

Amsterdam, 30 March 2011

The 5th European Conference on Tobacco or Health (5th ECToH) acknowledges that:

1. Tobacco is an uniquely hazardous consumer product, killing up to half of its regular users. Each year over 650,000 people in the EU countries die as a result of tobacco consumption, with second hand smoke killing about 80,000 people per year;
2. Most-tobacco related deaths occur among (working) adults. Many smokers develop prolonged disability, and die prematurely. In addition to direct health-care costs, the economic impact of early death, disability and lost productivity creates an economic burden on governments, especially in low and middle income countries in Europe.
3. The Framework Convention on Tobacco Control (FCTC), joined by 172 Parties, is an evidence-based and effective legal tool for tobacco control. Rapid and effective implementation of this treaty in all European countries is an obligation to Parties to reverse the devastating consequences of the tobacco pandemic;
4. Governments are primarily responsible for implementing effective tobacco control policies, consistent with the FCTC. Non governmental organizations (NGO's) have responsibility to keep tobacco control on the political and societal agenda and to independently monitor the implementation of the FCTC;
5. The tobacco industry tries to block effective tobacco control measures on a regular basis. The industry is continuing promotion of tobacco products through all possible means, including the entertainment and music industry, using young role models and lobbying at national and EU level;
6. The United Nations High level Summit on Non Communicable Diseases (NCDs) in September 2011 provides an unique opportunity to raise the profile of the FCTC as the most effective legal tool to address NCDs. Emerging alliances of NCDs at national, European and global level are promising to increase coverage of tobacco control in Europe and the rest of the world;
7. In 2010 over fifty European youth and student organizations ran local projects, have adopted a youth declaration on tobacco control and committed themselves to remain active in tobacco prevention and control. Involvement of youth in tobacco control is essential to enhance effective tobacco control in the future.

The Conference hereby recommends:

1. By the end of 2012, the WHO Framework Convention on Tobacco Control (FCTC) should be adopted by all European countries as the leading tool for tobacco control;
By the end of 2012 all European countries have developed a comprehensive national tobacco control policy / program, based on FCTC and it's guidelines;
2. By the end of 2012, all European countries should have introduced legislation in line with WHO FCTC Article 8 guidelines, mandating 100% smoke-free indoor public places and workplaces including bars and restaurants, with no provision for designated smoking rooms;
3. By the end of 2014, large (80%) mandatory picture warnings on the front and back of all tobacco products in combination with plain packaging should be adopted in the EU as part of the revised tobacco products directive. By the end of 2014, all countries in Europe should have a telephone number and/or website on tobacco packages, enabling smokers to find help/support to quit smoking;
4. By the end of 2014, all European countries should have implemented measures to address tobacco industry interference in public health policies in accordance with WHO FCTC Article 5.3 guidelines;
5. By the end of 2014, all European countries should have implemented a full ban on tobacco advertising, promotion and sponsorship as outlined in WHO FCTC Article 13 guidelines, including a ban on display of products at point of sale, ban on internet sale and promotion of tobacco products, and measures to reduce tobacco imagery in films, in particular, adult content ratings for films with tobacco;
6. By 2014, 80% of the European countries should have raised excise duties to 60% for cigarettes and to 50% for hand rolled tobacco of the retail price. Besides, tobacco should not be a part of national cost of living/price indexes;
7. Tobacco control should become a top priority in the development agenda at the national, European and global level and European countries should support inclusion of tobacco related indicators in future UN development indicators;

8. All European countries should spend a minimum of €2,00 per capita per year on tobacco control, to finance projects and research in tobacco control;
9. EU should stimulate organizations working at tobacco control on a European level to merge or co-ordinate their activities with the aim to become a strong and powerful European Tobacco Control Network;
10. In every country in Europe at least one NGO working at tobacco control should be an active member of the Framework Convention Alliance (FCA).

There conference hereby calls to action:

1. In support of a strong outcome at the UN NCD Summit in September 2011, delegates of ECToH 2011 are asked to write to their Head of State, requesting that
 - a. They attend the UN NCD Summit, and
 - b. They work for clear outcomes, especially the implementation and monitoring of the FCTC;
2. In support of a strong revised EU Tobacco product Directive, delegates are asked to:
 - a. Write to their Members of European Parliament, requesting that they support:
 - mandatory pictorial warnings to cover 80% of both the front and back of tobacco packs in combination with plain packaging
 - keeping the ban on certain smokeless tobacco
 - banning additives which increase attractiveness of the products
 - b. Advocate for the above measures at their Governments;
3. At the end of April, the Executive Committee of ECToH 2011 will circulate a reminder to all ECToH-participants to request feedback whether participants have taken action in this respect. This will be a measure of the impact of ECToH 2011.