



Special Issue, 26 February, 2014

EU- New rules for tobacco products

Brussels, 26 February 2014

Questions & Answers: New rules for tobacco products

Today the European Parliament approved a revised EU Tobacco Products Directive. This new law strengthens the rules on how tobacco products are manufactured, produced and presented in the EU, and introduces rules for certain tobacco-related products. This Memo seeks to answer questions on what exactly will change once the revised Directive enters into force.

Why did the Commission decide to revise the rules?

The new Directive aims to improve the functioning of the EU's internal market for tobacco products, whilst assuring a high level of public health. The Council and the European Parliament repeatedly called for a revision of the 2001 Directive, due to considerable developments in three main areas.

Firstly, new scientific evidence has emerged, for example on tobacco flavourings and on the effectiveness of health warnings.

Secondly, new products, such as electronic cigarettes and strongly flavoured tobacco products have emerged on the market.

Thirdly, there have been developments at international level over the past decade, to which EU Member States have responded with different regulatory approaches. The EU and all Member States are parties to the legally binding WHO Framework Convention on Tobacco Control (FCTC), which entered into force in February 2005.

One of the most compelling reasons to strengthen the rules on tobacco products is the negative impact of tobacco consumption on people's health. Tobacco use is responsible for an estimated 700 000 avoidable deaths in the EU every year. The vast majority of smokers start when they are very young – 70% before their 18th birthday and 94% before the age of 25. The new Directive aims to make tobacco products and tobacco consumption less attractive in the EU, in particular for young people.

What will future cigarette packs look like?



Disposable



Rechargeable



Refillable



http://ec.europa.eu/health/tobacco/products/index_en.htm

ENSP Open Letter - Tobacco Products Directive

Honorable Member of the European Parliament,

Tobacco is the single greatest cause of preventable death globally. Tobacco use leads most commonly to diseases affecting the heart, liver and lungs, with smoking being a major risk factor for heart attacks, strokes, chronic obstructive pulmonary disease (COPD) (including emphysema and chronic bronchitis), and cancer (particularly lung cancer, cancers of the larynx and mouth, and pancreatic cancer).

700,000 people in the EU die prematurely every year as a result of tobacco consumption!

On December 18th, 2013 an agreement was reached between the European Parliament and EU Member States on the revision of the **Tobacco Products Directive**. The agreement is a major achievement for tobacco control in the EU.

Now, **on Wednesday February 26, 2014** the time has come to you to take decision!

ENSP - [European Network for Smoking and Tobacco Prevention](http://www.ensp.eu) is kindly asking you to support and to **VOTE the Directive as it stands.**

This will be your true **VOTE for Health in Europe!**

Yours sincerely,

ENSP President

ENSP Director of Policy and Strategy

Panagiotis K. Behrakis, MD,PhD,FCCP  **Cornel Radu-Loghin**

Pulmonologist –Intensivist

Adjunct Professor of Harvard University

Researcher of Biomedical research Foundation of Athens Academy

President of the Greek National Steering Committee on Tobacco Control

The two top priority objectives for ENSP are:

- *to have the WHO's Framework Convention on Tobacco Control implemented in Europe by 2020 and*

- *to reduce the prevalence of tobacco use in Europe to less than 5% by 2040.*

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**Statement by Commissioner Borg following the vote in
Parliament on the Health Programme 2014-2020**

"I welcome the Parliament's positive vote on the third EU health programme 2014-2020, and thank the rapporteur Mrs Françoise Grossetête for her commitment and hard work.

The Programme aims to support Member States' action to improve people's health and reduce health inequalities, by promoting health, encouraging innovation in health, increasing the sustainability of health systems and protecting EU citizens from serious cross-border health threats.

In doing so, I believe the Programme will advance the objectives of the Europe 2020 Strategy by fostering health as an indispensable condition for smart, sustainable and inclusive growth.

Building on achievements and lessons learned from the previous health programmes, the new programme focusses on key objectives and priorities where I believe Europe can deliver true added value. With this programme, we will be able to:

- strengthen action to promote health and prevent diseases;
- be better prepared to protect citizens against health emergencies and to coordinate action at European level to address them;
- increase the up-take of innovation in health; and
- improve people's access to medical expertise and information for specific conditions; and improve healthcare quality and patient safety.

I would like to thank the Parliament and the Council for their work which will enable the

programme to enter into force in the coming weeks.”

For more information

Memo ["Q&A on the third Health Programme 2014-2020"](#)

For more information on the Commission's Health Programme:

http://ec.europa.eu/health/programme/policy/index_en.htm