

Impact of Tobacco Control Policies on Women and Children

Key Findings from an ITC Research Project

Key Findings from Literature Reviews



What do we know?

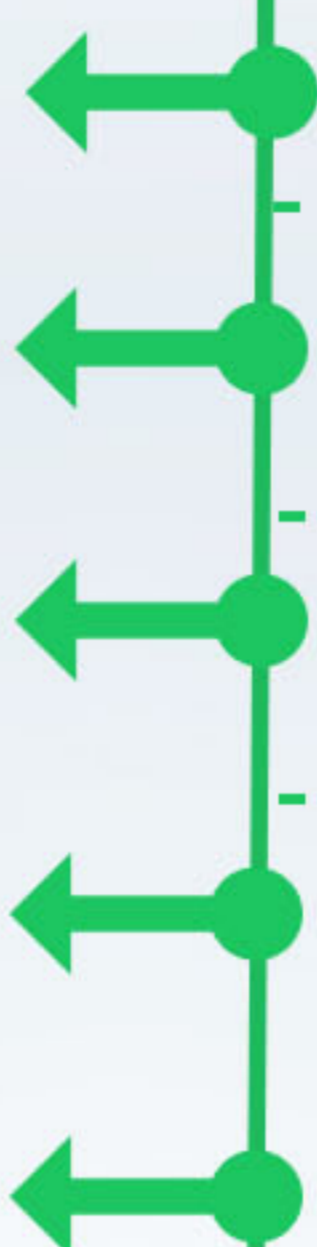
Strong, well-enforced **smoke-free laws** protect women & children from SHS and increase adoption of smoke-free homes

Large, **pictorial health warnings** are universally effective, particularly for women & children of low SES or in LMICs

Plain/standardized packaging reduces the appeal of tobacco products and the ability of the tobacco industry to use packaging to attract & mislead female and youth consumers

Comprehensive TAPS bans are necessary to protect non-smokers, especially women & girls, from the harmful effects of tobacco marketing

Price & tax measures reduce adult & youth tobacco consumption, although evidence on gender differences in impact is still unclear



What are the gaps?



Studies from LMICs

Research on non-cigarette tobacco products commonly used by women and youth in some countries (i.e. smokeless tobacco, waterpipe)

Research on how gender interacts with other social inequalities (i.e. SES) to influence tobacco use, exposure, and policy impact

Research on tobacco marketing through new media forms that target women & youth



Lack of research overall on the impact of tobacco control policies on women & children



Key Findings from ITC Project Analyses



Overall policy impact

Positive impact of strong tobacco control policies recommended by the WHO FCTC:

- Smoke-free laws
- Pictorial health warnings
- Uniform tax structures

No impact for weak policies:

- Partial TAPS bans



Males vs. females

Few gender differences overall

- Most policies are equally effective for males & females

Some evidence of greater policy impact on females

- More responsive to tax increases overall
- Stronger impact of pictorial health warnings in some countries



HICs vs. LMICs

Some differences in impact between countries

- Females in HICs were more responsive to health warnings and price/tax

- Stronger policies are needed in LMICs, where smoking rates are currently low among women

Recommended Actions

Strengthen & accelerate implementation of WHO FCTC policies

Incorporate gender-based measures into national tobacco control strategies

Strengthen capacity to fight tobacco industry activity in LMICs

More research and monitoring of gender differences in tobacco use & policy impact

Take action to curb the rising use of non-cigarette tobacco products by women and youth

It is critical that **evidence-based tobacco control policies** that align with the WHO FCTC, including smoke-free laws, health warnings, TAPS bans, and tobacco price and tax increases reach women and children **to protect them against the harms of all forms of tobacco**