

# JATC<sup>2</sup>

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

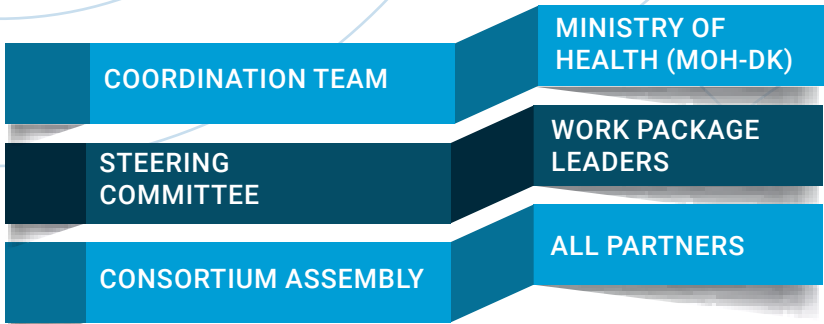
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Ireland / Italy / Norway /  
Portugal / Serbia / Slovenia /  
Spain / Sweden /  
The Netherlands



## TARGET GROUPS

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

# ORGANIZATIONAL STRUCTURE



## COORDINATION TEAM

### Head Coordinator

Frances O'Donovan

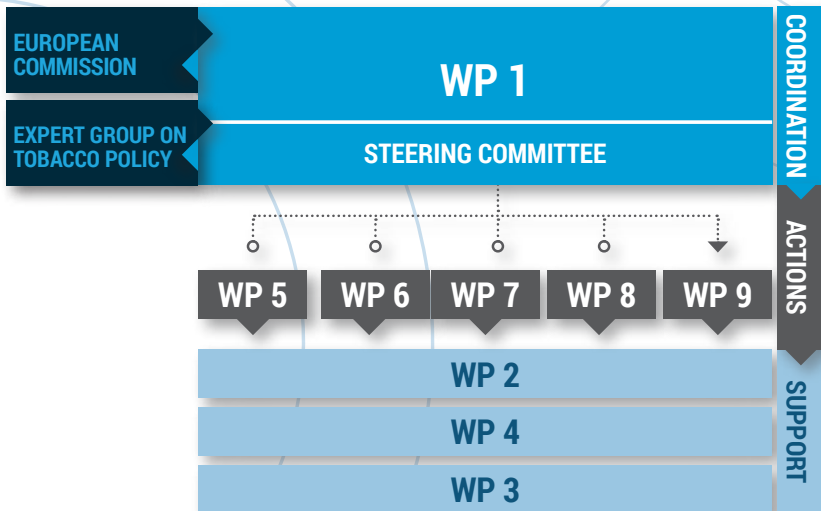
### Financial Manager

Ms. Lisa Wriborg Jacobsen

### Project Administrator

Lærke Ahlers Jørgensen

## 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 ADDICTIONS  
AUTHORITY, Cyprus

### 09 | **THL**

FINISH INSTITUTE FOR HEALTH  
AND WELFARE, Finland

### 10 | **HSE**

HEALTH SERVICE EXECUTIVE  
HSE, Ireland

### 11 | **FOHM**

FOLKHALSOMYNDIGHETEN,  
Sweden

### 12 | **RIVM**

RIJKSINSTITUUT VOOR  
VOLKSGEZONDHEID EN MILIEU,  
The Netherlands

### 13 | **TA**

TERVISEAMET, Estonia

### 14 | **NPHO**

NATIONAL PUBLIC HEALTH  
ORGANIZATION, Greece

### 15 | **OKPI**

ORSZAGOS KORANYI PULMO-  
NOLOGIAI INTEZET, Hungary

16 | **IPHS**

INSTITUT ZA ZASTITU  
ZDRAVLJA SRBIJEDR MILAN  
JOVANOVIC BATUT, Serbia

17 | **AGES**

OSTERREICHISCHE AGENTUR  
FUR GESUNDHEIT UND  
ERNAHRUNGSSICHERHEIT  
GMBH, Austria

18 | **BFR**

BUNDESINSTITUT FUER  
RISIKOBEWERTUNG, Germany

19 | **ICO**

INSTITUT CATALA  
D'ONCOLOGIA, Spain

20 | **NTAKD**

NARKOTIKU TABAKO IR  
ALKOHOLIO KONTROLES  
DEPARTAMENTAS, Lithuania

21 | **MOH-DK**

MINISTRY OF HEALTH, Denmark

22 | **NOMA**

STATENS LEGEMIDDELVERK,  
Norway

## 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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