NEW NORMAL AND WHO FCTC IMPLEMENTATION

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MEMBER OF NATIONAL COMMITTEE FOR TOBACCO CONTROL, THAILAND
• To denormalize tobacco use
• To denormalize tobacco industry
• To strengthen implementation of tobacco control law and WHO FCTC
Tobacco use plus Covid-19 leads to fatal risk

31st May: World No Tobacco Day

#เลิกสูบแล้วยิ่ง
Tobacco Industry damages the lung!
A nicotinic hypothesis for Covid-19 with preventive and therapeutic implications
TI AND FRONT GROUP CALL FOR LIFTING THE BAN ON E-CIGARETTE / HEATED TOBACCO PRODUCT IN THAILAND

ECST (E-Cigarette lobbyist) aggressively call for lifting the ban on E-Cig in Thailand

Phillip Morris International tries lobbying against e-cigarette ban

https://www.bangkokpost.com/business/1720747/phi
mi-tries-lobbying-against-e-cigarette-ban
Denormalize tobacco industry

- Rejected donations from tobacco industry (ban by tobacco control law, 2017)
- Countered and debunked claims by tobacco industry front groups especially vaping supporters group
- Tobacco control as a part of new normal: No Smoking in all public places, including airport, and No Deal with tobacco industry (as required by TC law)

MOH works hand-in-hand with NGOs and all sectors including media, with financial support from ThaiHealth
SURCHARGE TAX FOR THAIHEALTH

• 2% Surcharge Excise Tax (from Tobacco & Alcohol)
• 135 million USD (2019) = 1% of National Health Expenses
• To be used for health promotion, tobacco and alcohol control
• MOH to play leading role, not only on smoking cessation treatment, but also on coordinating tobacco control (Whole-of-government approach)
• Promoting tobacco control measures should be a key pillar in the “new normal.
• Tobacco-sourced funding, e.g. 2% excise surcharge tax in Thailand, is critical for strategic communication, prioritizing risk of tobacco use and Covid-19 (Article 6 Guideline Recommendation)
• Enforcing tobacco control law or strengthening the law to cover TI’s CSR Ban is highly needed, with reference to WHO FCTC Art 5.3 and Art 13.
• Whole-of-Society approach is needed to denormalize tobacco use and counter tobacco industry