



@GCRF_TCCP
@LindaBauld

Building capacity for tobacco control research in low & middle income countries:

The Global Challenges Research Fund Tobacco Control Capacity Programme



Outline

- Context
- Global Challenges Research Fund
- The TCCP Programme
- Country examples:
 - Bangladesh
 - Ghana

Tobacco use globally

- Tobacco use is the leading preventable cause of cancer, and premature mortality, in the world.
- There are an estimated 1.1 billion smokers worldwide, representing about a third of the adult global population
- If current smoking patterns continue, the WHO estimates that it will cause some 10 million deaths each year

An unequal burden

- By 2030, 80% of the world's tobacco-related deaths will occur in low and middle income countries (LMICs)
- Nearly half of men in LMICs (48%) smoke but the gender gap is narrowing among younger smokers
- Three countries (China, India and Indonesia) have 43% of the world's smokers. In China alone there are 300 million smokers, equivalent to the whole population of the USA.

Tobacco use globally

Prevalence of current tobacco smoking (%) by region by sex, 2010 and 2025						
	2010			2025		
Region	male	female	both sexes	male	female	both sexes
AFRO	23.2	2.5	12.8	34.7	1.6	18.1
AMRO	24.1	14.2	19.0	16.3	8.6	12.3
EMRO	35.1	3.1	19.5	45.3	2.5	24.6
EURO	40.3	19.9	29.6	31.3	15.9	23.3
SEARO	33.1	2.9	18.2	27.5	1.2	14.5
WPRO	49.4	3.6	26.8	43.3	2.4	23.2
GLOBAL	36.9	7.3	22.1	33.2	4.7	18.9

Source: WHO (2010) Global report on trends in tobacco smoking,

<http://www.who.int/tobacco/publications/surveillance/reportontrendstobaccosmoking/en/>

Global Challenges Research Fund

- 5-year £1.5Bn fund.
- Aim is “to ensure UK science takes the lead in addressing the problems faced by developing countries, whilst developing our ability to deliver cutting-edge research”.



GCRF: GROW Programme

- Focus areas:
 - Addressing research challenges
 - Equitable partnerships
 - Capacity development
- 37 programme grants funded from October 2017 for 4 years

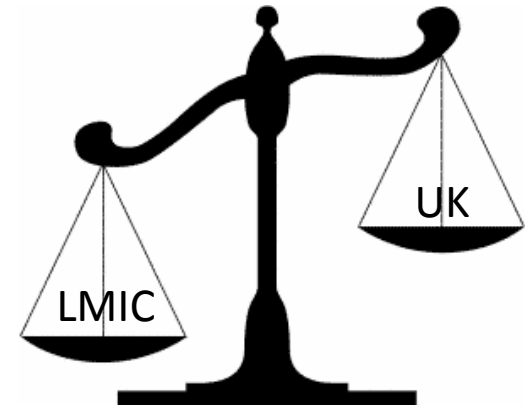
GROW: Asymmetric Relationships



Governance



Coproduction
of research



Impact

Proposal Development

- Emerged from discussions with the UK Centre for Tobacco and Alcohol Studies (UKCTAS) and Cancer Research UK (CRUK)
- Developed the bid with UKCTAS colleagues with strong LMIC links
- Decided to focus on three themes aligned to CRUK's international tobacco control programme
- LMIC team assembled based on existing collaborations or links
- Intensive eight week proposal development process



CRUK: International Tobacco Control Programme

- Aim: “Reduce tobacco-related disease and deaths in low and middle-income countries”.
- Four main strategies:
 - Expand the science base
 - Support development of the tobacco control research community
 - Improve coordination
 - Champion greater investment
- I chair CRUK’s International TC Board

INTERNATIONAL TOBACCO CONTROL PROGRAMME STRATEGY 2016-2020

TOBACCO
KILLS AROUND
6 MILLION
PEOPLE
EACH YEAR

NEARLY
80%
OF THEM LIVE IN
LMICs*

WE WILL ACCELERATE IMPLEMENTATION OF THE
FRAMEWORK CONVENTION ON TOBACCO CONTROL (FCTC),
with a particular focus on increasing tobacco taxes and reducing its affordability



*The OECD defines low and middle income countries (LMICs) as those with a gross national income (GNI) per capita <\$12,745 in 2013

we want to:

**REDUCE
TOBACCO-
RELATED DISEASE
& DEATHS IN
LOW-AND-
MIDDLE-INCOME
COUNTRIES
(LMICs)**

by reducing tobacco
prevalence and youth
uptake

OUR APPROACH



EVIDENCE-
BASED



COLLABORATIVE



POLICY-
FOCUSED

SUPPORT LMIC GOVERNMENTS TO IMPLEMENT THE FCTC

In collaboration with:

International Development
Research Centre (IDRC), Canada
University of Cape Town (UCT),
South Africa

American Cancer Society
(ACS)

**1 EXPAND THE
EVIDENCE BASE**
in LMICs on tobacco
control with a focus
on tobacco economics
and taxation

- COMMISSION POLICY ORIENTED RESEARCH
- PUBLISH CALLS ON TOBACCO ECONOMICS that are shaped to attract non-tobacco economists and encourage the formation of research teams comprised of: i) economists, ii) advocates and iii) policy makers

**2 SUPPORT
DEVELOPMENT
OF THE TOBACCO
CONTROL RESEARCH
COMMUNITY**
and influencers of
tomorrow in LMICs

- DEVELOP AND DELIVER A POLICY FOCUSED RESEARCH & ADVOCACY CAPACITY building programme engaging economists, advocates and policy makers in LMICs

COORDINATE WITH OTHER FUNDERS

In collaboration with:

ACS, IDRC, National Cancer Institute (NCI), Norwegian Cancer Society (NCS), Bloomberg Philanthropies, Bill and Melinda Gates Foundation, UK's Department of Health, Fogarty International Center (US)

**3 IMPROVE
COORDINATION**
and collaboration
between organisations
that fund tobacco
economics in LMICs

- ESTABLISH AND PROVIDE SECRETARIAT for a Tobacco Economics Funders Group (TEFG)
- COORDINATE QUARTERLY MEETINGS to share intelligence and identify opportunities
- DEVELOP A 'DASHBOARD' where group members share their programmatic information

BUILD SUPPORT FOR FCTC IMPLEMENTATION

In collaboration with:

Framework Convention Alliance (FCA)

**4 CHAMPION
GREATER INVESTMENT**
in implementing the
Framework Convention
on Tobacco Control
(FCTC) in LMICs

- ENGAGE IN INTERNATIONAL EVENTS/ACTIVITIES to promote: i) FCTC implementation and ii) the work of CRUK's International Tobacco Control Programme (ITCP)
- SHOWCASE RESEARCH FINDINGS that demonstrate the benefits of investing in FCTC implementation
- PROVIDE TARGETED SUPPORT for advocacy organisations

BUILD OUR PROFILE AS AN AUTHORITATIVE HEALTH AND SCIENCE BRAND



SOURCE: <http://www.who.int/mediacentre/factsheets/fs339/en/>



CANCER
RESEARCH
UK

The TCCP Programme

Global Challenges Research Fund: Tobacco control capacity programme

By the year 2030, more than

80%

of tobacco-related deaths will occur
in low and middle income countries



Tobacco kills
more than

7 million

people each year



£3.4m

RCUK Global Challenges
Research Fund grant



15 partners



Bring down smoking rates in developing countries by:



supporting
tobacco
taxation



tackling illicit
tobacco trade



targeting tobacco
company interference

TCCP Aim

To improve research capacity in LMICs to conduct high quality studies that will generate evidence on how to reduce morbidity and mortality caused by tobacco use and to advance key development priorities

How will we achieve this?

- Develop a consortium of partners
- Establish and train a cohort of post-doctoral fellows
- Develop new studies
- Apply findings to inform effective control measures
- Engage consortium members in existing and new training opportunities
- Invest in wider stakeholder engagement

Research Questions

- To what extent do national approaches to **tobacco taxation** align with international best practice, and how can these be enhanced to reduce tobacco consumption?
- How can local capacity to **eliminate illicit trade** in tobacco products be increased, advancing implementation of the Protocol to the FCTC?
- What are the principal barriers experienced by governments in protecting public health policy from **tobacco industry interference**, with specific reference to taxation and illicit trade?

Consortium Partners



Research Team



First meeting (January 2018) of co-investigators from 8 Research Organisations in Africa and South Asia, 6 UK Universities and Cancer Research UK

Bangladesh Context

- 160 million population
- Signatory to the FCTC
- The Bangladesh Tobacco Control Act (TCA) 2005
- Further strengthened in 2012



Tobacco Use in Bangladesh



One of the largest tobacco consuming countries in the world

Over 46 million (43%) adults consuming cigarettes, bidis, smokeless tobacco, or other tobacco products.

58% of all men and 29% of all women consume some form of tobacco, whether smoked or smokeless.

28% of women and 26% of men use smokeless tobacco.

Nearly 7% of 13-15 year olds use tobacco products.

Tobacco-related Burden

01

95,000 annual deaths (2013)

02

Prevalence of lung cancer among men is 150,000 ; 106,000 due to tobacco usage (2007)

03

72% of laryngeal cancer due to tobacco use (2007)

Annual cost of tobacco-related illnesses was 862 million USD, 98 million USD for second-hand smoking (2007)

ARK Foundation

Non-government, non-political and
not for profit organization

Multi disciplinary team

Long experience of tobacco control
research and advocacy

Successfully completed number of
RCTs and mixed methods study

Experience of embedded research
approach and translating research
into policy and practice

Strong linkage with government,
local NGOs, development partners
and media

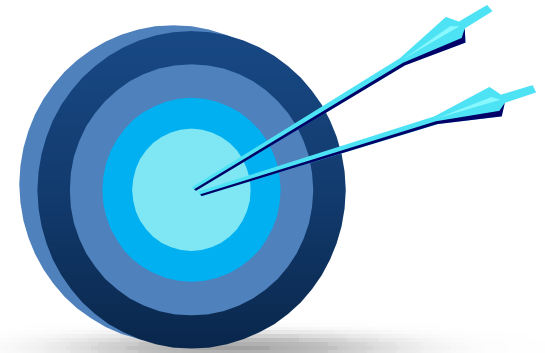
Good governance

GCRF Research in Bangladesh: Illicit Trade

Smuggled and counterfeit tobacco products are available in the market.

Illicit products lowers consumer prices through tax evasion, threatens tobacco control efforts and tax collection.

Limited research has been done on the issue.



Impact of Research

The study will

- identify the regulatory mechanism required to ensure the manufacturing, distribution, sale, and import of ST products occur in compliance with the amended national legislations and policies, and
- facilitate the ratification and adaptation of the WHO Illicit Trade Protocol in Bangladesh
- Long term impact on reducing cancer death due to tobacco use



Smoking in Ghana

- Smoking prevalence of 5-8%.
- Tobacco responsible for 3% of the deaths related to NCDs in Ghana.
- Ghana applies the highest tobacco taxation rates in the ECOWAS region BUT price of cigarettes remain widely affordable and tobacco companies maintain control over tobacco prices.
- Unit sales of cigarettes increases availability of cigarettes particularly among adolescents.



Research Focus Within GCRF

Table 1: Identified areas for Research in each Participating Country

	BD	ET	GM*	GH	IN
1. Taxation	✓	✓		✓	✓
2. Illicit Trade				✓	
3. Industry/5.3	✓	✓	✓		✓
Smokefree		✓		✓	
Smoking cessation	✓		✓		
Health warnings			✓		✓



KWAME NKRUMAH UNIVERSITY
OF SCIENCE & TECHNOLOGY

Tobacco Control in Ghana

- Ghana ratified the WHO FCTC on 29th November 2004.
- Introduction of the Draft of the Tobacco Control Bill in 2005.
- Incorporation of the tobacco control provisions into the Public Health Bill.
- **Passage of the Public Health Act (Act 851) in October 2012** into law with “Tobacco control measures”
- **The tobacco control regulations, 2016 (L.I. 2247)** was introduced in fulfilment of provisions on tobacco control specified in section 76 of the Public Health Act, 2012 (Act 851).

Project 1

Research theme 1:

An assessment of the economic, political and social dimension of **tobacco taxation** in Ghana

Research questions:

- (a) How effective are the current tobacco taxation policies and practices in reducing tobacco consumption?
- (b) How do smokers living on a low income in Ghana respond to increasing tobacco taxes?
- (c) What is the effect of increase tobacco taxation on tobacco consumption?

Project 2

Research theme 2:

An understanding of the **illicit tobacco trade** in Ghana

Research question:

- (a) What is the extent and nature of illicit tobacco trade in Ghana?
- (b) What is the tobacco industry's involvement in the illicit trade of tobacco products in Ghana?
- (c) How is the tobacco industry attempting to influence efforts to address the illicit trade?

Project 3

Research theme 3:

An assessment of **smoke-free initiatives** in Ghana

Research questions:

- (a) What are the facilitators and barriers to the implementation of the constructs of smoke free initiatives in Ghana (Article 8 FCTC)?
- (b) To what extent does the smoke free policy in Ghana impact at the personal, interpersonal, organizational and political environment?

TCCP Progress to Date

- Governance structure established
- Ten of eleven Research Fellow positions have been filled, bespoke training plans are being developed for each
- Research plans being drafted by all countries within working group
- Stakeholder engagement events held in all countries (except The Gambia) in 2018
- Eight consortium members attended the UKTAS CPD Nicotine and Tobacco: Current Issues Policy and Practice held at the University of Stirling in May 2018.
- Two international team members attended the University of Bath convened UKCTAS CPD “Tobacco Industry Monitoring and Research Skills” in June 2018.
- Bespoke tobacco taxation training delivered by the University of Cape Town in November 2018.
- Next full team face to face meeting planned for March 2019 in London



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Thank You Questions?

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