



31 May - World No Tobacco Day

STUDY REVEALS THAT 72% OF SMOKERS IN BRAZIL WHO TRIED TO STOP SMOKING WAS NOT GOTTA

On World No Tobacco Day, the Foundation for a Smoke-Free World releases research aimed at help more than 1 billion smokers worldwide stop or change your habits for less harmful products

New York, May 31, 2018 - Although more than nine in ten smokers in Brazil say they are aware that smoking is dangerous, 72% have been unsuccessful in their attempts to quit smoking. In addition, 83% of Brazilian smokers report that they are "well informed" about the impact of smoking on health, 69% said they plan to quit and 57% of those who tried to quit said they would need help to get it. These are the key findings of a new study by the Foundation for a Smoke-Free World released on World No Tobacco Day celebrated 30 years ago on May 31 by the World Health Organization.

The results of the research reinforce the importance of helping smokers have new options to stop addiction and lead a healthier life. "The data show what we have anecdotally known for decades-- that many smokers have the desire to quit, but not the means to match it," said **Derek Yach**, President of Foundation for a Smoke-Free World, who was deeply involved with the development of the world's treaty on tobacco control, Framework Convention on Tobacco Control (FCTC), and served as the Executive Director for non-communicable diseases and mental health at the World Health Organization.

Tobacco kills more than 7 million people every year. Approximately 80% of the 1 billion smokers in the world live in low- and middle-income countries where tobacco-related illness and death are highest. The new research findings from the Foundation point to the challenges in creating one-size fits all approach to smoking cessation across the globe. It is clear: Smokers are sacrificing their physical and economic well-being to smoke, even though many of them have the desire to quit.

"In the two years since the Royal College of Physicians found that 'harm reduction has huge potential to prevent death and disability from tobacco use,' we continue to largely ignore the fact that many smokers do not want to quit and obtain pleasure from smoking. Harm-reduction advancements are literally a matter of life or death for these people," added Yach.

The Foundation is taking a new approach to help smokers quit or reduce their risks. It is listening to the smokers and looking, through their eyes, at the challenges they face as they try to quit. It is committed to funding a research agenda that prioritizes new methods of harm reduction and cessation to fulfill the FCTC, while importantly responding to the behavioral and health needs of smokers who struggle to quit.



Even in Brazil, where cessation efforts have been partly successful, 18.6 million people continue to imperil their health by using combusted tobacco every day. Brazil, who has chaired the process of the Framework Convention for Tobacco Control, took the lead in Latin America to implement and promote it within the country. Neighboring countries across Latin America may very well benefit from the leadership and experience of Brazil in tackling cessation and harm reduction.

“As we mark the 30th World No Tobacco Day, I am proud that Foundation for a Smoke-Free World is standing with smokers to help them break their addiction. As evidenced by the situation in Brazil, there have been significant strides made in cessation, but there is still a tremendous amount of work to do,” continued Yach.

- 83% of smokers report that they are “well informed” about the impact of smoking on one’s health.
- 69% of smokers said they are planning to quit.
- 57% of smokers who tried to quit said they would need assistance to do so.

ABOUT FOUNDATION FOR A SMOKE-FREE WORLD

Foundation for a Smoke-Free World is an independent, non-profit organization created to accelerate global efforts to reduce health impacts and deaths from smoking, with the goal of ultimately eliminating smoking worldwide in this generation. The Foundation focuses on learning from existing research, identifying where gaps in knowledge exist, and funding new research to seek answers regarding the most effective smoking cessation and harm reduction strategies. It also works to ensure that vulnerable populations affected by this transformation, especially small tobacco farmers, are able to transition to sustainable livelihoods.

With one billion smokers in the world, and one billion people projected to die from smoking in this century, the Foundation’s task is urgent. The Foundation will fund research and support collaborative initiatives to accelerate progress in reducing harm and deaths from smoking worldwide.

ABOUT DR. DEREK YACH

Dr. Derek Yach, a global health expert and anti-smoking advocate for more than 30 years, is the President of Foundation for a Smoke-Free World. Throughout his career, he has supported and led smoking cessation research and policy development and has been a strong proponent of harm reduction policies, calling for a greater emphasis on harm reduction as early as 2005. He is also a passionate advocate of health promotion and disease prevention and is advancing his career’s work at Foundation for a Smoke-Free World.

Dr. Yach is a former World Health Organization (WHO) Cabinet Director and Executive Director for noncommunicable diseases and mental health where he was deeply involved with the development of the world’s treaty on tobacco control, the Framework Convention on Tobacco Control.