

*Approved by Decree of the Cabinet of Ministers of Ukraine  
on 3 September 2009, N 940*

## **National Special Social Program for Reduction of the Harmful Impact of Tobacco on Public Health in Ukraine for period till 2012**

### **Objective of the Program**

The objectives of this Program are: to protect and promote public health; to protect the population against the consequences of tobacco consumption and exposure to tobacco smoke; and to minimize the social, environmental and economic consequences of tobacco use by carrying out tobacco control measures at national and local levels.

### **Ways and methods to reach the objectives**

The experience of other countries demonstrates that implementation of the following set of policies is an option for effective reduction of the harmful impact of tobacco on public health in Ukraine:

- broad systematic prevention activities aimed at the whole population directed at increasing awareness of the health hazards of active and passive tobacco-smoking, of the toxic constituents of tobacco smoke and methods of tobacco use cessation;
- establishment of a system to provide assistance in tobacco use cessation and treatment of tobacco dependence, with proper training of health professionals;
- gradual rises in excise tax rates on tobacco products so as to contribute to the health objectives aimed at reducing tobacco consumption
- taking measures to eliminate all forms of illicit trade in tobacco products;
- introduction a ban on:
  - all tobacco advertising, promotion and sponsorship;
  - smoking in work- and public places.

Implementation of such a set of policies would correspond fully with the provisions of the WHO Framework Convention on Tobacco Control, which was ratified by Law of Ukraine N 3534-IV of 15 March 2006 and would result in a substantial decrease in the prevalence of tobacco-smoking, and consequently a decrease in illnesses and deaths caused by tobacco consumption and exposure to tobacco smoke.

The solution to the problem is possible by implementation of the set of policies in two stages.

During the first stage (2009–2010) it is planned:

- to improve the relevant legislation, including fiscal legislation, in line with the FCTC provisions, including guidelines of the FCTC Articles implementation adopted by the FCTC Conference of Parties, and the European Union acts in this field;
- to develop educational programs, including postgraduate education and training, addressed to medical, pharmaceutical, social and pedagogical workers, which ensure the implementation of activities aimed at preventing tobacco products use and reducing their harmful impact on public health and providing medical treatment for tobacco dependence;
- to include in the education and training curricula for medical, pharmaceutical, social and pedagogical workers special themes on methods of preventing and stopping tobacco products use;
- to inform the population about the health risks and harmful impact of tobacco use and exposure to tobacco smoke, the adverse economic and environmental consequences, the toxic constituents of tobacco products and the emissions they may produce, and the benefits of stopping using tobacco and a healthy lifestyle;
- to develop a coordination mechanism for ministries and other government bodies for implementation of the governmental policy on preventing tobacco products use and reducing their harmful impact on public health;
- to establish a national monitoring system of tobacco consumption and effectiveness of public health measures on reducing harmful impact of tobacco products use;
- to educate health professionals employed in all kinds of health care facility about ways to provide adequate medical treatment to those who wish to stop using tobacco products, and to develop and introduce into everyday practice standards of such treatment.

During the second stage (2011–2012) it is planned:

- to introduce a system of medical registration of smoking status for persons who apply for medical treatment in every kind of health care facilities;
- to establish system of activities for diagnosing, preventing and treating tobacco dependence;
- to carry out research concerning tobacco products use prevention and medical treatment of tobacco dependence;
- to ensure participation, in cooperation with the proper international organizations, on issues relating to the control and elimination of the illicit trade in tobacco products and on implementation of joint activities for preventing and controlling the use of tobacco, on harmonizing national standards on tobacco products safety with international standards.

Estimated amounts and sources of funding for the Program activities are presented in Annex 1.

## **Tasks and activities**

Tasks and activities for the Program implementation are presented in Annex 2.

## **Expected results and the Program effectiveness**

Implementation of the Program will result in:

- a reduction in the consumption of tobacco products and tobacco-smoking prevalence as well as reduction in demand for tobacco products in Ukraine;
- an increase in public awareness of the adverse health effects of tobacco use;
- an improvement in standards of medical treatment for tobacco dependence, which increase the number of smokers who stop smoking for good;
- a reduction in the illicit trade in tobacco products;
- a reduction in the incidence of diseases and deaths related to tobacco consumption and/or exposure to tobacco smoke;
- an increase in life expectancy;
- a reduction in rates of involuntary exposure to tobacco smoke;
- a reduction of environmental pollution with tobacco products wastes;
- an increase in revenues to the governmental budget from higher excise tax rates on tobacco products;
- conducting monitoring of implementation of governmental policies on preventing and reducing tobacco products use and their harmful impact on public health.

Expected results of the Program implementation are presented in Annex 3.

## **Amounts and sources of financing**

Financing of the Program is to be carried by the national budget and local budgets, and also other sources.

The amount of financing for the Program will be determined annually with development of the National budget, taking into accounts possibilities of the income part of the budget.

The Program's activities will be coordinated and monitored by the Ministry of Health.

International sources of research, technical and financial assistance and expertise will also be used in the implementation of the Program's activities, in line with the provisions of the FCTC.

**Passport  
of the National Special Social Program for Reduction of the Harmful Impact of Tobacco on Public Health in Ukraine for  
period till 2012**

1. The Program Concept is approved by the Order of the Cabinet of Ministers of Ukraine on 4 June 2008, N 797-r.
2. The Program is approved by the Decree of the Cabinet of Ministers of Ukraine of 3 September 2009 N 940.
3. The governmental customer of the Program is the Ministry of Health.
4. The Head of the Program is the Minister of Health.
5. The implementers of the Program activities are central governmental bodies, governments of Autonomous Republic of Crimea, the regions and the cities of Kiev and Sebastopol, non-governmental organizations.
6. Terms of the Program are 2009-2012.
7. Estimated amounts and sources of financing:

Sources of financing	Amount of financing (thousand of hryvnyas)	Including by years			
		2009	2010	2011	2012
National budget	2677,3	0	729,8	1221,9	725,6
<i>including funding provided for MOH</i>	2677,3		729,8	1221,9	725,6
Local budgets					
Other sources	4 000	4 000			
<b>Total</b>	<b>6677,3</b>	<b>4 000</b>	<b>729,8</b>	<b>1221,9</b>	<b>725,6</b>

**ANNEX 2**

**Tasks and activities for implementation of the National Special Social Program for Reduction of the Harmful Impact of Tobacco on Public Health in Ukraine for period till 2012**

Task	Indicator	Value of indicator				Activity	Responsible bodies	Sources of funding	Estimated amount of funding for activities implementation, thousands of hryvnas	Including by years				
		total	By years							2009	2010	2011	2012	
			2009	2010	2011	2012				2009	2010	2011	2012	
1. Conducting activities for diagnosing, preventing and treating tobacco dependence	Percent of governmental health care facilities provided with the copy of guidelines	100			100		1) Preparation, printing and delivery of guidelines for the health workers of health care facilities on providing proper treatment and counseling to persons, who wish to stop being dependent on tobacco use	Ministry of Health (MOH)	National budget	<b>496.3</b>			496.3	
								Academy of Medical Sciences						
	Number of patients to whom assistance was provided						2) Ensuring availability in the communal health care establishments of prevention activities and medical assistance, for persons who wish to quit tobacco dependence	Council of ministers of Autonomous Republic Crimea, regional, the Kiev and Sebastopol cities governments	Local budgets					
	Number of telephone consultations (thousands)	66		22	22	22	3) Establishment of national telephone quit line	Ministry of Health (MOH)	National budget	<b>490.5</b>		166.3	162.1	162.1
<b>Total for the Task 1</b>									<b>986.8</b>		166.3	658.4	162.1	

2. To inform the population about the health risks of tobacco consumption and exposure to tobacco smoke, and the benefits of healthy lifestyle	Number of substances and ingredients, which information is given about	30 At least once a quarter	15	20	25	30	1) Preparation of information about the harmful substances and ingredients of tobacco products, which are present in tobacco products emissions, and presenting the information in media and Internet	MOH						
	Number and periodicity of materials placing	Six video-spots and 1380 bill-boards At least once a quarter		Two video-spots and 460 bill-boards	Two video-spots and 460 bill-boards	Two video-spots and 460 bill-boards	2) publication in media and Internet information materials on the harm to human health of the use of tobacco products and exposure to tobacco smoke, and healthy lifestyle promotion	MOH, Ministry of Education and Science, Ministry of Family, Youth and Sport, Ministry of Culture and Tourism, State TV and Radio Committee, State Committee on technical regulation and consumer policy Council of ministers of Autonomous Republic Crimea, regional, Kiev and Sebastopol cities governments	National budget	<b>1200</b>		400	400	400
	Number of materials with visible information	150		50	100	150	3) Providing in all kinds of health care and educational	MOH	National budget	<b>330</b>		110	110	110

	placed in health care and educational facilities						facilities visible information on the harmful consequences for human health of smoking or other use of tobacco products and exposure to tobacco smoke, practical advice on a healthy lifestyle, and recommendations for tobacco use quitting	MOH, Council of ministers of Autonomous Republic Crimea, regional, the Kiev and Sebastopol cities governments						
	Number and frequency of materials placed	324 At least once a quarter in a region		108	108	108	4) Inform the population through the media and Internet about the harm to human health from tobacco use and on morbidity and mortality caused by the tobacco use in the region and on prevention and treatment activities implemented	MOH, National TV and Radio Committee, Council of ministers of Autonomous Republic Crimea, regional, Kiev and Sebastopol cities governments						
	Number of themes included to humanitarian and social-economic tutorials, percents	90		30	60	90	5) Inclusion to humanitarian and social-economic tutorials of all educational establishments in Ukraine, the special themes of the tobacco use harm for human health and about healthy lifestyle benefits	MOH, Ministry of Education and Science,						
<b>Total for the Task 2</b>										<b>1530</b>		510	510	510

3. Education and training of health, pharmaceutical, social and pedagogical workers for implementation of activities aimed at preventing and reducing tobacco use and providing tobacco dependence treatment	Percentage of higher medical educational establishments of the I-IV levels of accreditation and establishments of post-graduate education, which implemented the adequate programs	100		50	70	100	1) Providing education including postgraduate education and training, addressed to specialists, which ensure implementation of population activities aimed at preventing and reducing tobacco use and providing medical treatment for tobacco dependence	MOH, Ministry of Education and Science, Ministry of Family, Youth and Sport							
	Number of the developed programs	5		1	2	2	2) Development themes on methods and activities for preventing and stopping the tobacco use and their incorporation into education and postgraduate education programs of medical, pharmaceutical, social and pedagogical workers	MOH, Ministry of Education and Science, Ministry of Family, Youth and Sport, Ministry of Culture, Council of ministers of Autonomous Republic Crimea, regional, Kiev and Sebastopol cities governments							



	Number of the trained educators	90		30	30	30	3) Training of educators who will educate health, pharmaceutical, social and pedagogical workers, which ensure the implementation of activities aimed at preventing and reducing tobacco use	MOH, Ministry of Education and Science, Ministry of Family, Youth and Sport, Council of ministers of Autonomous Republic Crimea, regional, Kiev and Sebastopol cities governments						
4. Amendment of the relevant legislation and regulations in line with the FCTC provisions and guidelines and EU legislation	Increase of national budget revenues						1) amending the law "On excise tax rates for tobacco products" to increase these rates	Ministry of Finance, MOH, State Tax Administration						
	Tobacco use reduction						2) amending the legislation to ensure comprehensive ban of tobacco advertising, promotion and sponsorship	MOH						
	Reduction of tobacco products sale						3) amending the relevant legislation and regulations to ensure tobacco products packaging and labeling	MOH						
	Reduction of tobacco industry influence on tobacco control policies						4) amending the relevant legislation and regulations on restrictions for cooperation of governmental bodies with tobacco industry	MOH						

							and ensuring transparency of such cooperation when adopting tobacco control policies							
	Reduction of harm caused by tobacco use and tobacco smoke exposure						5) amending the relevant legislation and regulations on smoking ban in public and work places and strengthening punishments for such bans violations	MOH, Council of ministers of Autonomous Republic Crimea, regional, Kiev and Sebastopol cities governments in cooperation with NGOs						
	Tobacco use and sale reduction						6) amending the relevant legislation and regulations to counteract illicit trade in tobacco products	MOH, Ministry of Interiors, Customs service						
	Reduction of fires and fires victims						7) amending the relevant regulations on tobacco production to reduce ignition of tobacco products	MOH, State Committee on technical regulation and consumer policy, Ministry of Emergencies						
5. Conducting monitoring and evaluation of activities aimed on prevention and reduction of tobacco use and epidemiological surveillance of tobacco use impact on public health	Number of monitoring activities guidelines	3		1	1	1	1) Development of monitoring activities guidelines	MOH						
	Number of surveyed respondents	8000	8000				2) Conducting comprehensive national tobacco use survey as part of the Global Adult Tobacco Survey	MOH	International resources	4 000	4 000			
	Number of surveyed respondents	6000		2000	2000	2000	3) Conducting evaluation and monitoring of tobacco control policies implementation	MOH	National budget	160.5		53.5	53.5	53.5
								Academy of Medical Sciences						

	Number of reports	3		1	1	1	4) Monitoring report preparation and release for the media	MOH							
	Number of regions	27	2	6	12	27	5) Introduction system to monitor population tobacco use, prevalence of tobacco-related diseases and tobacco control activities in the region	Council of ministers of Autonomous Republic Crimea, regional, Kiev and Sebastopol cities governments							
	Percentage of health care facilities	100			50	100	6) Introduction a system of medical registration of smoking status of every person who apply for medical treatment in health care facility	MOH							
	Number of research papers	70	10	15	20	25	7) Conducting research on preventing and reducing tobacco use in the population, and the medical treatment of tobacco dependence	MOH, Academy of Medical Sciences							
<b>Total for the Task 5</b>											<b>4160.5</b>	4 000	53.5	53.5	53.5
Including									National budget	<b>160.5</b>		53.5	53.5	53.5	
									Other sources	<b>4 000</b>	4 000				
<b>TOTAL FOR THE PROGRAM</b>											<b>6677.3</b>	<b>4 000</b>	<b>729.8</b>	<b>1221.9</b>	<b>725.6</b>
Including									National budget	2677.3		<b>729.8</b>	<b>1221.9</b>	<b>725.6</b>	
									Other sources	4 000	<b>4 000</b>				
Including								MOH	National budget	2677.3		<b>729.8</b>	<b>1221.9</b>	<b>725.6</b>	

**The expected results  
of implementation of the National Special Social Program for Reduction of the Harmful Impact of Tobacco on Public Health in Ukraine for period till 2012**

Activities	Indicators of the implementation	Value of indexes				
		total	Including by years			
			2009	2010	2011	2012
1. Decline of tobacco smoking prevalence rates in Ukraine	Tobacco smoking prevalence among persons 12 years and older according to the households surveys conducted by the State Statistics Committee, <i>percents</i>		24	23	22	21
2. Development of activities for diagnosing, preventing and treating tobacco dependence	Number of people for whom counseling was provided by phone, <i>thousands</i>	66		22	22	22
3. Informing population about the health risks of tobacco consumption and exposure to tobacco smoke, and the benefits of healthy lifestyle	Number of posters in health and educational settings, <i>thousands</i>	150		50	100	150
	Number of videos broadcasted by TV	6		2	2	2
	Number of billboards	1380		460	460	460
4. Education and training of health, pharmaceutical, social and pedagogical workers for implementation of activities aimed at preventing and reducing tobacco use and providing tobacco dependence treatment	Percentage of higher medical educational establishments and establishments of post-graduate education, which implemented the adequate programs	100		50	70	100
5. Conducting monitoring and evaluation of activities aimed on prevention and reduction of tobacco use and epidemiological surveillance of tobacco use impact on public health	Percentage of health care facilities which introduced system of medical registration of smoking status of every person who apply for medical treatment	100			50	100
	Percentage of regions which introduced system to monitor population tobacco use, prevalence of tobacco-related diseases and tobacco control activities in the region	27	2	6	12	27