

**From Washington (Post) to Washington (Post):
Tobacco Control Achievements in Poland 1980–2004
Poland–U.S. Collaboration**

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Slide 1:

Text: From Washington (Post) to Washington (Post): Tobacco Control
Achievements in Poland 1980–2004 Poland–U.S. Collaboration
Professor Witold Zatoński, M.D. Poland

Slide 2:

Text: The Washington Post, February 10, 1987 Article by Jackson Diehl
Graphic: Clipping from the Washington Post. Headline reads: “Poles Refuse to
Put Out Their Cigarettes. Tobacco Habit Continues to Spread Despite 20–Year
Campaign Again It.”

Slide 3:

Text: History After 1945, two simultaneous phenomenon:

- Infection diseases, infant mortality, maternal mortality declines
- Non–communicable diseases + injury increase, especially in young and
middle age men

Slide 4:

Graphics:

Line Graph 1: **Males**

Total mortality trends at age 0–14, Poland and USA 1959–1999
deaths / 100,000

Poland

1959—742

1969—377

1979—255

1989—170

1999—98

USA

1959—314

1969—243

1979—167

1989—125

Line Graph 2: **Males**

Total mortality trends at age 15–59, Poland and USA 1960–1991
deaths / 100,000

Poland

1960—429

1966—394

1972—419

1978—502

1984—516

1990—553

USA

1960—482

1966—495

1972—486

1978—410

1984—359

1990—355

Slide 5:

Graphics:

Line Graph: **Males**

Lung cancer mortality at age 35–54, Poland and USA, 1959–1985
deaths / 100,000

Poland

1959—13

1964—20

1969—25

1974—37

1979—50

1984—58

USA

1959—28

1964—33

1969—39

1974—42

1979—42

1984—38

Slide 6:

Graphics: Picture of men going to heaven, smoking at the entrance. An angel is flying above them saying “Group from Poland!”

Slide 7:

Text:

The health catastrophe of the adult population is part of the heritage of Eastern Europe

Slide 8:

Text:

Catastrophically, high level of premature mortality among young – and middle – aged adults in EE countries is one of the most important challenges to progress, including economic development, in the new democracies of Central and Eastern Europe

Slide 9:

Text:

Democracy is healthier

Slide 10:

Graphics: Poster from International Union Against Cancer. Background has smoke coming from factories. A man is in the foreground lighting a cigarette. Text on poster reads: A Tobacco Free New Europe. Proceedings, Kazimierz–Poland, November 1990

Slide 11:

Graphics: Picture of a group of people from Kazimierz, 27–29 November, 1990, outside of a building

Slide 12:

Graphics: A letter from Lech Walesa, typed in Russian

Slide 13:

Text: Letter from Jimmy Carter supporting the health movement in Poland

Graphics: Image of letter from Jimmy Carter

Slide 14:

Text: THE LAW ON THE PROTECTION OF PUBLIC HEALTH AGAINST THE EFFECTS OF TOBACCO USE (1995, AMENDMENTS OF 1999 AND 2003)

Main provisions:

- National Tobacco Control Program and Strategy
- Ban on smoking in public places (smoking zones)
- Ban on sale of tobacco to minors (18+), by vending machines, in small packages or in pieces
- Ban on production and sale of smokeless tobacco (nasal snuff excluded since 2000)
- Total ban on tobacco ads, promotion and sponsorship (incl. political parties) enforced in 2000 and 2001
- 30% health warnings on cigarette packs and 20% on ads
- since 1998, EU warnings on packs since 2004
- Free treatment of tobacco dependence (not medicines)
- Gradual reduction of tar, nicotine and CO according to
- EU standards (10 mg of tar, 1 mg of nicotine, 10 mg of CO/cigarette)
- Control of tobacco additives since 2004

- Tobacco control fund (0.5%) from excise tobacco tax

Graphics: Image of the document that made the Tobacco control law enacted on 9 November 1995.

Slide 15:

Text: ACTIVITIES OF THE Cancer center, Warsaw (WHO COLLABORATING CENTRE) in Tobacco Control in EE 1990–2003

Co-organizing scientific and technical conferences, training workshops, collaborative meetings

- **1990** International conference for national counterparts and tobacco control leaders „A Tobacco Free New Europe”, Kazimierz, Poland, November
- **1993** Seminar on quantification of the avoidable causes of premature deaths in Central and Eastern Europe, Popowo, Poland, March
Conference on cancer prevention and control through training Central and Eastern European public health leaders in tobacco control, Cancer Center and Institute, Warsaw, Poland, September
- **1994** Conference on promotion of health by reducing tobacco smoking in Poland, Cancer Center and Institute, Warsaw, Poland, October
Conference on comprehensive tobacco control programs: the United States and Poland, Cancer Center and Institute, Warsaw, Poland, October
- **1995** WHO training seminar on strengthening tobacco control in Central and Eastern Europe, Cancer Center and Institute, Warsaw, Poland, October
5th WHO seminar for tobacco-free Europe on sports and arts tobacco-free, Warsaw, Poland, October
Scientific conference on health status of Polish population, Warsaw, Poland, December
- **1996** Scientific consultation on lifestyle and health in Central Europe, Serock, Poland, June
Scientific conference on health status of Poles, Cancer Center and Institute, Warsaw, Poland
Collaboration in organizing the UICC Central and Eastern European Network and No Smoking Day Evaluation Meeting, Helsinki, Finland

Slide 16:

Text:

AGENDA FOR SCIENTIFIC CONFERENCE
ON TOBACCO AND CANCER CONTROL
16–19 March 2005, Krakow, Poland

Cancer control through tobacco control

ORGANIZERS

Maria Skłodowska-Curie Memorial Cancer Center and Institute of Oncology,
Poland
National Cancer Institute, USA

American Cancer Society, USA
Centers for Disease Control, USA
Open Society Institute, USA
Health Promotion Foundation, Poland

Slide 17:

Text:

From stigmatization to elimination of tobacco ads: big health warnings and total ads ban

Slide 18:

Text: OLD (UP TO 6%) AND NEW (20%) WARNINGS ON TOBACCO ADS IN THE PRESS AND ON BILLBOARDS

Graphics: Two posters from smoking companies:

Poster 1: **Old health warning**

People riding in the back of a pickup truck, in English the text reads: “Discover the taste of freedom!” “Really American. You can afford it?” Minister of Health warns: tobacco smoking is the most frequent cause of cancer and cardiovascular diseases.”

Poster 2: **New health warning**

People playing on the pole of a boat. L&M advertisement “Discover the taste of freedom.”

Slide 19:

Graphics: Advertisement ad for West cigarettes. Young man talking with a Showgirl, they are both smoking cigarettes.

Slide 20:

Graphics: Advertisement ad for West cigarettes. Young man talking with a Showgirl, they are both smoking cigarettes. Pictured is covered by an empty white box

Slide 21:

Text: OLD (UP TO 4% OF SIDE COVER) AND NEW (30% OF FRONT AND BACK COVER) WARNINGS ON CIGARETTE PACKS

Graphics: Pictures of cigarette packages

Picture 1: **Before 1998**

On side of a Mars cigarette package the message reads: “Smoking or health! You make the choice. Minister of Health And Social Welfare”

Picture 2: **Since June 1998 to September 2004**

On front of a Weston Lady Di package message reads: “Tobacco smoking causes cardiovascular diseases. Minister of Health” and on the back of the package message reads: “Tobacco smoking causes cancer. Minister of health”

Slide 22:

Text: NEW EU WARNINGS

Graphics: Example of Manipulation; picture of cigarette packs. Pictures of new warning messages on cigarette packages; Smoking seriously harms you and others around you. Get help to stop smoking: call to quitline 0801

Slide 23:

Text:

Change social climate and build capacity for smoking prevention and cessation

Slide 24:

Text: THOUGHT "STRONG" AUSTRALIAN ADS (TV, PRESS, POSTERS) IN THE GREAT POLISH SMOKE-OUT, NOVEMBER 1999

Graphics: Posters of body organs and the damage that smoking does to them

Slide 25:

Graphics: Picture of a man speaking with the Pope

Slide 26:

Text: Great Polish Smoke-Out, November, 1991–2004

- Whole year contest
- All smokers who want to quit with
 - Nurses and midwives, doctors
 - Selected institutions
- Awards for journalists / sponsors

Graphics: A picture of a group of people surrounding the Pope

Slide 27:

Text:

Smoke Free Public Places / work places
(only smoking zones)
From 1995

Slide 28:

Text: Average content of tar (mg / cigarette) in cigarettes sold in Poland (1983 – 2000)

Source: Chemical studies conducted within the National Tobacco Control Program coordinated by the Cancer Center and Institute of Oncology in Warsaw, Poland

Graphic:

Line Graph

Level of tar permitted in EU since January 1, 2004

mg/cigarette

1983—20.9

1985—23.6

1987—21.2

1989—16.7

1991—15.9
1993—14.4
1995—12.6
1997—12.52
1999—10.29
2000—9.8

Slide 29:

Text: Adults (>15 years) smoking trends in Poland 1974–2004

Graphic:

Line Graph

Male

1974—59.3

1984—54.8

1994—50.0

2004—38.0

Female

1974—17.8

1984—27.9

1994—26.0

2004—25.6

Slide 30:

Text:

Health Outcome

Slide 31:

Text: Mortality trends from lung cancer, Poland and Hungary

Graphics:

Line Graph 1:

Males, age 20–44, 1965–1981
deaths / 100,000

Poland

1966—3

1971—4

1976—6

1981—7

Hungary

1961—2

1966—4

1971—4

1976—6

1981—7

Line Graph 2:

Males, age 20–44, 1965–1996
deaths / 100,000

Poland

1966—4

1976—6

1986—6

1996—5

Hungary

1966—4

1976—6

1986—10

1995—12

Slide 32:

Text: Lung cancer mortality at age 35–54 in Poland and USA, 1959–2002

Graphics:

Line Graph: Males

deaths / 100,000

Poland

1959—13

1964—20

1969—25

1974—37

1979—50

1984—58

1989—58

1994—53

1999—42

2002—42

USA

1959—28

1964—33

1969—39

1974—42

1979—42

1984—38

1989—34

1994—28

1999—22

2000—22

Slide 33:

Text: Average life expectancy in Poland and Russia 1989–2002
–2002

Graphics:

Line Graph 1: Males

life expectancy

Poland

1989—66.8

1992—66.7

1995—67.6

1998—68.87

2001—70.21

Russia

1989—64.23

1992—62.02

1995—58.3

1998—61.39

2001—59.08

Line Graph 2: Females
life expectancy

Poland

1989—75.5

1992—75.7

1995—76.4

1998—77.34

2001—78.38

Russia

1989—74.59

1992—73.77

1995—71.71

1998—73.27

2001—72.28

Slide 34:

Text: The Washington Post, March 15, 2004, Article by Jackson Diehl
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Graphic: Clipping from The Washington Post. Headline reads: Democracy is Healthier

Slide 35:

Text:

Democracy Is Healthier

By Jackson Diehl

Monday, March 15, 2004; Page A25

(...) When I first met Zatoński, in 1986, he was a quixotic anti-smoking crusader barely tolerated by the Communist government and unable to organize public campaigns or influence the state-run tobacco and alcohol monopolies. But with the coming of democracy in the 1990s, he was able to set up a civic movement that organized national anti-smoking campaigns, attracted abundant attention from newly independent media, and eventually persuaded the elected parliament to pass far-reaching restrictions on cigarette advertising and sales. Cigarette smoking, which had risen steadily since World War II, fell by 10 percent in Poland in the 1990s, despite the invasion of Western companies. (...)

Slide 36:

Text:

Democracy Is Healthier

By Jackson Diehl

Monday, March 15, 2004; Page A25

Not every country has a public health campaigner as able or energetic as Zatonski. But his career demonstrates that such people are less important than the political environment around them. Zatonski's studies show that the man most important to Russia's health is not a doctor, but Vladimir Putin — and that his consolidation of power likely condemns his country to grow still sicker.