Mobilizing public opinion for a Tobacco Endgame strategy – possibilities and obstacles

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**Tobacco Endgame – the concept**

- An explicit government intention and plan to achieve close to zero prevalence of tobacco use
- A clearly stated ‘end’ target date within a maximum of two decades

Thomson G et al. Tobacco Control 2012

The end of tobacco? The Tobacco Endgame. Tobacco Control, suppl 1, May 2013
International initiatives

- New Zealand 2025
- Ireland 2025
- Finland 2030
- Scotland 2034
A Swedish version...

In 2013 NGOs suggested a government decision in the next few years on a

• target date 2025 - <5% daily smokers
• comprehensive and financed action plan
Possibility – first phase...

To obtain a government decision the NGO community asked widely for support.

In (August) 2017 160 organizations including the politically governed regional health care providers - and the government – were supportive to the 2025 goal.
Obstacle...

However – no action plan presented...!

Needed for an endgame success:

• a comprehensive long term action plan ≈ FCTC
• a national executive function
• an adequately financed process
• a committed NGO community
Possibility – second phase...

- Continued campaign for popular support in all sectors
- Personal informative contacts between NGO advocates and candidates in the 2018 election to national (and regional) Parliament
- The importance of parliamentarians...
Possibility – second phase...

Therefore a suggested goal for this phase:

an interparty long term health promoting understanding among MPs – withstanding weak governments and a strong tobacco industry!

To be continued...