

Evidence and policies about reducing smoking in Iran

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Talk structure

- ▶ National Institute of Health Research in Iran
- ▶ Rate of smoking
- ▶ Policy interventions
- ▶ Trends of smoking
- ▶ Gender and geographical issues
- ▶ Patterns of smoking – challenges

Role of NIHR in Iran

- ▶ Developing the evidence base for decision making
 - Conducting and commissioning primary research
 - HTAs and reviews of evidence
- ▶ Contribution to planning and designing evidence informed policies
- ▶ Evaluation of implementation / observatory roles

Role of NIHR

- ▶ Active involvement in designing the ‘healthy young’ plan for the Ministry of Health – lifestyle issues
- ▶ Conducting the MIDHS2010, national survey of 30000 households – now being analysed
- ▶ Include questions on smoking among women 15–50, and household secondhand smoking in children 0–4

Smoking in Iran – rate of smoking

- ▶ National Survey 2008: 11.1% smokers among 15–64 years
- ▶ 21.1% male vs 0.8% female –MoH
- ▶ Several provincial and local studies – in cases with large samples
- ▶ Most estimates are between 11–16.5%

Major policy interventions

- ▶ Legislation to ban smoking in public buildings failed in 1991
 - On the ground of infringing individuals' right to smoke!
- ▶ At the same time a total ban on tobacco advertising (in any form) was successfully implemented

Major policy interventions

- ▶ Legislation on comprehensive campaign against smoking in 2006 – successful
- ▶ Incorporates ban in smoking in public places especially governmental buildings
- ▶ Several other interventions

- ▶ Tehran – a city without smoking plan
 - Approved by the municipality – Smoking free parks
- ▶ Healthy Heart cities interventions – in Isfahan and Arak

- ▶ Smoking not socially acceptable anymore
- ▶ Compulsory warnings and images on cigarette packets
 - implemented
- ▶ Smaller cigarettes
- ▶ Ban on selling cigarettes to under 18s
 - not fully implemented

Smoking in Iran – trend of smoking

- ▶ National survey in 1999: **11.9%** (Mohammad et al)
- ▶ Large survey in Tehran 2001: **10.6%** (Emami et al 2003)
- ▶ National survey 2003–4: 11–18 years old **18.5%** versus **10.1%** in boys and girls (Kelishadi et al 2006)
- ▶ National survey in 2005: Among 25–64 year old group current smoking at **17.9%** in 2005 (Alikhani et al 2009)
- ▶ National Survey 2008: **11.09%** smokers among 15–64 years (Ministry of Health)

Trends of smoking in Iran

- ▶ A clear increase during late 90s to mid 2000s
- ▶ Signs of decrease in smoking since 2005
 - Not all agree!
- ▶ In a controlled community trial, in both of the intervention and control cities, smoking rate decreased over three years (Sarrafzadegan et al 2009)

Gender and geography issues

- ▶ Consistently lower among women
 - increasing in women?
- ▶ Differences between provinces
- ▶ Smoking in rural areas (17.2%) higher than urban areas (14.3%) (Mehrabi et al 2007)

Other challenges – change in patterns

- ▶ Issue of smoking water-pipes (Qalyan – Hookah)
- ▶ 4.8% daily consumption during pregnancy in South Iran 2004
- ▶ Experience of smoking Qalyan among teenagers in Tehran twice as smoking cigarette
▶ In BandarAbbas 0.9% of women reported smoking cigarettes, 13.7% reported smoking qalyan
- ▶ Seeking advice for quitting qalyan less common
- ▶ New marketing approaches
- ▶ Fruity tobaccos – smaller, mobile qalyans