



Joint Action on Tobacco Control 2

Best practices to develop an effective and comprehensive tobacco endgame strategy

COP10 side-event, 7.2.2024, Panama

JATC2 overview

- Four overarching work packages: WP1 Coordination, WP2 Dissemination, WP3 Evaluation, WP4 Sustainability and cooperation across Europe
- Five thematic work packages:
 - WP5 EU-CEG data and enhanced laboratory capacity for regulatory purposes
 - WP6 Enforcement of tobacco product regulation
 - WP7 Health impact and regulatory implications of e-cigarettes and novel tobacco products
 - WP8 Smoke-free environments and tobacco advertising, promotion, and sponsorship (TAPS) legislation in Europe
 - **WP9 Best practices to develop an effective and comprehensive tobacco endgame strategy**

WP9 objectives

EU Cancer Plan 'Tobacco-Free Generation': less than 5% of the population uses tobacco by 2040

Current status: ~25%, slow decline

Implementation roadmap: Revision of EU tobacco control framework + Joint action

To identify and assess tobacco endgame strategies and forward-looking tobacco control policies for the European region.

- Identify and map forward-looking tobacco control policies and tobacco endgame strategies
- Assess the inclusion of cessation support (WHO FCTC Article 14) to these policies and strategies
- Synthesize the available evidence and identify the needs for future research
- Assess the feasibility of their translation into the development of national policies and strategies

To explore best practices in the development, implementation and evaluation of tobacco endgame strategies and forward-looking tobacco control policies.

- Explore national best practices in the development, implementation and evaluation
- Identify the typical enablers and constraints in the development, implementation and evaluation

To promote best practices and facilitate the development of national tobacco endgame strategies in Europe, in synergy with WP4 and other WPs.

- Define and introduce the concepts of forward-looking tobacco control policies and tobacco endgame
- Disseminate and promote best practices in the development, implementation and evaluation of forward-looking tobacco control policies and tobacco endgame strategies

Working methods and outcomes

- Questionnaire to key informants in WHO Euro region
- Interviews in WP9 partner countries
- Workshop and webinars
- Collaboration with external stakeholders to exchange information and disseminate our findings
- **Indicator compendium – WP9 tobacco endgame framework and methods**
- Policy brief
- Scientific articles, summary reports
- **Online toolkit**

González-Marrón A, Koprivnikar H, Tisza J, Cselkó Z, Lambrou A, Peruga A et al. Tobacco endgame in the WHO European Region: Feasibility in light of current tobacco control status. Tobacco Induced Diseases. 2023;21(November):151.
<https://doi.org/10.18332/tid/174360>

Ruokolainen O, Ollila H, Laatikainen T, Pätsi SM, Carreras G, Gorini G et al. Review of tobacco endgame measures and their adaptation in Europe. (submitted)

Ollila H, Ruokolainen O, Laatikainen T, Koprivnikar H et al. Tobacco endgame goals and measures in Europe: current status and future directions. (submitted)

Solimini R, Ruokolainen O, Cselko Z, Koprivnikar H, Spizzichino L, Papachristou S et al. Good Practice Statements for the treatment of nicotine dependence. Tobacco Prevention & Cessation. 2023;9(July):24.
<https://doi.org/10.18332/tpc/167964>

Progress towards tobacco endgame

Based on the WP9 tobacco endgame questionnaire:

General population goals set at <5% prevalence level:

- **Ireland** and **Sweden** by 2025
- **Finland** by 2030
- **Slovenia** by 2040

Generational goals:

- **France:** children born since 2014 the first generation to reach <5% smoking prevalence as adults by 2032.
- **The Netherlands:** 0% smoking prevalence among youth and pregnant women, <5% smoking prevalence among 18+ population by 2040.
- **Belgium:** no/almost no new tobacco users, <5% tobacco use prevalence among 15+ population by 2040.
- **Norway:** tobacco-free generation for all born in 2010 or later, and <5% smoking and snus use prevalence in the general population (no set timeline)

Progress towards tobacco endgame

Examples of retail-oriented innovative measures in Europe:

- **New stepwise reductions:**

- The Netherlands: Tobacco and related products may no longer be sold in supermarkets from 2024; legislation prepared for a sales ban in petrol stations from 2030 – sales will be allowed only in specialist stores from 2032 (e-cigarettes from 2025)
- Belgium: Ban on temporary points of sale (including festivals) from January 2025, ban on tobacco and e-cigarette sales in large supermarkets (>400m²) from July 2025
- Norway: New strategy states that the availability of retailers should be substantially reduced (no concrete proposals yet)
- Finland: Increased supervisory fees and prohibiting the granting of a retail license to temporary and mobile sales places proposed by a ministerial working group

- **Incentives to give up tobacco sales:**

- France: a protocol to support tobacconists in their transformation to other local shops

Progress towards tobacco endgame

Examples of user-oriented innovative measures in Europe:

- **Age limits:**

- Norway: Earlier proposal to raise the age limit for e-cigarettes to 25; new strategy proposes a tobacco and nicotine free generation for those born in 2010 and later (not decided yet whether age limit would be raised gradually or by birth year)
- Slovenia: National strategy foresees raising the age of tobacco sales from 18 to 21.
- The Netherlands: The government is investigating the feasibility of raising the age limit to 21.
- Finland: Raising the age limit for sales and possession of all tobacco and non-pharmaceutical nicotine products from 18 to 20 proposed by a ministerial working group.

Progress towards tobacco endgame

What is mostly missing:

- Market-oriented and other innovative measures that would gradually phase out combustibles, and tap on industry profits
- Concrete tools to prevent and counter industry influence (e.g. Code of Conduct, strong guidelines and legislation)

Enablers and challenges



- In countries with tobacco endgame goals, the expectations of the WP9 questionnaire respondents related to achieving the goal were moderately positive
- Concerns were expressed especially in relation to **non-combustible products and new nicotine products, cross-border marketing, high smoking prevalence in some population groups, and sustaining political will.**
- More variation in the expectations for adopting such goals: **Concerns focus on lack of political will and challenges in the implementation or strengthening of the existing tobacco control regulations, and on tobacco industry.**
 - Having set earlier prevalence reduction goals seen as a strength to continue towards tobacco endgame goals.
 - Some found that their current addiction or NCD prevention strategies were not suitable for including tobacco endgame goals.

Enablers and challenges



- Feasibility of accomplishing the regional Tobacco-Free Generation goal may be **hampered by the low implementation of WHO FCTC** in several countries.
- At the same time, **regional goal can be utilized to facilitate the establishment of national goals, and provide the opportunity to bring the need for strengthened WHO FCTC implementation to the political agenda** as part of the national measures for achieving the goal
- **Knowledge sharing and collaboration** can facilitate the dissemination of innovative effective measures (e.g. stepwise retail reduction, age limits)
- Leveraging **public support**, utilizing **windows of opportunity**, critically assessing presented **policy options**, preparing for **critical risks and industry-driven distraction** from effective measures

Conclusions

- Interest to tobacco endgame is growing in Europe
- More wide-spread implementation is awaited for retail- and user-oriented measures that reduce the number of sales points and increase age limits
- Shifting the focus from controlling the tobacco epidemic to ending it is possible but requires both strengthened WHO FCTC implementation – including concrete tools to prevent industry interference – and innovative measures
- Allowing industry to retain/increase profits enables it to mobilize resources for lobbying against tobacco endgame and distracting policymaking from timely and effective measures



Thank you!

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