

Tobacco Free Ireland 2025: Reaching the endgame

TOBACCO ENDGAME SYMPOSIA, 7th ENSP ECTC, Heraklion, Crete
Friday 8 July 2022

Prof Luke Clancy, Director General, TFRI

TOBACCO FREE



RESEARCH INSTITUTE



Legislation-
Workplace
Smoking
Ban (2004)



Legislation-
Ban on
Smoking in
Cars (2016)



Smokefree
Playgrounds
(By-Laws, 80%)



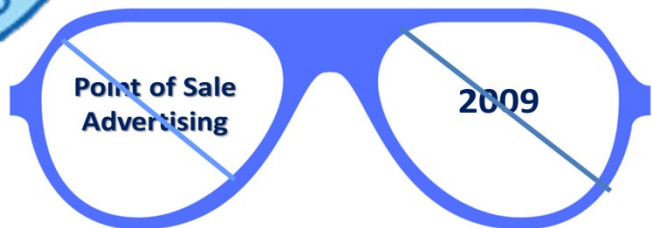
Smokefree
hospitals &
health
campuses



Planning for
Smokefree
3rd level
campuses



Tobacco Control In Ireland



Point of Sale
Advertising

2009



Media Campaigns

EU Tobacco Products Directive 2016

- Labelling & Graphic Images
2013
- Plain Packaging Legislation
2015
- Implementation 2017



Taxation

Price
€15.50
(pack of 20)



Advertising
Sponsorship
Promotion

National
Smoking
Cessation Services
www.quit.ie

QUIT



MICHEÁL MARTIN



PROTECT

People from tobacco
Smoke Free Workplaces
(2004)

FCTC ratification



TFRI, OTC & FCTC

MICHEÁL MARTIN
2000-2004



MARY HARNEY



ENFORCE

POS advertising ban



BUT abolished **OTC**,
withdrew funding for
TFRI, no increase in **real**
price

MARY HARNEY
2004-2011



JAMES REILLY



ENFORCE

Tobacco Free Ireland
Plain Packaging
Smoking in cars
Tobacco Products Directive



JAMES REILLY
2011-2014

Smokefree Success Factors

Sustained consistent simple health message

Sustained political leadership/commitment

Partnership – Health alliance, OTC, DOHC

Cross-party political support

Trade union support



EUROPEAN CONFERENCE
ON TOBACCO CONTROL

- 2013- Minister Reilly launches TFI
- Eurobarometer- Support
- Essentially- MPOWER Implementation

Tobacco Free Ireland



Policy

Pointers to successful TC from Ireland

An analysis of policy monopolies shows that variation in European countries is due to the relative policy dominance of pro and anti-tobacco control interest groups.

Source: Reports from SILNE-R 2018, www.tri.ie

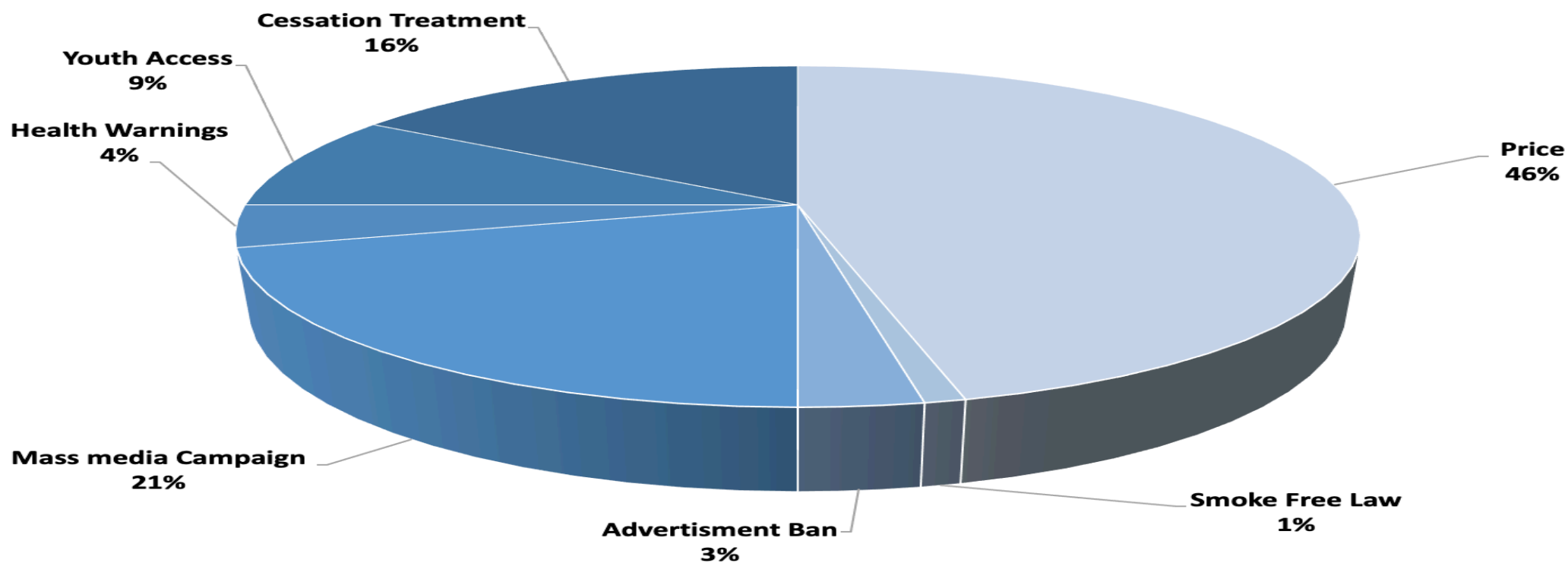


Understand the policy change processes

- *Effective tobacco control policy enactment, demands that advocates and stakeholders understand the process*
- *Strength of dominant frame influences policy environment*
- *Public health versus tobacco industry*

Tobacco Free Ireland 2025: SimSmoke prediction for the end game

Li S, Levy D, Clancy L. Tob Prev Cessat. 2018 Jun 5;4:23.



Leadership in Tobacco Control

Institutional/Organisational:

Power
to encourage
to convene
to resource

Individual:

Sense of mission
Passion and Compassion
Capacity
Competence
Confidence in others

Understanding Advocacy Roles

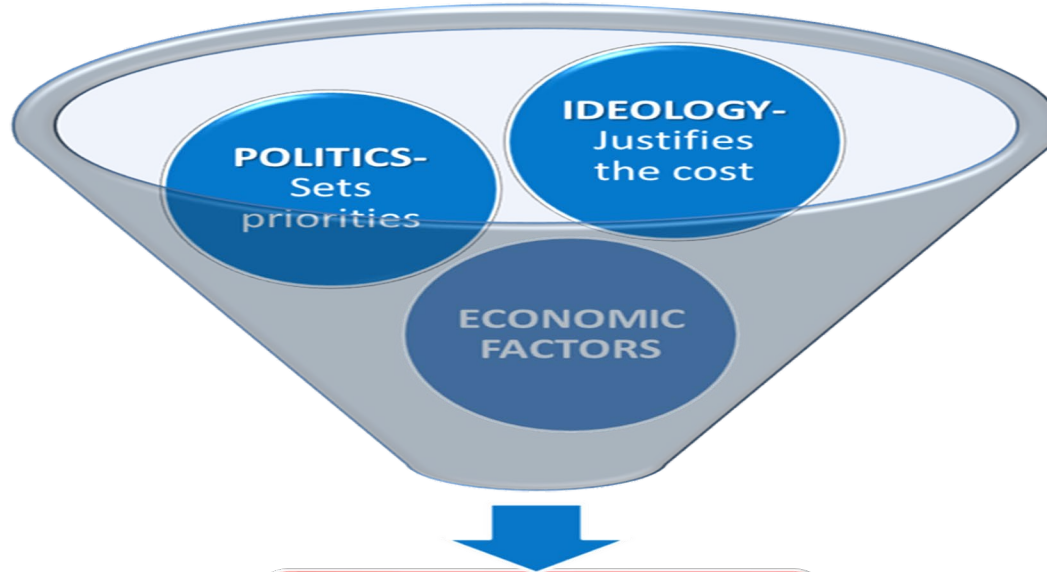
*Governments/Institutions adopt policies
in a climate of public readiness*

*Public health advocates need to shift public opinion in the right
direction*

Political action becomes compelling

A Tobacco Free Ireland in 2025

Need for new approaches



Scientific
Research



New
Knowledge



Power to
Influence
Tobacco Control



New
Technologies



More and better:

- Quit campaign
 - TF Campus Policy
 - Endgame survey
- to support planning

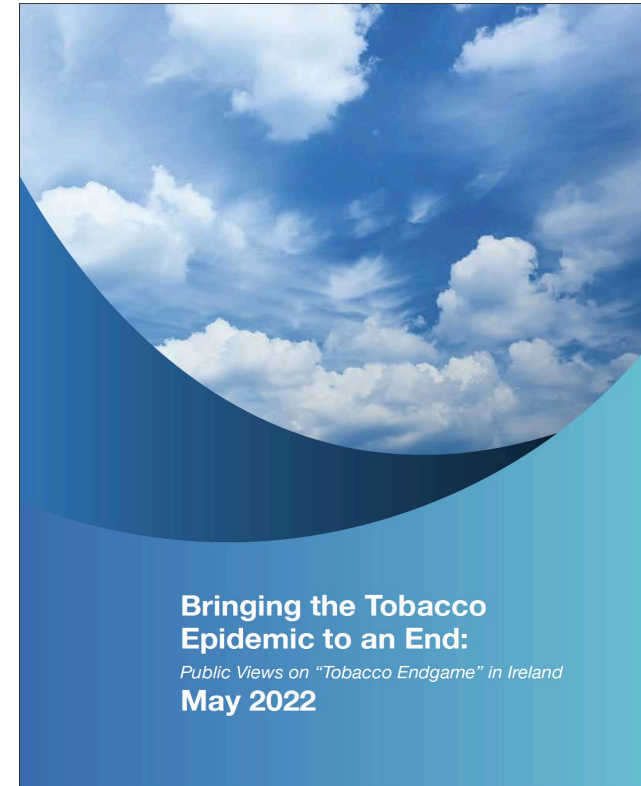




EUROPEAN CONFERENCE ON TOBACCO CONTROL

- A third knew about endgame
- Three quarters agreed with it
- Two thirds said it could be done
- Main support for regulation with supports for all users

Presentation by E. Cosgrave, M. Blake, E. Murphy, A. Sheridan,
F. Doyle, P. Kavanagh
Tobacco Endgame Nobody Left Behind Conference, Dublin May 31st 2022



TFI Programme





EUROPEAN CONFERENCE
ON TOBACCO CONTROL

A gap in implementation

Or innovation?

Both...

But...

