

Success story of anti-smoking campaign in a developing country with high prevalence of cigarette smoking - South Korea

Il Suh, MD, PhD

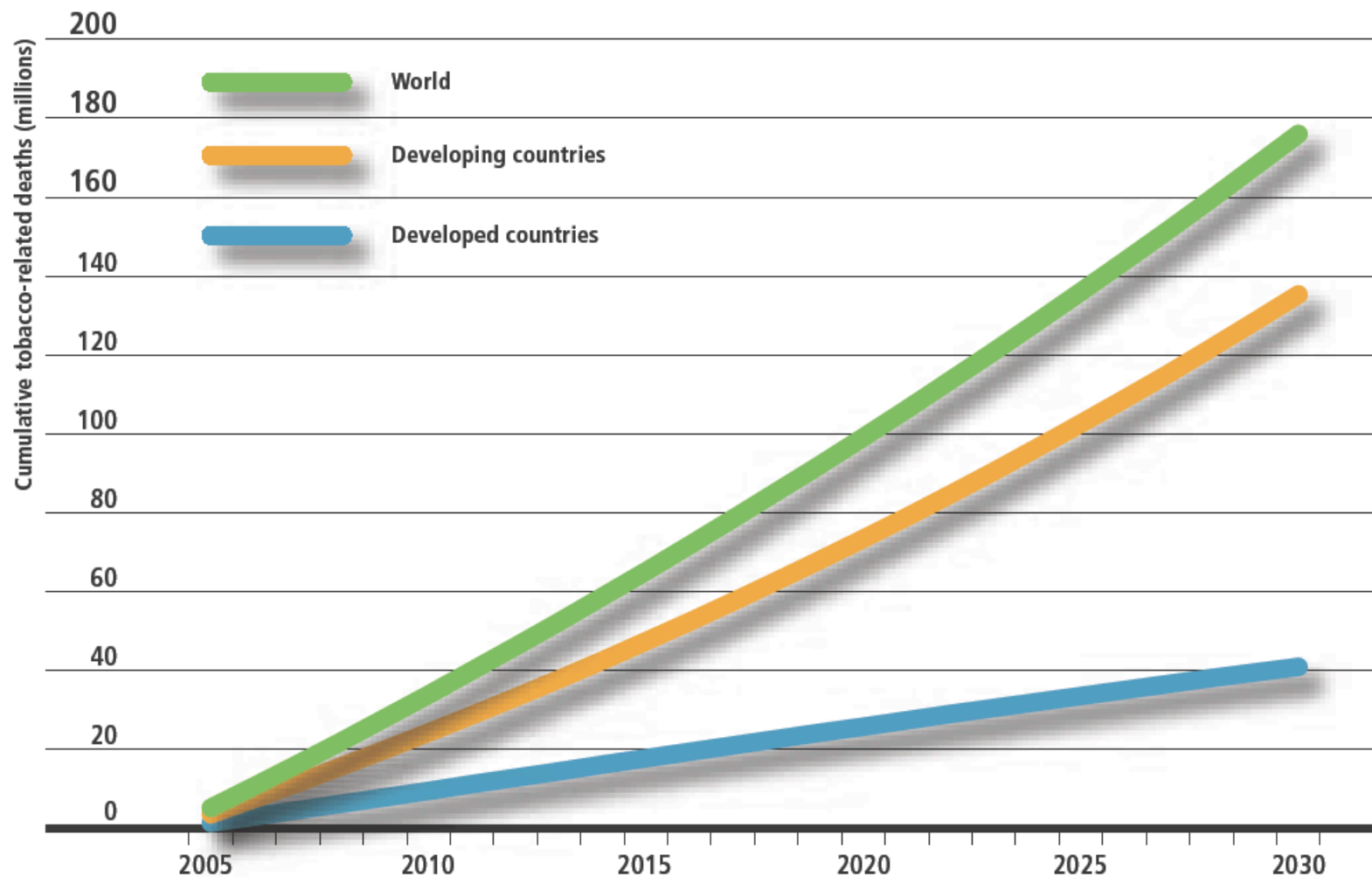
Yonsei University College of Medicine
Seoul, Korea

**In the 20th century,
the tobacco epidemic
killed 100 million
people worldwide.**

**During the 21st
century, it could kill
one billion.**

TOBACCO WILL KILL OVER 175 MILLION PEOPLE WORLDWIDE BETWEEN NOW AND THE YEAR 2030

Cumulative tobacco-related deaths, 2005–2030



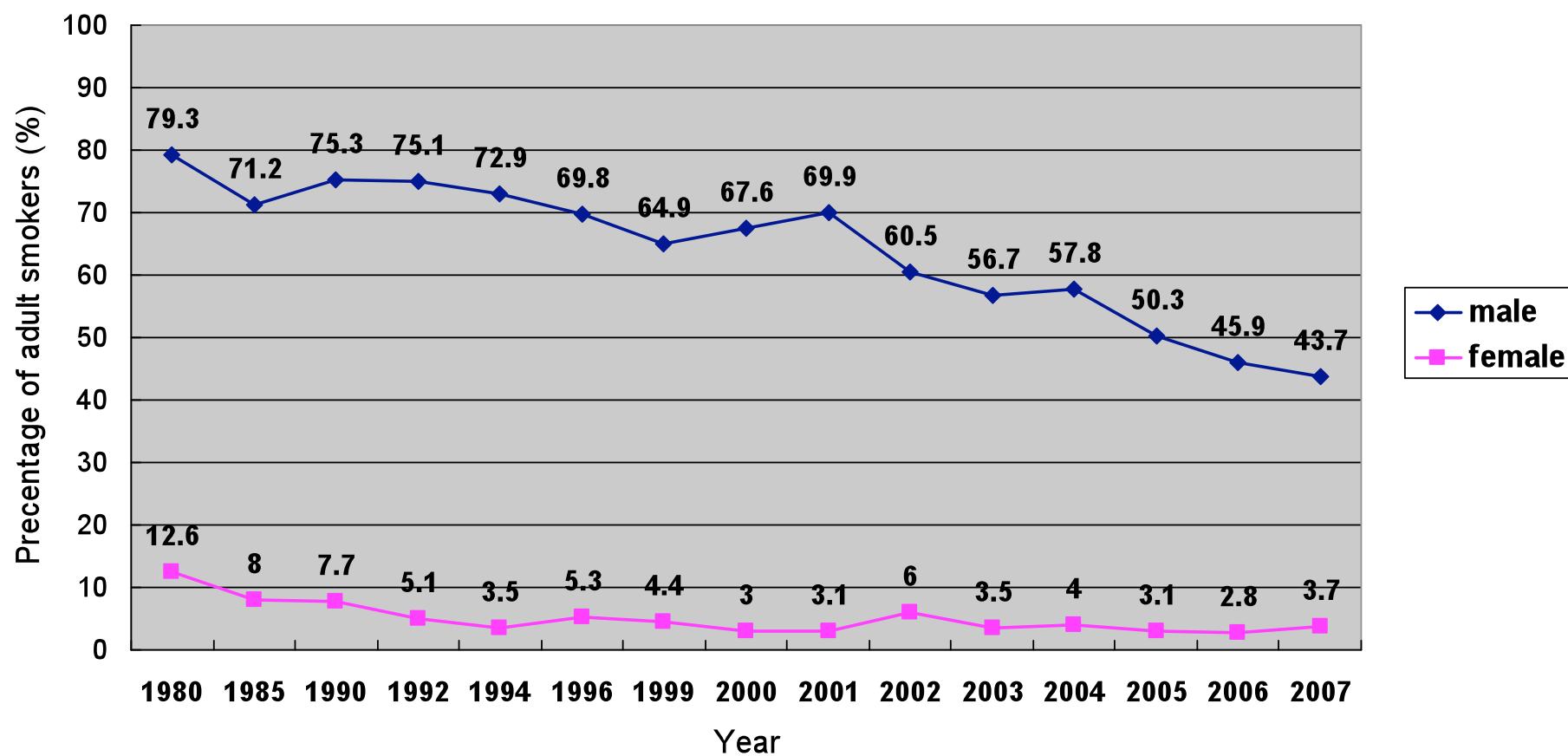
Source: Mathers CD, Loncar D. Projections of global mortality and burden of disease from 2002 to 2030. *PLoS Medicine*, 2006, 3(11):e442.

Smoking prevalence by country in 1995 or latest available year (15 years of age and older)

Rank	Country	Year of survey	Men (%)	Women (%)
1	Republic of Korea	1989	68.2	6.7
2	Latvia	1993	67.0	12.0
3	Russian Federation	1993	67.0	30.0
4	Dominican Republic	1990	66.3	13.6
5	Tonga	1991	65.0	14.0
6	Turkey	1988	63.0	24.0
7	China	1984	61.0	7.0
8	Bangladesh	1990	60.0	15.0
9	Fiji	1988	59.3	30.6
10	Japan	1994	59.0	14.8

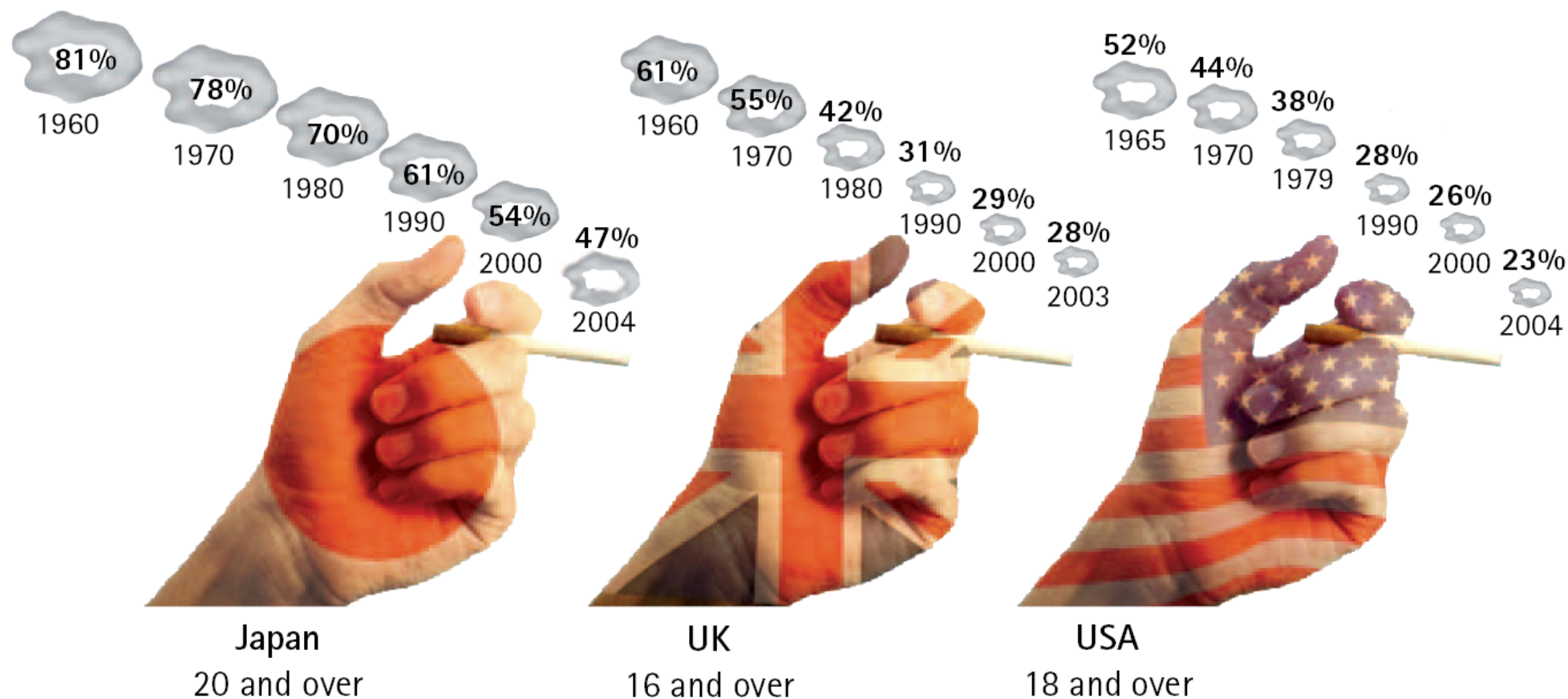
Source: World Health Organization, 1997. Tobacco or health: A global status report.

Trends in smoking prevalence in Korea (20 years of age and older)

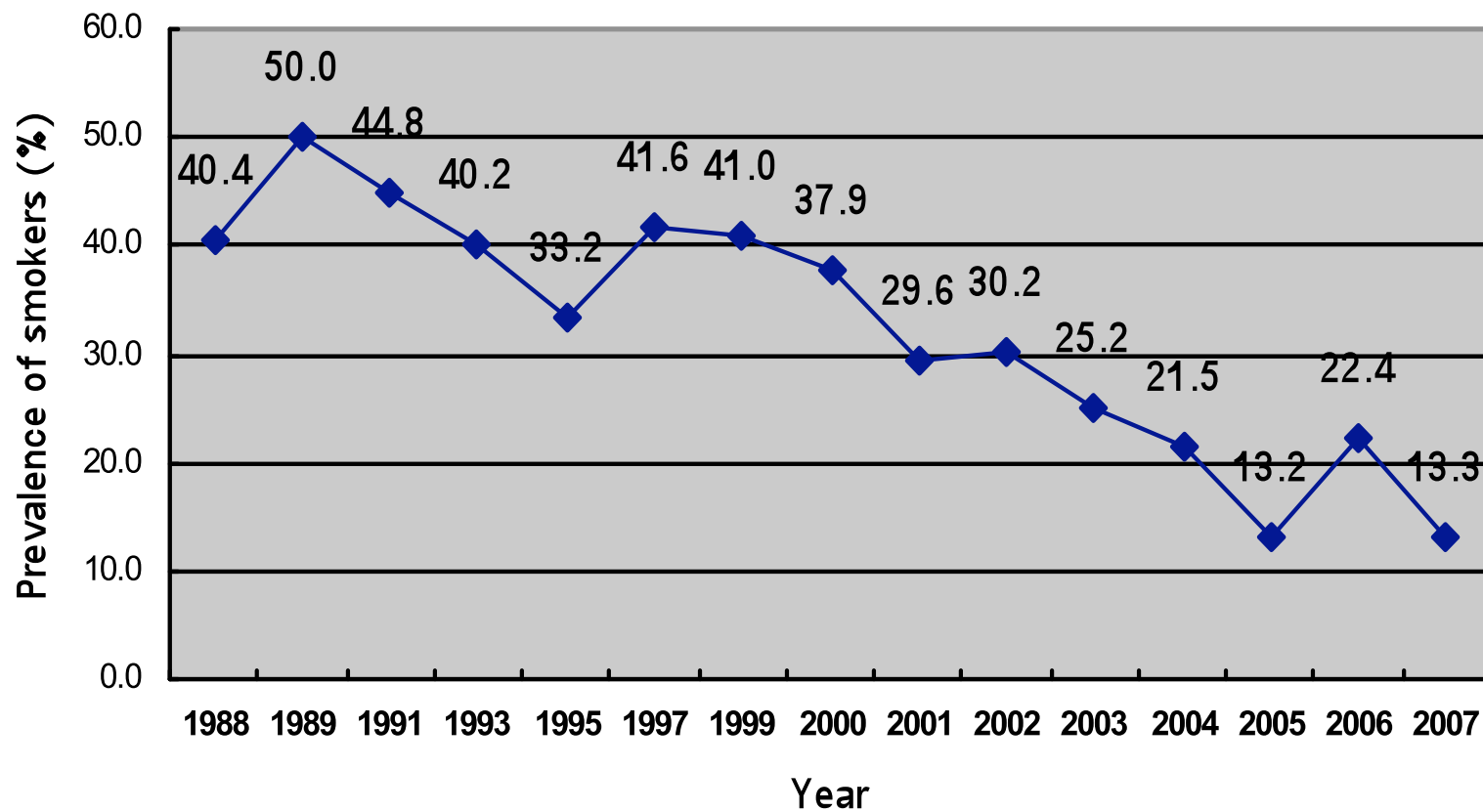


Source: Korean Association of Smoking and Health (KASH), Gallup Korea.

Trends in smoking prevalence for men (1960-2004)



Prevalence survey in Korean adolescents (17-year-old males)



Source: Korean Association of Smoking and Health (KASH).

Main features of anti-smoking movements in Korea in the past 20 years (1988-2008)

- NGO-initiated national anti-smoking campaigns
- Professional group provided data from national monitoring
- Government recognized potential of NGOs
- Enactment of Health Promotion Law in 1995 and Tobacco Tax-funded Health Promotion Fund
- Government prepared comprehensive national tobacco control programs

Activities against tobacco use by Korean Association of Smoking and Health (KASH)

- Monthly newsletter and health promotion publications
- Annual World No Tobacco Day events
- Anti-tobacco counter-advertising campaigns
- Group education programs and training for anti-smoking counselors
- Provide information to every related organs nationwide

Health Promotion Law in Korea

- Health warnings to be strengthened
- Determined designated smoking and nonsmoking areas
- Restricted advertisement of cigarette
- Banned sponsorship for women and children's events
- Health Promotion Fund from surcharge on cigarettes

Health Promotion Fund in Korea

Year	Total funds (US\$ million)	Charge/Pack (\$)	Funds for anti-smoking (US\$ million)	Anti-smoking % of total funds
1997	-	0.002		
1998	25.3	0.002		
1999	38.8	0.002		
2000	19.8	0.002	1.3	7.0
2001	19.9	0.002	3.3	16.8
2002	585.7	0.150	7.8	1.3
2003	736.2	0.150	6.7	0.9
2004	718.2	0.354	7.5	1.0
2005	1,423.5	0.354	23.1	1.6
2006	1,907.6	0.354	31.5	1.7
2007	1,754.9	0.354	31.2	1.8

Source: Korean Ministry of Health and Welfare, 2007. Tobacco control plan.

Anti-smoking policies of Korean government

- School-based programs to prevent and reduce teenage smoking
- Legislation to prevent tobacco sales to minors
- Campaigns for prevention of passive smoking
- Development and enforcement of smoke-free areas
- Warnings about health risks on tobacco products
- Restrictions on tobacco advertising, promotion, sponsorship
- Raise taxes on tobacco

- **Monitor** tobacco use and prevention policies
- **Protect** people from tobacco smoke
- **Offer** help to quit tobacco use
- **Warn** about the dangers of tobacco
- **Enforce** bans on tobacco advertising, promotion and sponsorship
- **Raise** taxes on tobacco

**The six policies of
WHO's MPOWER package
can counter the tobacco
epidemic and reduce its
deadly toll.**

Year	Monitor	Protect	Offer
1988	Prevalence survey in adolescents (1988-2008)	Seoul Olympics “Smoke-free”	
1990		Public Health Law (smoking areas in public places)	
1992	Prevalence survey in adults (1992-2008)		
1995		Health Promotion Law	
1999			Cessation programs in schools by KASH
2002		FIFA World Cup “Smoke-free” FCTC signed	
2003		Expand nonsmoking areas	
2004			Smoking cessation clinics in public health centers
2005			Quitlines (National Cancer Center)
2006		Expand nonsmoking areas	

Year	Warn	Enforce	Raise
1987		Allow tobacco advertising, promotion, sponsorship	
1988	Monthly newsletter "Tobacco or Health" World No Tobacco Day campaign (1988-2008)		
1989	Revised pack warning		
1991	2nd APACT Conference (Seoul, Korea)		
1995		Restrict advertisement	
		Ban on promotion and sponsorship	
1997			Health Promotion Fund
2004	7th APACT Conference (Gyeongju, Korea)		
2005	Revised pack warning		

Professional role of medical doctors in anti-smoking movements

- Provide an impetus for policy initiatives
- Support government public health initiatives
- Facilitate government in rules formation
- Establish national coordinating mechanism for tobacco control

**Doctors, nurses, midwives, dentists,
pharmacists, chiropractors,
psychologists and all other
professionals dedicated to health can
help people change their behaviour.
They are on the frontline of the
tobacco epidemic and collectively
speak to millions of people.**

Dr LEE Jong-wook, former Director-General,
World Health Organization (2005)