

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



"Co-funded by the European Union's Health Programme under Grant Agreement 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 tobaccorelated 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 tobaccorelated 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 was 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.

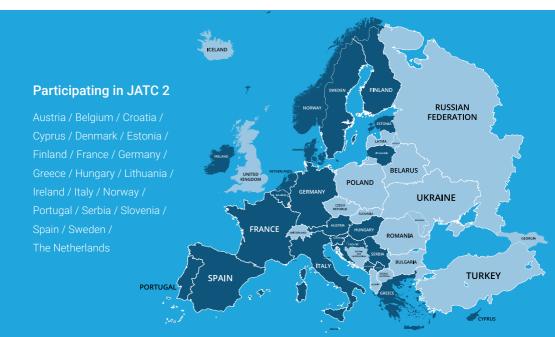
The **JATC1** contributed to the implementation of the TPD in specific areas of laboratory capacity, testing methods for tobacco and related products, regulation of ingredients and developed data sharing agreements concerning the huge amounts of data within European Union Common Entry Gate (EU-CEG).

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

ABOUT THE PROJECT

- Launched in October 2021
- 36 months project
- 9 Work Packages

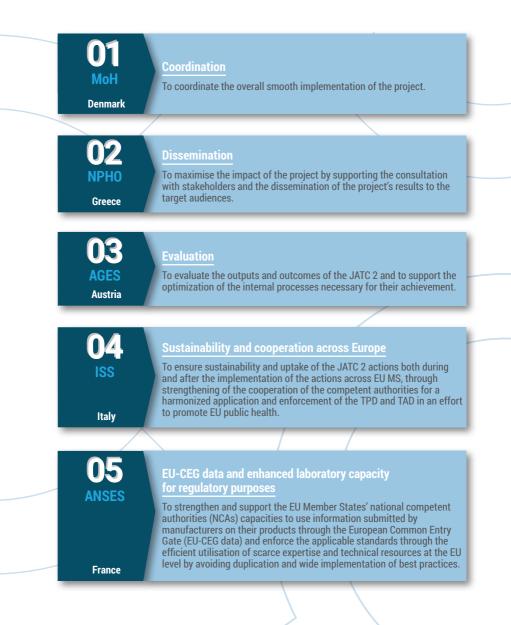
- 21 Participating EU/EEA Countries
- 38 Participating Institutions
- 15 Collaborating Stakeholders



TARGET GROUPS

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

WORK PACKAGES 1-5



WORK PACKAGES 6-9

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

06

Denmark

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.

Netherlands

Smoke-free environments and tobacco advertising, promotion, andsponsorship (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).

Spain

ICO

09

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.

Finland

DOWNLOADABLE MATERIAL

Do you know that our deliverables can be found on our website <u>www.jaotc.eu</u>? <u>Click to download</u> or scan the QR code and dive deeper into our JATC2 actions, activities and outcomes!

JAT 6

<text><text><text><text><text><text><text><text><text><text>



KEY TAKEAWAYS FROM THE JATC2 PROJECT:

• THE NEED FOR STRONGER

LEGISLATION: The project 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.

• 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.

SPECIFIC RECOMMENDATIONS FROM THE JATC2 PROJECT:

• UPDATE AND STRENGTHEN TOBACCO CONTROL

LEGISLATION: The Joint Action on Tobacco Control 2 urges 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:

Project participants emphasize 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 project

calls for measures to reduce the attractiveness of novel tobacco products to young people, including restrictions on flavorings and marketing.

IMPROVE DATA COLLECTION AND REPORTING: Project

participants highlight 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.



Coordination Team: jatc2@sum.dk

The content of this leaflet represents the views of the author only and is his/her sole responsibility; it cannot be considered to reflect the views of the European Commission and/or HaDEA or any other body of the European Union. The European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains.



"Co-funded by the European Union's Health Programme under Grant Agreement No. 101035968/ JA-01-2020 (HaDEA)"