



Translating tobacco related research into public health actions

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Research in Hong Kong started in mid 1970s

- First HK paper on smoking and lung cancer 1979 (*Doll & Hill 1950*)
- First 2 papers on passive smoking and lung cancer, Japan and Athens 1981
- First HK paper on passive smoking and lung cancer showed no association 1982
- 1992, US EPA report: 4 HK papers on passive smoking and lung cancer, excess risk 48%

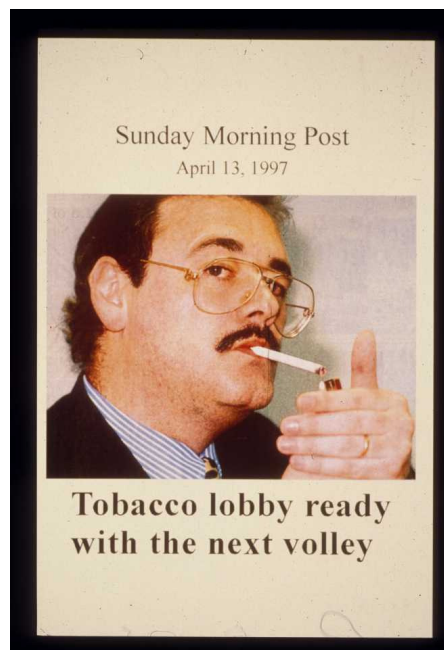
Tobacco deaths in HK (1)

September 8, 1995 Mackay J

“According to government estimates,
cigarettes kill over 3,500 people every year”
(SCMP)

September 11, 1995 Fletcher RJ, Tobacco
Institute of Hong Kong Ltd

“ ‘government estimates’ represent nothing
more than the result of an exercise in
mathematical speculation undertaken by
Professor Mackay and her colleagues, and
need to be understood as such”



Robert Fletcher, Tobacco Institute of HK

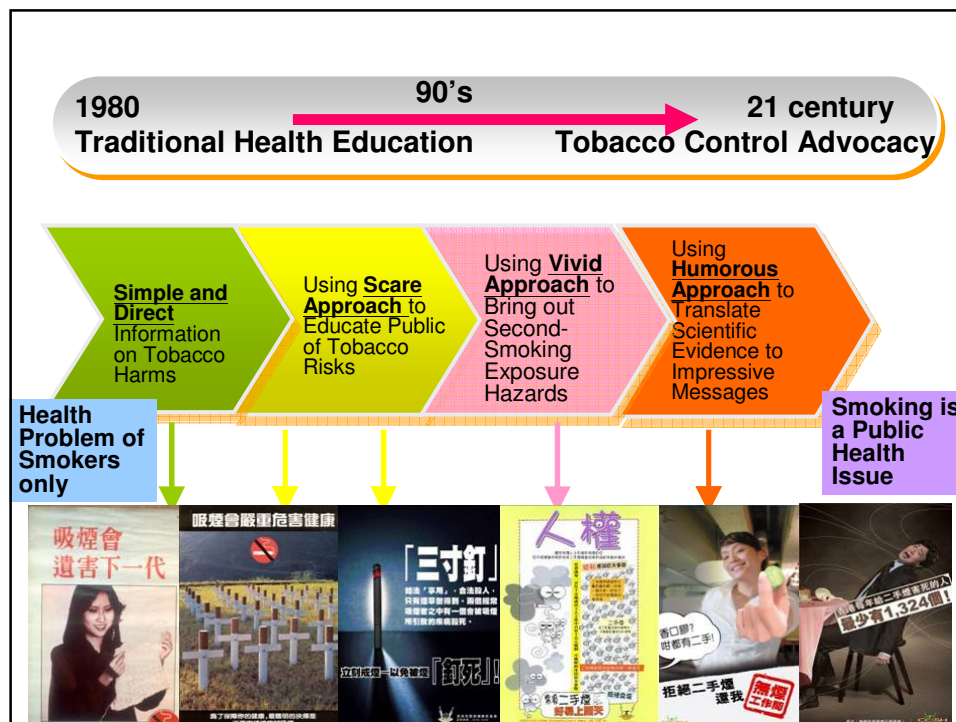
COSH's move to use the investigation (US EPA report) to support its campaign "was misleading and did not take into account the facts".
(*SCMP, Jan 8, 1993*)

The Tobacco Institute vows to sue the Government if it follows the lead of other countries and introduces a ban (on advertising and sponsorship)
(*SCMP, April 12, 1997*)

Tobacco deaths in HK (2)

Tsang HF, Department of Health, 1995
5682 (18.9%) of 30,222 deaths in 1993 were attributed to smoking (based on US risk estimates)
(*HK Practitioner*)

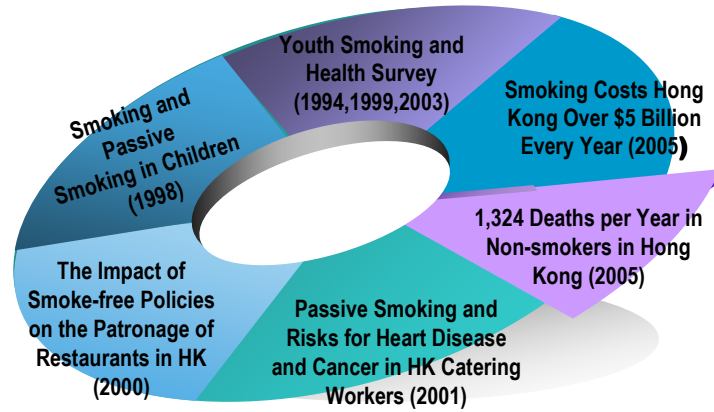
Lam TH, et al, HKU, DH, U of Oxford, 2001
5720 (18.2%) of 31349 deaths in 1998 attributable to smoking, based on HK Death Registry study
(*BMJ*)



Tobacco Control Strategy Based on Scientific Research

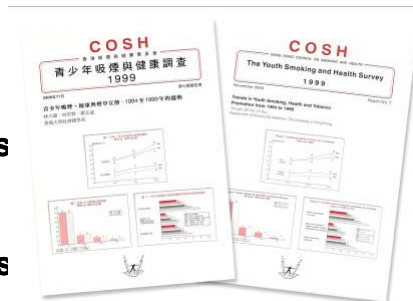
- For many years, The University of Hong Kong has been collaborating with the Hong Kong Council on Smoking and Health and various bodies to **conduct a series of local scientific research** on second hand smoke effects on different groups of people
- Apart from confirming the results with those elsewhere, these local studies also **revealed the public demand and pressing need for tightened tobacco control policy in Hong Kong**, hence the pressing need for Government in implementing stringent tobacco control measures.

Major Scientific Researches



The Youth Smoking and Health Survey

- The first Survey conducted in **1994** by Hong Kong Council on Smoking and Health (COSH) with HKU
 - Junior secondary school students **smoking patterns**;
 - Recent tobacco **usage trends**
 - Preferences for **brands** relating to **advertisements**
 - Excess **respiratory symptoms**



Research Outcomes

- Smoking prevalence increased in both males and females
 - Most striking **in junior forms**.
- **Brand preferences** in relation to the **attractiveness of advertisements** increased smoking
- Student smokers and passive smokers had more **respiratory symptoms**

Tobacco industries make use of the loopholes in law and continue to promote tobacco products.
The government should **consider stricter control on tobacco promotion and advertising.**

90's : Publicise Tobacco Harms Directly



Outdoor concert



COSH and Public Transport to deliver no smoking messages

TV Public Service Announcements (PSA)

“Movie Trailers” (1995)



Using [scare approach](#) to educate public about the risk of tobacco



“Jokes” (1995)

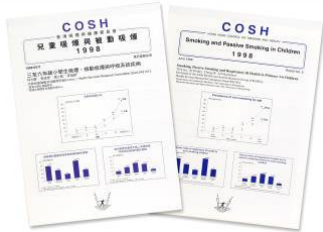
TV PSA

“Women Killer” (1996)



“Terminator” (1996)

Smoking and Passive Smoking in Children



- Published in 1998 June, COSH and HKU publicized a survey on Hong Kong **primary 3-6 children**.
- To study **association** between
 - Active and passive smoking
 - Risks of reparatory illness.

Research Outcomes

- Even short smoking duration
 - → More respiratory symptoms;
- More exposed to SHS
 - → More respiratory symptoms;

Urgent needs to create a smoke-free environment, including home and public places, so as to protect the children.

The Hong Kong Children's Charter - “We Sign Campaign”

On the World No Tobacco Day in 1998, COSH launched the charter to affirm that children have the right to be free from smoking.



Smoking in the Young Working Population in Hong Kong

- This study was by
 - The Department of Community Medicine of the University of Hong Kong
 - COSH
 - The Hong Kong Occupational Safety and Health Council
- >10,000 persons aged 15 years and above.
- Released at a press conference on 10 May 1999.

Research Outcomes

- Smoking was serious in the young working population (age 15-19)
- Banning smoking in the workplaces
 - Help to reduce smoking in young people.

The study recommended

- **Banning** of smoking in the workplace,
- Strengthening of health **education**
- Providing smoking **cessation services**

NO-SMOKING DAY IN THE WORKPLACE



- May 2nd, 2000 as the 'No-Smoking Day in the Workplace';

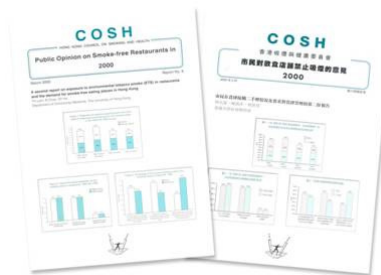
- Promoted by

- MTR Ads
- TV channels
- Popular magazines.



Public Opinion on Smoke-free Restaurants

- The **1st restaurant-related smoke-free provisions** of the new ordinance came to effect in 1999.
- To understand the **public's opinion, awareness and attitude on the new ordinance**, Department of Community Medicine, The University of Hong Kong commissioned by COSH to conduct a telephone interview
- In March 2000, COSH and HKU published the report



Research Outcomes

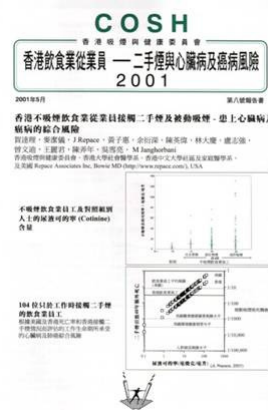
- High exposure to environmental tobacco smoke (ETS) in restaurants.
- The law was: insufficient and ineffective in protecting people from ETS exposure in restaurants.
- Most people would
 - Go more often to restaurants with non-smoking areas,
 - Choose to eat in non-smoking areas.

Only through total smokefree legislation, the health of customers and restaurant staff can be further protected.

Passive Smoking and Risks for Heart Disease and Cancer in Hong Kong Catering Workers

- Survey conducted by
 - Department of Community Medicine, University of Hong Kong;
 - Department of Community and Family Medicine, Chinese University of Hong Kong,
 - COSH
- Urine samples for **cotinine** as an indicator of **passive smoking** in non-smokers;
- Combined working-lifetime risks for **heart disease and lung cancer**.

In May 2001, COSH and HKU published the report



Research Outcomes

- Average catering worker
 - Exposed to second-hand smoke at work:
 - Over a 40-year working lifetime.
 - → 3% combined excess risk for heart disease and lung cancer death
- This excess risk would lead to a total of 6,000 deaths; 150 per year.
- Ventilation engineering offers no practical solutions

Only cost-effective methods:
introduce total smoke-free regulations

Late 90's: Emphasize on the hazards of second-hand smoking

TV PSA



The Impact of Smoke-Free Policies on the Patronage of Restaurants in Hong Kong 2001



In September 2001, COSH and HKU published the report

Research Outcomes

- Smoking ban
 - Generate new business
 - By a large margin.
- Consistent with overseas findings.
- Overwhelming demand for smoke-free catering.

Reinforces the public's plea for **legislation** of a total smoking ban in restaurants.
Second hand smoke in restaurants are **hazardous to health of both staff and patronage.**

World's First Discovery: Second-Hand Smoke Increases Stroke Death by 50% in Non-smokers

- A study carried out by
 - Department of Community Medicine and School of Public Health, Faculty of Medicine, HKU,
 - Department of Health
 - University of Oxford.
- Medical Journal (BMJ), one of the world's leading weekly medical journals, on 27 January 2005.



Research Outcomes

- Passive smoking
 - An important preventable cause of deaths from stroke.
 - Much increased risk of serious and life-threatening diseases
- 1,324 deaths per year in non-smokers from heart, cancer, stroke and lung diseases

Smoking Costs Hong Kong Over \$5 Billion Every Year: First Report of a Comprehensive Assessment in Asia

- Carried out from 2000 to 2004 in Hong Kong
- The report focused on mortality and morbidity costs due to active smoking and passive smoking, including
 - Health care use
 - Productivity losses from time off work
 - Premature death.
- By the Department of Community Medicine and School of Public Health, Faculty of Medicine, The University of Hong Kong on 24 February 2005.

Does other People's Second Hand Tobacco Smoke Harm the Health of Smokers?

- The University of Hong Kong, School of Public Health and Department of Community Medicine, led by Professors TH Lam and AJ Hedley and Dr LM Ho, are the first in the world to report their findings in a renowned international refereed journal *Tobacco Control* in October 2005.

Source:
http://web3.hku.hk/facmed/hkumed/news_search.php



Research Outcomes

- The higher SHS exposure of smokers,
 - ↑ Acute and chronic respiratory symptoms,
 - ↑ Utilisation of health care resources.
- Smokers were seriously harmed by sidestream smoke.
- Extends children and non-smokers' protection to include smokers.

- Smokes in **smoking rooms cause additional harm** to smokers.
- Ventilation system and smoking rooms are **unsafe.**
- Tobacco control policy should **not** include **“compromising” regulations.**

21st Century:

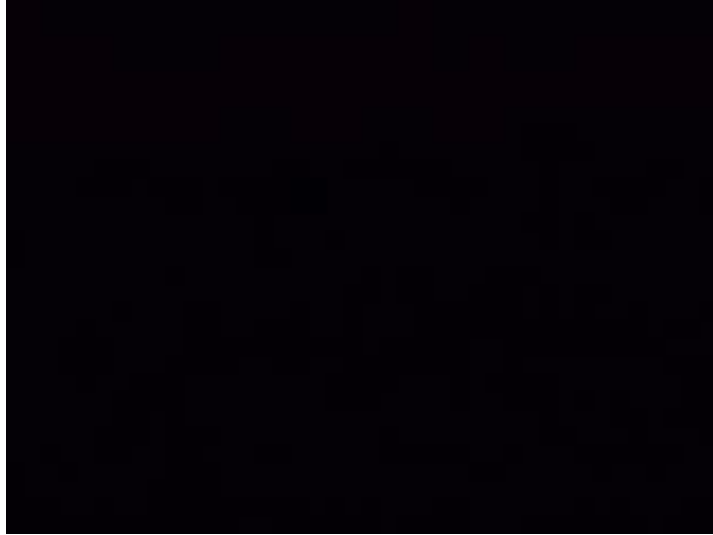
Translating Scientific Evidence to Impressive Messages

- The message “every year at least 1,324 people die from second-hand smoking”
- Based on a scientific research “Second-hand Smoke Increase Stroke Deaths by 50% in Non-smokers” conducted by the University of Hong Kong.
- Three PSA: “Second Hand Gum”, “Second Hand Tooth Pick”, “BBQ Pork Bun” were used to raise awareness on the health hazards of second-hand smoking.

Second Hand Gum (2005)



Second Hand Tooth Pick (2005)



BBQ Pork Bun (2005)



“Smoking (Public Health) (Amendment) Ordinance 2006”

19 Oct 2006

The Third Reading of the “Smoking (Public Health)(Amendment) Bill 2005” was passed by the LegCo, expanding the statutory No-Smoking Areas to include but not limited to indoor workplaces, restaurants and public pleasure grounds.



21st Century:
Using **creative approach** to translate the research evidence into a **impressive message**



“Winning” 2008

New regulation implemented on Jan 1, 2007, public can enjoy smoke-free environment in more areas.

→ Overseas studies shows more cessation.

COSH launched a new series of PSA to promote cessation.



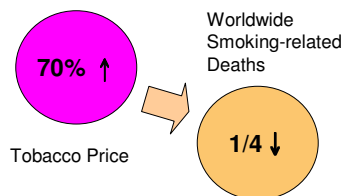
“Good Man” (2008)

The new TV PSA “Quit to Win” conveys the message that cessation can bring smokers both health and economical benefits, and encourages smokers to quit smoking.

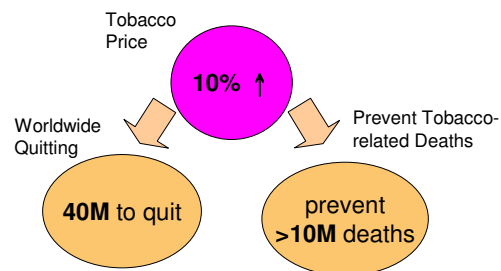


Campaign Advocating for Raising Tobacco Tax

- WHO: 70% increase in the price of tobacco -> prevent up to a 1/4 of all smoking-related deaths worldwide.



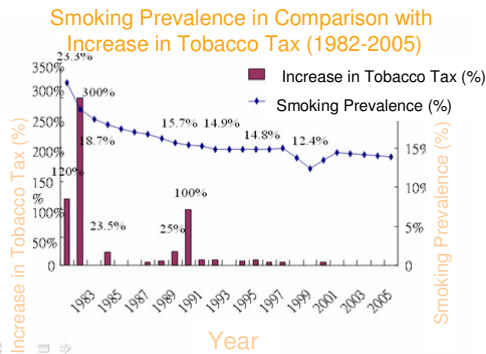
Source: WHO MPOWER Report 2008



- World Bank Report: Tax increases leading to rise of the retail price of cigarettes by 10% worldwide cause 40 million smokers alive in 1995 to quit, and prevent a minimum of 10 million tobacco-related deaths.

Source: World Bank Report 1999

As in Hong Kong, WHO cited 6920 deaths were caused by smoking or second-hand smoking.



- Despite the many benefits of tax increases, tobacco tax has been frozen in Hong Kong since 2001
- COSH proposes government to adopt a regular tobacco tax increase policy, with a rate at least 5% above Consumer Price Index

- COSH started out a campaign by using booths, newspaper ads and online web voting in Jan 2009.

COSH Campaign

- Jan 7, 2009 Ming Pao Tax Increase Ads



The advertisement features the headline '增加煙草稅 保障市民健康及生命' (Increase Tobacco Tax to Protect Citizens' Health and Lives). It includes a large graphic of the Chinese character '贏' (Win) and a photo of a man. The text discusses the health benefits of tobacco tax increases and encourages public support.

The screenshot shows the COSH website interface. It features a navigation menu, a main banner for the 'Support Raising Tobacco Tax' campaign, and a 'Signature Campaign' section with a form for users to provide their name, email, and phone number.

- Booths for Signatures and Online Votes
- Support by Medical Students



Conclusions

- Challenges:
 - Tobacco Industry's lobbying and PR strategies;
 - Promotion through loopholes in the law;
 - Lobbying Government against legislation;
- Tobacco-related research provides objective evidence for tobacco control, and it becomes a very important tool to facilitate effective policies.

與煙民同住工作 中風機會增一半

【明報專訊】香港大學一項有關二手煙引致死亡的研究首次證實，吸二手煙會令中風機會增加一半。實際上癌症、心臟和慢性肺病的風險，亦分別高出27%至108%。並推算香港每年有超過1300人因吸二手煙死亡。負責研究的醫生表示，會把數據交予政府和立法會，作為考慮訂立全面禁煙法的憑證。

香港大學公共衛生學院社會醫學系副主任龍克靈以及美國牛津大學，於1998年起由死亡登記處取得4838宗個案，加上763宗在生資料作出對照。

二手煙致命 每年死1324人

結果發現，跟煙民同住或一同工作的人，中風的額外風險較一般人高出49%。若家中有一名煙民，同住人士中風的機會增加23.4%，若有兩名或以上，風險則大幅升至108%。另患上慢性肺炎、癌症和心臟病的機會分別為27%、33%和99%，以香港煙民數目推算，本港每年約有1324人因食二手煙導致各種疾病死亡。

研究小組另一項調查指出，煙民本身面對更大風險。他們中風的風險較一般人高7%，患慢性肺病和肺結核更高達160%，有癌症和心臟病的風險亦分別為125%和58%，估計去年每年有逾5700人死於吸煙。每人平均吸煙約10至20年。

長期吸入 礙血液流動

港大公共衛生學院社會醫學系教授龍克靈說，吸十多分鐘二手煙，血管便會失去正常的反應；如長期吸入，紅血球會無法運送氧氣到細胞內，血小板的黏性亦會增加，血液容易凝固，而血管亦會硬化及出現炎症，阻礙血液流動，可導致中風或急性心臟病。

累積損健康 促場所禁煙

林德潤，從醫學角度來說，「盡數消除吸入二手煙的發生水平」。而二手煙的影響是累積性的，故建議政府除推動公眾場所禁煙，亦應推出大規模活動，鼓勵減少家庭二手煙。他又說，小組將把研究結果交衛生局和立法會作制訂禁煙法的根據。

吸二手煙人士患各種疾病的

家中吸煙者人數	1人	2人
中風	34%	108%
心臟病	26%	68%
支氣管炎和肺炎	85%	251%
所有呼吸系統疾病	31%	80%

資料提供：港大醫學院



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