



Research Paper

Effectiveness of anti-tobacco measures including negative advertisement, taxation and nicotine

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Abstract: Tobacco leads to many health problems including cancers and lung and heart diseases. Tobacco imposes a huge financial burden in terms of expenditure on tobacco itself and also on health costs due to tobacco. Hence it is mandatory that governments of nations of the world make adequate efforts to reduce tobacco consumption. Nicotine is a medical intervention that weans away from tobacco consumption. Taxation can also make tobacco consumption prohibitive. And negative advertisement can work slowly to reduce tobacco consumption. This paper is an effort to just gauge the effectiveness of anti-tobacco measures such as negative advertisement, taxation and nicotine.

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I. Introduction

According to WHO, Tobacco causes 6 million deaths per year. According to the New England Journal of Medicine, Tobacco will kill 1 billion people in 21st century if current smoking patterns persist. The United States Center for Disease Control and Prevention describes tobacco use as "the single most important preventable risk to human health in developed countries and an important cause of premature death worldwide."

Tobacco leads diseases affecting heart, liver and lungs. Smoking is major risk factor for infections like pneumonia, heart attacks, strokes, chronic pulmonary disease(COPD), and many cancers(lung, larynx, bladder and pancreatic. It causes peripheral arterial diseases and high blood pressure.[1]Tobacco control can reduce at least 10% of all health problems.

Tobacco imposes severe economic burden on individual and economy. Globally it is estimated that tobacco consumption costs 1 trillion dollars in direct costs and 1 trillion dollars in indirect health costs to economy.

Tobacco is entirely a choice. Governments can impose high taxes, carry adequate negative advertisements and insist on nicotine replacement therapy. However governments and doctors are not making adequate effort to control Tobacco consumption.

This paper is an effort to gauge the effectiveness of anti-tobacco measures in reducing tobacco consumption through taxation, negative advertisement and nicotine.

Effectiveness of Tobacco Taxation

Evidence shows that raising taxes on tobacco is single most effective way of reducing tobacco usage. Most studies found that raising cigarette prices through increased taxes is a highly effective measure for reducing smoking among youth, young adults, and persons of low socioeconomic status. [3]Tobacco taxation, passed on to consumers in the form of higher cigarette prices, has been recognized as one of the most effective population-based strategies for decreasing smoking and its adverse health consequences. On average, a price increase of 10% on a pack of cigarettes would reduce demand for cigarettes by about 4% for the general adult population in high income countries.[4]

Effectiveness of Negative Advertisement

While many nations of world have entirely banned tobacco advertisement, not many efforts have been made towards negative advertisement against tobacco [5]. Studies show that after adjusting for cigarette costliness, other tobacco control policies and individual characteristics, found that a increase in positive emotive advertisement was associated with 7% lower odds of smoking, 1 month later and a similar increase in negative advertisement was significantly associated with 4% lower odds of smoking 2 months later.[6]. Studies showed that higher exposure to state-sponsored, Legacy, and pharmaceutical advertisements was associated

with less smoking. Higher exposure to state- and Legacy-sponsored advertisements was positively associated with intentions to quit and having made a past-year quit attempt.[8]. Thus negative advertisement against tobacco has great deal of effectiveness in reducing tobacco consumption.

Effectiveness of Nicotine Replacement Therapy in reducing tobacco consumption.

Nicotine replacement therapy (NRT) came into existence which temporarily replaces much of the nicotine from tobacco to reduce motivation to consume tobacco and nicotine withdrawal symptoms, thus easing the transition from cigarette smoking to complete abstinence. Nicotine addiction is the major factor impeding smoking cessation and long-term abstinence. Today, several nicotine medications are available in different forms, doses and flavors and their use has been recommended for all tobacco consumers who do not have medical contraindications. The choice of NRT product should normally be guided by the patient's preference. Current evidence suggests that, all of the commercially available forms of NRT (gum, transdermal patch, nasal spray, inhaler and sublingual tablets/lozenges) increase their chances of successfully stopping smoking. NRTs increase the rate of quitting by 50 to 70%. Another meta-analyses also concluded that NRT increased the likelihood of reducing the habit size among smokers who are not willing to stop smoking completely.[9]

II. Conclusion

Hence from all available studies it can be gauged that negative advertisement, taxation and nicotine can reduce tobacco consumption substantially. Hence it is recommended to government to make adequate effort to reduce tobacco consumption by negative advertisements, taxation and nicotine replacement therapy.

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