

ENSP FACT SHEET

Italy Tobacco Control Policies Implementation level



Area (thousands of km²): 294.14¹
Population (in thousands): 59000¹

According to the latest Eurobarometer report of 2017 from the European Commission, prevalence of smoking in Italy is 24.0% (of the adult population) while the average smoker began smoking at the age of 17. Additionally, 15.0% reports exposure to SHS inside drinking establishments such as bars.

Additional details for Italy, show that:

- The 41.0% of those polled say that they have not seen an advertisement for e-cigarettes or similar products during the last 12 months.
- Less than a quarter of smokers have tried to quit (24%)
- A large majority of smokers consume at least one tobacco product daily, (96%).
- The average ex-smoker (42.6) was over the age of 40 before they managed to quit, compared with only 38.6 of the EU average
- At least 19% of smokers have never tried to quit. Italy ranks fourth in Europe with a particularly high share of people who have never tried to quit.²

IQOS



Nearly half (45%) of IQOS users are never cigarette smokers and over half (51%) of people who are interested in IQOS are never smokers.^{3,4}



ENSP

European Network
for Smoking and Tobacco Prevention

WHO Framework Convention on Tobacco Control (FCTC) implementation level

Ratification: 02/07/2008

Entry into force: 30/09/2008

Policy ²	Status
Protection from tobacco smoke	
Comprehensiveness of protection in health-care facilities	Partial
Comprehensiveness of protection in educational facilities	Complete
Tobacco-related mortality	
Estimated total number of tobacco-related deaths	The smoking attributable deaths are due to lung cancer (25,987 deaths), other malignant neoplasms (10,121 deaths), cardiovascular diseases (19,615 deaths) and non-neoplastic respiratory diseases (19,612 deaths).
Taxation of tobacco products	
Proportion of the retail price consisting of taxes	77.0000000000
Only specific tax levied	Yes
Only ad valorem tax levied	Yes
Combination of specific and ad valorem taxes levied	Yes
Supply of tobacco and tobacco products	
Tracking regime to further secure the distribution system developed	Yes
Sales of tobacco products to minors prohibited	Yes
Sale of tobacco products from vending machines prohibited	No
Sale of cigarettes individually or in small packets prohibited	Yes
Tobacco growing	
Viable alternatives for tobacco growers promoted	No
Number of workers	The number of workers directly involved in tobacco growing and first processing in Italy is about 50,500, the breakdown by gender is 2/3 male, 1/3 female in tobacco growing (90% of total workers) and 1/3 male, 2/3 female in first processing (10% of total workers).
General obligations	
Comprehensive multisectoral national tobacco control strategy	Yes
Focal point for tobacco control	Yes
National coordinating mechanism for tobacco control	No
Packaging and labelling of tobacco products	
Health warnings occupying 50% or more	Yes
Health warnings in the form of pictures or pictograms	Yes
Liability	
Criminal and/or civil liability action launched by any person	Yes
Education, communication, training and public awareness	
Implemented educational programmes targeted to adults	Yes
Implemented educational programmes targeted to children and youth	Yes
Tobacco advertising, promotion and sponsorship	
Comprehensive ban on all tobacco advertising, promotion and sponsorship	Yes
Ban on display of tobacco products at points of sales	No
Ban covering tobacco sponsorship	N/A
Ban covering cross-border advertising originating from the country	No
Demand reduction measures concerning tobacco dependence and cessation	
Evidence-based comprehensive and integrated guidelines developed	Yes
Implemented media campaigns to promote tobacco cessation	Yes
Implemented telephone quitlines	Yes
Primary health care providing programmes on diagnosis and treatment	Yes
Nicotine replacement therapy or pharmacotherapy available	Yes
Surveillance	
National system for surveillance of patterns of tobacco consumption established	Yes
National system for surveillance of consequences of tobacco consumption established	Yes

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The six MPOWER measures are:

- Monitor tobacco use and prevention policies
- Protect people from tobacco use
- Offer help to quit tobacco use
- Warn about the dangers of tobacco
- Enforce bans on tobacco advertising, promotion and sponsorship
- Raise taxes on tobacco

Summary of MPOWER measures, Italyⁱ

M	P	O	W		E	R	
Monitoring ⁱ	Smoke-free policies ⁱⁱ	Cessation programmes ⁱⁱⁱ	Health warnings ^{iv}	Mass Media ^v	Advertising bans ^{vi}	Taxation ^{vii}	Cigarettes less affordable since 2008 ^{viii}
							Yes

i. Recent, representative and periodic data for both adults and youth; ii. Data not reported/not categorised; iii. NRT and/or some cessation services (at least one of which is cost-covered); iv. Large warnings with all appropriate characteristics; v. National campaign conducted with at least seven appropriate characteristics including airing on television and/or radio; vi. Ban on national television, radio and print media as well as on some but not all other forms of direct and/or indirect advertising; vii. >75% of retail price is tax; viii. Cigarettes less affordable – per capita GDP needed to buy 2,000 cigarettes of the most sold brand increased on average between 2008 and 2016.

References:

1. Italy latest WHO FCTC Report 2018. Available online: <https://untobaccocontrol.org/im-pldb/italy/>
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4. Glanz 2018, at: <https://tobacco.ucsf.edu/iqos-expanding-nicotine-addiction-market-italy>
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6. WHO FCTC Implementation Database: Italy 2016. http://apps.who.int/WHO_FCTC/implementation/database/sites/implementation/files/documents/reports/italy_2016_report.pdf.

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Co-funded by the European Union

ENSP receives funds by the Health Programme of the European Union. The content of this fact sheet represents the views of the authors only and is their sole responsibility; it cannot be considered to reflect the views of the European Commission and/or the Consumers, Health, Agriculture and Food Executive Agency or any other body of the European Union. The European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains.

Enforce bans on tobacco advertising, promotion and sponsorship: (5) Raise taxes on tobacco: The retail price for cigarettes at weighted-average price is 4,66 EUR in Italy per 1 July 2016. Of the retail price of the most popular price category of tobacco product consists 77% of taxes levied in combination of specific and ad valorem taxes⁷²

National Action Points⁵:

Protect people from tobacco smoke:

Italy has a complete ban in bars and restaurants, but with closed, ventilated, designated smoking rooms; a full ban in public transport, public places and private cars. In the work place there are meaningful restrictions enforced and more than 50% of the workplaces are smoke-free. Stricter monitoring of the enforcement is required as many still report being exposed to SHS.

Offer help to quit tobacco use:

Italy has a national quit-line or quit-lines in major regions of the country with counsellors answering at least 30 hours a week. Smoking cessation services are available. Nicotine replacement therapy and pharmacotherapy are available too.

Warn about the dangers of tobacco:

Health warnings are legally mandated to cover 65% of the front and the back of cigarette and rolyour-own tobacco (RYO) packs following TPD implementation. Italy has not adopted plain packaging for tobacco products.

Enforce bans on tobacco advertising, promotion and sponsorship:

Italy has a ban on tobacco advertising on tv and radio, in cinema, outdoors areas, in printed material and at point of sales. Italy has no ban of display of tobacco products at point of sale. There is a ban on international sponsorship, but not on national sponsorship, on internet advertising or in indirect advertising.

Raise taxes on tobacco:

Raise taxes on tobacco: The retail price for cigarettes at weighted-average price is 4,66 EUR in Italy per 1 July 2016. Of the retail price of the most popular price category of tobacco product consists 77% of taxes levied in combination of specific and ad valorem taxes⁶.