

## PLENARY 3

### **Generational Endgame (GEG)**

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Tobacco use especially among Malaysian adolescents remains as a significant threat to public health. A local survey in 2017 reported 13.8% of adolescents between 13 to 17 years old were smokers. While this problem is growing in the country, we estimate the underage initiation of tobacco use and present evidence supporting policy measures like banning the purchase and use from the current 17 years old individuals, the country backed with effective implementation of tobacco control efforts to significantly reduce future tobacco burden. Disallowing access, sale, purchase, and use of tobacco from current 17 years old individuals onwards via the Generational Endgame (GEG) should significantly reduce youth initiation and taper down the overall adult tobacco use prevalence over the long run in Malaysia.

As the saying goes, prevention is better than cure. Hence, effective tobacco control strategies need to be enforced to safeguard our children and adolescents from becoming life-long nicotine addicts from combustible cigarettes, e-cigs or other products. The GEG along with other approaches outlined by the WHO Framework Convention on Tobacco Control (FCTC) and the MPOWER strategies; including expanding smokefree areas, reducing tobacco advertising, promotion and sponsorship as well as increasing the price of cigarettes and all tobacco products through effective taxation measures. Enforcement is key and all parties must work together in order to thwart tobacco industry's interference in order to achieve the Tobacco Endgame 2040.

**Keywords:** Generation end game; tobacco; adolescents

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