



European Network for Smoking Prevention *aisbl*

ANNUAL ACTIVITY REPORT

2009



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European Network for Smoking Prevention aisbl

Activity Report 2009

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www.ensp.org

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1 Introduction

Message from the ENSP President

Dear Reader,

In my capacity as President of the European Network for Smoking Prevention, I should like to take this opportunity of thanking all our members for their continued and loyal support at this difficult and challenging time. I think we can all consider it a great achievement and take personal pride in the fact that smoke-free legislation in Europe has advanced so much over, in particular, the past five years. Tobacco control is naturally about much more than smoke-free legislation, but I think I can speak for the entire ENSP membership in saying that our driving force and the force that unites us all is that our efforts help save lives.

The ENSP network has continued to grow from strength to strength despite difficult economic circumstances. We continue to expand our collaboration and co-operation with other public health organisations and advocates by firmly stressing tobacco control's key importance in the broader public health agenda.

The ENSP Network Meeting, which took place in Athens from 29 to 31 October 2009, was a pivotal meeting for the entire network, culminating in an important document, the ENSP Athens Declaration. The ENSP members and a host of eminent public health experts from the four corners of our continent agree unanimously that smoking bans which are less than total fail to protect citizens' health; only total smoke-free legislation can ensure adequate protection from tobacco smoke. Our governments need to act to ensure that their obligations under the FCTC are met.

The challenges ahead remain formidable, but we take courage and inspiration from the achievements of the tobacco control community to date and look forward to a future for all Europeans that is free from tobacco smoke.



Professor Luke Clancy
President

Secretary General's Comment

As we are all aware, 2009 has been a challenging, yet rewarding year for ENSP and for tobacco control as a whole. Against the background of the global economic downturn it has been more difficult than ever for small organisations active in the field of public health to continue to operate with ever dwindling funding opportunities and increased competition for the available funds.

Nevertheless, ENSP has worked consistently and steadily towards ensuring that tobacco control remains among the top public health priorities on our continent. ENSP remains firmly convinced that any consumer product that kills at least half its consumers when used according to the manufacturer's directions is not a banal consumer article: tobacco is a dangerous product which deserves ENSP's continuous endeavours to de-normalise its use. One of the most effective tools we have at our disposal is, of course, the WHO Framework Convention on Tobacco Control (FCTC).

In accordance with FCTC guidelines, pictorial warnings on all tobacco products, accounting for at least 50% of the package area, remain a priority and need to be introduced in all European countries. Furthermore, standardised packaging remains a goal for tobacco control in an endeavour to deglamourise this singularly toxic product. Smoke-free laws still need to be harmonised and extended as a major contribution to protecting and improving the health of all European citizens. To this end national legislation needs to be adapted to ensure the maximum protection from tobacco smoke. Taxation of tobacco products still needs to be adjusted as one of the most effective methods of reducing tobacco consumption. Illicit trade remains a focal point of efforts for governments and law enforcement authorities.

The ENSP network has continued to grow in 2009. The ENSP Secretariat received an official application for membership of ENSP from Estonia in December 2009. The application was formally approved in early 2010. ENSP is pleased to count the entire Baltic region among our members.

The ENSP Secretariat has likewise been involved in some very rewarding projects in 2009, notably the project *Working with Communities to Reduce Health Inequalities – Protecting Children and Young People from Tobacco*, which is a two-year project working to develop effective methods of engaging local communities and peer groups to bring about lifestyle changes that generate positive health outcomes and reduce health inequalities.

Despite the challenges, ENSP continues to be a vibrant and dynamic network that is open to change and has stood and continues to stand resolute in its core objective to protect the health of European citizens from the harm caused by tobacco. We look forward to further developments and strengthening our network even more on our continent.

A handwritten signature in dark ink, appearing to read 'Francis Grogna', with a long horizontal stroke extending to the left.

Francis Grogna
Secretary General

ENSP Secretariat

In accordance with the ENSP statutes, the ENSP Secretariat is mandated by the General Assembly to carry out the day-to-day operations of the ENSP network. The ENSP Secretariat is located at: 144 Chaussée d'Ixelles, B-1050 Brussels, Belgium.

In 2009 staffing of the ENSP Secretariat fluctuated between two and four persons:

Francis Grogna, Secretary General (full-time). The Secretary General oversees the operations of the Secretariat and is responsible for supervising and managing the ongoing activities and projects, managing the Secretariat's financial affairs, overall co-ordination of the Secretariat's work plan, fund-raising, implementing policy and strategy priorities, sponsorship and administration of grants, reporting back to the Executive Board and the General Assembly.

Sophie Van Damme, Information Officer (part-time), is responsible for maintaining the information flow between the ENSP Secretariat and ENSP members, organising events (in particular the ENSP General Assembly and Network Meeting), compiling the weekly European News Bulletin and ensuring that membership details are kept up to date.

Cornel Radu-Loghin, Policy Manager, took up post at the ENSP Secretariat on 23 March 2009. The Policy Manager is responsible for advocating ENSP's views and positions towards the EU institutions and the European organisations involved in tobacco control and health promotion, monitoring European affairs, policy and advocacy at EU and national levels.

Michael Forrest, Communications Officer, began working at the ENSP Secretariat on 9 September 2009. The Communications Officer is responsible for the ENSP communication and information strategy and services. He makes the link between the ENSP, other NGOs and GOs, the EU institutions and the media.

The main role of the ENSP Secretariat is to ensure the smooth operation of the ENSP network. The Secretariat functions as an interface between the members by ensuring that requests for information and action are distributed and followed up, reporting back to members, updating members about the latest developments in Brussels and throughout Europe. The Secretariat thus acts as a central contact point for all members' needs and requests and is in a position to react to individual actions, thus creating increased visibility for ENSP's members both individually and as a group. The ENSP Secretariat is also able to initiate calls for action among ENSP membership when it is necessary to raise international attention for particular priorities.

Executive Board

The current ENSP Executive Board was elected for a period of two years at the General Assembly in Brussels on 4 April 2008:

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The role of the ENSP Executive Board is to develop a vision of the network's involvement in tobacco control at European level. The Board participates in direct actions at the political level or in other fields, provides leadership and guidance as far as the work plan of the ENSP Secretariat is concerned and sets out the direction that the network follows.

The ENSP Board met in Brussels on 5 February 2009 and in Athens on 29 October 2009. The Board met to discuss governance issues, to be updated on the progress of the Secretariat's activities and to develop a strategy for the future. The Secretariat also consults the Board on an ongoing basis for advice on how to proceed with ad hoc issues and challenges.

Coalitions

Membership of ENSP comprises national coalitions made up of both governmental bodies and non-governmental organisations. As a rule, this mechanism is designed to guarantee representativeness within the network. In 2009 the ENSP network comprised national coalitions from the following countries representing some 500 member organisations. ENSP is in direct contact with the national representatives, who are designated by their member organisations (two national representatives per country, with one each from Bulgaria, Luxembourg and Switzerland):

Austria	Latvia
Belgium	Lithuania
Bulgaria	Luxembourg
Cyprus	Netherlands
Czech Republic	Norway
Denmark	Poland
Finland	Portugal (<i>under construction</i>)
France	Romania
Germany	Slovakia
Greece	Slovenia
Hungary	Spain
Iceland	Sweden
Ireland	Switzerland
Italy	United Kingdom

The ENSP Secretariat received a formal application for membership from the Estonian tobacco control coalition in December 2009. ENSP also maintains contact with individual tobacco control advocates and organisations active in the field of tobacco control in Malta. In addition, the ENSP Network Meeting had contributions from tobacco control experts from Malta, Estonia, Russia, Georgia and Ukraine.

The ENSP network also comprises several specialised networks whose main area of activity is in professional contexts:

- European Federation of Allergy and Airway Diseases Patients Association
- European Network of Smoke-free Hospitals
- European Union of Non-Smokers
- International Network of Women against Tobacco (INWAT-Europe).

We herewith present our strategic objectives for the period 2009 and explain some of the ways we have achieved these objectives.

- 1. *Raise awareness amongst decision-makers and ensure that a comprehensive, evidence-based tobacco control policy is in place or will be elaborated reflecting the articles of the FCTC and being mindful that the Preamble to the FCTC requires measures to be gender-sensitive***
 - a) by supporting the legislative processes and developments towards a smoke-free environment,***
 - b) by identifying the enforcement organisations throughout Europe, how tobacco control legislation enforcement is organised, the needs in the different countries, and making the necessary recommendations to ensure that legislation is supported by appropriate compliance monitoring schemes,***
 - c) by following up the FCTC and ENSP recommendations on health and pictorial warnings and encouraging those concerned EU Member States to take the necessary steps to initiate or speed up their current legislative process,***
 - d) by supporting the current process of revision of the tobacco products taxation and promoting the European Commission's proposals.***



1. Advocacy activities conducted permanently by the ENSP Secretariat targeted three main European institutions: the European Commission, the Economic and Social Committee and the European Parliament, including:
 - Permanent communication with the DG SANCO Tobacco Control Unit
 - Active participation, together with Mr. Eugen Lucan, the rapporteur, in development of the Opinion of the European Economic and Social Committee (EESC) related to the European Commission Recommendation on the smoke-free environments.
 - Communication with the Members of European Parliament.
- a) All 27 national ENSP coalitions were involved in the lobbying and advocacy activities for supporting the legislative processes and developments towards a smoke-free environment in their countries and also at EU level.

The ENSP General Assembly concluded with the 2009 Athens Declaration addressed to all decision-makers.

- ENSP answer to the European Commission DG Employment consultation of the European social partners on the protection of workers from risks related to exposure to environmental tobacco smoke at the workplace 2 February 2009
- ENSP contribution to EC Consultation Paper to reduce health inequalities 31 March 2009
- ENSP contribution to the consultation meeting with EU NGOs and academia organised on 2 April 2009 by DG SANCO C6 on the draft report and the health messages proposed

in the Sambrook interim report (related to the new warning messages on tobacco packages)

In line with FCTC Art. 5.3, the ENSP Secretariat and the ENSP members, under the co-ordination of the ENSP Secretariat, closely collaborated with the EESC to counter the tobacco industry's attempts to undermine the committee's objective work. Contacted by the EESC, ENSP offered expertise and counter-arguments for the amendments supported by the tobacco industry. An important role was played especially by the German, Swedish, Belgian, Austrian and Romanian ENSP members, activating their national networks and contacting, in person, all EESC members in their countries asking them to support Opinion SOC 353.

- b) During the activity period, enforcement and compliance were considered as secondary priorities: focus had to be put on support for tobacco control legislation. Some of the main ENSP policy documents were:
 - ENSP contribution to EC Consultation Paper to reduce health inequalities
 - ENSP answer to the EC DG Employment consultation of European social partners on the protection of workers from risks related to exposure to environmental tobacco smoke at the workplace 2 February 2009
 - Support for EESC SOC 353 Opinion on smoke-free environments
 - Support letter for Spain
 - ENSP 2009 Athens Declaration
- c) Pictorial warnings are already implemented in Belgium, Romania and UK. An ENSP survey on pictorial warnings status in Europe was conducted by the ENSP Secretariat in September-October 2009 based on research and correspondence with the ENSP coalitions. Nine European countries started the process to implement pictorial warnings in 2009-2010.
- d) All 27 EU Member States reached the requested level of taxation for the tobacco products. (Full details are available at: [http://ec.europa.eu/taxation_customs/resources/documents/taxation/excise_duties/tobacco_products/rates/excise_duties-part III tobacco-en.pdf](http://ec.europa.eu/taxation_customs/resources/documents/taxation/excise_duties/tobacco_products/rates/excise_duties-part_III_tobacco-en.pdf)).

2. Build or increase ENSP coalition members' capacity

- a) *by collecting and disseminating via regular news bulletins and newsletters up-to-date tobacco control alerts, information, good practices, members' news, policy developments at the EU institutions' level and other available information,*
- b) *by organising information and motivational seminars on tobacco control, networking and advocacy at regional, national and European levels,*
- c) *by organising one strategic and coordination European meeting, and one network meeting, promoting and tightening the relationship and collaboration between the members,*
- d) *by strengthening and finalising the coalition-building and ENSP membership processes in Estonia and Malta.*



2. The financial difficulties preventing the ENSP Secretariat from acting as efficiently as it could are recurrent. The ENSP Secretariat had to invest considerable efforts in finding other sources of funding, including searching for suitable donors, project development and proposal writing. In this uncertain financial environment, these efforts are much harder, what drains staff time and attention from the key objectives of improving governance, building capacity and advocacy on policy. The Public Health Programme 2008-2013 provides a legal basis for core funding of NGOs. This is a positive development because previously only project funds were available, which are not designed to provide a stable financing mechanisms for NGOs working on European advocacy. The level of synergy increased during year 2009 and this is reflected in the common position papers, declarations, and support letters mentioned in the technical report and also in this evaluation report.
- a) In the reporting period the ENSP News Bulletin appeared 35 times. (The ENSP News Bulletins are available for consultation in the members' section of the ENSP website.) The number of the alerts related to urgent tobacco control issues was 61. In addition, the ENSP website recorded 37,872 unique visitors.
 - b) Four information and motivational seminars were organized by the ENSP Secretariat, three of which were held during the ENSP Network meeting in Athens from 29 to 31 October, attended by 65 participants from the ENSP network. In addition, eight Greek representatives of both governmental and non-governmental organisations were invited to attend and benefit from the discussions:
 - Workshop on pictorial warnings and plain packaging
 - One-day session on the implementation of smoke-free laws
 - Session on taxation and illicit tradeThe fourth workshop was organised in collaboration with ECL and Global Dialogue for Effective Stop Smoking Campaigns:
 - ECL/ENSP Tobacco Control Advocacy and Campaign Workshop 30 November to 1 December 2009
 - c) In 2009 ENSP had two General Assemblies: the first took place in Brussels on 6 February 2009 and the other in Athens on 31 October 2009. In addition there was one Network Meeting in Athens from 29 to 30 October 2009.
 - d) The Estonian and Maltese national coalition representatives were invited to the ENSP Network Meeting in Athens in October 2009. In addition, the Estonian coalition officially applied to become an ENSP Member in December 2009.

3. Increase the ENSP Secretariat's capacity

- a) by recruiting two new colleagues for the areas of policy and communications,**
- b) by developing the ENSP website to improve or enlarge its interactivity possibilities.**



- a) Two new colleagues were recruited in 2009: a Policy Manager officially joined the ENSP Secretariat on 23 March 2009 and a Communications Officer took up position on 6 September 2009.
- b) Membership surveys identified that a more accessible, attractive and interesting ENSP website was needed. A new website should incorporate a number of new sections (blog, forum, webmail, database etc.). At the time of writing, the new ENSP website is available as a beta version and is due to go online in the first half of 2010.

4. *Strengthen synergies and co-ordination with other EU and international public health organisations*

- a) by actively participating in the European Public Health Alliance (EPHA) and the European Health Policy Forum(EUHPF) co-ordination meetings,***
- b) by liaising with the Smoke-free Partnership and European Cancer Leagues,***
- c) by tightening relations with the Framework Convention Alliance(FCA).***



- a) The ENSP Secretariat participates actively in the European Public Health Alliance and the European Health Policy Forum co-ordination meetings, which take place on a monthly basis.
- b) The ENSP Secretariat liaises closely with the Smoke-free Partnership and European Cancer Leagues to co-ordinate and support each other's actions whenever possible by communicating and consulting on an ad hoc basis and participating in the Strategy Group.
- c) ENSP is also working to create a closer relationship with the Framework Convention Alliance: the ENSP Policy Manager was elected a member of the FCA Board for the next three-year term.

5. *Support and collaborate in European projects*

- a) by sharing ENSP's European project management experience with project co-ordinators,***
- b) by supporting the dissemination of the information and the results,***
- c) by co-ordinating ENSP members' contributions, as required.***



- 5. 2009 saw the ENSP successful contribution to five European tobacco control projects: HELP! Resistance Tour Project (Boogie), Working with Communities to reduce Health Inequalities, Smoking in Movies, Access and Healthy Stadia, and TobTaxy (application for funding).

The ENSP General Assembly took place in Brussels on 6 February 2009. This was a statutory meeting to ensure that the organisation is in conformity with Belgian legal requirements and also to discuss members' priorities. In accordance with ENSP's statutes, a General Assembly must take place at least once a year to approve the annual accounts, the annual reports and the minutes of the previous General Assembly, discuss the ongoing business of the Network and take decisions and vote on both strategic and structural issues.

Furthermore, specific topics of discussions included:

- Oral tobacco – The tobacco industry is stepping up its efforts to have snus legalised throughout the EU. As requested by the Norwegian Minister of Health in a letter sent to the European Commissioner of Health and Consumers, snus is responsible for cancers not only in the oral cavity and in the pancreas, but also in the oesophagus, and snus should therefore be labelled as a carcinogen;
- The fourth Conference of the Parties (COP4), which will take place at the end of 2010, where it will be vital to have stronger European representation.

Finally, the General Assembly discussed and approved revision of the statutes. The objectives of this revision were to improve efficiency and clarify some of the operational mechanisms. During the debates, it was concluded that "smoking" prevention as stated in the English designation of the organisation should actually be understood as "tobacco" prevention, as it includes all forms of tobacco, in line with FCTC and in accordance with the French name of the organisation (*prévention du tabagisme*).

A second ENSP General Assembly took place in Athens on 31 October 2009, within the scope of the ENSP Network Meeting. The General Assembly was essentially devoted to discussing several governance issues (e.g. the interim financial report and membership fees) as well as certain strategic issues for ENSP's future including the following:

- organisational identity: concept and the strategy;
- communication: website strategy;
- resources: fundraising strategy;
- ENSP Secretariat: three-pillar strategy;
- ENSP coalitions: reinforcement and enlargement strategies;
- advocacy: bottom-up and top-down strategies.

The annual Network Meeting took place in Athens, Greece from 29 to 31 October 2009. The meeting comprised 64 representatives from each of the 27 Member States as well as Russia, Georgia, Iceland, Switzerland and Norway. ENSP was the guest of the Hellenic Ministry of Health and Solidarity, which made both a generous financial and organisational contribution to make this event possible. The theme for the conference was *Towards Reducing Health Inequalities*. The speakers had also been asked to include in their presentations examples of



Professor Luke Clancy, President of ENSP

how industry tries to influence, delay and block tobacco control actions and efforts to implement the requirements of WHO FCTC, in order to inform the participants better about opposition that they may face while planning actions. The agenda of the Athens Network Meeting is available online from the ENSP website in the members' section.

Information sessions were provided on the following subjects, also allowing scope for subsequent discussion:

- WHO Framework Convention on Tobacco Control (FCTC) – implementation and monitoring process in Europe:
 - WHO FCTC Secretariat – reporting and monitoring procedures
 - Sweden – Actions to promote and monitor the WHO-FCTC implementation process
 - ENSP involvement in WHO FCTC monitoring process in Europe
 - How ENSP national coalitions can and shall work with the official national delegations in preparing the WHO FCTC meetings (INBs, COPs) – Examples of good practices
 - WHO FCTC in Slovenia – Examples of good practices
 - The role of education, communication and training in the WHO FCTC
- Pictorial Warnings and Plain Packaging
 - Pictorial warnings throughout Europe – ENSP support for implementation of pictorial warnings
 - From pictorial warnings to plain packaging
 - Implementation of smoke-free laws
 - After a total ban, what next?
 - From comprehensive smoke-free laws to a total ban
 - From partial smoke free laws to a total ban
 - Closing the gap in tobacco control and health burden between Eastern and Western Europe
 - Strategic overview for smoke-free implementation in Europe
 - Towards a smoke-free Europe
 - Examples of effective tools and actions supporting smoke-free environments
- Session on Taxation and Illicit Trade
 - Presentation of views and priorities in tobacco control in the field of illicit trade in tobacco products as an important component of the FCTC (Art 15)
 - FP7 – PPACTE, presentation of the project
 - TOBTAXY – Capacity Building: How to make Tobacco Tax Trendy, presentation of the project

The presentations and discussions during the conference concluded with an official declaration, which was endorsed by all the participants on behalf of the organisations they represent: the ENSP Athens 2009 Declaration addressed to decision-makers throughout Europe.



EUROPEAN NETWORK FOR SMOKING PREVENTION
RESEAU EUROPEEN POUR LA PREVENTION DU TABAGISME aisbl

ENSP Athens 2009 Declaration

The ENSP confirmed once again from several eminent tobacco control experts at its meeting in Athens that bans which are less than total with numerous exceptions fail to protect the health of citizens or change smoking behaviour.

It also heard scientific proof that total smoke-free laws improve health by preventing heart attacks, improving respiratory health and preventing cancer. It confirmed that ventilation cannot be an effective solution.

The health benefits, environmental protection and provision of clean air provide safety and health at work and help to reduce inequalities in society.

The ENSP calls on all European countries to give priority to tobacco control and fulfil their obligations to honour the WHO health treaty Framework Convention on Tobacco Control (FCTC) and EU recommendations by introducing fully comprehensive smoke-free laws.

Athens, 31 October 2009

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In the course of 2009 the ENSP Secretariat was actively involved in a series of meetings, workshops and conferences, as detailed hereafter, with the aim of exchanging and disseminating information, strengthening the relationship with ENSP members, building new relations with members of organisations involved in public health, and bringing up-to-date views and experiences.

18 March 2009: EC Infoday, Luxembourg

Organised by the Executive Agency for Health and Consumers for the purpose of providing information and answering questions about the EC call for proposals 2009.

More information is available at:

http://ec.europa.eu/eahc/health/infoday_presentations.html

15 May 2009: Tobacco Advocacy in the EU – Brussels Delegation, Brussels

ENSP met two health advocates from the North West of England region, who work in the area of tobacco policy and funding for the Cheshire and Merseyside Public Health Network (CHaMPs) and also conduct work for Heart of Mersey. Successfully advocating for health and against tobacco at the local and regional level, the advocates were keen to learn more about the EU dimension and some of the main issues related to tobacco that can be influenced via activity in Brussels and how Brussels-based actors do so.

28 June – 5 July 2009: FCTC INB3, Geneva

The Third Session of the Intergovernmental Negotiating Body on a Protocol on Illicit Trade in Tobacco Products (INB3) was held at the International Conference Centre Genève (CICG) from 28 June to 5 July 2009. The session was attended by representatives of the 136 Parties to the Convention, thirteen non-party states, two intergovernmental and seven non-governmental organisations accredited as observers to the Conference of the Parties. The session carried out its work in Plenary and in two Committees: the Plenary dealt with Part I (Articles 2 and 3) and Parts VI to X (Articles 34 to 49) of the revised Chairperson's text, while Committee A dealt with Part III (Articles 5 to 11) and Committee B with Part IV (Articles 12 to 19) and Part V (Articles 20 to 33). Committee A also established a working group on Article 7 Tracking and tracing.

25-27 June 2009: 3rd Romanian Tobacco Control Conference, Iasi

Between 25 and 27 June 2009, the European Network for Smoking Prevention (ENSP) participated in the 3rd Romanian Tobacco Control Conference organised by the Romanian Society of Pneumology, in co-operation with Iasi Hospital of Pneumology and the University of Medicine and Pharmacy "Gr. T. Popa" Iasi in partnership with Aer Pur Romania, who are founder members of the Romanian Network for Smoking Prevention. Florence Berteletti Kemp (Smokefree Partnership) and Cornel Radu-Loghin (European Network for Smoking Prevention) chaired the plenary session informing the participants about the latest issues related to tobacco control at European level. This



Participants at Romanian Tobacco Control Conference

conference was a reference point for the tobacco control community in Romania and an important opportunity for the health promotion sector to consider the latest research in tobacco control and share strategies that aim to reduce smoking prevalence and extend smoke-free environments in Romania.

9-10 July 2009: Conference on the Health of Young People: Be Healthy, Be Yourself, Brussels

This conference was organised by the European Commission in co-operation with the European Youth Forum and other youth organisations. About 500 people attended the conference including 200 young participants from across Europe. Among the key speakers was HRH Princess Laurentien of the Netherlands, Robert Madelin, Director General of DG Health and Consumers, Tine Radinja, President of the European Youth Forum and Martin Hirsch, French High Commissioner for Youth. During the sessions, Prof. Luke Clancy, as the ENSP President, did a presentation on “Working together towards a tobacco-free society” during which he detailed ENSP and its key role in European collaboration. The conference aimed to listen to young people and to involve them in the decision-making process about their health as well as generating commitment from stakeholders to improve the health of young people.

http://ec.europa.eu/health-eu/youth/index_en.htm

21 September 2009: SANCO C6 meeting with NGO tobacco control representatives, Brussels

The meeting served to introduce some of the main European tobacco control NGO representatives (ENSP, SFP, ECL, EHN) to Ms Patricia Brunko, Head of Unit SANCO C6 and vice-versa. Participants covered various topics of interest over the next five years, updated each other on planned activities and explored opportunities for further collaboration.

18 October 2009: ECL Fundraising Workshop: “Thinking Forward, Moving Boundaries”, Amsterdam

ECL kindly invited representatives of the ENSP Secretariat to a workshop held for member league representatives on fundraising on Sunday 18 October 2009 in Amsterdam (hosted by the Dutch Cancer Society) entitled “Thinking forward, moving boundaries”.

16-17 November 2009: 1st International Conference on Smoking Prevention and Treatment, Braga

The 1st International Conference on Smoking Prevention and Treatment was held at the University of Minho. This conference was aimed at doctors, nurses, psychologists, teachers, educators, students and all those who work in the control of this public health problem. The themes included: determinants of tobacco consumption in children, youth, young adults and adults; prevention in children and youth; prevention programmes; diagnosis; cessation; access and treatment options; quitline services; pharmacological resources; cessation programs in the workplace, health care, or other settings; policies for second-hand smoke exposure.

<http://webs.iep.uminho.pt/sitetabagismo/TABAGISMOENG/index.html>

10 November 2009: Strategic meeting regarding the Revision of the Tobacco Product Directive, Brussels (ERS/SFP office)

The aim of the meeting was for the participating NGOs to discuss and co-ordinate the tobacco control community’s strategies.

30 November - 1 December 2009: Tobacco Control Advocacy and Campaign Workshop

The workshop was co-organised by ECL and the ENSP Secretariat, and in close collaboration with the Global Dialogue for Effective Stop Smoking Campaigns and was open to all interested in tobacco control, campaigning and advocacy tools (but closed to tobacco industry representatives). The theme of the workshop was tools for new media and fundraising. Stakeholders working on tobacco, cancer and related issues at European as well as national levels were present.

<http://www.europeancancerleagues.org/internet/en/page.asp?niv=2&SM=480&SM2=358&Sid=GP&lv=2>



Working group at Tobacco Control Advocacy and Campaign Workshop

3 December 2009: Consultation meeting organised by Directorate General for Health and Consumers as part of the Impact Assessment on the possible revision of the Tobacco Products Directive 2001/37/EC

This impact assessment process started in January 2009. The aim is to identify whether or not the Tobacco Product Directive 2001/37 needs to be revised and, if so, which items in particular need revising. RAND Europe had been contracted by the EC and presented an overview of their interim report, which was subsequently open to discussion.

11 December 2009: European conference on tobacco or health 2011 Kick-off meeting

A group of tobacco control experts (including ENSP representatives) were invited to participate in the ECToH2011 kick-off meeting at the headquarters of the Dutch Cancer Society in Amsterdam. The ENSP Secretariat was represented by Cornel Radu-Loghin.

The objective of the day was to explore the current state of affairs within the tobacco control field and to find a common denominator and ideas to make ECToH inspiring and a success.

One of ENSP's main roles is to provide information services and opportunities for capacity-building to its members, among others. ENSP does this by regular information mailings to its membership, via its website and by organising capacity-building activities. ENSP continued to provide and consolidate these services in the course of 2009.

Information releases

In line with ENSP's objective to provide regular information updates to its members, the ENSP Secretariat prepared the following briefing papers and information releases, which are dispatched on an ad hoc basis throughout 2009. The following list is not exhaustive, but comprises the main areas of activity and focuses of action in the course of the year (summarised in the message headers):

22.01.09 – Information Release – EC Draft Legislative proposal for a directive amending existing directives on the structures and rates of excise duties applied on manufactured tobacco
The Commission published their draft legislative proposal on 16 July 2008 for a Directive amending Directives 92/79/EEC, 92/80/EEC and 95/59/EC on the structure and rates of excise duty applied on manufactured tobacco

03.02.09 – ENSP Response to the EC DG Employment Consultation on the protection of workers from risks related to exposure to ETS at the workplace

18.02.09 – Information Release – Arlene McCarthy MEP, UK: North West, anti-tobacco youth campaign lobbies Europe

24.02.09 – Information Release – World No Tobacco Day 2009 – Pictorial Warnings and ENSP Report

On World No Tobacco Day 2009, and throughout the following year, WHO will encourage governments to adopt tobacco health warnings that meet all the criteria for maximal effectiveness, including that they cover more than half of the pack, appear on both the front and back of the pack and contain pictures.

04.03.09 – Information Release – EC has published Work Plan 2009 for implementation of the second programme of Community action in the field of health

19.03.09 – Information Release – New Flash Eurobarometer on tobacco: EU citizens support smoke-free policies

According to the latest Flash Eurobarometer, published today, an overwhelming majority of EU citizens support smoke-free public places, such as offices (84%), restaurants (79%), bars, pubs and clubs (65%).

24.03.09 – Information Release – EP plenary – Excise duty applied on manufactured tobacco

The report by Zsolt László Becsey (EPP-ED, Hungary) on the structure and rates of excise duty applied on manufactured tobacco was today adopted in plenary with 525 votes in favour, 103 against and 45 abstentions.

25.03.09 – Information Release – EU Briefing: The Parliament Magazine conference – Action against Cancer: Expectations for the future European partnership

27.05.09 – Press Release – World No Tobacco Day 2009

Urgent Call for Picture Warnings on Tobacco Products – EU Governments Need to Act Now to Save Lives – The Truth Must Be Shown –EU governments need to act now to save lives –Urgent call for picture warnings on tobacco products

28.05.09 – Information Release – World No Tobacco Day: Commission launches new anti-smoking TV campaign, HELP 2.0

09.06.09 – Information Release – DG SANCO Request for a scientific opinion on addictiveness and attractiveness of tobacco additives

30.06.09 – Information Release – Commission calls for smoke-free Europe by 2012

The European Commission adopted today, after extensive consultation, a proposal for a Council Recommendation calling on all Member States to bring in laws to protect their citizens from exposure to tobacco smoke by 2012.

01.07.09 – EC Press conference – Commissioner Vassiliou on a smoke-free Europe

02.07.09 – Information Release – First German Tobacco Atlas released today

DKFZ informed us about the publication of the first *Tobacco Atlas Germany 2009*. Today it will be presented by the German Cancer Research Centre at the German Federal Press Conference in Berlin.

13.07.09 – Information Release – International Course on Tobacco Control

The *Comité National contre le Tabagisme* in France forwarded us the details regarding the organisation of an International Course on Tobacco Control, starting in November 2009.

02.09.09 – Information Release – Updated Factsheet on Carcinogens in Tobacco Smoke published by the German Cancer Research Centre (DKFZ)

03.09.09 – Information Release – Study on association of passive exposure of pregnant women to ETS with asthma symptoms in children conducted by University of Athens and the Harokopio University in Athens, Greece which was just published in *Pediatric Allergy & Immunology* 2009: volume 20:423-429

09.09.09 – Information Release – AGE – European Campaign on Smoking and Blindness

The Royal National Institute of Blind People is campaigning, with the collaboration of several issue related organisations, to raise awareness on the causal link between smoking and age-related macular degeneration (AMD) and for the introduction of written and pictorial warnings about the link between smoking and blindness on tobacco products.

10.09.09 – Information Release – Main appointments in the new European Parliament

17.09.09 – Information Release – DG SANCO Launch of the European Partnership for Action Against Cancer

This launch event of the European Partnership for Action Against Cancer will be opened by the President of the European Commission José Manuel Barroso and hosted by Health Commissioner Androulla Vassiliou.

21.09.09 – Event Announcement – ECL/ENSP Tobacco Control Advocacy and Campaign Workshop
30.11.09-01.12.09

ECL and ENSP are organising a workshop with the Global Dialogue for Effective Stop Smoking Campaigns on tobacco control advocacy and campaigning challenges in Europe. The 1.5 day workshop will take place in Brussels from 30 November to 1 December 2009 and is open to all interested in tobacco control, campaigning and advocacy tools (but closed to tobacco industry representatives).

01.10.09 – Information Release – Government Proposals for Amendment of Finnish Tobacco Control Act

The purpose of the amendment of the Finnish Tobacco Act is to impose efficient measures to reduce the likelihood of children and youths taking up smoking and to limit smoking in their living environment.

20.10.09 – Information Release – EC RAPID – Commission takes steps to tackle health inequalities in the EU

10.11.09 – Information Release – Global Voices: Rebutting the tobacco industry, winning smoke-free air – 2009 Status Report

On 10 November 2009, the Global Smoke-free Partnership launched its 2009 status report, *Rebutting the tobacco industry, winning smoke-free air*. The theme for the report is tobacco industry interference. *Rebutting the tobacco industry, winning smoke-free air* is the first report to detail the tobacco industry's tactics to hold back legislation, alongside the positive impact of governments, organisations and individuals who are taking on Big Tobacco, and winning.

18.11.09 – Information Release – EFA highlights the urgent need for change and a comprehensive European strategy to fight chronic obstructive pulmonary disease

The European Federation of Allergy and Airways Diseases Patients Associations (EFA) today launched a book comparing and analysing the situation of Chronic Obstructive Pulmonary Disease (COPD) in Europe for the first time from the patients' perspective.

24.11.09 – Information Release – Announcement of World No Tobacco Day 2010

Message sent on behalf of WHO Tobacco Control Team: *Gender and tobacco with an emphasis on marketing to women* is the theme for World No Tobacco Day 2010.

01.12.09 – Information Release – DG SANCO – Call to submit scientific information on addictiveness and attractiveness of tobacco additives

The Commission has requested a scientific opinion from the Scientific Committee on Emerging and Newly Identified Health Risks (SCENIHR) on the addictiveness and attractiveness of tobacco additives.

01.12.09 – Information Release – Report on the Implementation of the Council Recommendation of 2 December 2002

The Commission published the report on the implementation of the Council Recommendation of 2 December 2002 on the prevention of smoking and on initiatives to improve tobacco control (2003/54/EC).

01.12.09 – Information Release – Implementation of the Treaty of Lisbon

09.12.09 – Information Release – Open the Gold Level Award of the European Network of Smoke free Hospitals

Call for the gold-level award that will be released during the 18th International Conference on Health Promoting Hospitals in April 2010.

09.12.09 – Information Release – WHO Report on the Global Tobacco Epidemic, 2009

10.12.09 – Information Release – Questionnaires sent to Commissioners Designate

December 2009: with the kind permission of our German colleagues *Aktionsbündnis Nichtraucher (ABNR)*, ENSP translated an informative fact sheet on generic packaging into English: *Plain Tobacco Product Packaging as a Means to protect Young People and Adult Consumers*. The fact sheet can be downloaded online from the ENSP website: http://www.ensp.org/files/ensp_plain_packaging_20091202_en.pdf

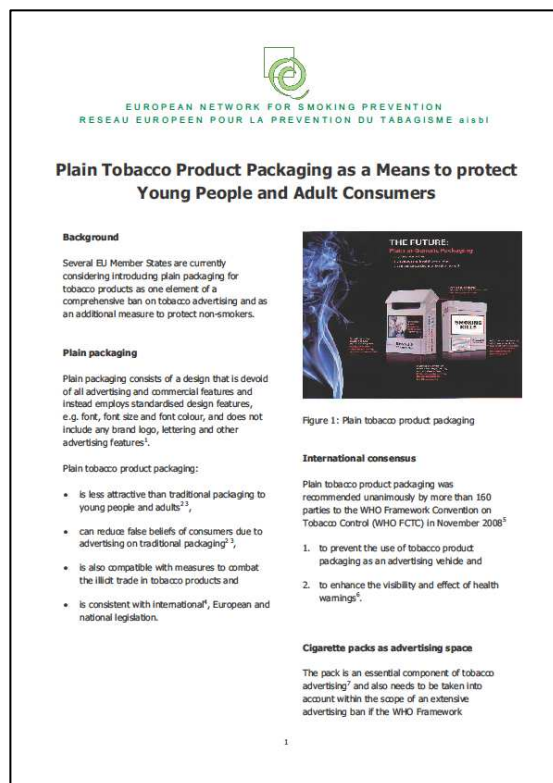
ENSP website

The ENSP website, which is updated on a regular basis, is a key tool in ensuring that members are kept updated on events and developments in the field of tobacco control and features information releases (from the ENSP Secretariat, from the different national networks and from the international networks). In addition, the ENSP website features essential, up-to-date information on tobacco control, as well as summaries and analyses of European developments, information about publications and latest reports, notifications about upcoming events and conferences. The national coalition representatives likewise receive a weekly European News Bulletin, which they distribute in turn among their own national networks. All European News Bulletins are archived in the members' section of the ENSP website. The website features sections where members can publish their own national news and reports, position papers, as well as a European observatory on tobacco control, which is a reference for smoke-free developments in Europe.

The ENSP website also comprises a members only section (password-protected back office), which is used regularly for discussion forums and information exchanges between closed user groups. This tool is designed to facilitate communication within the scope of projects, work plans and working groups.

In 2009 the ENSP website recorded some 37,872 unique hits.

In April/May 2009 the ENSP Secretariat carried out an analysis of the communication needs and requirements of its membership, in particular in relation to a new ENSP website. The current ENSP website had already been implemented in 2005, but clearly technology has evolved and needs are



always changing. Despite being a standard reference for tobacco control efforts in Europe, the current ENSP website suffered in that its technological capabilities were limited to simply uploading of text and images. In addition, the members' section was somewhat limited to being simply a source of information, albeit in a closed section.

In particular members had given repeated input that they most needed an improved, secure workspace in the form of a back office provided by the ENSP website. In addition, some sort of forum for exchange of information (e.g. chat forum, thematic contributions, interactive capabilities) were considered to be most helpful for members' everyday needs. Members had also expressed their feeling that a better internet presence under the ENSP umbrella would be a significant aid for their own national tobacco control efforts. A new ENSP website incorporating national landing pages was identified as a suitable model for future development, thus making the ENSP website truly a reliable source of information for tobacco control efforts in Europe.

Building on contacts that had already been established, the ENSP Secretariat examined the options available and, also taking into consideration financial limitations, the ENSP Secretariat settled on an offer that had been submitted by a service provider in Romania, Strategicom, to design a new ENSP website. Initial planning took the form of e-mail exchanges and phone contact. In September 2009 the ENSP Secretariat met with the service provider for one full day in Bucharest to discuss in detail the requirements and the technical specifications. Following submission of a plan and quotation, work began on designing the website in October 2009.

The new ENSP website is based loosely on the principles for tobacco control outlined by the FCTC and includes several new sections as listed below:

Measures relating to the reduction of demand for tobacco:

- price and tax measures to reduce the demand for tobacco
- non-price measures to reduce the demand for tobacco
- protection from exposure to tobacco smoke
- regulation of the contents of tobacco products
- regulation of tobacco product disclosures
- packaging and labelling of tobacco products
- education, communication, training and public awareness
- tobacco advertising, promotion and sponsorship
- demand reduction measures concerning tobacco dependence and cessation

Measures relating to reduction of the supply of tobacco:

- illicit trade in tobacco products
- sales to and by minors
- provision of support for economically viable alternative activities

Protection of the environment

- protection of the environment and the health of persons

In addition, five new services will be provided via a virtual office (Intranet) for the exclusive use of the ENSP membership:

- document sharing
- working groups
- project management section
- webmail

- membership database.

At the time of compiling this report, the new ENSP website available as a beta version and it is planned for the new website to be online in the first half of 2010.

Capacity-building

Capacity-building is also an important role that the ENSP Secretariat undertakes for its members. In the course of 2009 the ENSP Secretariat organised four information and motivational seminars, three of which were staged during the ENSP Network Meeting in Athens from 29 to 31 October 2009.

29 October 2009: Workshop on Pictorial Warnings and Plain Packaging

This seminar dealt with how ENSP can support for the implementation of pictorial warnings throughout Europe. ENSP can support this measure by conducting a survey on the current status of implementation of pictorial warnings at European level, offer to support decision-makers and offer advice on the next steps (such as plain packaging). There was also a presentation on *From Pictorial Warnings to Plain Packaging* and specific interventions from Scotland, Denmark, Belgium, Lithuania, Norway, Sweden, Hungary, Austria, Malta, Germany, France, the Netherlands and Ireland.

29 October 2009: Session on the implementation of smoke-free laws

FCTC Article 8 §2 states “Each Party shall adopt and implement in areas of existing national jurisdiction as determined by national law and actively promote at other jurisdictional levels the adoption and implementation of effective legislative, executive, administrative and/or other measures, providing for protection from exposure to tobacco smoke in indoor workplaces, public transport, indoor public places and, as appropriate, other public places”. The objective of the session was to identify possible ways to motivate national governments to transpose the Council Recommendation proposed by the EC into national legislation and to comply with the guidelines for implementation of FCTC Article 8. The session featured several presentations concerning the current provisions contained in various national smoking bans and four thematic workshops:

Workshop 1: *After a total ban, what next?*

Workshop 2: *From comprehensive smoke-free laws to a total ban*

Workshop 3: *From partial smoke free laws to a total ban*

Workshop 4: *Towards a smoke-free Europe*

31 October 2009: Session on Taxation and Illicit Trade

This session comprised a presentation on *Views and Priorities in the field of Illicit Trade in Tobacco Products* as an important element of the FCTC. FCTC Article 15 deals with illicit trade, but as the term is too vague, a protocol is needed to ensure a proper system of supervising international illicit trade in tobacco. The objective of the protocol is to control the supply chain. Controlling the supply chain can best be achieved through licensing, due diligence, tracking and tracing and record-keeping. The session likewise comprised presentations of two connected projects: *PPACTE* (which examines pricing policies and examines the effectiveness of fiscal policies for tobacco control in Europe) and *TobTaxY capacity-building: how to make tobacco tax trendy* (which aims to provide tobacco control advocates in Europe with expertise and confidence on tobacco tax issues).

30 November – 1 December 2009: Tobacco Control Advocacy and Campaign Workshop

This campaigning and advocacy seminar including workshop was co-organised by ECL and the ENSP Secretariat, and in close collaboration with the Global Dialogue for Effective Stop Smoking Campaigns. The theme of the workshop was tools for new media and fundraising, involving stakeholders working on tobacco, cancer and related issues at European as well as national level. The theme for the second day was Tobacco Control Advocacy in Europe including an overview of the progress made in the European Union on smoking prevention and control, an intervention on plain packaging, education, communication, training and public awareness, as well as a workshop on advocacy.

Support to Lithuania, Latvia and Estonia

In January 2009, the Baltic Tobacco and Alcohol Control Coalition requested advice and co-ordination from the ENSP Secretariat in sending official letters to Ministries of Finances of Baltic countries. ENSP, SFP and ECL joined in drafting and signing a letter addressed to the Ministers of Finance of Estonia, Latvia and Lithuania, in parallel to the letters sent in national languages by the coalition.

In October 2009, the ENSP Secretariat supported the Lithuanian National Tobacco and Alcohol Control Coalition in a project application they developed in the frame of the Bloomberg Initiative Grants Programme and aiming to introduce and implement plain packaging standard for tobacco products in Baltic countries. Unfortunately, the application was declined.

Support letter for Sweden

In August 2009, ENSP sent a letter to the Swedish Minister for Health and Social Affairs, Minister for Elderly Care and Public Health and Minister for Trade to express ENSP members' growing concern for the increasing pressure from the tobacco industry and the Swedish government to market smokeless tobacco, especially of the Swedish type snus, in the European Union, and to ask the confirmation of Sweden's commitments to the FCTC.

Support letter for Spain to speed-up the legislative process for 100% smoke-free legislation

In November 2009 the ENSP General Assembly during its meeting on the 31 October 2009 in Athens, Greece considered the current Spanish tobacco control law and its influence on tobacco control strategies at EU and international level. During the ENSP Network Scientific Meeting, which preceded the GA, delegates from all EU Member States concluded that the Spanish smoke-free law or the so called "Spanish model" has had (or is having) negative effects in other European countries that are implementing smoke-free policies (such as Portugal, Greece, Austria, Czech Republic or Germany). Change of the Spanish law will have a profoundly positive impact at the European and international level by reversing the unintended deleterious side-effects of the former "Spanish model".

In 2009 the ENSP Secretariat was active within the scope of the Framework Convention on Tobacco Control on various levels, providing support for the ongoing processes and developments and building capacity among its members to help members meet FCTC requirements in their own countries.

As part of its ongoing commitment to supporting the FCTC and its members the ENSP Athens Network Meeting from 29 to 31 October 2009 featured several sessions devoted entirely to maximising the effect of the FCTC throughout Europe.

A half-day seminar was devoted entirely to the FCTC implementation and monitoring process in Europe examining the following aspects:

- WHO FCTC Secretariat – reporting and monitoring procedures
- Sweden – Actions to promote and monitor the WHO-FCTC implementation process
- ENSP involvement in WHO FCTC monitoring process in Europe
- How ENSP national coalitions can and shall work with the official national delegations in preparing the WHO FCTC meetings (INBs, COPs) – examples of good practices
- WHO FCTC in Slovenia – examples of good practices
- The role of education, communication and training in WHO FCTC

This was followed by a workshop on pictorial warnings and plain packaging. The FCTC is establishing new international guidelines on tobacco packaging and labelling. Article 11 will develop guidelines in relation to government mandated warnings, removal of misleading information, publication of ingredients and emissions. The FCTC stipulates that warnings should account for at least 50% of the package; messages should be rotated and updated regularly. The workshop was one of ENSP's endeavours to help countries prepare for implementing the largest package warnings that are politically achievable in line with the FCTC objectives.

The 2009 Network Meeting also featured a one-day session on the implementation of smoke-free laws. FCTC Article 8 highlights measures for protection from exposure to tobacco smoke. The objective of the session was to identify possible ways to motivate national governments to transpose the Council Recommendation proposed by the EC into national legislation and to comply with the guidelines for implementation of FCTC Article 8.

Lastly, the Network Meeting devoted a session to taxation and illicit trade as an important element of the FCTC. FCTC Article 15 deals with illicit trade although, as this term is too vague, a protocol is needed to ensure a proper system of supervising international illicit trade in tobacco. The FCTC Protocol will help combat illicit trade. ENSP is working towards supporting the FCA at INB4, which is due to take place in March 2010.

From 28 June to 5 July 2009 ENSP attended the third session of the Intergovernmental Negotiating Body on a Protocol on Illicit Trade in Tobacco Products in Geneva, Switzerland.

EC-ENSP Operating Grant Agreement 20083275 (January – December 2009)

ENSP undertakes to use the best evidence of effectiveness in policy and practice to work together towards its common goal to achieve a Europe free from the considerable burden of tobacco products and related consequences. The general objectives of the ENSP action in 2009 were to:

- Increase ENSP's support for greater capacity in public health, in particular for the development and the implementation of tobacco control policies for health promotion;
- Further develop smoking prevention synergies among organisations involved in public health in order to increase policy impact.

Through their annual membership fees, the ENSP members fund part of the activities necessary to reach these objectives. Each year, the ENSP secretariat also applies for a European Commission co-funding in the frame of the Public Health Programme.

The application for funding the ENSP activities in 2009 had been prepared in April/May 2008 and was evaluated positively by the Commission (receiving a score of 79/100). The negotiation phase with Executive Agency for Health and Consumers (EAHC), Luxembourg, had taken place between August and November 2008, and grant agreement 20083275 was signed in December 2008. Most of the activities described earlier in this report benefited from 60% EC co-funding in the frame of this grant agreement.

EC-ENSP Operating Grant Agreement 20093202 (January – December 2010)

The European Commission's call for applications for the funding year 2010 was published in February 2009. The corresponding ENSP application file was evaluated positively in July 2009 (receiving a score of 75/100). Following the negotiation phase with the EAHC from August to November 2009, grant agreement 20093202 was signed in December 2009.

In the scope of this agreement, ENSP is to implement the following work programme in 2010:

1) National alliances

The national alliances constantly evolve and ENSP adapts its co-ordination and facilitation work according to the different levels of their development. A special focus is to be on:

- A. finalising the coalition building process and ENSP's membership in Estonia and Malta;
- B. finalising the coalition re-building and/or strengthening processes in Italy and Portugal;
- C. dynamising the coalitions' contributions at EU level from Bulgaria and Hungary;
- D. supporting the Austrian and Czech coalitions' struggle against tobacco industry interference at national level.

2) Collaboration

To promote, support and facilitate collaboration amongst member organisations, the ENSP website is to be further developed, becoming the main European tobacco control portal, offering a complete and user-friendly information process based on the FCTC structure, including links to the EU and international institutions with relevance in tobacco control, direct connections to national coalitions' news, as well as an improved and more interactive members only section (user-friendly forum, webmail, RSS). The new portal will be used as the main tool for all above-mentioned activities being the virtual image of ENSP's real actions.

3) Joint projects

European projects are an important tool to bridge policy and population awareness. ENSP will:

- A. support the elaboration and implementation of European projects by sharing ENSP's experience and knowledge of priorities and strategies and by connecting possible actors (eg.: RISE, Youth advocacy, "I don't smoke");
- B. collaborate in the implementation of European projects (consultation, data collection dissemination of information) (eg.: ACCESS, smoke-free movies)

4) Networks

Networking has proven to be indispensable for tobacco control. ENSP will:

- A. strengthen its support for INWAT-Europe (information dissemination and support for activities targeting women);
- B. tighten collaboration and synergies with ENSH (information dissemination and support to activities targeting health professionals);
- C. support joint actions and strategic developments with SFP, ERS, EHN and ECL;
- D. tighten collaboration with the EC in policy developments;
- E. tighten collaboration with WHO, especially in the frame of the FCTC monitoring;
- F. contribute to the EC EUHPF work;
- G. contribute to the EC European Partnership for Action Against Cancer work.

5) Information

ENSP will undertake the collection and distribution of information relevant for tobacco control to the members of the Network, non-governmental organisations, intergovernmental organisations, national governments and the institutions of the European Union via:

- A. the European News Bulletin;
- B. the ENSP website;
- C. participation in conferences;
- D. participation in organising ECToH 2011;
- E. organisation of a technical network meeting.

6) Policy

ENSP will serve as a platform for best practices, policy analysis, advocacy, research and capacity-building, especially by:

- A. monitoring tobacco use and prevention policies;
- B. co-ordinating ENSP members' involvement in the FCTC implementation and monitoring process;
- C. supporting legislative processes and developments towards a smoke-free Europe;
- D. advocating in favour of standardised packaging of tobacco products;
- E. further developing identification of how tobacco control legislation enforcement is organised in the EU;
- F. countering the tobacco industry's strategies, especially regarding expansion of oral tobacco;
- G. promoting and supporting actions to raise taxes on tobacco products and to tackle illicit trade.

This list of actions is not exhaustive. Indeed, smoking remains the largest single cause of death and disease in Europe, despite progress in tobacco control. Therefore ENSP constantly adapts to priorities and agendas to bring the best up-to-date support to its members and to tobacco control.

As part of ENSP's commitment to contributing expertise and increasing its members' capacity, ENSP had a leading role in several projects in 2009, in a capacity as either an associate partner or a collaborative partner.

EC/PCT Liverpool Grant Agreement 2007303 (July 2008 – June 2010): Working with Communities to Reduce Health Inequalities – Protecting Children and Young People from Tobacco

ENSP is an associate partner in the Working with Communities project. The primary objective of the project is to develop effective methods of engaging local communities and peer groups to bring about lifestyle changes that generate positive health outcomes and reduce health inequalities. Focusing on tobacco control priorities, this project aims to develop the tools to reduce (1) high smoking prevalence rates amongst young people and (2) exposure of children and young people to second-hand smoke. The project targets children and young people from socially excluded and disadvantaged communities that have poor health indicators.

The project was developed in 2007 by a European programme management group (PMG) under the leadership of Liverpool Primary Care Trust and receives financial support from the European Commission in the frame of the Public Health Programme 2008-2013.

This two-year project began in 2008 and involves an informal but established network of 10 associated and 6 collaborative partners from 15 Member States. The project builds on the activities of the Working with Communities Network, supported by Smoke-free Liverpool and the European Network for Smoking Prevention. Partners work together to deliver a series of integrated activities and objectives. Specifically, the project pilots innovative and comparable tobacco control interventions that engage local communities and peer groups in five Member States. The project also aims to assess the effectiveness of these interventions and will culminate in the development and launch – at a European conference – of (1) a cross-cultural community engagement tool-kit and (2) policy recommendations for European, national, regional and local policy-makers.

The Working with Communities Network's initial activities suggest that addressing tobacco control issues which affect children and young people are more effective when local communities and peer groups are involved in the solutions. They also indicate that protecting children from tobacco smoke by reducing smoking in homes is more likely to succeed where smoking is more widely banned. However, significant gaps remain in fully understanding the effectiveness of such interventions: there is generally a lack of evaluation or robust evidence of impact or health outcomes. Equally, there is little understanding of how community and peer group engagement methods might be transferable to different cultural contexts and where traditions of governance and public health service delivery differ. This project attempts to fill these important gaps.

As an Associated Partner, ENSP's activities in this project are co-funded by the European Commission in the frame of the Public Health Programme. ENSP's primary roles in this project are to:

- be a member of the Project Management Group (PMG);
- work jointly with other partners to deliver key project deliverables;
- be the work package lead for and deliver Work Package 2: Dissemination of results;

- be the work package lead for Work Package 7: Developing Tool Kit and Policy Recommendations;
- support the project's administrative and reporting requirements.

ENSP is amongst others responsible for drafting and disseminating the project newsletter i.a. The *Working with Communities Newsletter* is available online via the ENSP website at:

<http://www.ensp.org/actions/communities>

EC/IFT-Nord (Institut für Therapie- und Gesundheitsforschung gemeinnützige Gesellschaft mbH) Grant Agreement (January 2009 – June 2010): Smoking in movies – Impact on European youth and policy options

The general objectives of the project are:

- to quantify smoking in European movies and assess its association with smoking among European adolescents;
- to analyse current policies in all Member States with regard to smoking in movies, and to develop policies to reduce exposure to smoking in movies that can be applied at the local, national, EU, and international levels (WHO Framework Convention on Tobacco Control).

As a collaborating partner in the Smoking in Movies project the ENSP contributed in 2009 by disseminating the project information directly to the ENSP members. ENSP members contributed by providing information concerning the rating policy questionnaires to the project leads. This information was collated and analysed in an endeavour to provide an up-to-date picture of rating policy practices throughout Europe. It is clear that rating boards do not have a coherent policy to classify motion pictures containing smoking scenes. The project website containing all the project findings and updates is located at: www.smokefreemovies-europe.eu.

In addition, during a meeting with the ENSP Secretariat in October 2009, representatives of DG SANCO C6 expressed their interest in this project. The ENSP Secretariat responded by forwarding C6 an overview showing the objectives and the current status of implementation of the project.

EC/Heart of Mersey/NHS Sefton: European Healthy Stadia Network

The European Healthy Stadia Programme has proposed the launch of a network of healthy stadia, intended to continue the good work and interest that has been generated through the project to date. This network was officially launched at the European Healthy Stadia Conference, which was held in Liverpool on 21 September 2009. A key product created through the programme is a Healthy Stadia Toolkit. This guidance document is aimed at stadia management and intermediary agencies to help support stadia in the planning, roll out and evaluation of healthy initiatives. This support tool has drawn heavily on initial work within the UK, and specialist pilot projects that have been run with sports stadia in Finland, Ireland, Spain and Latvia.

As a collaborating partner in the European Healthy Stadia Network, ENSP contributed resources to the European Healthy Stadia Conference by publicising the event among its representatives and via the ENSP website. This conference showed that sports stadia are in a powerful position to develop health initiatives influencing increased exercise, smoking cessation, healthier eating and men's health issues, working jointly with stakeholders such as health services, regeneration

agencies, transport authorities, food and drink suppliers and fan groups. The European Healthy Stadia Network is a strong partnership of nine European steering group partners engaging another 125 collaborative partner agencies from public health, academia and sport. The project aims to promote healthier practices in sports stadia concerning lifestyle, social and environmental issues and increasing recognition and social responsibilities towards staff, customers and local communities. The project website is: www.healthystadia.eu. In addition, ENSP attended the network planning meeting, which took place in Brussels on 5 November 2009. The planning meeting presented an overview of European healthy stadia to date and discussed plans to expand the healthy stadia model in Europe including further involvement and planning of activities.

Call for tender SANCO/2008/C6/047 concerning the development and testing of combined text and picture health warnings for tobacco packages

Further to a pre-information notice published in December 2008, a general invitation to tender SANCO/2008/C6/047 concerning the development and testing of combined text and picture health warnings for tobacco packages was published by the European Commission in March 2009.

It was clear that ENSP had a key role to play in this action.

The ENSP Secretariat was contacted to join a consortium comprising Chili con Carne, a communication agency which had designed the previous pictorial warnings (www.chiliconcarne.be) and Dedicated Research, a company specialised in testing, polls etc. (www.dedicated.be).

With the support of the ENSP Board, the ENSP Secretariat and the consortium developed a bid proposing a panel of scientific and technical experts in the area of public health and communication to monitor the work, including experts from countries where pictorial warnings are already in place (outside Europe: Canada, Australia, Brazil; in Europe: UK, Belgium and Romania) and other ENSP coalition members and Secretariat representatives.

The file was submitted in April 2009, within the deadline set by the EC.

In December 2009 the consortium received a reply from DG SANCO explaining that the European Commission had finally decided not to award the contract to any applicant.

EC Call for proposals 2009 – Project application – TobTaxy: Capacity Building: How to make Tobacco Tax Trendy

As an associated partner in the project, ENSP supported the SFP (Smokefree Partnership) in applying for funding a project titled TobTaxy: Capacity Building: How to make Tobacco Tax Trendy. The application was positively evaluated in July 2009, and the 3-year project implementation is planned to start in 2010. It will aim to train the public health/tobacco control community on tax and illicit trade issues so that they can effectively support on-going European and international policy initiatives which are in line with the overall EU approach on tobacco control and Articles 6 and 15 (taxation and smuggling respectively) of the WHO Framework Convention on Tobacco Control (WHO FCTC)

2009 saw the advent of a sub-project within the HELP! Campaign in the form of the HELP Resistance Tour Project (Boogie). Boogie is part of the HELP EU project, which is co-ordinated by Ligaris and funded by a grant from DG SANCO (cf. <http://www.resistancetour.org/>)

The aim of the sub-project is to disseminate the message of tobacco cessation, prevention and avoiding exposure to second-hand smoke to those most likely to be affected by tobacco use: young, underprivileged members of European society; to reach the broadest audience the media that is most accessible to this cohort were used: music and mobile phones; and to use the mobile channel as an equitable way of connecting gig attendees with the music, the band, each other and the HELP campaign.

The target demographic shares a widespread adoption of cell phones with a deep involvement in music. These factors were used to disseminate the tobacco control message to the target audience and to collect information on the effectiveness of the campaign.

Mechanics of the mobile project

Young people expand their personal network (i.e. make new friends, obtain new numbers, e-mail addresses etc.) at music events, then integrate these new friends in their social networks (Myspace, Bebo etc.), discuss and plan more of these events and share content from these events (from MP3s to pictures of themselves at the event) in a seemingly endless manner.

Young people would attend a HELP! gig having become aware about it through a mechanism such as traditional posters or Myspace. The target is offered the opportunity to win tickets or just RSVP or download MP3s for passing on awareness about the gig to their social networks. They are offered the opportunity to opt-in to the Boogie project. They attend and are contacted via Bluetooth on their mobiles. Furthermore, all attendees at the concerts are alerted to the Boogie project by the performer and through the video displays at the venues. Free music and future tickets and back-stage access act as an incentive to opt-in, which further extend their connections to the project and extend their social network. They then receive free content and a free return path that has mobile and online links to HELP! messages and direct HELP! multimedia for more advanced phones.

The Boogie project works in the following way:

- The project co-sponsors a low-budget, youth-oriented music concert attracting approximately 1500 people. The admission cost to the event should be low or free.
- On stage the performer urges the audience to turn on Bluetooth on their cell phones to receive a free song to their mobile phones.
- The Boogie project computer systems transfer the song to everyone who has responded.
- Boogie projects link to all HELP! services, including web, the upcoming mobile site, the MTV mini-site and all dedicated MySpace, Vimeo, Bebo, Facebook sites and follow all the messages created by the HELP campaign.
- The song is preceded and followed by a tobacco control message, to ensure that the audience associates the performer with the message.

A variety of multimedia mobile interactions mirroring and extending the delivery of the HELP! campaign are created:

- a business card for a freephone quitline (calls to which can be counted);
- a mobile Internet link, which can be followed (and counted) and where the individual can download another music file or can read more about tobacco usage;
- a text message with other details, which the audience can reply to.

More than 4000 young people attended the Boogie events:

- 29 August 2009: The Rumble, Malmö, Sweden (800 attendees)
- 5 September 2009: Sorry, GhettoBlaster Klub 55, Warsaw, Poland (950 attendees)
- 11 September 2009: Blame it, Bucharest, Romania (985 attendees)
- 2 October 2009: Whip It Good Magnet Club, Berlin, Germany (910 attendees)
- 3 October 2009: Off the Wall Factory 10, Rotterdam, Netherlands (100 attendees)
- 17 October 2009: The Button Factory, Dublin, Ireland (1160 attendees)

Organisational details of the Boogie project

The Research Institute for a Tobacco Free Society (RIFTFS) in Ireland ensures that the contractual obligations are met in accordance with the grant agreement, co-ordinates the production of the reports and manages project resources and distribution of funds. RIFTFS liaises with the ENSP Secretariat and the ENSP coalitions in each of the selected countries and also consults and liaises with the associated youth organisations through the HELP! Advisory Board, of which ENSP is a member of, regarding venues, dates and concert crew. RIFTFS manages co-ordination of partners' interaction and ensures smooth running of the project during piloting and facilitates roll-out of the project in the selected EU countries. RIFTFS (through Ligaris) also facilitates management of relations with the European Commission (EC) with regard to this project.

The outcomes of the Boogie project are as follows:

- We reach target youth directly and explore their respective inequalities.
- We promote tobacco control using positive association with performers.
- We measure the response via one or more of the following channels:
 - calls to a smoking cessation line
 - website visits
 - SMS responses.

The system has several advantages: it is repeatable, portable, cross-cultural and cheap to implement.

<p style="text-align: center;"><i>Strengthening synergies and co-ordination with other EU and international public health organisations</i></p>
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Since 2007 special focus has been placed on strengthening communication and collaboration between ENSP and other European public health organisations based in Brussels. In addition to regular e-mail exchanges, several co-ordination meetings were held with the European Public Health Alliance (EPHA), the Smoke-free Partnership (SFP), the European Respiratory Society (ERS), the European Cancer Leagues (ECL) and the European Heart Network (EHN) to exchange views and develop strategies on priority topics.

European Public Health Alliance (EPHA)

EPHA organises monthly policy co-ordination meetings (PCM) in Brussels, which can be attended by any organisation active in the field of public health. Although the meeting agendas set by EPHA are not specifically devoted to tobacco control, it is very important for ENSP to participate in these meetings in order to maintain the connection with public health organisations and NGOs from other health-related disciplines based in Brussels and exchange experience. It is vital for ENSP to maintain a presence and make an active contribution during the PCMs, as one of ENSP's main objectives is to keep tobacco control at the forefront of European public health policy and firmly in the healthy lifestyles agenda. ENSP took advantage of these meetings to inform colleagues about ENSP's activities and developments in tobacco control throughout Europe. As most participants do not work directly in the field of tobacco control, but clearly have to deal with its direct and indirect effects, contributions from ENSP and other tobacco-specific NGOs are an important contribution to the overall health agenda and are always welcomed.

The ENSP Secretariat either attended or was represented at the following meetings:

- EPHA Policy co-ordination meeting, Brussels, 14 January 2009
- EPHA Policy co-ordination meeting, Brussels, 11 February 2009
- EPHA Policy co-ordination meeting, Brussels, 11 March 2009
- EPHA Policy co-ordination meeting, Brussels, 15 April 2009
- EPHA Policy co-ordination meeting, Brussels, 13 May 2009
- EPHA Policy co-ordination meeting, Brussels, 17 June 2009
- EPHA Policy co-ordination meeting, Brussels, 15 July 2009
- EPHA Policy co-ordination meeting, Brussels, 8 September 2009
- EPHA Policy co-ordination meeting, Brussels, 7 October 2009
- EPHA Policy co-ordination meeting, Brussels, 4 November 2009
- EPHA Policy co-ordination meeting, Brussels, 9 December 2009

European Health Policy Forum (EUHPF)

Within the scope of its endeavours to represent the organisation in the wider public health context and further the tobacco control agenda in the main policy-making forums, the ENSP Secretariat confirmed the ENSP membership to the EUHPF and attended or was represented at the EU Health Policy Forum held in Brussels on 14 May and 16 October 2009.

The ENSP Secretariat also contributed to the following actions initiated by the EUHPF:

- March 2009: EUHPF – Open Letter on the Economic Crisis and Health: Dissemination to ENSP members and call for action
- September 2009: Co-ordination with INWAT for a contribution to the EUHPF consultation on the follow-up strategy to the roadmap for equality between women and men
- November 2009: Follow-up and endorsement of an opinion of the Forum concerning the Court of Auditors' report on the first EU Public Health Programme

Smokefree Partnership (SFP)

With the 2009 reshuffling of the European institutions (European Parliament and European Commission), in terms of policy, these developments represent both a challenge and an opportunity for the tobacco control community. On one hand, the elections could potentially re-focus political priorities away from tobacco control policies, yet on the other hand, they also represent a unique opportunity to promote tobacco control measures at both EU and national level. By acting jointly, the tobacco control community could turn this challenge into solid opportunities at EU level for the next 5 years.

In January 2009, the ENSP Secretariat joined the Smokefree Partnership, European Cancer Leagues, European Heart Network and European Respiratory Society in the Tobacco-free Europe consortium. The consortium's objectives are to:

- ensure that tobacco control becomes a top health priority in the political arena at EU and national level during the elections and beyond;
- generate a high-profile public debate on tobacco control involving politicians, decision-makers and other stakeholders;
- enable the tobacco control community, during the 2009 elections, to build alliances with politicians and decision-makers in Member States, in the future European Parliament and in the Commission;
- hold the successfully elected European Parliamentarians accountable for their commitments beyond the elections.

One of the first actions to reach the objectives was to evaluate the applications to a call for proposals to EU affairs and communication consultancies that would support the consortium. Tech To The People (TTTP) was selected.

Under the permanent co-ordination and supervision of the consortium, TTTP was in charge of elaborating a full mapping of Europe election candidates from 27 Member States by April 2009 with contact details and background information, create a database of candidates organised by country and political groups, which would allow for organised mailing and outreach during the campaign, and create a specific website (www.tobaccofree.me). A second set of tasks was the drafting of materials including position papers, press releases and other documents as appropriate in collaboration with the tobacco control community.

The official launch of the Tobacco Free Me Campaign was held at the European Parliament on 7 May 2009.

Several co-ordination meetings took place in Brussels. The ENSP Secretariat also co-ordinated the members' contributions and data collections, and played a key role in disseminating information and calls for actions, including contacting the election candidates to sign the pledge.

European Cancer Leagues (ECL)

On 24 June 2009, the ENSP Secretariat attended a press conference during which Commissioner Vassiliou announced the creation of the European Partnership for Action Against Cancer (<http://europa.eu/rapid/pressReleasesAction.do?reference=IP/09/996&format=HTML&aged=0&language=EN>). On 29 September 2009, at the official launch of the Partnership, ENSP had the opportunity to have preliminary discussions with ECL (and also UICC) about closer collaboration in future.

In October 2009, the ENSP Secretariat had successfully replied to the European Commission call to participate in the Partnership. Consequently, the ENSP Secretariat participated in the first preparatory meeting for concrete implementation of the partnership (held in Brussels from 7 to 8 December 2009), actively contributing to working group 1 (health promotion and prevention) and supporting ECL, whose Director was the rapporteur for this group.

Framework Convention Alliance

The ENSP Secretariat co-ordinated the ENSP voting entitlement within the frame of the FCA Board elections, which were held in June and December 2009. In December 2009, the FCA General Assembly had to decide on four posts on the FCA Board of Directors:

- two at-large Board members,
- one representative for the AMRO region,
- one representative for the SEARO region.

Cornel Radu-Loghin, Policy Manager at the ENSP Secretariat, had been nominated by the ENSP Board for the position of an FCA at-large Board member and was successfully elected and took up this position in early 2010.

Strategy Group

The Strategy Group (SG) first came into being in the early 1990s to help co-ordinate the advocacy objectives/approaches and the campaign messages/timetables of the various voluntary sector networks and organisations seeking to influence tobacco control policy at EU level. The aim was to ensure that the Community institutions received the same message from many voices, delivered in a meaningful and timely manner – thus amplifying the message, minimising the risk of confusion or contradiction, and avoiding duplication of effort or wasteful use of scarce resources. The Group is informal. The members are not elected through a 'democratic' process, membership being by invitation of existing members – whose involvement stems from the relevance and resources of the organisations for which they work or from their own personal expertise.

The ECL office in Brussels originally hosted the SG Secretariat, followed by the Smoke-free Partnership (SFP).

During the teleconference call on 18 September 2009 Cornel Radu-Loghin, member of the SG since 2008 and ENSP Policy Manager, proposed that the ENSP Secretariat could take over the role of hosting the SG Secretariat. This was accepted by the SG Members.

Two SG teleconferences were organised in 2009 by the ENSP Secretariat, on 13 October and 23 November.

All matters discussed during SG calls, as well as documents provided for discussion and exchanges of SG e-mails are strictly confidential and restricted to SG members. When required, members of the Strategy Group may circulate excerpts or information contained in the documents and/or exchange of e-mails. However, documents and exchanges of e-mails in their entirety should not be circulated to anyone outside of the group, unless specifically agreed within the Strategy Group.

3 Financial report

E.N.S.P. a.i.s.b.l.
Chaussée d'Ixelles 144
1050 BRUSSELS

MANAGEMENT REPORT TO THE ANNUAL GENERAL ASSEMBLY MEETING

Dear Members,

As prescribed in the statutes of the International Association, it is our honour to lay before you the annual report for the year ended on December 31, 2009.

Please find hereafter a synthesis of the result of the last four social years.

	<u>RESULTS</u> <u>2009</u>	<u>RESULTS</u> <u>2008</u>	<u>RESULTS</u> <u>2007</u>
	€	€	€
<u>A. OPERATING INCOMES</u>			
Membership fee (invoices sent)	123.900,00	89.900,00	84.000,00
Membership fee (recovering 5/12 from previous year)	-	-	25.479,00
Information & services, Publications	1.740,00	575,00	7.344,00
E.C. subsidies 2002411 (15/09/02-30/11/03)	-	-	1.300,00
E.C. subsidies Grant 2003307 (01/12/03-28/02/05)	-	42.483,78	291.757,75
E.C. subsidies Grant 2004323 (01/03/05-31/05/06)	-	-	238.478,23
E.C. subsidies Grant 2005326 (01/06/06-31/05/07)	-	-	76.112,30
E.C. subsidies Grant 2006316 (01/06/07-31/05/08)	-	48.226,07	90.391,05
E.C. subsidies Grant 2007303 (01/09/08-30/09/10)	5.456,00	1.125,00	-
E.C. subsidies Grant 20083275 (01/01/09-31/12/09)	167.543,21	-	-
E.C. HELP campaign	1.058,32	124.313,29	255.578,38
Financial participation Regions	-	-	25.000,00
Recovering personnel cost provisions / Vouchers	610,40	570,07	866,55
Extraordinary contributions , donations	230,00	-	-
Reimbursement of costs	-	2.674,88	-
Other operating incomes	-	1.538,78	28.084,45
Recovery of provisions (EC audits)	-	122.956,38	-
Financial Income	1.274,56	18.447,11	19.071,07
Recovery of provisions (risks and charges)	43.042,19	3.000,00	-
TOTAL INCOMES	344.854,68	455.810,36	1.143.462,78
<u>B. CHARGES</u>			
Services and other goods	83.082,41	226.833,15	791.770,26
Remuneration	200.384,32	158.371,33	259.770,06
Depreciation	765,26	272,97	-
Other Operating Charges	-	-	-
Provisions for risks and charges	63.300,00	20.500,00	20.500,00
Financial Charges	2.558,10	1.229,01	2.909,52
TOTAL CHARGES	350.090,09	407.206,46	1.074.949,84
Result before taxes A-B=C	-5.235,41	48.603,90	68.512,94
<u>D. TAXES (précompte mobilier)</u>	-	-	-
Result for the period			
To be brought forward C-D=E	-5.235,41	48.603,90	68.512,94
E.N.S.P. a.i.s.b.l.	Management report		

(⁴¹) Expenses incurred in 2009 but corresponding funds to be received in 2010.

Combining efforts for tobacco control in Europe

The European Network for Smoking Prevention (ENSP) is an international non-profit making organisation, created in 1997 under Belgium law (identification number 16377/97).

ENSP's mission is to develop a strategy for co-ordinated action among organisations active in tobacco control in Europe by sharing information and experience and through co-ordinated activities and joint projects. ENSP aims to create greater coherence among smoking prevention activities and to promote comprehensive tobacco control policies at both national and European levels.

Our vision is of a future where our fellow Europeans will not suffer the distress of ill health and early death because of tobacco. We want our children to be able to grow up without being targeted with messages that seek to lure them into a lifetime of addiction. We want all Europeans to be able to breathe clean air unpolluted by tobacco smoke.

As we increasingly communicate more freely and cross country borders more frequently, we realise that our individual countries do not stand alone; we feel the reverberations of change throughout Europe. Therefore, we undertake to use the best evidence of effectiveness in policy and practice to work together towards our common goal.

www.ensp.org