Tobacco Control in the EU and beyond

DEVCO Info Point
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Burden of tobacco at EU level

Nearly a third of EU citizens are regular smokers

Nearly 700 000 people die prematurely each year in the EU

13 Mio Europeans suffer from tobacco related diseases

80 000 adults die due to second-hand smoke
Instruments for EU tobacco control

Specific legislation
- EU Directives
- EU Recommendations

Tobacco control in other policies
- Taxation
- Agriculture
- Anti-Illicit trade
- Development
- Trade

International
FCTC

Public Health Programme

Campaign
Tobacco Products Directive

- **Health warnings (text obligatory, pictures optional)**
- **Ban on oral tobacco**
- **Limits for tar, nicotine and carbon monoxide**
- **Mandatory ingredients reporting**
- **Ban on misleading descriptors**
  - Revision expected for second half of 2012
  - Adapt to international, science and market developments
Tobacco Advertising Directive
Audiovisual Media Directive

☑ Ban of advertising in television, printed media, radio, information society services (ie all crossborder advertising)
☑ Ban of sponsorship of big events
☑ Ban of product placement on TV
☑ EU Council Recommendation to go further
☑ Generally satisfactorily, but problems with
  ☑ local advertising and merchandising
  ☑ Internet
  ☑ Cross-border enforcement
The WHO Framework Convention on Tobacco Control

WHO FCTC

- first public health Treaty
- comprehensive regulatory framework for tobacco control
- multisectorial Treaty
- High acceptance worldwide (175 Parties)
- Sets high standards (provisions and guidelines)
- The EU - a driver in the process
- The EU Commission ensures continuity in FCTC
- „Daughter Convention“ - Illicit trade protocol ready for adoption in Nov 2012
Global perspectives for the FCTC

After 7 years, the focus shifts to implementation

The funded project is built on development, global health and tobacco control considerations

It underlines the importance of tobacco control in the context of global health

It will make a significant contribution for achieving the NCD goals in developing countries

FCTC implementation demands a high degree of cross sectorial work – the funded project will strengthen the “whole government” approach