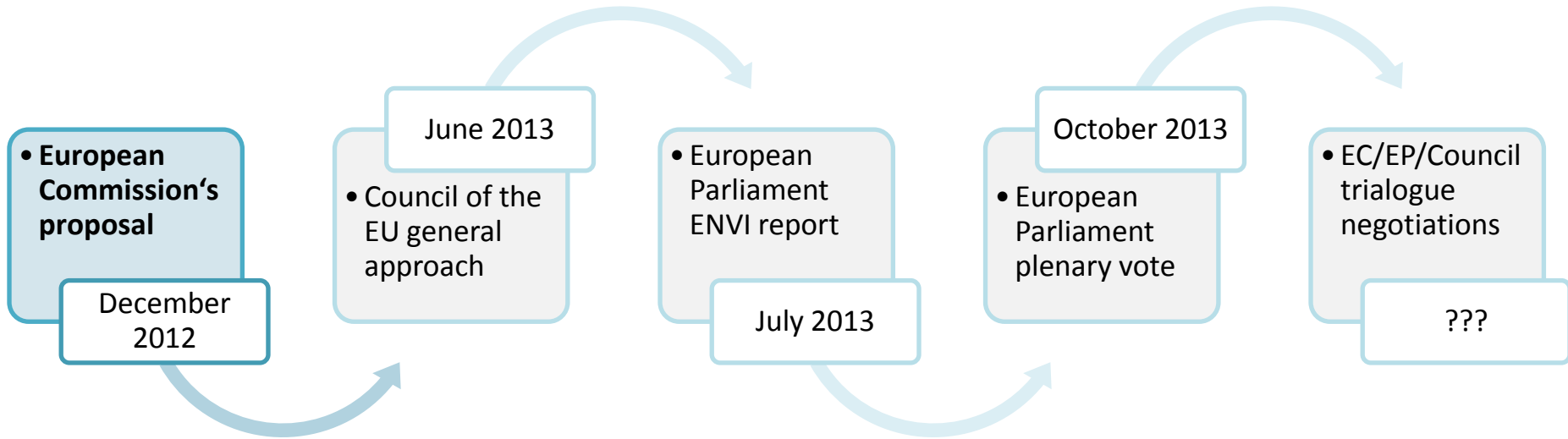


# EFA contribution to the EU Tobacco Products Directive

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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



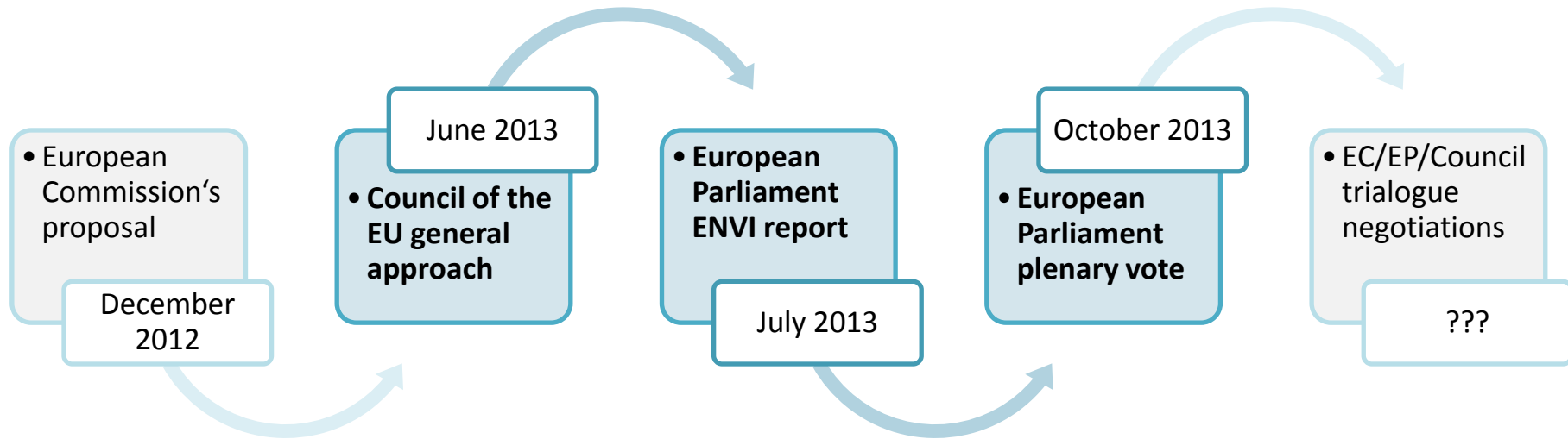
**ENSP**

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

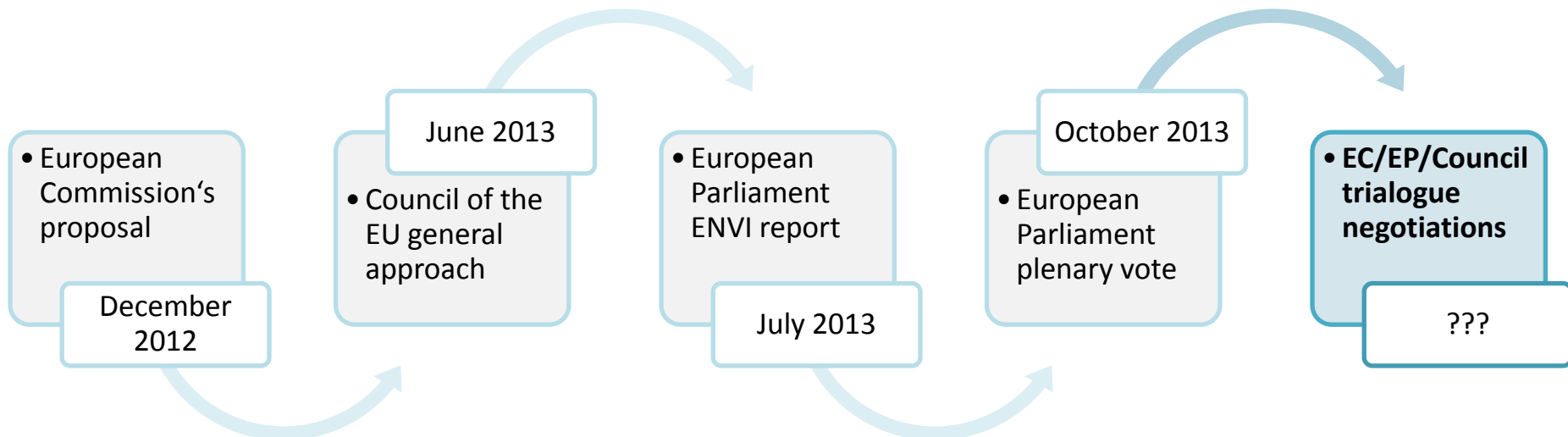
- Joint efforts of public health NGOs, patients, doctors, academics

## 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](http://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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