



Ministerie van Volksgezondheid,
Welzijn en Sport

Addressing the supply side measures as part of the national smoke-free generation strategy

JATC – making the tobacco endgame a reality
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National Prevention Agreement 2018:
Smoke-Free Generation 2040



National Prevention Agreement on smoking 2018

Ambition 2040

A smoke-free generation in 2040 where no child or pregnant woman smokes and no more than 5% of the adult population smokes

Children should grow up in a smoke-free and tobacco-free environment → so the actions apply to alternative smoking products, like HTP's, too

Target groups

- Pregnant people
- Children - youth under 18
- People with a low socioeconomic position



Governmental actions from the National Prevention Agreement

- Plain packaging cigarettes and roll your own products
- Display ban
- Strengthening regulation tobacco advertising
- Tax raise in 2020 (€ 1,-)
- Extending smoking bans
- Closing indoor smoking rooms, and specific outdoor areas
- Regulate HTP's
- Develop neutral cigarettes
- Nicotine pouches banned >0,035 mg (Commodity Act)
- Mass media campaign: PUUR



Prevalence of smoking behaviour in the Netherlands

- 18.9% of the adults (18 years and older) smoked in 2022
- 7.7% of women smoked during pregnancy in 2021, this was an increase from 2018 where 7,4% of women smoked during pregnancy
- Among youngsters from 12 to 16 years old the percentage that smoked in the past month decreased from 16.9% in 2011 to 7.8% in 2017. Last years no further decrease
- Prevalence e-cigarette use: 1,4% in total (2021), 14% of high school students ever-used in 2021 (likely an underestimation)



Prevalence of smoking behaviour among young people (12-25)

- 18.1% smoked cigarettes monthly in 2023
- 10.3% used e-cigarettes monthly in 2023
- 2.8% used nicotine pouches monthly in 2023
- 69.1% who used an e-cigarette last month, also smoked a cigarette last month



Evaluation National Prevention Agreement on smoking

- Ambitions for children and pregnant women are not achieved and will not be met soon
- An 'endgame strategy' could be developed for the Netherlands to work towards a smoke-free generation, with additional measures such as:
 - Larger annual excise tax increases
 - Significant reduction in the number of points of sale
 - More extensive smoking bans
 - More far-reaching product regulation
- Such generic measures will also affect the target groups.



New government agreement December 2021

- 'We decrease evitable differences in health'
- 'We continue the National Prevention Agreement and its goals'
- 'We increase tobacco taxes to €10,- for a package of 20 cigarettes in two steps (2023 and 2024)'



Upcoming Legislation announced December 2022

- Decrease in points of sale of tobacco and related products
- Plain packaging for e-cigarettes and cigars
- Regulation of (oral) nicotine products without tobacco under Tobacco Law
- Create smoke free child environments by law e.g., sport facilities and playgrounds
- Flavour ban on e-cigarettes
- Ban on flavoured accessories e.g., menthol cards, flavoured filters



Reducing points of sale (1/3)

Sales of tobacco and e-cigarettes will be gradually reduced in the coming years.

2022: Ban on all cigarette vending machines.

2023: From July 1, the online sale of tobacco and e-cigarettes is prohibited. This applies to:

- Domestic online sales
- Cross-border online sales



Reducing points of sale (2/3)

2024: From July 1, it is prohibited to sell tobacco and e-cigarettes in supermarkets and all catering establishments. It is estimated that this will significantly reduce the number of points of sale from 10,000 to 4,400.

Entry into force of the cross-border online sales ban for the following products:

- E-cigarettes without nicotine;
- Refill packs without nicotine;
- Cartridges without nicotine;
- Electronic heating devices;
- Herbal products intended for smoking.

A registration obligation for points of sale of smoking products.



Reducing points of sale (3/3)

2025: E-cigarettes may only be sold in specialist stores.

2030: Tobacco may no longer be sold in gas stations, but only in convenience and specialty stores.

2032: Only specialty stores are allowed to sell tobacco products.

The terms 'specialty stores' or 'tobacco specialist shops' refer to tobacco specialist shops that focus almost exclusively on the sale of tobacco and related products. Furthermore, the sale of 'tobacco' refers to the sale of tobacco and related products.



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Questions?
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