

EUROPEAN NEWS BULLETIN 2010. 38 : 19-25 NOVEMBER

Produced by the European Network for Smoking and Tobacco Prevention (ENSP)

National Tobacco Control News

GREECE: Ministry to Lighten Smoking Ban

IRELAND: Call to Increase Cost of Tobacco

NETHERLANDS: Defense Minister 'Forgot' Tobacco Job

POLAND: Poles' Smoking Habits Revealed

RUSSIA: New anti-smoking Ad in Moscow Even More Frightening

UK: Cigarettes 'to be Sold in Plain Brown Packs'

Conferences/Studies/Research/Publications

STUDY: Evaluation of the Removal of Point-of-Sale Tobacco Displays in Ireland

STUDY: Economic Evaluation of the Removal of Tobacco Promotional Displays in Ireland

IRELAND: Putting Tobacco Out Of Sight Helps Put It Out Of Mind and Doesn't Harm Business

FCTC COP4: World health officials take aim at tobacco additives

FCTC COP4 Results

DKFZ publications

Network News

Results of the ACCESS Project: Guiding Principles to Motivate Young People to Participate in Smoking Cessation Interventions

News From Ukraine

Industry Watch

BAT Considers Legal Action on Packaging

Uruguay Court Dismisses Philip Morris Tobacco Challenge

Fighting Big Tobacco in Spain

National Tobacco Control News

GREECE: Ministry to Lighten Smoking Ban

The Health Ministry is reportedly planning to significantly soften a blanket smoking ban introduced in September following "tremendous pressure" from bar and restaurant owners who claim the changes, together with the impact of the economic crisis, are ruining them.

According to sources, the ministry is considering permitting smoking in cafes and bars after 9 p.m. while keeping the blanket ban in place for restaurants. Cafes and bars that decide to permit smoking would not be allowed to serve patrons aged under 18, according to the amendments reportedly under consideration.

The ministry's general secretary, Antonis Dimopoulos, said authorities have been besieged by complaints from bar and cafe owners claiming to have seen their business plummet. If the changes are made, they will probably be announced in the first week of December after a conference on smoking being organized by the ministry in Athens in cooperation with Harvard University.

Source: Kathimerini, 20 November 2010

http://www.ekathimerini.com/4dcgi/w_articles_politics_100008_19/11/2010_121278

IRELAND: Call to Increase Cost of Tobacco

Leading anti-smoking charities have called on the Government to increase the price of cigarettes by 50 cent.

The Irish Heart Foundation and the Irish Cancer Society are seeking the increase in the upcoming budget.

The coalition of health bodies believes the increased tax intake and a national anti-smuggling strategy to combat the importation of illegal cigarettes would bring in an extra €152 million in revenue to the State.

Kathleen O'Meara, of the Irish Cancer Society, said price is widely recognised as the single most important factor in encouraging smokers to quit and discouraging young people from experimenting with tobacco.

"Our health services spend two billion euro each year treating tobacco-related illness, so if we reduce prevalence we don't just save lives, we also reduce the massive cost of treating the harmful effects of smoking addiction," she said.

Source: The Irish Times, 24 November 2010

<http://www.irishtimes.com/newspaper/breaking/2010/1123/breaking31.html>

NETHERLANDS: Defense Minister 'Forgot' Tobacco Job

Defense minister Hans Hillen 'forgot' to include his lobby work for the tobacco industry on the official register of outside interests while a senator, the NRC reports.

Hillen was paid to act as an advisor to British American Tobacco, one of the companies funding opposition to the ban on smoking in cafes and bars. Hillen joined BAT in June 2008, a month before the ban came into effect.

BAT spokesman Cees Foet told the paper: 'He played a major role in our strategy...he was on all sorts of committees so he knows what is going on.'

Since March, senators have been supposed to list all their outside interests. Hillen listed 25 but 'forgot' BAT. He ended the relationship during the coalition formation talks.

The new government has since agreed to give up the ban in small owner-operated cafes.

Source: DutchNews.nl, 23 November 2010

http://www.dutchnews.nl/news/archives/2010/11/defence_minister_forgot_tobacc.php

POLAND: Poles' Smoking Habits Revealed

Every third adult man and every fifth woman smokes in Poland, according to findings from the Global Adult Tobacco Survey Poland (GATS) published by the Ministry of Health and conducted under the auspices of the World Health Organization.

Altogether, 27 percent of the population over 18 years of age (8.7 million people) smoke on a daily basis, according to daily *Puls Biznesu* which quotes the results. When occasional smokers are included the figure is bigger by a million. Smokers spend an average of zł.208.5 a month on factory-produced cigarettes, generating zł.20 billion in tax revenues for the Treasury.

The authors of the report also show, however, that the medical treatment of chronic lung diseases, asthma, heart conditions and lung cancer which result from smoking may cost Poland up to zł.200 billion in the next 20 years, while the costs of medical care provided to passive smokers may reach zł.22 billion in the same period. On top of that, the economy loses billions of złoty owing to workers' premature deaths resulting from smoking.

According to findings from the Global Adult Tobacco Survey Poland (GATS), a third of adult men and a fifth of adult women smoke in Poland.

The report also says that the medical treatment of chronic lung diseases, asthma, heart conditions and lung cancer which result from smoking may cost Poland up to zł.200 billion in the next 20 years, while the costs of medical care provided to people exposed to secondhand smoke may reach zł.22 billion in the same period.

Source: Warsaw Business Journal, 23 November 2010

<http://www.wbj.pl/article-52206-poles-smoking-habits-revealed.html?typ=ise>

RUSSIA: New anti-smoking Ad in Moscow Even More Frightening

On November 18, which is International No Smoking Day, a new anti-smoking campaign "Non-smoking Moscow" has started in the Russian capital. The authorities suggested that the owners of restaurants and cafés should ban smoking there for the whole week. In order to make smokers to give up their unhealthy habit new social advertising has also been released on TV. Muscovites still remember last year's "shock-therapy" social advertising when every street had a billboard which depicted a sleeping baby with a cigarette butt put out on her back. After a wide public discussion that ad was replaced with a new one, depicting a butt slitting a grown man's vein. According to sociologists, 70% of Moscow citizens saw those ads and after that, every ninth person gave up smoking.

This time the new video was shown in advance to the deputies of the Moscow City Duma. "This

is a real horror movie!" was the reaction, which followed from the deputies. But according to the chairwoman of the Healthcare Commission at the Moscow City Duma, Lyudmila Stebenkova it won't work otherwise.

In my opinion, this ad is not frightening, it is just true. In this video a man and a woman inhale a tobacco smoke, the smoke around them depicts different hazardous consequences it can lead to – hearing problems, respiratory problems and other unpleasant things. If a pregnant woman smokes, her baby suffers from it. We would like to draw the attention of our people to the hazards of passive smoking. Last year, more than 70% of Muscovites saw our ads and this year we hope to achieve even better results.

Social ads are widespread in many countries. For example, in the US there is a video in which a seller shows different cigarette packs to his client asking him what he chooses - a cardiac disease or lung cancer. The aim of the current campaign to fight passive smoking, in particular if it affects children, Lyudmila Stebenkova says.

Source: The Voice of Russia, 22 November 2010

<http://english.ruvr.ru/2010/11/18/35234711.html>

UK: Cigarettes 'to be Sold in Plain Brown Packs'

Tobacco companies may be forced to use unglamorous packaging in bid to stop children being attracted to smoking

The government is considering forcing tobacco companies to package their cigarettes in plain brown wrappers in a bid to de-glamorise smoking and stop young people taking up the habit.

The health secretary, Andrew Lansley, is investigating the viability of introducing what would be one of the most radical public health measures ever implemented in the UK.

Senior doctors welcomed the potential ban on colours and logos on packets and said it could prove as effective as the 2007 public smoking ban. However, ministers are likely to face a legal challenge if they go ahead.

"We have to try new approaches and take decisions to benefit the population. That's why I want to look at the idea of plain packaging," said Lansley. "The evidence is clear that packaging helps to recruit smokers, so it makes sense to consider having less attractive packaging. It's wrong that children are being attracted to smoke by glitzy designs on packets."

Source: The Guardian, 21 November 2010

<http://www.guardian.co.uk/society/2010/nov/20/cigarettes-plain-brown-packs>

Conferences/Studies/Research/Publications

STUDY: Evaluation of the Removal of Point-of-Sale Tobacco Displays in Ireland

Aim: To evaluate the short-term impacts of removing point-of-sale tobacco displays in Ireland, implemented in July 2009.

Methods: Retailer compliance was assessed using audit surveys in 2007, 2008 and 2009. Using a monthly survey of 1000 adults carried out since 2002, changes in smoking prevalence were assessed; attitudes were measured using extra questions added for a 10-month period before

and after the law. Youth responses were assessed using a cohort of 180 13–15 year olds, interviewed in June and August 2009.

Conclusions: Compliance was very high and the law was well supported. Recall of displays dropped significantly among adults and teenagers post-legislation and there were encouraging signs that the law helped de-normalise smoking.

Source: Tobacco Control, 18 November 2010

*Tob Control doi: 10.1136/tc.2010.038141 * Published Online First 18 November 2010*
<http://tobaccocontrol.bmj.com/content/early/2010/11/18/tc.2010.038141.abstract?paperetoc>

STUDY: Economic Evaluation of the Removal of Tobacco Promotional Displays in Ireland

Conclusions: Recent claims of substantial revenue losses and closures of small retailers as a direct result of the removal of point of sale tobacco promotional displays in Ireland are not borne out by these data. The removal of point of sale displays is aimed at reducing the pernicious effects of tobacco advertising on children and is therefore likely to have an impact on sales over a much more protracted time period. This should enable retailers to adapt over time, perhaps using such regulations as an opportunity to play a role in promoting healthier products in the local community.

Source: Tobacco Control, 18 November 2010

*Tob Control doi: 10.1136/tc.2010.039602 * Published Online First 18 November 2010*
<http://tobaccocontrol.bmj.com/content/early/2010/11/18/tc.2010.039602.abstract?paperetoc>

Related Article:

IRELAND: Putting Tobacco Out Of Sight Helps Put It Out Of Mind and Doesn't Harm Business

Putting tobacco out of sight in shops not only changes young people's attitude to smoking but doesn't result in retailers losing money - according to new research published in Tobacco Control.

In a new study carried out by researchers at the University of Nottingham and funded by Cancer Research UK, the Office of Tobacco Control in Ireland and the Irish Cancer Society - results show the number of teenagers who recalled tobacco displays dropped from 81 per cent to only 22 per cent after 1st July 2009 when the displays were removed in the Republic of Ireland.

After they were removed, fewer young people believe smoking is widespread among their peers. Before this 62 per cent thought that more than one in five children their own age smoked. This fell to 46 per cent afterwards.

After displays were covered up, 38 per cent of teenagers thought the measure would make it easier for children not to smoke and 14 per cent of adults thought the law made it easier to quit smoking.

The research also showed that support for putting tobacco out of sight rose from 58 per cent to 66 per cent after the measure came into force.

A second study looked at cigarette sales data from shops in Ireland before and after tobacco displays were removed and cigarette vending machines were prohibited on July 1st 2009.

There was no significant change in sales following the implementation of the legislation beyond the already existing trend of falling sales.

Similar legislation is due to be introduced across the UK.
Source: Medical News Today, 22 November 2010

<http://www.medicalnewstoday.com/articles/208666.php>

FCTC COP4: World health officials take aim at tobacco additives

World health officials recommended limiting additives that make cigarettes more palatable at a World Health Organization meeting on the Framework Convention on Tobacco Control (FCTC) in Uruguay.

Delegates from the 171 countries signed up to the FCTC approved a proposal to limit use of tobacco additives which supporters say improves flavour of cigarettes and encourages consumers to smoke more.

But decisions on tougher taxes for tobacco produces, alternative crops for tobacco farmers and regulation of electronic cigarettes were put off until the next meeting.

Source: Reuters, 20 November 2010

<http://www.reuters.com/article/idUSTRE6AJ1UQ20101120>

FCTC COP4 Results

The fourth session of the FCTC Conference of the Parties (COP-4) wrapped up on 20 November with generally positive results.

In particular:

- Guidelines on Art. 9/10, dealing primarily with additives that increase the attractiveness of tobacco products, were adopted unanimously, despite an elaborate PR campaign by the tobacco industry. China argued strongly against adoption until late Friday, but eventually joined the consensus.
- Guidelines on Art. 12, on education, communication, training and public awareness passed without difficulty, as expected.
- Guidelines on Art. 14, dealing with cessation policy, passed without difficulty.
- COP-4 extended the mandate of the Art. 17/18 working group, which is working on policy options and recommendations with respect to economically viable alternative livelihoods, particularly for tobacco growers. This too was expected.
- The Parties agreed to create a working group to draft guidelines on Art. 6 (price and tax measures), and an exceptionally large number of Parties immediately volunteered to join (more than 30). However, after some very difficult budget negotiations, there is as yet no money for this group to meet.
- COP-4 adopted a decision (the Punta del Este Declaration) in support of Parties who are attacked under trade and investment agreements for measures implementing the FCTC and its guidelines – in particular the host country, Uruguay, whose labelling and packaging requirements are under legal attack by Philip Morris.

- Another highly welcome decision deals with financial resources and mechanisms of assistance. This will help us press the case for linking FCTC implementation with international development efforts, including next years UN summit on non-communicable diseases.
- With respect to the Illicit Trade Protocol, negotiations will continue through 2012. Next year, an informal working group will work on unresolved issues from the last formal negotiating session (held in March 2010), as well as on how the protocol will be financed and how it can best complement other agreements (e.g. the UN Convention on Transnational Organized Crime). A final negotiating session – which will apparently be labelled as the continuation of INB-4 – will be held in 2012.
- The reporting cycle for Parties has been changed effective 2012, so everyone's deadline will now mesh with the two-year cycle of COPs; the hope is that the new reporting instrument will be the main source of information not just for official reports to COP, but also for WHO's Global Tobacco Control Reports.
- The Secretariat and TFI are to jointly prepare a report on liability issues (Art. 19).
- There is a mandate for an expert group on cross-border advertising, as originally recommended at COP-3 by the working group that drew up Article 13 guidelines. However, there is no money in the budget for this expert group, so extra funding will be required.

Budget discussions were probably the most difficult part of this COP, with the pressure to find money to conclude Illicit Trade Protocol negotiations and rich countries' austerity drives squeezing the budget. In the end, the European Union agreed to cover half the cost of ITP negotiations. However, the EU also succeeded in pushing through a change in policy on travel support that, in the longer term, will make it harder to get delegates from some low- and middle-income meetings to FCTC meetings.

It is worth mentioning that the COP spent a surprisingly long time on governance issues – in particular, how to deal with the contract of the Head of Secretariat, which expires next year and is renewable for a further three years. A performance evaluation process has been set up, with members of the outgoing and incoming Bureau as well as one delegate per WHO region.

The next COP will be held in South Korea in 2012. The incoming president of the Bureau is Ambassador Varela from Uruguay.

Official documents from COP-4 are available on the Secretariat website, at http://apps.who.int/gb/fctc/e/E_cop4.htm although it may be some time until all decisions are posted.

Source: Framework Convention Alliance, Francis Thompson thompsonf@fctc.org, 21 November 2010

DKFZ publications:

A full list of the latest publications from the German Cancer Research Center (DKFZ) on tobacco control are available at <http://www.dkfz.de/de/tabakkontrolle/>

'Snus, A Harmful Tobacco Product':

http://www.dkfz.de/de/tabakkontrolle/download/Publikationen/AdWfP/AdWfdP_Snus_en.pdf

'The failure of partial smoking bans in hospitality venues: The example of Germany and Spain'

<http://www.ensp.org/node/251>

Source: German Cancer Research Center (DKFZ) 2010

Network News

Results of the ACCESS Project: Guiding Principles to Motivate Young People to Participate in Smoking Cessation Interventions

In the frame of an EU co-funded project, the ACCESS consortium under the leadership of the Institut für Therapieforschung (IFT), Germany, developed a report on access strategies for teen smoking cessation in Europe. This report (available in nine languages) proposes guiding principles to increase youth participation in cessation interventions, recruitment strategies and activities and practice examples from the 10 partner countries in the EU.

The report is based on an international literature review, the results of a questionnaire on smoking cessation interventions and recruitment strategies in Germany, Belgium, Denmark, the Netherlands, Spain, Latvia, Slovakia, Slovenia, Czech Republic, Austria and a European stakeholder consultation conference.

In the frame of the project, networks among health professionals concerned by youth smoking cessation has been established in each of the partner countries.

One of the major findings of the project is that recruitment strategies have been mostly neglected in the development of youth smoking cessation interventions. This lack was identified as a major reason for poor impact of youth cessation programmes. The ACCESS report suggests 26 strategies and lists even more activities that are used in Europe to motivate young smokers to use professional cessation aids.

Results of the ACCESS project are available in 9 languages on <http://www.access-europe.com/>

For further information please contact: Dr. Anneke Bühler, IFT Germany at buehler@ift.de

Source: Ms Sibylle Fleitmann, 19 November 2010 – contact: s.fleitmann@gmx.de

Also see ENSP website: <http://www.ensp.org/node/261>

News from our colleagues in Ukraine

On 15 November 2010 Ukraine made the next step towards total tobacco ad ban by approving the draft law for the first hearing in the Parliament. Since September 2009 the draft law on total tobacco ad ban including internet, sponsorship, promotion and sale points ad ban had been sitting in the Parliament Agreement Committee without any reasons to postponing. On that day Advocacy Center "Life", primary CTFK partner in Ukraine, together with other NGOs organized a picket near the Parliament to foster the decision. Knowing about approaching World Non Smoking Day MPs symbolically scheduled the first hearings for Nov. 18. The situation in Ukraine remains rather tense in terms of the new Tax Code draft being discussed in the Parliament followed by numerous public protests as the Code sufficiency increases tax burden on small entrepreneurs. On this condition it is rather difficult to draw public and MPs attention to tobacco control issues though this draft law is already in the Parliament agenda.

As the decision was announced, media boosted with dirty articles and accuses in the side of the NGOs, some MPs and foreign assistance. Obviously pre-paid, unbalanced and no ethical articles with exaggerated accuses of bribing MPs, huge amounts of foreign technical aid provided to money laundry organizations, and other direct lie were widely spread among low media literate population. Even reputable online edition gave a floor to the print media association that [accused tobacco control](#) measures and parties of being "too loyal to foreign recommendations" and provided the shot screen from Austria, that claims to have internet tobacco ad ban, with JTI logo as a sponsor.

On Nov. 18 Ukraine celebrated No Tobacco Day. Advocacy Center "Life" together with partner communication agency organized a performance on the central square of the capital Kyiv to raise the awareness of Ukrainians about various tobacco advertising methods: 46 fishing rods –symbolic number of years science doctors in the USA proved scientifically the harm of smoking - with posters of hooked people were displayed for the media and passing by people. The performance was followed by the press conference with popular sports people, stars and civic activists, and was aimed at creating more pressure and drawing public attention to the total tobacco ad ban law taken by the Parliament for the first hearings and postponed for the next week due to the hot battle of new Tax Code in the moment.

Source: Mr Andriy Skipalskyi, Regional Advocacy Center "Life", 19 November 2010

Contact: E-mail: andriy@center-life.org

Industry Watch

BAT Considers Legal Action on Packaging

British American Tobacco (BAT) is ready to take the Government to court over proposals to force companies to sell cigarettes in plain packages.

The world's second largest tobacco company said the idea, proposed by health secretary Andrew Lansley, would lead to a sharp rise in counterfeit packs being smuggled into the UK. A spokesman warned the proposals would only tackle the "thin end of the wedge", questioning whether alcohol, chocolate and crisp packaging could also be targeted.

Mr Lansley said he was considering switching all brand packs to a drab colour in the belief that brightly coloured boxes lured children into smoking. Colourful packaging designs, such as Marlborough's red top and Lucky Strike's bullseye, would become a thing of the past under the proposals, aimed at deterring young people from taking up smoking.

Simon Clark, director of anti-smoking ban group Forest, said: "There is no evidence that plain packaging will have any impact on smoking rates."

Source: The Telegraph, 24 November 2010

<http://www.telegraph.co.uk/finance/newsbysector/retailandconsumer/8149947/BAT-considers-legal-action-on-packaging.html>

Uruguay Court Dismisses Philip Morris Tobacco Challenge

Uruguay's Supreme Court on Friday dismissed a constitutional challenge brought by tobacco giant Philip Morris that disputes the tiny South American country's anti-tobacco laws.

"The complaint of unconstitutionality is unanimously rejected," the court said in its decision on Uruguay's restrictions on smoking and tobacco products, the first of their kind in Latin America, introduced in March 2006.

Philip Morris earlier this year filed a complaint with the International Center for Settlement of Investment Disputes (ICSID) of the World Bank, seeking damages allegedly caused by the anti-tobacco measures.

It is "an essential duty of the state to adopt all measures it considers necessary to maintain the collective health (of its citizens)," said the court.

Source: AFP, 20 November 2010

http://www.google.com/hostednews/afp/article/ALeqM5ihu13U5IyofET6_wfjLDxklp88Rg?docId=CNG.f193bfe068a4a5724570104b03f20f98.e01

Fighting Big Tobacco in Spain

As the Spanish parliament considers tighter restrictions on smoking, Aser García Rada explains why it has previously been difficult to get antismoking laws on the Spanish statute book. With a new law on tobacco control moving to the Spanish Senate next month, campaigners are preparing to defend it against any rearguard action by the tobacco industry in Spain to water down its terms.

The draft law, which could take effect in January, seeks to ban smoking in enclosed public places. A law passed in 2006 had the same purpose, but that legislation was so emasculated during its passage through parliament that 90% of Spain's bars and restaurants have continued to allow smoking. It stipulated that hoteliers, restaurateurs, and bar owners could themselves decide whether or not to allow smoking on their premises, if they were under 100 square metres in area (the few larger premises had to ban smoking or provide a separate smoking area)—and the majority opted to allow it. The law has become known as "the Spanish model" and is promoted heavily by the tobacco industry.

Now antismoking campaigners are doing their best to ensure that the new law is not similarly weakened in its last stages by the scare tactics of the hospitality industry, which claims that a ban threatens jobs and the economy.

Source : BMJ, 19 November 2010

<http://www.bmj.com/content/341/bmj.c6462.extract>