

PRESS RELEASE

JATC²

JOINT ACTION
ON TOBACCO
CONTROL



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JATC2 Final Meeting Highlights: A Call for Stronger Tobacco Control Measures

The Joint Action on Tobacco Control 2 (JATC2) concluded its final meeting in Brussels (between the 12th-13th September 2024), bringing together key stakeholders to discuss the progress made and challenges ahead in the fight against tobacco use. As the JATC2 project concluded after a successful 36-month implementation by 21 partners, specific key takeaways and specific recommendations can be made.

Key Takeaways from the JATC2 closing meeting:

- **Alarming Rise in Youth Tobacco Use:** Participants expressed deep concern over the increasing prevalence of tobacco products among young people, emphasizing the urgent need for targeted interventions and prevention strategies.
- **The Need for Stronger Legislation:** The meeting highlighted the importance of updating and strengthening existing tobacco control legislation to address the evolving landscape of tobacco products and ensure the relevance and effectiveness of the TPD.
- **Challenges of Novel Tobacco Products:** The emergence of novel tobacco products, particularly e-cigarettes and heated tobacco products, poses significant challenges due to their appeal to young people and the uncertainty surrounding their long-term health risks.
- **Progress and Achievements:** Despite the challenges, JATC2 has made significant progress in several areas, including knowledge-sharing, best practice exchange, and supporting member states in implementing effective tobacco control measures.
- **Call for Continued Action:** The JATC2 concluded with a strong call for continued collaboration among member states, the European Commission, and other stakeholders to address the tobacco epidemic and protect public health.

Specific Recommendations from the JATC2 project include:

- **Update and Strengthen Tobacco Control Legislation:** The meeting urged the European Commission to revise the Tobacco Products Directive, Tobacco Advertising Directive and update the Council Recommendation on Smoke-Free Environments to reflect the latest scientific evidence and address the challenges posed by novel tobacco products.
- **Implement Comprehensive Smoke-Free Environments:** Participants emphasized the importance of expanding smoke-free environments to include both indoor and outdoor spaces, such as bars, restaurants, and public parks.
- **Address the Appeal of Novel Tobacco Products:** The meeting called for measures to reduce the attractiveness of novel tobacco products to young people, including restrictions on flavorings and marketing.
- **Improve Data Collection and Reporting:** Participants highlighted the need for standardized data collection and reporting on tobacco product ingredients, adverse health incidents, and the prevalence of novel tobacco products to inform effective policymaking.

As the JATC2 concludes its work, the meeting's outcomes provide a roadmap for future efforts to combat tobacco use and promote public health across Europe.

More details can be found on the JATC2 website www.jaotc.eu, which will be updated as the final deliverables will be approved and uploaded.

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