

Work Package 4 – Sustainability and
Cooperation across Europe

**Framework for a cooperation
with the European Commission
on the JATC 2 deliverables
contribution to Europe's
Beating Cancer Plan
WP4 D4.3**

Prepared by MoH-DK (Lead beneficiary)
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Abstract

This framework, developed under the Joint Action on Tobacco Control 2 (JATC-2) project, outlines the steps needed to achieve a Tobacco-Free Generation by 2040, as part of the European Commission's Europe's Beating Cancer Plan.

Drawing on key reports and studies produced by JATC-2, it identifies evidence-based recommendations to address the challenges of tobacco control. This report provides actionable insights on harmonising regulations for novel tobacco products, expanding smoke-free environments, implementing endgame strategies, ensuring consistent taxation, and supporting public awareness campaigns and cessation efforts. By leveraging the findings of pivotal reports, this framework aims to foster collaboration between the European Commission and Member States (MS) to reduce tobacco use and improve public health outcomes.

Introduction

Tobacco use remains a leading cause of preventable morbidity and mortality in the European Union (EU), contributing to over 740,000 deaths annually. The European Commission's ambitious Europe's Beating Cancer Plan sets the goal of achieving a "Tobacco-Free Generation" by 2040, with a target to reduce tobacco use to less than 5% of the population. The journey to achieving this goal necessitates collaboration between the European Commission and Member States (MS) across various domains, including policy harmonization, public health initiatives, and enforcement of regulations.

This report synthesises key findings and recommendations from multiple papers from the JATC-2 project to outline actionable steps for collaboration between the European Commission and MS, all aligned with Europe's Beating Cancer Plan.

Task 4.3b: Cooperation and Support for Europe's Beating Cancer Plan Objectives

- **Objective:** Coordinate cooperation and provide information to enhance objectives identified in Europe's Beating Cancer Plan.
- **Approach:** Identify a list of topics and deliverables from JATC 2 that align with the plan's goals and frame cooperative efforts with the European Commission to sustain these actions beyond JATC 2's conclusion.

Key Reports from JATC-2 Supporting the Framework

This framework draws on key reports that provide evidence-based recommendations and insights essential for achieving a Tobacco-Free Generation by 2040. These reports include:

- **Report on the Regulation of Novel Tobacco Products and E-Cigarettes in Different EU Member States (D7.1):** Highlights the need for harmonized frameworks to regulate novel tobacco products across Member States.
- **Report on Relevant Health Risks for Novel Tobacco Products (D7.3):** Examines health risks associated with e- cigarettes and heated tobacco, advocating for stringent regulations.
- **Report on Product Use Familiarity and Perceptions of Novel Tobacco Products (D7.4):** Explores marketing strategies, public perceptions, and youth appeal of novel products, recommending stricter controls.
- **Weight of Evidence Paper on the Expansion of Smoke-Free Environments (D8.1):** Evaluates the effectiveness of smoke-free policies and supports extending them to outdoor spaces.
- **Position Paper for a New Tobacco Action Directive (D8.3):** Stresses the need for comprehensive legislation

to address gaps in Member States' policies.

- **Report on Tobacco Endgame Strategies for the European Region (D9.1):** Provides actionable recommendations for eliminating tobacco use, based on global examples.

These reports form the backbone of this framework, guiding the recommendations and aligning them with the objectives of Europe's Beating Cancer Plan.

Work Package 7: Harmonized Regulation of Novel Tobacco Products

Studies under the JATC-2 project highlight that novel tobacco products like e-cigarettes pose health risks and increase nicotine addiction, particularly among youth.

Recommendations from WP7 reports

- Evidence suggests applying similar regulations to novel products as conventional tobacco, including public space bans, health warnings, and advertising restrictions.
- Align national policies with EU guidelines as identified in regulatory reviews.
- Update the Tobacco Products Directive (TPD) to include all nicotine and tobacco products, as recommended in policy evaluations.

Relevant WP7 reports

- **Report on the Regulation of Novel Tobacco Products and E-Cigarettes in Different EU Member States (D7.1):** This document surveys regulatory differences across MS, highlighting the need for harmonized frameworks to address health risks associated with novel products.
- **Report on Relevant Health Risks for Novel Tobacco Products (D7.3):** Examines the growing health concerns related to e-cigarettes and heated tobacco, advocating for their regulation under similar standards as traditional tobacco.
- **Report on Product Use Familiarity and Perceptions of Novel Tobacco Products (D7.4):** Explores public perceptions, marketing strategies, and youth appeal of novel products, recommending stricter controls.

Work Package 8: Comprehensive Smoke-Free Environments

Research conducted within the JATC-2 project emphasizes the need to expand smoke-free environments (SAFE) to reduce SHS exposure, particularly in outdoor areas frequented by minors.

Recommendations from WP8 reports

- WP8 advocate extending smoke-free laws to all indoor and outdoor spaces, including workplaces, healthcare facilities, parks, and hospitality venues.
- Harmonize smoke-free legislation across MS to ensure consistent protection against SHS exposure.

Relevant WP8 reports

- **Weight of Evidence Paper on the Expansion of Smoke-Free Environments (D8.1):** Assesses

the effectiveness of smoke-free policies in reducing SHS exposure and recommends extending them to outdoor public spaces.

- **Position Paper for a New Tobacco Action Directive (D8.3):** Highlights discrepancies in MS policies and emphasizes the need for comprehensive smoke-free legislation to protect public health.

Work Package 9: Endgame Strategies

Academic and policy studies from the JATC-2 project underline the importance of endgame strategies that aim to eliminate tobacco use through innovative policies.

Recommendations from WP9 report

- Introduce measures such as lifetime bans on tobacco sales for future generations, reduced nicotine content, and restrictions on retail outlets, as demonstrated in other countries.
- Support MS in adopting endgame goals using insights from successful global strategies.
- Implement uniform minimum tobacco tax thresholds across MS.
- Tax novel products equivalently to traditional tobacco, as suggested in economic impact assessments.
- While this has worked elsewhere, it remains challenging to enforce.
- Launch EU-wide campaigns targeting youth and vulnerable populations.
- Develop cross-border cessation initiatives and digital tools for quitting, as recommended in cessation program evaluations.

Relevant Reports:

- **Report on Tobacco Endgame Strategies for the European Region (D9.1):** Explores innovative measures adopted in other countries and provides actionable recommendations for MS to achieve near-zero tobacco use.

Conclusion

Achieving the ambitious goal of a Tobacco-Free Generation by 2040, as envisioned in Europe's Beating Cancer Plan, requires coordinated action between the European Commission and Member States. By implementing recommendations derived from the JATC-2 reports—including expanded smoke-free environments, harmonized regulations for all tobacco products, and innovative endgame strategies—the EU can significantly reduce the public health burden of tobacco use, ultimately contributing to a cancer-free future.