



VILLE LIBRE SANS TABAC

FRENCH TOBACCO FREE CITY

30th November 2023



With the financial support of the Regional Health Agency - ARS Grand Est

Why have tobacco control policies at local / city level?

- Enforcement of a **comprehensive programme** and not only one-shot measures
- Enforcement of best evidence-based measures with a **better understanding**
- Appropriate level to conduct **experiments**
- **Involvement of local** stakeholders
- The **mayor**: a clearly identified leader

Definition of a tobacco free city



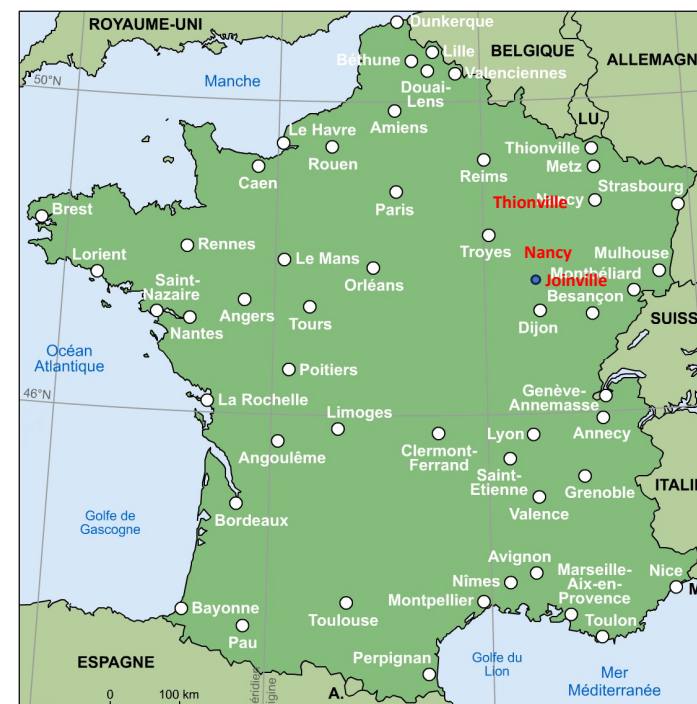
- **A city which aims to:**
 - Improve health, the framework and living conditions of its inhabitants;
 - Limit public areas that promote tobacco;
 - ↳ Denormalisation of tobacco products, their consumption, the industry
 - Support tobacco cessation among smokers;
 - ↳ Thanks to the enforcement of a comprehensive local tobacco control programme
- **It is not:**
 - A city without smokers, although the project includes various measures to encourage smokers to quit.



Pilot project in 3 cities in the Grand Est region of France



- Joinville, 3 300 inhabitants
- Thionville Porte de France = community of cities, 80 000 inhabitants
- Nancy, 110 000 inhabitants
- NGOs involved : GEST and CNCT
- Financial support from the ARS-GE
- 2020-2023 : implementation and current evaluation for continuation and transferability



Methodology and process

- Cities have **different profiles** but the common factor is: a high smoking prevalence
 - On a **voluntary basis**
 - **Steering committee** made up of elected representatives, technical services from different departments, local stakeholders and partners
 - Enforcement of **Article 5.3 FCTC**
 - Limited knowledge and capacity in the field of tobacco control
- ⇒ Considerable amount of time dedicated to information, raising awareness, **dissemination of best practices** among different stakeholders, etc.
- A **co-construction** of the local programme based on a generic programme

LPTC : Local Programme for Tobacco Control



- A **political decision** thanks to the presentation of the document submitted to debate and a vote at the local council
- A **convention** signed between the city, the Regional Health Agency and project leaders
- 4 main orientations in the programme:
 1. **Information** and communication
 2. **Enforcement /current legislation**
 3. Development of **new outdoor tobacco free areas**
 4. Promotion of **tobacco cessation**

Implementation of a tobacco free City hall



First and mandatory action

Arguments:

- City hall: number of buildings involved
- Emblematic place in the city = to set an example
- A public place and also a workplace
- Some employees: ambassadors of the project



Actions: employee consultation, support for cessation for smokers, access to outdoor tobacco free areas, communication

Implementation of a tobacco free City hall



L'Agglo s'engage à dénormaliser l'usage du tabac auprès du public et notamment des plus jeunes mais également de lutter contre le tabagisme passif pour la santé de tous.

À partir de janvier 2021, les abords de l'Hôtel de Communauté deviendront des espace non-fumeur.

Dans ce cadre, la collectivité propose également à ces agents un accompagnement d'aide à l'arrêt du tabac afin d'améliorer la santé et le bien-être au travail.



Banner



Façade display



Badge



Sticker

Étendre les lieux publics sans tabac à Joinville



Vous êtes favorables à 87% pour étendre ces lieux aux abords des établissements scolaires et d'enseignement

Le Grand Est s'engage pour des Mairies libres sans tabac



Campaign on social networks

Dans le cadre du projet pilote Ville Libre Sans Tabac soutenu par Grand Est Sans Tabac et le Comité National Contre le Tabagisme, bravo à Joinville, Thionville et bientôt Mulhouse qui s'engagent pour une Mairie Libre Sans Tabac :



■ En réservant aux fumeurs un espace dédié pour limiter l'exposition au tabagisme passif
■ En sensibilisant aux dangers du tabagisme



Information on tobacco and its harmful effects



- A monthly information on a range of topics:

- Health
- Social
- Environment
- Cost
- Benefits of a tobacco free life, etc.



- Events



Support for the application of current legislation

The involvement of agencies and of public authorities in charge of the monitoring and enforcement of the law is very weak in France

Focus on topics where the local police can intervene:

Directly:

- Smoking ban
- Ban on sales to minors
- Discarding of cigarette-ends

Indirectly : advertising ban

⇒ **training** of local police officers

⇒ advocacy for the development of **controls** and penalties in cases of violation



Implementation of new outdoor tobacco free areas

- At the entrance of schools, cultural venues, sporting venues, ...
- Parks
- Local outdoor events



Joinville - 15 areas



Thionville – 35 areas

- ⇒ Support local authorities for legal text
- ⇒ Signposting
- ⇒ Communication towards people directly involved, (ex: teachers, parents for school entrances), general public, media

Promotion of cessation

- Raise awareness among healthcare professionals of the importance of promoting smoking cessation in their practices
- Information about local support services for smoking cessation
- Local campaigns including different health professionals authorised to prescribe tobacco cessation treatments



Vous êtes fumeur,
Vous avez fait une ou
plusieurs tentatives d'arrêt,
Vous souhaitez arrêter de fumer,

**SOLICITEZ UNE AIDE AUPRÈS
DES PROFESSIONNELLS DE
SANTÉ DE VOTRE VILLE...**

Chirurgiens-dentistes, infirmiers,
masseurs-kinésithérapeutes,
médecins, pharmaciens, sages-
femmes sont à votre écoute pour vous
conseiller et vous aider.

Ils vous donneront des informations
utiles et vous bénéficierez de leur
soutien et de leur accompagnement.

En se faisant aider, l'arrêt du tabac
devient possible et les bienfaits d'une
vie sans tabac sont rapides et visibles.

Chaque tentative d'arrêt est un pas de
plus vers la liberté.

Franchissez ce pas, rencontrez un
professionnel de santé !

Retrouvez les coordonnées des professionnels
de santé et des consultations
de tabacologie de votre ville sur
www.thionville.fr
Pour les Jeunes, composez le **03 87 66 41 50**,
permanence Centre Edison
Consultation jeunes consommateurs
Et aussi le **3989**, Tabac Info Service,
www.tabac-info-service.fr



Evaluation and initial findings

Current evaluation for complex intervention / its feasibility, its impact and its future

- **Feasibility** of the project cf acceptability/support from the population, from stakeholders
- A project that **requires increased communication** in order to become better known by the local population
- Some anticipated **difficulties / local involvement for controls and penalties**
- **The need for a political will**
- Local stakeholders become more and more **proactive**
- **For transferability, there is a need to redefine the contribution of the 2 NGOs**

Thank you for your attention!



For further information, please click on the following link :

<https://villelibresanstabac.cnct.fr/>

Contact:

a.clerc@chru-nancy.fr

