

# **BRIEF MEETING SUMMARY of CORE GROUP MEETING ON TOBACCO RESEARCH IN SOUTHEAST ASIA**

*14-15 January 2001, Siam City Hotel, Bangkok, Thailand*

## **Agenda**

### **Sunday, January 14**

- |               |  |
|---------------|--|
| 8:30 - 9:00   | Introduction and meeting workplan  |
| 9:00 - 12:00  | <ul style="list-style-type: none"><li>• Briefing on the economic and surveillance research Capacity building project</li><li>• Country information on tobacco research</li></ul> |
| 13:00 - 18:00 | <ul style="list-style-type: none"><li>• Country information on tobacco research (cont'd)</li><li>• Breakout Session</li></ul>  |

### **Monday, January 15**

- |               |                               |
|---------------|-------------------------------|
| 8:00 - 10:00  | Breakout Session              |
| 10:00-12:00   | Summarize of breakout session |
| 13:00 - 18:00 | Planing of the workshop       |

## **Participants**

Anthony D. So,	The Rockefeller Foundation
Belinda Hughes	ASH (Thailand)
Bung-On Ritthiphakdee	ASH (Thailand)
Christina Czart	NBER Health Economics Program
Greg Hallen	WHO Cambodia.
Hoang Van Kinh	Vietnam Committee on Smoking and Health
Isa Abdul Majid	National Poison Centre Malaysia
Jonathan Samet,	Johns Hopkins
Khun Sokrin	National Center for Health Promotion Cambodia
Kris Wright	ASH (Thailand)
Liala Tata	ASH (Thailand)
Marion Ceraso,	Johns Hopkins
Prakit Vateesatokij	ASH Thailand
Steve Hamann	TCPRN
Supakorn Buasai,	Health Systems Research Institute
Yel Daravuth	ADRA Cambodia

## Objectives of the Meeting

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- Explore regional needs and capacity on tobacco research
- Identify potential partners/researchers
- Overall planning for workshop
- Discuss approach and mechanism for long-term supporting system
- Set a time frame of the research project

## Session Summaries

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### 1. Briefing of Research Capacity proposal

#### 1.1 Surveillance by Jonathan Samet and Marion Ceraso

##### *Research and Surveillance Training Project: Objectives*

- Define national/regional tobacco control research and surveillance needs
- Address needs through on-site and distance based training
- Develop regional centers of excellence in tobacco control
- Provide research tools, mentoring and follow -up technical support

##### *Research and Surveillance Training Project: Key Activities*

- Advance consultative meeting (Bangkok, January 2001)
- Recruitment of researchers/trainees
- Identification of regional centers and key leaders
- Development of training materials, recruitment of faculty
- Training workshop - protocol development by trainees
- Small seed grant program
- Ongoing mentoring/technical assistance

##### *Research and Surveillance Training Project: Core Competencies*

- Access and use key tobacco control evidence
- Use mortality and other data to assess health impact of smoking
- Track tobacco industry activities (e.g., advertising and promotion)
- Develop a research protocol and prepare a grant proposal
- Carry out survey of tobacco use
- Present findings to health professionals, policy-makers, general public

##### *Research and Surveillance Training Project: Outcomes*

- Identification and training of tobacco control experts in Cambodia, Malaysia Thailand and Vietnam
- Development of regional centers of expertise in tobacco control research and a regional network of tobacco control experts
- Implementation of tobacco control research projects by program trainees
- Use of resulting evidence to enhance tobacco control policies

***Research and Surveillance Training Project: Dissemination***

- Regional centers to define appropriate vehicles for dissemination, including potentially:
  - annual meeting to share results/network
  - publication of results through national and international journals/websites/CDs
  - standing meetings (e.g., AFACT)

***Research and Surveillance Training Project: Potential Research Protocols***

- National survey (e.g., tobacco use, knowledge and attitudes related to tobacco use and tobacco control measures)
- Survey of a sentinel population: (e.g., school children, military employees, health professionals)
- Hospital-based case-control study of lung cancer and smoking
- Study of exposure to environmental tobacco smoke (combining environmental and biological measurements)
- Retrospective study of tobacco-related morbidity and mortality
- Environmental survey of tobacco industry activity at local or national level

**1.2 Economic Research by Christina Czart and Frank Chaloupka**

Tobacco deaths worldwide are large and growing, and have higher burdens among the poor. Demand measures, chiefly tax increases, information, and regulation are most effective to reduce tobacco consumption and the control of smuggling is the major supply-side intervention. As well as saving lives, tobacco control is cost-effective. Tobacco control in South East Asia must thus include the recognition of the economic issues surrounding tobacco.

***This project aims to:***

- develop a research and technical assistance program to support country-level and regional studies on the economics of tobacco and tobacco control in Southeast -Asia
- build on ongoing work with the World Bank and World Health Organization

***Economic Research Activities for SE Asia will include:***

- The demand for tobacco products
- Issues in the globalization of the tobacco industry
- Smuggling of tobacco products
- The Costs of Tobacco Use and Tobacco Control
- Impact of Tobacco on the Poor

***Key Research Tools will include:***

- “Toolkit on the Economics of Tobacco”
- Web Site and CD-ROM
- Network of Economists and other Policy Researchers
- Electronic “Listserv”

- Research Paper Series
- Seed Grant Program
- Support for Regional Center for Technical Assistance
- Planning of and participation in initial workshop and additional meetings

## **2. Country Profiles (Briefings by Country Representatives)**

### **2.1 Malaysia By Isa Abdul Majid**

***Previous Research Areas:***

- school children (main focus)
- Smoking and Islam. CAP advised religious leaders to ban smoking during the month of Ramadan.

***Key players in Tobacco Control:***

- Consumer's Association of Penang (CAP)
- National Poison Centre
- Ministry of Health

***Future Research Plans/Needs:***

- Promotion and advertising
- Impact of major cigarette manufacturing plants based in Malaysia on policy in the country and within the region.
- Poverty and smoking

### **2.2 Vietnam By Hoang Van Kinh**

***Previous Research Areas:***

- Smoking Prevalence (Vietnam Living Standard Survey (VLSS)1992/3, 1997/8; Ministry of Health 1997; 5 regional provinces currently being tested.
- Pregnant women and school children
- Government Resolution on the National Tobacco Control Policy was completed in 2000-2001.

***Future Research Plans/Needs:***

- National Health Survey
- Research Needed:
  - Effects of an x% tax increase on cigarette
  - Poverty and smoking
  - Youth behaviour
  - Smuggling
  - Warning labels
  - Quitting methods
  - Pipe smoking

## **2.2 Cambodia By Sokrin Khun, Daravuth Yel, Greg Hallen**

### ***Previous Research Areas:***

- Prevalence of smokers, and attitudes and practices of public towards smoking
- Tobacco advertising prevalence
- Economic costs of smoking
- Prevalence of smoking in monks
- Smokers' economic status and expenditure on tobacco
- behaviour and KAP of primary school teachers regarding tobacco

### ***Key players in Tobacco Control:***

- ADRA
- National Centre for Health Promotion

### ***Future Research Plans/Needs:***

- National prevalence of tobacco consumption
- Prevalence of tobacco use among specific target groups
- Economic study on the impact of tobacco use
- Clinical study on tobacco-related illnesses.
- Mapping of tobacco industry and its activities

### ***Potential Partners:***

- National Institute of Statistics (NIS)
- National Institute of Public Health (NIPH)
- National Centre for STDs and HIV/ AIDS Control (NCHAD)
- Ministry of Finance
- Calmette hospital and other hospitals
- Universities and other academic institutions
- ADRA and other Ios/ NGOs

## **2.3 Thailand By Bung -On Ritthiphakdee**

### ***Previous Research Areas***

- Prevalence
- Tax
- Selling to Minors
- Smoke free Areas
- Tobacco Advertising
- Costs of tobacco related diseases

### ***Key players in Tobacco Control***

- University Lecturers
- Masters/PhD Students
- Health System Research Institute
- Individual Researchers
- National Statistics Office
- Ministry of Public Health

### ***Future Research Plans/Needs***

- Prevalence among girls
- Advertising
- Estimating costs of tobacco use
- Free trade
- Knowledge and awareness of smokers
- Law enforcement

### ***Strengths and Weaknesses***

-Need for follow-up research (Research is mainly carried out by university researchers who are limited by the short time of their research studies. Short-term research with no follow-up is usually conducted and it is thus, unknown whether success or failure rates measured during the initial study, still exist after a considerable period of time.)

## **3. Breakout Session Summaries**

Concurrent sessions on Surveillance (facilitators Jonathan Samet and Marion Ceraso) and Economics (facilitators Christina Czart and Anthony So) are held.

Representatives from two countries attend each session together (Vietnam and Thailand; Cambodia and Malaysia).

### **3.1 Economics of Tobacco**

#### ***Regional Summary***

##### *Thematic research issues*

- price elasticity and tax studies\*
- tobacco livelihoods\*
- smuggling\*
- health costs of tobacco use
- revenue loss from media ad bans (Cambodia)
- cost-effectiveness analysis of tobacco control interventions (Thailand and Malaysia)
- trade
- industry mapping

(\*priorities for every country)

##### *Interval steps*

- Potential researchers and contact information
- Data availability and gaps for priority research issues
- Tax structure description
- Literature review and bibliography from in-country coordinators
- Trade
- Industry mapping

#### ***Country Summaries (Priority Research Issues)***

##### ***Malaysia***

- Taxation

- optimization of revenue return;
- earmarking for health promotion
- Smuggling
  - estimate the magnitude;
  - tax revenue loss and Industry Documents;
  - Kretek- one of the main smuggled items
- Direct and indirect tobacco-related expenditures
- Duty-free areas for cigarettes
  - Island of Langkawi
- Transition from tobacco to alternative livelihoods
- Crop distribution and the loss to retail outlets
- Industry mapping

### ***Cambodia***

- Revenue loss from the advertising ban
  - Part-owned, state-owned and private;
  - Ministry of information;
  - Two smoke-free radio stations;
  - Billboards, TV, radio, print media
- Taxes
  - Compliance with existing taxes;
  - Smuggled versus domestic products;
  - Optimizing revenue returns
- Tobacco Livelihoods
  - Tobacco-dependent jobs, such as farming
  - Household expenditures/substitution/opportunity cost

### ***Vietnam***

- Tax on tobacco
- Poverty (equity impact)
- Smuggling
- Substitution (water pipes, domestic manufactured cigarettes, handrolled tobacco)
- Bilateral trade agreement (US – Vietnam)
- Three-tiered tobacco tax structure (need algorithm)

### ***Thailand***

- Economics of tobacco control
  - Cost effectiveness of tobacco control (for example, Thai Health projects)
- Tax and the Thai experience
  - Project Model for optimal public health impact and revenue generation
  - Industry response to tax increase (price dumping)
- Privatization of state monopoly
- Smuggling
- Value chain analysis along production of tobacco
  - Northern Thai Farmers key target research group
  - Survey of price declarations at customs
- Predicted effect of AFTA on tobacco tax and therefore prevention

## **3.2 Research and Surveillance Breakout Session Summary**

### ***Regional Summary***

#### ***Core Surveillance***

- National surveys
- Key populations: kids, health professionals, girls, teachers, politicians, etc.
- Passive smoking
- Tobacco industry surveillance
- Key morbidity and mortality indicators
- Survey methodology, sampling
- Communication of findings

#### ***Country Summaries (Priority Research Issues)***

##### ***Malaysia***

- Tobacco industry surveillance tools (especially of indirect marketing)
- Exposure to marketing, impact on kids
- KAP survey in school children, religious leaders

##### ***Cambodia***

- National prevalence survey (decision-makers, monks)
- Surveillance of tobacco industry
- Clinical morbidity and mortality study
- Smoke Free Buddhist Monks project
- Highlighted need: sampling, data analysis

##### ***Vietnam***

- Price elasticity
- Smoking and poverty
- Pregnant women, school children intervention (evaluation design)
- smuggling
- evaluation of programs

##### ***Thailand***

- Surveillance of smoking rates among girls (possible biochemical verification)
- Study of tobacco as a gateway drug
- Surveillance of tobacco industry
- Surveillance of smoking in public places, homes
- archiving information (There is potentially accessible and useable information to review dating from 1976 onward)

## **4. Workshop Planning**

### **Objectives of the workshop**

Participants should leave the workshop with a good idea of how to:

- access/use tobacco control evidence
- evaluate national surveillance data/data systems
- develop a study protocol
- carry out a survey
- implement the industry surveillance protocol
- communicate study findings to policy makers/media/public

### **Participants** from 4 SEA countries only

- 40 researchers (10/country)
- 8 non-researchers (2/country)
- Workshop facilitators and domestic donors
- Participants must be competent in English
- Participants must have email and web-access from their respective countries.

### **How to Recruit meeting participants**

- Each country must assign an In-Country Coordinator. This person would identify potential researchers, data availability and gaps for priority research issues and complete a literature review and bibliography.  
(To attain a good quality literature review, bibliography and abstracts of research in each country, this position will need separately funding)
- Researchers should submit a 2-page grant proposal (ie. abstract of research protocol) before the workshop to Johns Hopkins facilitators (Surveillance) and Czart/Chaloupka (Economics).
- Each country (of 12 people) will have 2-3 research teams, each working on one study protocol

### **Logistics**

- Workshop shall be held in Penang, Malaysia during the second week of July (exact location not yet determined). The University of Sai, Malaysia will be the local host.

### **Some Suggestions**

- 10 computers must be available throughout the workshop

## Proposed Timeline

<i>When</i>	<i>By whom</i>
<p><i>January:</i></p> <ul style="list-style-type: none"> <li>• Core group report</li> <li>• Template for application and notification of priority research</li> <li>• Submit job description of country coordinator.</li> <li>• Identify country coordinators</li> </ul>	<p>ASH Ceraso/Samet and Czart/Chaloupka</p> <p>Alliance members</p>
<p><i>February/March:</i></p> <ul style="list-style-type: none"> <li>• Country coordinators take action, including literature review, recruitment, etc.</li> <li>• Recruitment of team</li> <li>• Draft Agenda</li> </ul>	<ul style="list-style-type: none"> <li>• country coordinators</li> <li>• Jon Marion Frank Bungon</li> </ul>
<p><i>April &amp; May:</i></p> <ul style="list-style-type: none"> <li>• Selection process</li> <li>• Logistics</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Jonh Hopkins &amp; Frank</i></li> <li>• <i>Alliance &amp; Isa</i></li> </ul>
<p><i>May:</i></p> <ul style="list-style-type: none"> <li>• Selection of participants</li> </ul>	
<p><i>July: 10-15/16</i></p> <ul style="list-style-type: none"> <li>• Seven-day workshop during the second week of the month</li> </ul>	