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EQUIPT Project Website

The [new website](#) dedicated to the EQUIPT Project is now available online [here](#).

EQUIPT brings together expertise from multiple disciplines and aims to provide health care policy makers with bespoke information about the economic and wider returns that investing in evidence-based tobacco control including smoking cessation agendas can generate.

Led by [Health Economics Research Group](#) (HERG) at [Brunel University, London](#), EQUIPT is a partnership of 11 consortium members from 7 member states – Belgium, Croatia, Germany, Hungary, the Netherlands, Spain and the UK.

ENSP-ESCG launched in Romanian language

On November 21st, National No Tobacco Day in Romania, the [ENSP-European Smoking Cessation Guidelines](#) were launched during the opening ceremony of the 5th National Conference on Tobacco organized by the Romanian Society of Pneumology.



1200 copies were printed and distributed to health professionals involved in smoking cessation activities in Romania and Republic of Moldova.



One step closer to a tobacco-free Turkey

In addition to successfully implementing a total ban on smoking in public places and workplaces, Turkey has now launched a comprehensive programme to help smokers quit the habit.

Speaking at the launching ceremony of the smoking cessation campaign on 14 November 2013, WHO Country Representative Dr Maria Cristina Profili praised the country for its achievements and pledged WHO's continuing support for national efforts to protect the population against tobacco use.

She noted that "Turkey was one of the first countries to sign the Framework Convention on Tobacco Control in 2004 and became the first and only country so far to achieve all six of the most effective tobacco control policy measures (MPOWER) at the highest possible level."

Non-smokers now make up the majority of the Turkish population. Data show that smoking decreased by a relative 13.4% between 2008 and 2012 and exposure to second-hand smoke also declined in the same period.

Helping role models set the right example

The main objectives of the new programme include conducting cessation activities for occupational groups that have an important impact on the public or are seen as role models.

Within this framework, the launching event on 14 November focused on a campaign aimed at members of parliament and personnel of the Grand National Assembly. Those willing to quit smoking will be supported by 2 physicians and a psychologist. This part of the campaign will run from 2 December 2013 to 30 May 2013.

Source: [WHO](#)

Hungary - Smoking declining, tax office says

Cigarette sales in January-September were 76% down on the first nine months of last year, with 7,617.3 million cigarettes sold in free trade according to business daily Napi Gazdaság, citing the National Tax and Customs Administration of Hungary (NAV).

The sale of cigarillos has tripled since 2011 and grew 30% in January-September this year compared with the first nine months of 2012. The sale of rolling tobacco also increased by nearly 30% between 2011 and 2012 and stayed mostly unchanged this year.

State secretary for health Miklós Szócska said the number of smokers in the country has fallen dramatically thanks to government measures taken to protect non-smokers in the past few years. A recent survey had shown that while 28% of the adult population used to smoke daily in 2012, this ratio dropped to 19% this year.

Government measures in recent years include a ban on smoking indoors in public buildings and their vicinities, and the controversial state monopoly on selling tobacco products to make it more difficult to buy them.

Critics say this latter measure gave retail concessions to people connected to the government, and the black market in tobacco products has increased.

Source: [The Budapest Times](#) s

Stubbing it out - ENSP answers to the PAN EUROPEAN NETWORKS questions

The full interview available online here: [PAN EUROPEAN NETWORKS](#)

Are you happy with the current proposal to revise the Tobacco Products Directive (TPD)?

No. ENSP would have wanted a more ambitious TPD to protect the public health interests (especially plain packaging, 80% health warnings and ban of all flavours for all tobacco products, ban of display of the tobacco products at the selling points). At this stage we hope that the revision process will not be delayed anymore and that the final adopted text will be as close as possible to the European Commission proposed text (<http://www.europarl.europa.eu/sides/getDoc.do?type=REPORT&mode=XML&reference=A7-2013-276&language=EN>).

Do you believe that the European institutions have adequately crafted policies necessary to reduce smoking in Europe?

More actions should be done by the EU in terms of prevention (e.g.: campaigns addressed to children and students) and a new strategy on second hand smoke and smoking in public places should be put in place. We hope that a new Directive on banning the smoking at all workplaces will be adopted by the EU in the nearest future (<http://www.ensp.org/node/1006>).

How do you work to help share best practice and experiences of smoking cessation across Europe?

The “**European Smoking Cessation Guidelines and Quality Standards** ” (<http://www.ensp.org/escg>)

are 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), which states that:

Parties should develop and disseminate comprehensive tobacco dependence treatment guidelines based on the best available scientific evidence and best practices, taking into account national circumstances and priorities. These guidelines should include two major components: (1) a national cessation strategy, to promote tobacco cessation and provide tobacco dependence treatment, aimed principally at those responsible for funding and implementing policies and programs; and (2) national treatment guidelines aimed principally at those who will develop, manage and provide cessation support to tobacco users.

For the moment Guidelines are available in English, Russian, Turkish and Romanian languages.

In addition, on a daily bases we share the best practices within our network of members and social media (<http://www.facebook.com/ENSP.org>).

What is the ENSP position on innovative tobacco products such as e-cigarettes – how are you adapting to changes in the marketplace?

The two top priority objectives for ENSP are

(i) to have the Framework Convention on Tobacco Control (FCTC http://www.who.int/tobacco/framework/WHO_FCTC_english.pdf) implemented in Europe by 2020

and

(ii) to reduce the prevalence of tobacco use in Europe to less than 5% by 2040.

In line with the report on ” [Electronic nicotine delivery systems, including electronic cigarettes](http://apps.who.int/gb/fctc/PDF/cop5/FCTC_COP5_13-en.pdf) ” (http://apps.who.int/gb/fctc/PDF/cop5/FCTC_COP5_13-en.pdf) prepared by the FCTC Convention

Secretariat, the ENSP General Assembly discussed electronic cigarettes during its network meeting held in Brussels on 4 October 2012.

The ENSP General Assembly concludes that electronic cigarettes, with or without nicotine:

- are another form of smoking and should thus not be allowed where smoking is prohibited;
- must not be considered as an ordinary trading product;
- if allowed on the market, must be regulated;
- if scientifically demonstrated as a safe and effective smoking cessation method, should be licensed as a medical product by the European Medicines Agency and/or a national equivalent.

ENSP cooperated also with Office Français de prévention du tabagisme (OFT) for preparation of a comprehensive Report on e-cigarettes (http://ofta-asso.fr/docatел/Rapport_e-cigarette_VF_1.pdf).

Tobacco industry loses customers daily, either because they die consuming their products either as a result of tobacco control policies they give up smoking. In this situation the industry always is looking for new ways to recruit new customers. These methods include the invention and commercialization of new products more or less dangerous compared to conventional cigarettes.

In this dynamic environment ENSP is continuously adapting policies and strategies to succeed in achieving its ambitious mission: "...put an end to tobacco consumption and to develop a common strategy, amongst organizations active in smoking prevention and tobacco control in Europe, by sharing information and experience and through coordinated activities and projects.

