



*State of Risk Reduction Products in the
Former Soviet Union: challenges and opportunities*

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Healthy Initiatives*

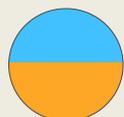
Tobacco Prevalence



Russian Federation

Male – 42.6%

Female – 13%



Ukraine

Male – 50.3%

Female – 16.7%

of the population aged 18–69 years were current smokers



Uzbekistan

Male – 23.3%

Female – 1.3%



Kazakhstan

Male – 38.3%

Female – 6.4%



Georgia

Male – 57%

Female – 7%

of the population aged 18–69 years were current smokers

Geopolitics Impact on Tobacco Control Policy



- **FSU Region:** WHO FCTC ratified 9-15 years ago. Most of the restriction measures have been adopted. Yet, the situation remains grim.
- **FSU Region:** Starting 2016, the theory of equalizing RRP with combustible cigarettes (or even banning them completely) has been promoted through the countries' Health Ministries.
- **The Russian Federation:** snus and nicotine pouches are banned
- **Kazakhstan:** snus is banned

Lies Promoted



**БЕЗПЕЧНОГО КУРІННЯ
НЕ ІСНУЄ!**

Голосуй 4358



**Захистимо молодь –
врегулюємо електронні
пристрої для куріння**

 Vital Strategies  2022 БЕЗТЮТЮНУ ua  ЖИТТЯ

Smoking & Nicotine – Risk Perception



Which of the three below is the most harmful for health, do you think?

| | Russia | Ukraine | Kazakhstan | China | Indonesia | UK |
|------------------|--------|---------|------------|-------|-----------|------|
| Nicotine | 20.4 | 16.6 | 19.7 | 56.9 | 63.9 | 13.0 |
| Tar | 21.5 | 14.7 | 5.8 | 14.7 | 2.7 | 24.7 |
| Toxic substances | 24.9 | 4.4 | 11.7 | 12.5 | 7.3 | 22.0 |

Data for Ukraine: Kiev International Institute of Sociology for the Health Initiatives NGO, February 2021

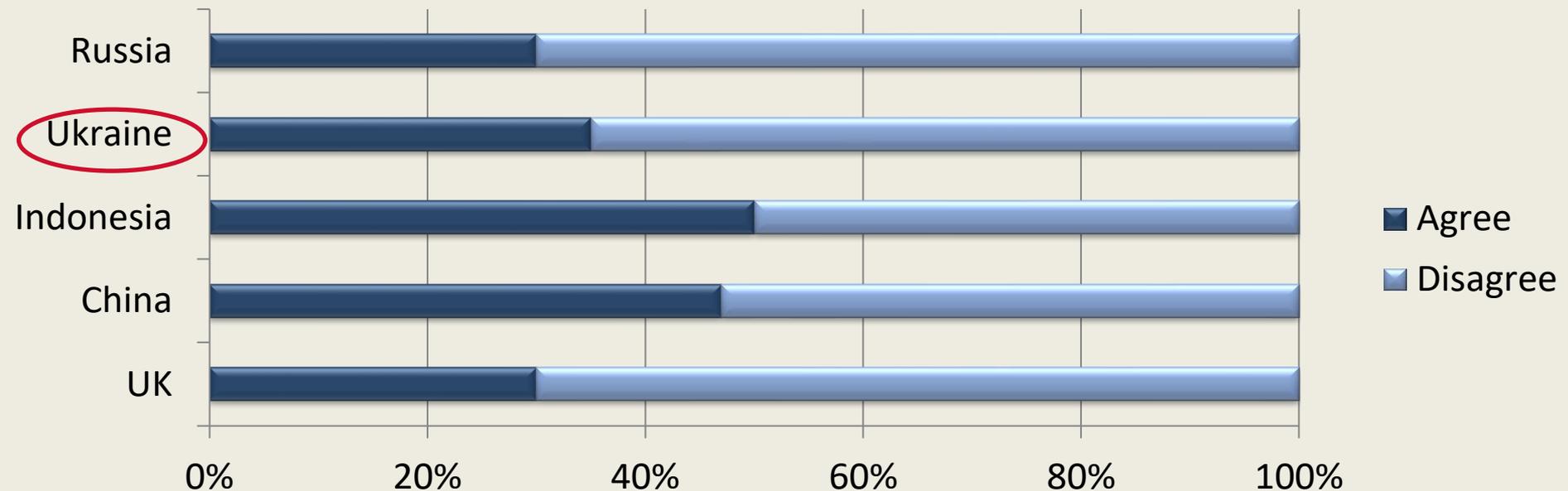
Data for Kazakhstan: National Economic University of Kazakhstan, Beimisheva Aigul, PhD Sociologist, April 2021

Data Source: Cambridge Design Partnership for the Foundation for a Smoke-Free World, 31 Jan 2020

Smoking & Nicotine – Risk Perception

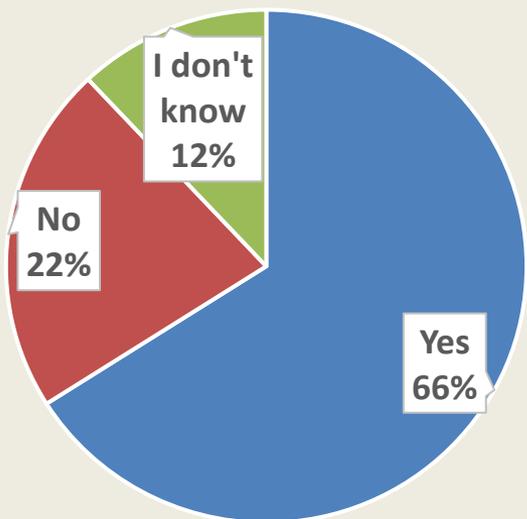


Is it more harmful to use e-cigarettes than to smoke traditional cigarettes?

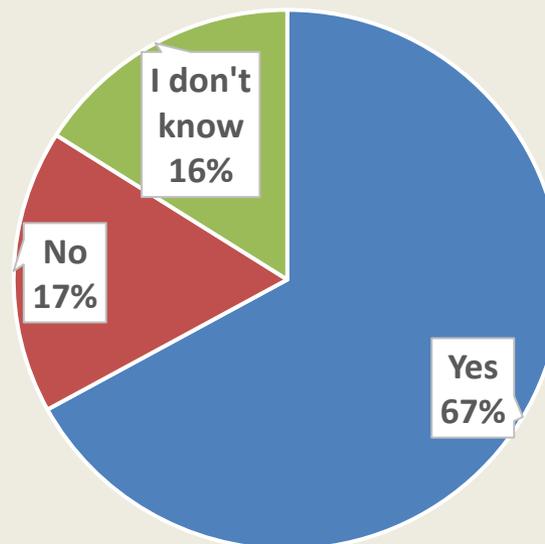


Data for Ukraine: Kiev International Institute of Sociology for the Health Initiatives NGO, February 2021
Data Source: Cambridge Design Partnership for the Foundation for a Smoke-Free World, 31 Jan 2020

Do you believe that nicotine causes cancer?



IQOS/GLO users



Cigarette smokers

THE RUSSIAN FEDERATION: STATE OF RRP's



- 2015: Tobacco containing snus was banned
- Fall, 2019: Nicotine patches were banned by the Sanitary Chief Order followed by the Parliament's ban in 2020
- Summer, 2020: Russian Parliament supported amendments to the tobacco-control legislation to equalize all RRP's with combustible cigarettes in terms of advertisement (full ban) and use in public places. Nicotine limit for e-cigarettes was set based on the EU model (*20 mg per 1 ml*)

Russian Ministry of Health's Position



- “The key change the Tobacco-Control Concept will bring about is equalizing all e-cigarettes with conventional cigarettes. In terms of the legislation, this would mean that young people under 18 y.o. will not be able to buy e-cigarettes, while using e-cigarettes in public places will be regulated the same way as smoking of conventional cigarettes. Advertisement of ENDS will be banned as well”.

Government's Tobacco Control Strategy for 2019-2035, adopted December, 2019

"It is crucial that the Concept is targeted at decreasing prevalence not only of combustible cigarettes but of e-cigarettes as well", – mentioned Dr. Salagay, Deputy Minister of Health of the Russian Federation.

Russian Government's Position



April 30, 2021: updated an action plan on combating tobacco and nicotine containing products' consumption as part of the Government's Tobacco Control Strategy which now includes:

- No directives to increase taxes on combustible cigarettes
- Only two measures on smoking cessation:
 1. MoH is to develop a document on a patient's status of tobacco and nicotine consumer
 2. Doctors are required to inform citizens about the harm of tobacco- and nicotine-containing products while providing medical assistance on any health issue of a patient

BELARUS: STATE OF RRP_s



- January, 2019: President decree equalizing the use of ENDS and HTPs with smoking combustible cigarettes, and banning the advertisement of liquids for ENDS
- No limit on the max nicotine concentration in 1 ml of liquid, unlike in the Russian Federation
- Sticks for HTPs are taxed as 122.6 Belarusian rubles per kilogram (or 47,43 USD). Devices for HTP, liquids for ENDS are not subject to taxation.

Kazakhstan: State of RRP



- Sep 2019: snus was banned
- 2020: new taxes on RRP introduced
- Excise tax for e-cigarettes' liquids is 5 tenge per 1 ml (0.012 USD)
- Excise for sticks is 7345 tenge (18 USD) per 1 kg – it is to grow by 60% within next 2 years
- An excise share in a pack of sticks (1USD) is 11.2%
- The regulation of RRP is the same as the one for conventional cigarettes from the 2020

Uzbekistan: NASVAY – “strategy of replacement”



- **NASVAY** – is a smokeless tobacco mixture made of tobacco with an added alkaline component and other ingredients (ashes, cotton oil, etc) for oral use. It is amateurishly produced from local raw materials and used mostly by men in rural areas all over Central Asia

- 23,2% of adult men consume this product (STEPS 2014), which is higher than the rate of smoking prevalence among men (19.6%)
- Sold by weight: a 50 gram package of nasvay cost only \$0.2 – significantly less than a pack of the cheapest cigarettes
- Nasvay is currently not regulated at all – shadow market
- Nasvay users are potential tobacco smokers
- Two strategies on nasvai are under consideration: ban it completely or make it legal

Smoking Cessation Programs: NON-EXISTENT



| | Quit-line | NRT cost covered | Health professionals training |
|-------------------|---|------------------|-------------------------------|
| RUSSIA | 2011-2020 Total: >1 mln calls 125,000 calls a year 35 mln smokers | no | rare, more than 5 years ago |
| UKRAINE | 2017-2019 Total: 6,000 calls 2,000 calls a year 8 mln smokers | no | no |
| GEORGIA | 2018-2020 Total: 12,000 calls 6,000 calls a year 1 mln smokers | no | no |
| KAZAKHSTAN | no | no | no |
| UZBEKISTAN | no | no | no |

According to the international statistics,
more than a half of adult smokers made a quit attempt last year.

Gaps and Challenges for the FSU Region



- Smoking remains a key risk factor of non-communicable diseases
- Lack of data on RRP prevalence among adults
- Lack of economic incentives to help smokers switch and quit (Eg.: Georgia and Ukraine have equalized taxation for RRP and conventional cigarettes)
- Lack of objective unbiased information on RRP for policy-makers and the general public
- Aggressive propaganda around RRP to equalize nicotine containing products with combustible cigarette based on “Quit or Die”
- Lack of smoking-cessation services for smokers willing to quit

THANK YOU FOR YOUR ATTENTION