

Table 4.6

Future tobacco control measures in Hungary – costs and expected impact

Intervention	Expected impact based on international experience	Expected impact based on Hungarian research	Cost of the intervention to the state budget	What next?
Price measures to decrease demand for tobacco				
10% cigarette tax increase	The most effective tobacco control measure Decreases consumption by 6% in a CEE country Works especially for youth	Decreases consumption by 3.8%	None – it also increases government tax revenue by 7%	EU tax level should be reached well before the deadline of 31 December 2008 with yearly – above the rate of inflation – increases in both specific and ad valorem components of cigarette tax
Tobacco tax earmarking (0.5% of total tobacco tax)	Provides secure and sustainable funding for tobacco control interventions and/or for a wider range of activities promoting health	It provides about HUF 1 billion for tobacco control interventions (in 2004)	None – best if the 0.5% is added over the current tax level	Tobacco tax earmarking should be introduced without delay along with establishing mechanisms for managing the collected funds Funds to be used for supporting a wide range of tobacco control programmes
Non-price measures to decrease demand for tobacco				
Smoke-free environments – restrictions of smoking in public places	It is a highly effective tobacco control intervention Especially effective in preventing passive smoking In US restrictions have reduced cigarette consumption by 4-10%	In 1999, 42% of non-smokers were exposed to others' smoke at the workplace or in educational establishments and 57% in restaurants or recreational facilities (Fact, 1999) 1.25% of total social costs imposed by smoking on society are due to passive smoking (Rupp, 1995)	None (legislative measures) or low level financial support (offered through tender competitions) to units seeking to ban smoking on their premises	Financial incentives should be given to restaurants which introduce a total ban on smoking or provide physically separated venues for smokers – no ventilation systems should be allowed to be used for the separation of smoking and non-smoking areas Workplaces should be offered incentives to introduce total ban on smoking in their premises

Packaging and labelling	Prominent health warnings contributed to quitting smoking in 8% of smokers in Turkey and 4% in Poland; in Poland, 16% of smokers made a quit attempt under the influence of health warnings Pictorial warnings increased the motivation to quit in 44% of smokers (Canadian Cancer Society, 2002)	DATA NOT AVAILABLE	None – amendment of actual regulation need the involvement of responsible ministries	Enforcement of actual rules and further refining of regulation of product placement (display to let warnings be seen) Because of its higher impact the size of warnings has to be increased to 50% of both sides and pictorial warnings have to be introduced
Regulation of harmful substance content of cigarettes and tobacco smoke	Cigarettes with lower tar and nicotine content in their smoke are not "healthier" than "regular" ones, because of changes in smoking practices The present form of measurement of tar and nicotine is not suitable for predicting differences between the real impact of smoking higher or lower tar cigarettes	If smoking practice remains unchanged, – lower tar cigarettes might result in less acute and chronic impact on respiratory health – development of nicotine addiction would slow down (Barta, 2000)	None – amendment of actual regulation need the involvement of responsible ministries	Tobacco companies should be forced to report all components and additives used for the production of every individual cigarette brand These lists should be made public
Comprehensive ban on promotion of tobacco products	Comprehensive bans on tobacco products should decrease tobacco consumption by over 6%, but limited or partial bans have no effect (the World Bank, 1999)	Advertising bans were ranked last out of nine tobacco control interventions based on its possible impact on one's smoking habits (Fact, 1999)	None – amendment of actual regulation might need the involvement of responsible ministries	Further clarification and strengthening of legislation on POS advertising Increasing fines related to violation of advertising regulations – up to the withdrawal of licenses Ban on sponsorship of events and direct or indirect support of organisations (including political parties) by tobacco companies
Anti-smoking mass media campaigns	North-American, Australian and other campaigns were found to reduce overall consumption and smoking rates In Australia, 5-10% of the overall decline of tobacco consumption was attributed to mass media campaigns	DATA NOT AVAILABLE	High – but might result in up to 10% decrease in smoking prevalence over years	Quit and Win campaigns should be organized every year Supporting community actions with great visibility and attractive to the media should be given priority at tender competitions
School-based and other youth programmes	Only have temporary effect in delaying the uptake of smoking	Increased smoking prevalence among children and young people in spite of youth- and health education-focused tobacco control efforts	Medium – with low return rates	Only use programme designs found effective elsewhere, run demonstration programmes and spread those found effective

Treatment of tobacco dependence and cessation of tobacco use	Effectiveness of smoking cessation interventions: brief advice 2-3%, NRT + brief advice 6%, NRT + brief advice + follow-up 8% The use of NRT doubles success rates Telephone counselling systems (quitlines) reach 2-3% of smokers each year, with the potential reach of 7-10% (McAfee, 2002) and double success rates compared to SHM alone (Zhu – California, US, 2002)	Net gain for one smoker who quits smoking HUF 130,000 Net costs of smoking cessation interventions per smoker: Brief advice HUF 17,000 Brief advice + NRT HUF 35,000 Brief advice + NRT + self-help material HUF 35,500 (Barta, 1999)	High – but smoking cessation interventions returns triple the investment (Barta, 1999) A combination of methods (cessation services + counter-advertising + quitline) might decrease the number of smokers by up to 10%	Reimbursement scheme for nicotine replacement therapy should be introduced – first for lower socio-economic Quitline should be made free of charge, promoted and maintained over time Smoking cessation services should be made available for the increased load of those who wish to quit
Measures to reduce supply of tobacco				
Sales of tobacco products to minors	Low efficiency – no measurable impact on youth consumption	Insufficient compliance: in excess of 30% of vendors were found to sell tobacco products to minors in November 2003 (ÁNTSZ, 2003)	None – fines applied by ÁNTSZ should be rechannelled into supporting their tobacco control programmes	Increasing fines related to violation of actual rules – up to the withdrawal of licenses Impersonal sales should be avoided Demanding the establishment of separate, licensed premises for the sale of tobacco products, banning sale of tobacco products in supermarkets
Suppressing tobacco growing or crop substitution	No evidence for these schemes reducing tobacco consumption	60% of tobacco manufactured in Hungary originates from import No data available on crop diversification policies	High – low efficiency	No emphasis should be given to this measure
Control of smuggling	Smuggling endangers the impact of taxation and pricing policies Combating smuggling might have positive influence especially among children, young people and smokers of lower socio-economic strata	Based on 2001 data some 7.5 million units of cheap smuggled cigarettes were sold in Hungary This caused HUF 42 million lost excise revenues for the state budget	None, but additional funding for customs services is to be considered	Border controls aimed at seizing counterfeit cigarettes should be strengthened, penalties for smugglers increased, and low level addition funding be provided to customs services to cover extra workload due to regular tax increases providing incentive for smugglers

Complex measures				
Development and implementation of comprehensive national tobacco control programs	Comprehensive tobacco control programmes, which also include advertising bans, might decrease cigarette consumption by 14-37% Comprehensive programmes might incur a cost of between 50 US cents and USD 2.5 (The World Bank, 1999)	No data on aggregated impact of various individual tobacco control interventions	Low – for establishing and maintaining a tobacco control unit High – implementation of a combination of policy measures and community-based programmes	Establishing a tobacco control unit within the health ministry (possibly under the public health department) without delay to <ul style="list-style-type: none"> – be made responsible for co-ordinating adoption and implementation of FCTC – co-ordinate tobacco control programmes in Hungary – liaise with other ministries and act as secretariat for intersectoral committee on tobacco – manage funds channeled into funding of tobacco control efforts
Establishment and operation of high level intersectoral committee for tobacco control	According to the WHO co-ordination of tobacco control efforts is essential to effective action against tobacco	No experience with formal boards/committees responsible for policy development, co-ordination and following-up of implementation	Low to medium – committee should meet regularly and sound research should be provided to them	Establishing an intersectoral committee on tobacco control – with the health ministry acting as secretariat – to <ul style="list-style-type: none"> – involve all relevant ministries into planning and implementing of tobacco control efforts – take into account pro- and anti-tobacco measures taken by ministries – co-ordinate ministries' involvement in the implementation of FCTC
Research, collaboration and communication	Research provides sound basis for developing and implementing tobacco control measures and feedback on their effectiveness and cost-efficiency	It would strengthen policy development and provide information for prioritization of programme funding	Medium to high	Tobacco control research agenda should be developed and pursued