



ENSP

European Network for
Smoking and Tobacco Prevention

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INFORMATION RELEASE
Tobacco industry is losing ground

All over Europe the tobacco industry is losing ground. This was one of the conclusions of the European Network for Smoking and Tobacco Prevention (ENSP) meeting which took place in Brussels on 3rd and 4th October 2012. The meeting was attended by a broad range of public health and tobacco control specialists from 19 European countries and was for the main part devoted to the ongoing revision of the Tobacco Products Directive 2001/37/EC. The assembly expressed wide support for the Directive and concurred that it continues to be vital to maintain tobacco control priorities, such as introducing plain packaging with mandatory pictorial health warnings (occupying 80% of packages front and back), banning advertising at the point of sale, outlawing additives and maintaining the ban on snus (Swedish oral tobacco) in other European countries.

Delegates from Norway and Germany presented cases from their countries where tobacco industry tactics had been refuted by national legislators: the Norwegian courts have recently upheld point of sale display bans despite concerted industry attempts to overturn this decision and in Germany the courts ruled that menthol capsules in cigarettes served to increase the attractiveness of a deadly product in particular for young people and thus banned them. Such marketing tactics and targeted litigation by the tobacco industry are evidence that the industry sees itself under fire from national governments and is attempting to thwart the revision of the Directive with all forces it can muster.

In addition, the meeting was the showcase for launch of the European Smoking Cessation Guidelinesⁱ and Quality Standards. This publication is the main output of a project undertaken by ENSP to create a coherent and reliable set of guidelines for healthcare professionals working in the field of smoking cessation. The Guidelines form a complete range of tools to support smoking cessation strategies. The work was undertaken by the Editorial Board comprising seven eminent professors and the Board of Revisers from across the entire European continent and is the first of its kind. These guidelines are in accordance with Article 14 of the Framework Convention on Tobacco Control (FCTC). The Guidelines were launched at an event at the European Parliament hosted by MEP Oana Antonescu. Ms Antonescu stressed the importance of this work to provide a framework for professionals to help smokers be free of their addiction, which costs some 500,000 lives in Europe every year.

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The European Network for Smoking and Tobacco Prevention (ENSP) is an international non-profit organisation striving to achieve a Europe free from tobacco and tobacco-related illnesses. ENSP's vision is that our fellow European citizens will not suffer the burden of ill health and premature death caused by tobacco. To eliminate the use of tobacco products, ENSP believes that above all the EU and all European countries need to implement comprehensive tobacco control strategies, in line with the WHO Framework Convention on Tobacco Control.

Every year on 31 May, the World Health Organization (WHO) recognises individuals and/or organisations for their accomplishments in tobacco control with World No Tobacco Day (WNTD) Awards. The awards recognise international achievements in the fight against the global tobacco epidemic and in the promotion of tobacco control initiatives and policies. ENSP was recognised for its outstanding contribution to European tobacco control in the 2011 awards.

http://www.euro.who.int/en/what-we-do/health-topics/disease-prevention/tobacco/activities/wntd-2011-who-framework-convention-on-tobacco-control/world-no-tobacco-day-awards-2011/_recache

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ⁱ European Smoking Cessation Guidelines:

http://www.ensp.org/sites/default/files/ENSP-ESCG_FINAL.pdf