

JATC²

JOINT ACTION
ON TOBACCO
CONTROL

JOINT ACTION
ON STRENGTHENING COOPERATION
ON TOBACCO CONTROL
BETWEEN INTERESTED MEMBER
STATES AND COMMISSION




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No. 101035968/ JA-01-2020 (HaDEA)"



PROBLEM ANALYSIS

Smoking and other forms of tobacco consumption have been considered the single most important cause of preventable morbidity and premature mortality worldwide, with tobacco being the major single cause for premature deaths in the European Union.

 Worldwide efforts in the area of tobacco control are outlined in the World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC).

Efforts **to reduce the tobacco-related deaths and illness** in the EU consist of legislation, such as the Tobacco Products Directive (TPD) and the ongoing implementation of the WHO FCTC. The TPD lays down rules governing the manufacture, presentation and sale of tobacco and related products. A more harmonized approach to enforcement and

market surveillance of the TPD is of utmost importance for a unified protection of the consumers of these products.

Efforts to **reduce the exposure to tobacco advertising** in the EU consist primarily of regulation laid down in the Tobacco Advertising Directive (TAD) and the FCTC. The TAD outlines the rules governing advertising and sponsorships of tobacco products. An analysis and assessment of the TAD is an important step in determining the application of the regulation on tobacco advertisement across the EU.

In order to **prevent tobacco-related illness and premature death**, it is crucial for countries across Europe to unite on regulatory frameworks for smoke-free environments and sustainable tobacco endgame strategies.

As more and more countries step up the game in tobacco control and prevention against tobacco related cancer, a unified Europe is more important than ever.

The partners of JATC 2, are committed in the **new Europe's Beating Cancer Plan** where EU Member States stand together in the fight against tobacco.

GENERAL OBJECTIVE

The general objective of this project is not only to support the implementation of the Tobacco Products Directive (TPD) and the Tobacco Advertising Directive (TAD), but also to promote activities consistent with the objectives of the WHO FCTC.

The JATC1 contributed to the implementation of the TPD in specific areas of laboratory capacity, testing methods for tobacco and related products, regulation of ingredients and developed data sharing agreements concerning the huge amounts of data within European Union Common Entry Gate (EU-CEG).

JATC 2 programme builds on the results of the JATC1 and adds new pillars to the work of JATC within tobacco control.

SPECIFIC OBJECTIVES

- To **establish** an effective coordination with a strong focus on digital tools that ensures the sustainability and progression of the project even in a world of crisis such as the COVID-19 pandemic.
- To **support** the dissemination of information to the public, regulators and researchers.
- To **integrate** the outcomes into national policies and ensure that the results of the project will be sustainable even after the termination of the project.
- To **facilitate** the exchange of good practices between Member States, including laboratory capacity, analysis and assessment, in order to improve implementation of the TPD and related implementing and delegated acts in a number of areas of tobacco product and e-cigarette regulation.
- To **achieve** greater consistency in the application of the TPD to ensure a fair internal market for tobacco and related products, especially regarding market surveillance and enforcement.
- To **promote** activities consistent with the objectives of the WHO FCTC to promote a better implementation of the objectives of the FCTC.
- To **identify and assess** the current legislation regarding, but not limited to, tobacco advertising and advertising of emerging products.
- To **identify and develop** best practices regarding tobacco endgame strategies and for expanding smoke-free environments.

ABOUT THE PROJECT

- Launched in October 2021
- 36 months project
- 9 Work Packages
- 21 Participating EU/EEA Countries
- 36 Participating Institutions
- 13 Collaborating Stakeholders

Participating in JATC 2

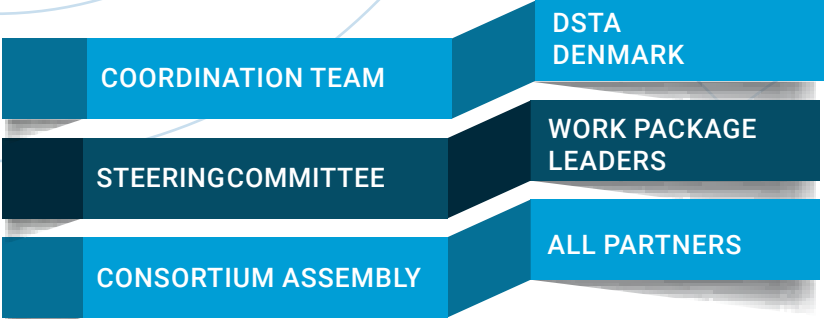
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Finland / France / Germany /
Greece / Hungary / Lithuania /
Ireland / Italy / Norway /
Portugal / Serbia / Slovenia /
Spain / Sweden /
The Netherlands



TARGET GROUPS

- EU Member States Regulators
- Tobacco Control Non-Governmental Organizations
- Research Institutions
- General Public

ORGANIZATIONAL STRUCTURE



COORDINATION TEAM

Head Coordinator and Financial Officer

Frances O'Donovan

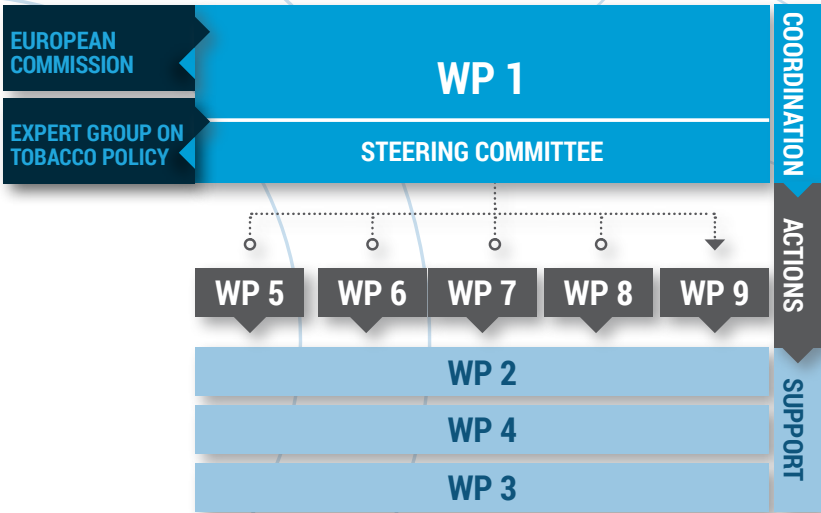
Project Administrator

Ms. Chloé Aavild Sand Henriksen

Associated Coordinator and policy officer

Ditte Helms Kraul

PROJECT MANAGEMENT STRUCTURE



PARTICIPATING

COMPETENT AUTHORITIES

01 | **DSTA**

SIKKERHEDSSTYRELSEN,
Denmark

02 | **CIPH**

HRVATSKI ZAVOD ZA JAVNO
ZDRAVSTVO, Croatia

03 | **NIJZ**

NACIONALNI INSTITUT ZA
JAVNO ZDRAVJE, Slovenia

04 | **DGS**

MINISTERIO DA SAUDE -
REPUBLICA PORTUGUESA,
Portugal

05 | **FPSH**

SERVICE PUBLIC FEDERAL
SANTE PUBLIQUE, SECURITE
DE LA CHAINE ALIMENTAIRE ET
ENVIRONNEMENT, Belgium

06 | **ANSES**

AGENCE NATIONALE DE
LA SECURITE SANITAIRE
DE L'ALIMENTATION DE
L'ENVIRONNEMENT ET DU
TRAVAIL, France

07 | **ISS**

ISTITUTO SUPERIORE DI
SANITA, Italy

08 | **NAAC**

CYPRUS NATIONAL ADDIC-
TIONS AUTHORITY, Cyprus

09 | **THL**

FINISH INSTITUTE FOR HEALTH
AND WELFARE, Finland

10 | **HSE**

HEALTH SERVICE EXECUTIVE
HSE, Ireland

11 | **NMOH**

THE NORWEGIAN MINISTRY OF
HEALTH AND CARE SERVICES,
Norway

12 | **FOHM**

FOLKHALSOMYNDIGHETEN,
Sweden

13 | **RIVM**

RIJKSINSTITUUT VOOR
VOLKSGEZONDHEID EN MILIEU,
The Netherlands

14 | **TA**

TERVISEAMET, Estonia

15 | **NPHO**

NATIONAL PUBLIC HEALTH
ORGANIZATION, Greece

16 | OKPI

ORSZAGOS KORANYI PULMO-
NOLOGIAI INTEZET, Hungary

17 | IPHS

INSTITUT ZA ZASTITU
ZDRAVLJA SRBIJEDR MILAN
JOVANOVIC BATUT, Serbia

18 | AGES

OSTERREICHISCHE AGENTUR
FUR GESUNDHEIT UND
ERNAHRUNGSSICHERHEIT
GMBH, Austria

19 | BFR

BUNDESINSTITUT FUER
RISIKOBEWERTUNG, Germany

20 | ICO

INSTITUT CATALA
D'ONCOLOGIA, Spain

21 | NTAKD

NARKOTIKU TABAKO IR
ALKOHOLIO KONTROLES
DEPARTAMENTAS, Lithuania

WP LEADERS

01 | DSTA Denmark

02 | NPHO Greece

03 | AGES Austria

04 | ISS Italy

05 | ANSES France

06 | DSTA Denmark

07 | RIVM Netherlands

08 | ICO Spain

09 | THL Finland

WORK PACKAGES 1-5

01
DSTA

Denmark

Coordination

To coordinate the overall smooth implementation of the project.

02
NPHO

Greece

Dissemination

To maximise the impact of the project by supporting the consultation with stakeholders and the dissemination of the project's results to the target audiences.

03
AGES

Austria

Evaluation

To evaluate the outputs and outcomes of the JATC 2 and to support the optimization of the internal processes necessary for their achievement.

04
ISS

Italy

Sustainability and cooperation across Europe

To ensure sustainability and uptake of the JATC 2 actions both during and after the implementation of the actions across EU MS, through strengthening of the cooperation of the competent authorities for a harmonized application and enforcement of the TPD and TAD in an effort to promote EU public health.

05
ANSES

France

EU-CEG data and enhanced laboratory capacity for regulatory purposes

To strengthen and support the EU Member States' national competent authorities (NCAs) capacities to use information submitted by manufacturers on their products through the European Common Entry Gate (EU-CEG data) and enforce the applicable standards through the efficient utilisation of scarce expertise and technical resources at the EU level by avoiding duplication and wide implementation of best practices.

WORK PACKAGES 6-9

06

DSTA

Denmark

Enforcement of tobacco product regulation

To strengthen the EU Member States' capacities in the enforcement of tobacco product regulation at the EU Member States and EU wide level through the sharing of common experiences, challenges and solutions.

07

RIVM

Netherlands

Health impact and regulatory implications of e-cigarettes and novel tobacco products

To enhance a better understanding of the properties, health impact and regulatory implications of novel tobacco products and e-cigarettes with the aim to support effective information and regulation.

08

ICO

Spain

Smoke-free environments and tobacco advertising, promotion, and sponsorship (TAPS) legislation in Europe

To outline and disseminate best practices for addressing upcoming challenges to smoke-free environments in Europe (FCTC Art.8) and to assess tobacco advertisement, promotion and sponsorship (TAPS) implementation and impact in Europe (FCTC Art.13).

09

THL

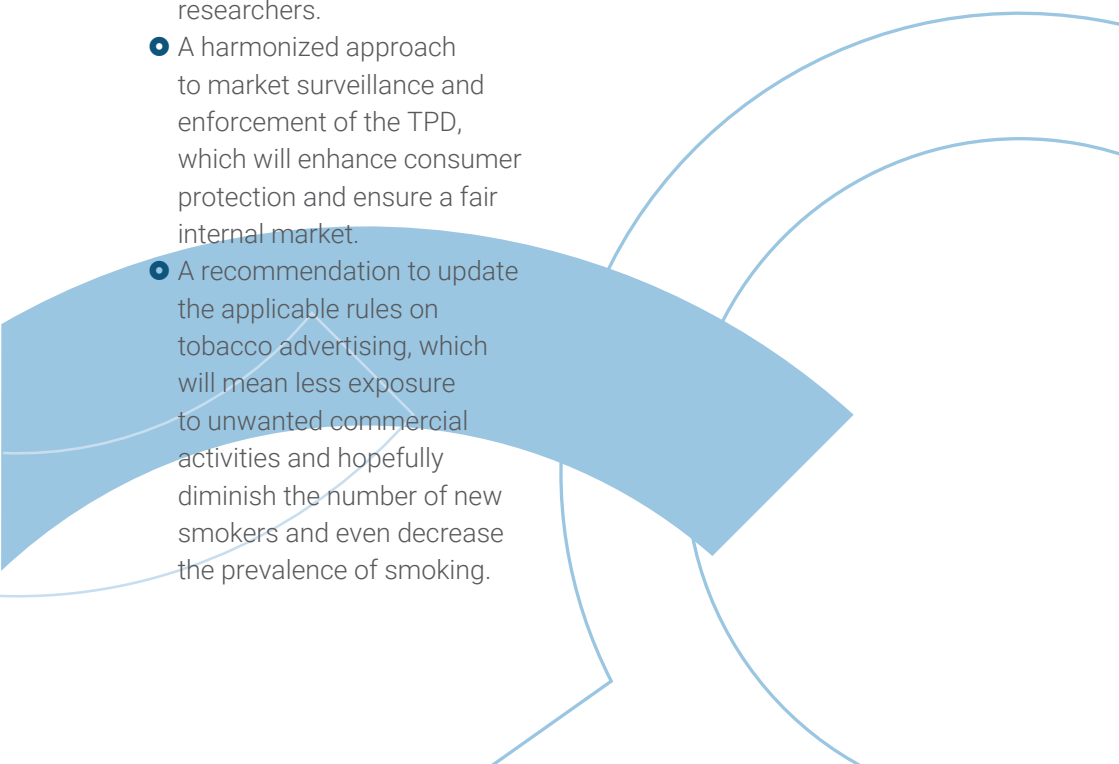
Finland

Best practices to develop an effective and comprehensive tobacco endgame strategy

To identify national tobacco endgame strategies and forward-looking tobacco control policies aiming at tobacco endgame; to explore and exchange best practices in the development, implementation and evaluation of these strategies and policies; and to facilitate their development in the European region.

EXPECTED OUTCOMES

AND BENEFITS OF THE PROJECT

- A more user-friendly interface of the EU-CEG database, which will enhance the utility of the database for EU regulators.
 - A sustainable plan for data sharing from the EU-CEG database, which will make valuable data available for a broader audience, especially researchers.
 - A harmonized approach to market surveillance and enforcement of the TPD, which will enhance consumer protection and ensure a fair internal market.
 - A recommendation to update the applicable rules on tobacco advertising, which will mean less exposure to unwanted commercial activities and hopefully diminish the number of new smokers and even decrease the prevalence of smoking.
 - A harmonized approach to establishing smoke-free environments, which will decrease the exposure to second-hand smoking.
 - A toolkit to put forward actions to create a Tobacco-Free Generation, where less than 5% of the population uses tobacco by 2040.
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Coordination Team: jatc2@sik.dk

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