

EFA contribution to the EU Tobacco Products Directive

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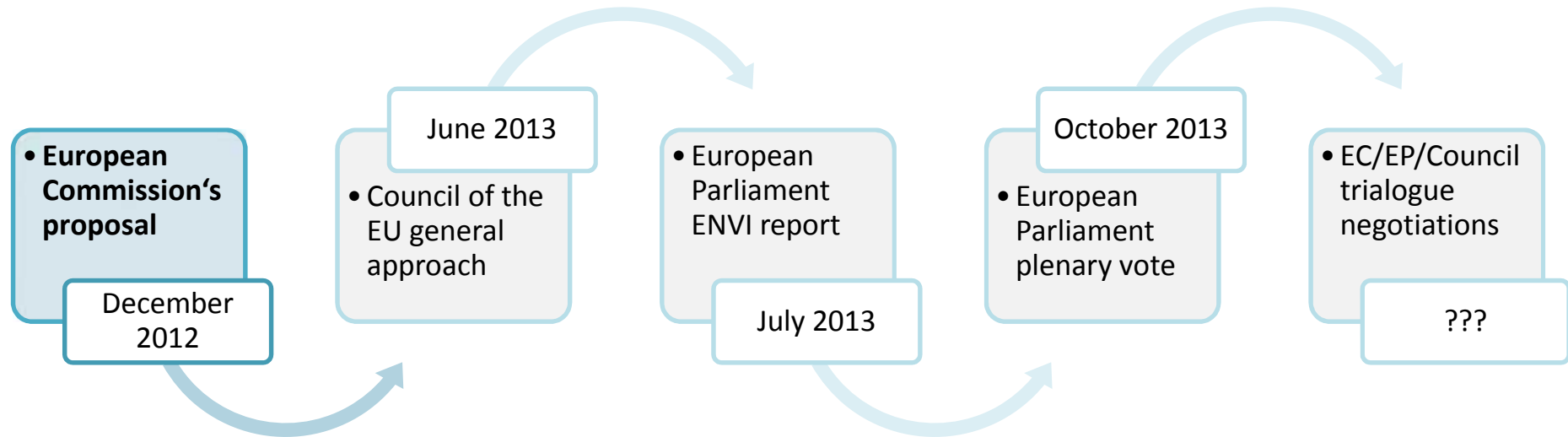
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Before the proposal – postponing the indispensable?



Necessity to adapt the current rules on tobacco

- Market developments → novel tobacco products
- Scientific studies → toxicity of ingredients
- International commitments → WHO Framework Convention on Tobacco Control

BUT

Delayed for several months

- Scandals & procrastination → tobacco industry behind the scene?

“Together is stronger”

First: create a powerful network and identify the priorities

1. Plain packaging
2. 80% combined text and pictorial health warnings on the front and back
3. Cessation information as part of the health warnings
4. Warnings on tar, nicotine and carbon monoxide levels



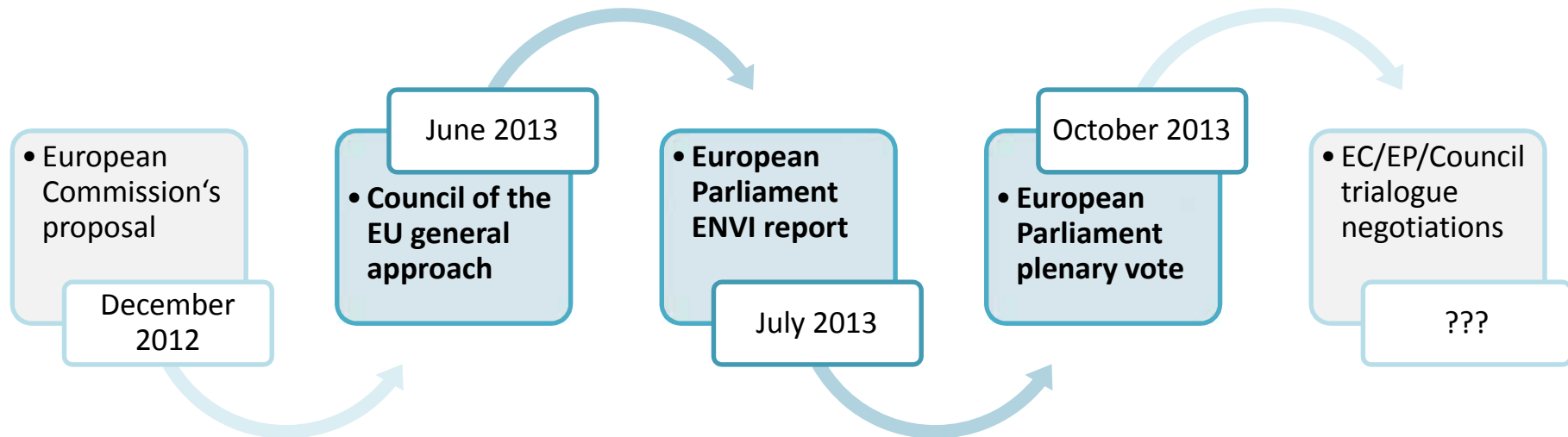
ENSP

Second: make your voice heard by the Commission

1. Response to Commission public consultation
2. Meetings with officials



The negotiations phase – sit at the decision-making table!



Working autonomously...

- Understanding the topic: briefing for our members
- Identify specific priority areas: EFA position paper
- Advocate for our objectives: prepare template materials for members, individual meetings with policy-makers

...and with the network

- Strategy & communication: NGOs alignment meetings, joint meetings with policy-makers, advocacy campaigns
- Great visibility: participation in external events, wider network of contacts

Key word: adaptability

New goals

1. Combined warnings placed on the top and covering 75% of packages
2. Comprehensive ban on characterising flavours
3. Ban on slim cigarettes
4. Stronger measures against illicit trade
5. Regulation of e-cigarettes

New partners

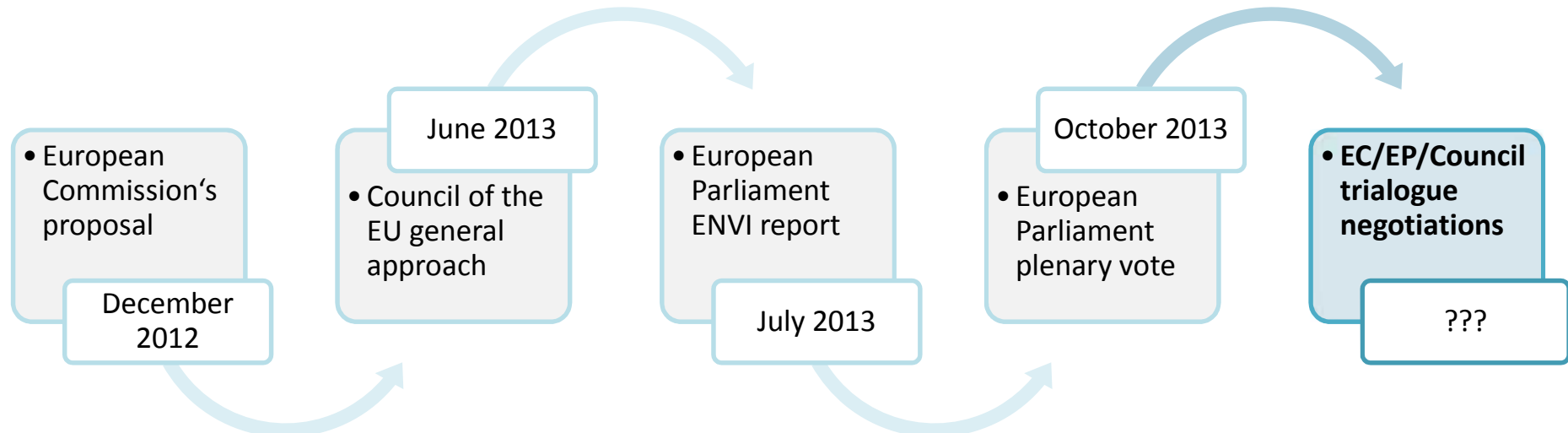
- Joint efforts of public health NGOs, patients, doctors, academics

New means

- Social media, leaflets, press releases, targeted messages



Towards the final decision – the last efforts



Single Members of the European Parliament have no more voice in the dossier – negotiations between the rapporteur of the European Parliament, the Presidency of the Council of the EU and the Commission

One battle has ended, the war is still on though

- Templates for our members to contact their national Ministries, contacts with Lithuanian Presidency, European Parliament rapporteur and Commission, raise awareness through EFA Manifesto, manifesto.efanet.org

The mouse vs. the elephant?

€5 million a year + over 150 full-time lobbyists from the tobacco industry vs. around 10 public health NGOs

HOWEVER

Some positive provisions were introduced

Current rules	New measures
30% on the back and 40% on the front placed at the bottom	65% at the top on both sides
Fancy and slim packages allowed	Packages' shape harmonised
Additives allowed	Additives are forbidden
Pictures compulsory only in 10 Member States	Compulsory pictorial warnings



Legislations are updated every 10 years or so, this is the moment to make the difference for public health in Europe – let's make history together!

Thank you for your attention!

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