

JATC²

JOINT ACTION
ON TOBACCO
CONTROL

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




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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 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

Participating in JATC 2

Austria / Belgium / Croatia /
Cyprus / Denmark / Estonia /
Finland / France / Germany /
Greece / Hungary / Lithuania /
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
- Health Care Professionals

WORK PACKAGES 1-5

01

MoH

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.

DOWNLOADABLE MATERIAL

Do you know that our deliverables can be found on our website www.jaotc.eu?
[Click to download](#) or scan the QR code and dive deeper into our JATC2 actions, activities and outcomes!



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.



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