often linked to culture
- ✓ Akl et al. reported prevalence of '*Shisha*' use in Pakistan to be 33%
- ✓ Tobacco use is a major Public Health issue in Pakistan
- ✓ Nearly 15 million people (age 15+) consume tobacco every day
- ✓ More than 160 thousand are killed by Tobacco-Caused Diseases every year in Pakistan
- ✓ About one in every five adults (19.1%) in Pakistan consumes some form of tobacco
- ✓ one in every ten adults (10.5%) is a cigarette smoker

Tobacco Use in Pakistan

- ✓ Surveys on tobacco use in Pakistan were not numerous, and many of them covered limited areas or Population groups
- ✓ The National Health Survey of Pakistan conducted in 1990-94 categorized Tobacco use as being common in Pakistan,
- ✓ 54% of Men and 20% of Women using Tobacco in one form or the other
- ✓ Later on, the NAP-NCD First Round of Surveillance measured the prevalence of smoking to be 33% in Men and 4.7% in Women
- ✓ The prevalence reached 41.1% in Men and 6.9% in Women with other forms of tobacco use included

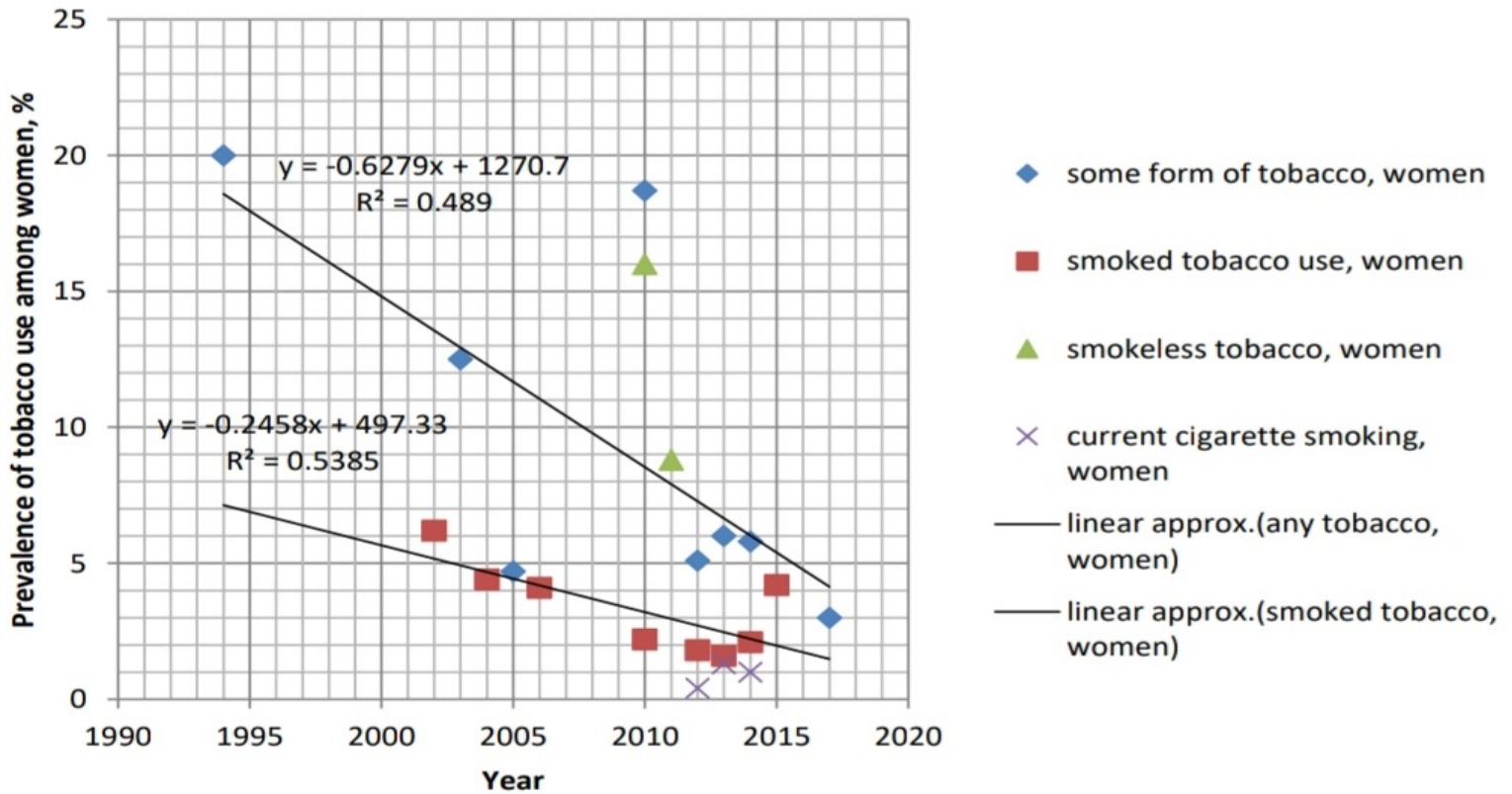
Tobacco Use in Pakistan

- ✓ Global Adult Tobacco Survey (GATS) took place in Pakistan in 2014
- ✓ It revealed that 19.1% of adults were currently using Tobacco products
- ✓ 12.4% Smoked Tobacco, 7.7% used Smokeless Tobacco
- ✓ 31.8% were Tobacco users, 22.2% were current Tobacco smokers, 19.4% smoked Cigarettes, and 19.3% smoked manufactured cigarettes.

Tobacco Use Among Women

- ✓ Several studies targeted specifically tobacco use among Women.
- ✓ A survey among Women in an urban Squatter settlement near Karachi which used the GATS Questionnaire revealed that 42% were Smokeless Tobacco users, and 18% were smokers
- ✓ The report on DHS 2012-13 also mentioned that 1.3% of Women were current smokers of Cigarettes, and 5.1% used other forms of Tobacco.

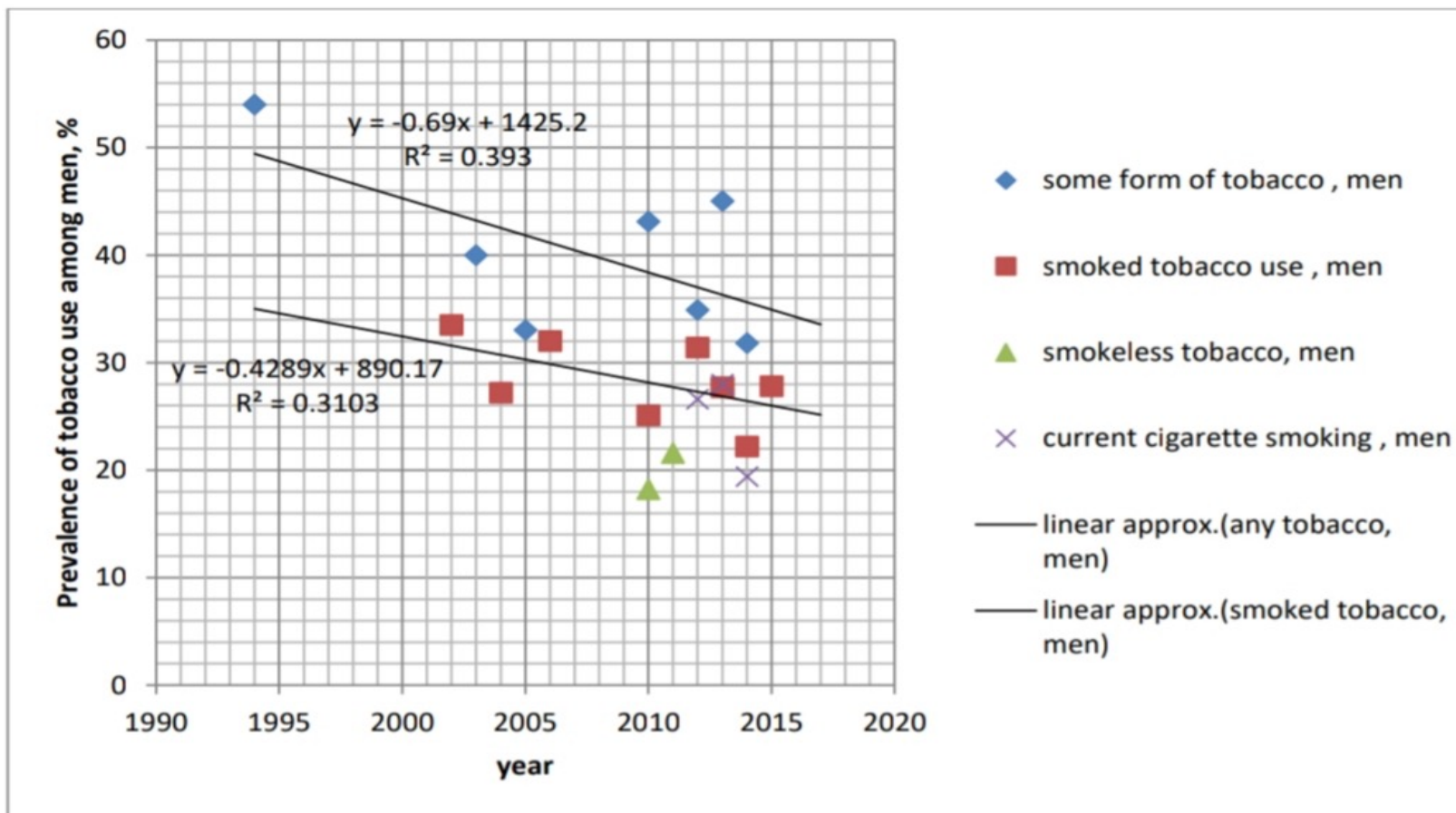
Prevalence of Tobacco Use Among Women



Estimates of Trends in Adult Smoking

- ✓ Limited Survey Data suggest that overall smoking prevalence has been flat in Pakistan since the mid1990s, while cigarette consumption has been rising
- ✓ According to international estimates smoking prevalence in Pakistan decreased from about 36% for Men and 6.5% for Women in 1980-1996 to 28% among men and 5.4% among Women in 2012.

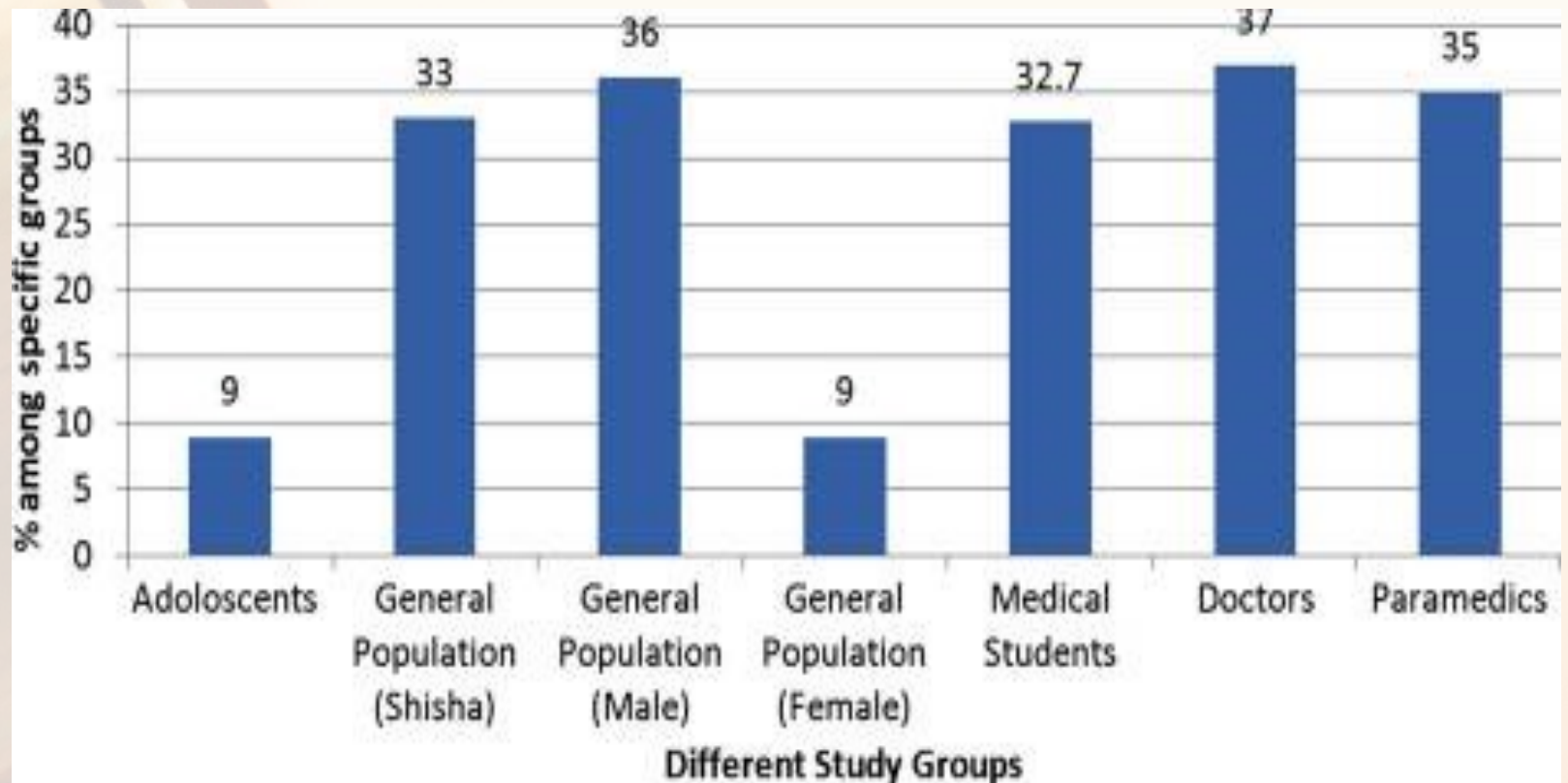
Prevalence of Tobacco Use Among Men



Why Address Tobacco Use?

- ✓ Health Professionals believe that Economic Cost of smoking in Pakistan amounts to about Rs 143,208 million.
- ✓ This includes direct costs related to Healthcare Expenditures and Indirect costs related to lost productivity due to early mortality and morbidity.
- ✓ According to a report, Pakistan can do more to make the proven Tobacco control tools work for its Citizens' Well-being.

Relative Percentage of Active Smokers in Different Study Populations.



Current Trends in Pakistan

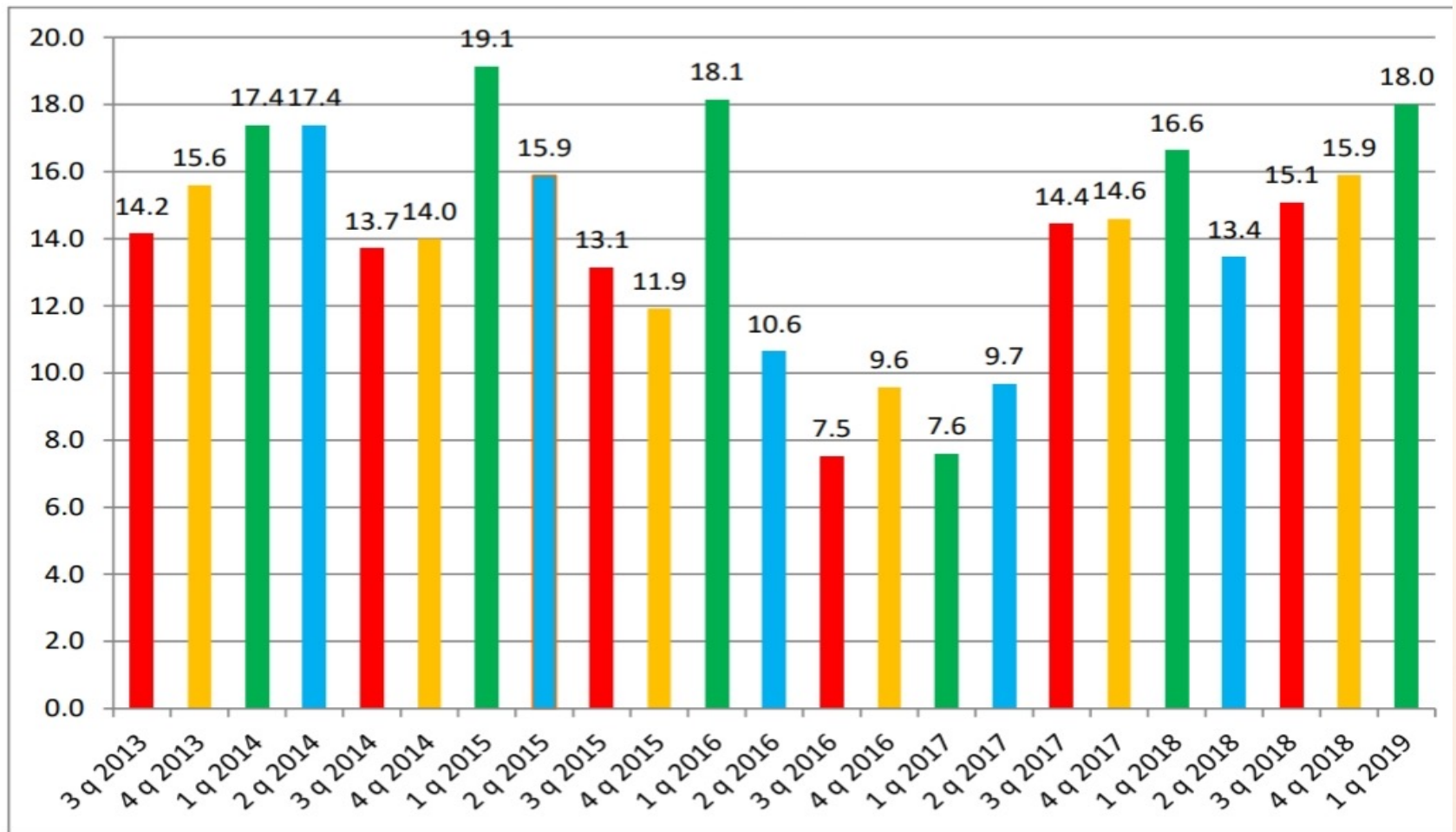
- ✓ Since the ratification of the World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC) in 2004, Pakistan has taken various measures of Tobacco Control
- ✓ A Tobacco Control Cell was established in the Ministry of Health (Later placed under the Ministry of National Health Services, Regulations and Coordination) in 2007 to reduce the prevalence of Tobacco use in Pakistan.

Current Trends in Pakistan

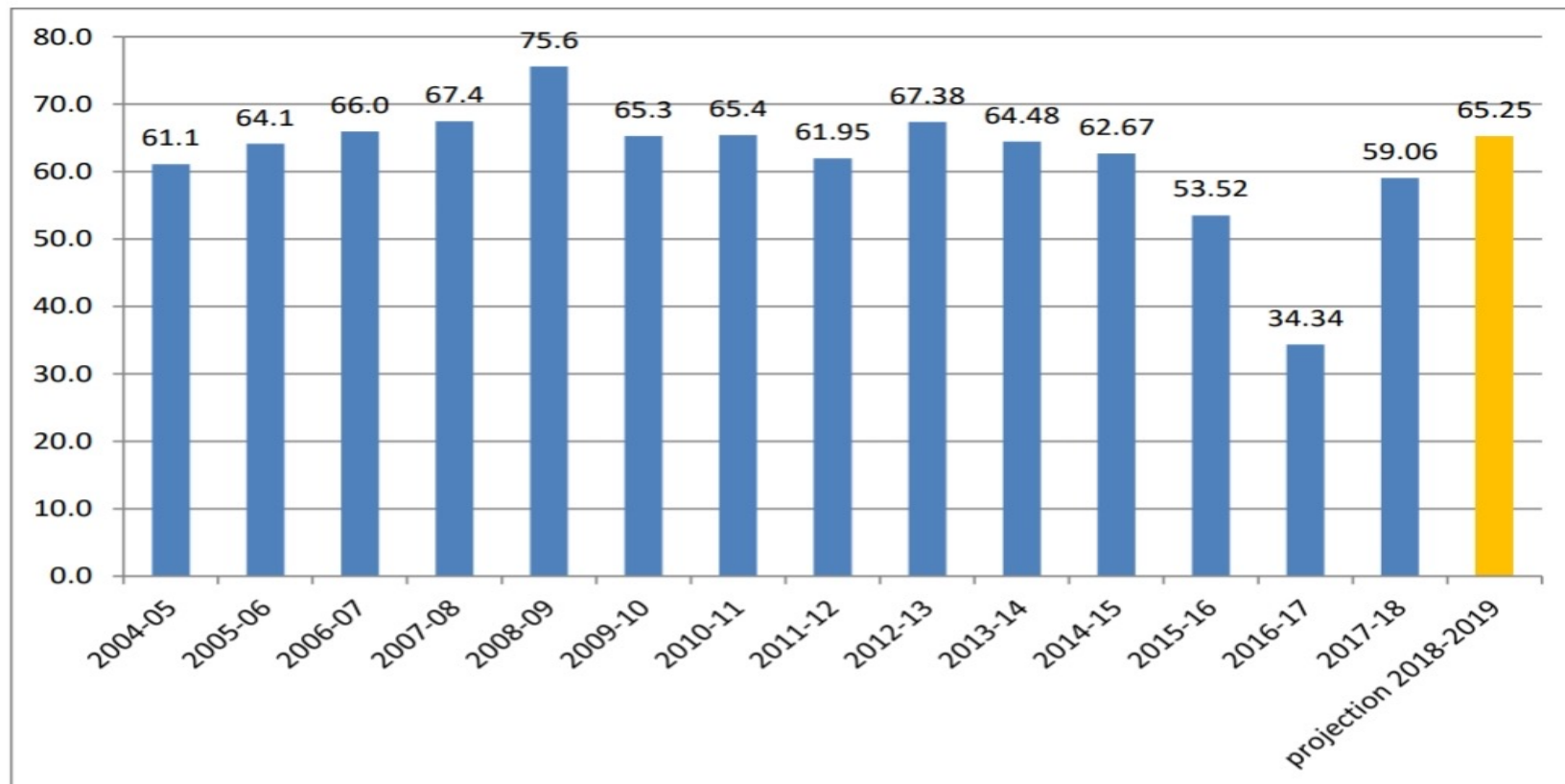
The Tobacco Control Cell facilitates FCTC implementation through various Administrative, Legislative, and Coordination measures which includes:

- ✓ Tobacco and tobacco product Taxation
- ✓ Ban on tobacco Product promotion and advertisement in Print and Electronic Media
- ✓ Ban on smoking in places of Public work and Public Service Vehicles
- ✓ Ban on cigarette Sale to Minors, and Anti-Tobacco information Campaigns.

Cigarette Production in Pakistan by Quarters, Billion Cigarettes.



Cigarette Production in Pakistan by Years, Billion Cigarettes



Source of data. State Bank of Pakistan and Pakistan Bureau of Statistics bulletins.

PREVENTION OF SMOKING

- Prevention is always better than cure.
- Educational campaigns against tobacco use on Electronic, Print and social media.
- Discouraging glamourizing smoking on media & films.
- Educational Sessions at School level.
- Recognising early signs of Cigarette smoking in a Person and then Preventing dependence.

Continue!

- Avoid Triggers (For example the Place where you used to smoke, at Parties or Parks etc.)
- Prevention can take the form of Policy-level measures, such as increased Taxation of Tobacco Products; Stricter Laws (and Enforcement of Laws) regulating who can purchase Tobacco Products; How and where they can be purchased;

Continue!

- Smoke-free policies in restaurants, Bars, and other Public Places); and restrictions on Advertising and Mandatory Health Warnings on Packages.
- Over 100 studies have shown that higher Taxes on cigarettes, for example, Produce Significant reductions in smoking, especially among Youth and lower-Income individuals. (NIDA)

Continue:

- Smoke Free Peers' gathering (No rule of smoking in gathering if any of friends smokes)
- Engage in sports and other Healthy activities on regular basis.
- Reducing the risk factors (if a family member smokes,) by counseling them and creating healthy smoke free environment

Continue:

- Enhancing General Health and Mental Health of a Person can act as a preventive strategy.
- Recognising and treating Psychiatric Disorders because smoking is common in depression 40-50% , Schizophrenia 70 -80 %.

THANK YOU