

# ENSP FACT SHEET

## Denmark Tobacco Control Policies Implementation level

Denmark recorded progress on tobacco control in recent years. However, peoples' health and wellbeing continue to be affected, and the society cost from tobacco consumption continues to mount.<sup>5,6</sup> Denmark can still do more to make the proven tobacco control tools work for its citizens' wellbeing.

The law on tobacco products (Law no. 608 of 07/06/2016) was adopted on 2 June 2016 and regulates the production, presentation and sale of tobacco products<sup>2</sup>. The law on electronic cigarettes (Law no. 426 of 18/05/2016) was adopted on 10 May 2016 and enforced on 20 May 2016. It prohibits the use of e-cigarettes in certain types of work places, especially institutions, schools, youth places, in public transportation and taxis<sup>3</sup>.

There is a smoking ban, with exemptions, as smoking is allowed in designated smoking rooms or smoking cabins at workplaces, in restaurants and bars below 40 m<sup>2</sup>, in private day-care centers, nursing homes and other institutional facilities, which are also private homes for the residents<sup>1</sup>. Therefore, there is a significant need to regulate smoking as in private day-care centers as children are not protected against second hand smoke.

The new law, 2020/1 LSV 61, adopted in December 2020 implements: plain packs (tobacco, e-cigs, herbal smoking products), Point of Sales display ban effective with April 2021 (for tobacco, e-cigs, and smoking accessories), stricter promotion and advertising ban (i.e. ban on direct and indirect marketing i.e. in relation to festivals). Ban on flavors in e-cigarettes (apart from menthol and tobacco flavor).<sup>9</sup>



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European Network  
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## WHO Framework Convention on Tobacco Control (FCTC) implementation level Ratification: 16/12/2004 Entry into force: 16/03/2005

### Policy<sup>6</sup>

### Status

#### Protection from tobacco smoke

The comprehensiveness of protection in health-care facilities  
The comprehensiveness of protection in educational facilities

Complete  
Complete

#### Tobacco-related mortality

Estimated total number of tobacco-related deaths

11300

#### Taxation of tobacco products

Proportion of the retail price consisting of taxes  
Only specific tax levied  
Only ad valorem tax levied  
Combination of specific and ad valorem taxes levied

74%  
No  
No  
Yes

#### Supply of tobacco and tobacco products

Tracking regime to further secure the distribution system developed  
Sales of tobacco products to minors prohibited  
Sale of tobacco products from vending machines prohibited  
Sale of cigarettes individually or in small packets prohibited

Yes  
Yes  
No  
Yes

#### Tobacco growing

Viable alternatives for tobacco growers promoted  
Number of workers

N/A  
N/A

#### General obligations

Comprehensive multisectoral national tobacco control strategy  
Focal point for tobacco control  
National coordinating mechanism for tobacco control

Yes  
Yes  
Yes

#### Packaging and labelling of tobacco products

Health warnings occupying 50% or more  
Health warnings in the form of pictures or pictograms  
Plain packaging is implemented (on the sale level)

Yes  
Yes  
Yes, from April 2022

#### Liability

Criminal and/or civil liability action launched by any person

No

#### Education, communication, training and public awareness

Implemented educational programmes targeted to adults  
Implemented educational programmes targeted to children and youth

No  
No

#### Tobacco advertising, promotion and sponsorship

Comprehensive ban on all tobacco advertising, promotion and sponsorship  
Ban on display of tobacco products at points of sales  
Ban covering tobacco sponsorship  
Ban covering cross-border advertising originating from the country

No  
Yes, from April 2021  
No  
No

#### Demand reduction measures concerning tobacco dependence and cessation

Evidence-based comprehensive and integrated guidelines developed  
Implemented media campaigns to promote tobacco cessation  
Implemented telephone quit lines  
Primary health-care providing programmes on diagnosis and treatment  
Nicotine replacement therapy available

Yes  
No  
Yes  
Yes  
Yes

#### Surveillance

National system for surveillance of patterns of tobacco consumption established  
National system for surveillance of consequences of tobacco consumption established

Yes  
Yes

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A large national survey from 2017 indicates daily and occasional smoking: 16-24-yo.: 28,5%, 16-75+ y/o.: 22,5%<sup>5</sup>. On average in Denmark, 75.000 people currently use smokeless tobacco, indicating an ongoing public health challenge, including heightened levels of oral cancers.

In Denmark, the proportion of the taxation in the retail price of the most popular tobacco brands is 74%.<sup>5 8</sup>

## References:

- 1 European Union (Manufacture, Presentation and Sale of Tobacco and Related Products) Regulations 2016 (S.I. No. 271 of 2016). <http://www.tobaccocontrol.org/legislation/country/Denmark/laws/desc>. Accessed June, 2017.
- 2 Public Health (Standardized Packaging of Tobacco) Act 2015 <http://www.tobaccocontrol.org/legislation/>
- 3 Legislation Bulletin A. Electronic cigarettes etc. <http://www.tobaccocontrol.org/files/live/Denmark/Denmark%20Act%20No.%20426.pdf>. Published May 19, 2016. Accessed June, 2017.
- 4 [https://fm.dk/media/18005/aftaler\\_om\\_finansloven\\_for\\_2020\\_a.pdf](https://fm.dk/media/18005/aftaler_om_finansloven_for_2020_a.pdf).
- 5 [https://untobaccocontrol.org/impldb/wpcontent/uploads/Denmark\\_2018\\_WHOFACTCreport.pdf](https://untobaccocontrol.org/impldb/wpcontent/uploads/Denmark_2018_WHOFACTCreport.pdf)
- 6 <https://untobaccocontrol.org/impldb/denmark/>
- 7 <https://www.who.int/teams/health-promotion/tobacco-control/who-report-on-the-global-tobacco-epidemic-2019>
- 8 <https://tobaccoatlas.org/country/denmark/>
- 9 <https://ec.europa.eu/growth/tools-databases/tris/en/search/?trisaction=search.detail&year=2020&num=228>

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## National Action Points:

### **M**onitor tobacco use and prevention policies

Functional national assistance for surveillance of tobacco consumption and consequences. Despite this there is a huge need for comprehensive system of tobacco industry monitoring.

### **P**rotect people from tobacco smoke from

In Denmark The Smoke-Free Environments Act applies to all public and private workplaces, institutions and schools for children and adolescents, other educational institutions, public transport and taxis and hospitality establishments. (The new tobacco act implements smoke-free school hours in primary schools from January 2021 and in secondary schools from July 2021.

### **O**ffer help to quit tobacco use:

Denmark has a National Quitline service, and also design and implement of programs aimed at promoting the cessation of tobacco use, in health care facilities, educational institutions, and workplaces, and the cost for cessation treatment is partly covered.<sup>6</sup>

### **W**arn about the dangers of tobacco:

Denmark had several media campaigns to promote awareness among general population.

### **E**nforce bans on tobacco advertising, promotion and sponsorship:

Denmark has a ban on tobacco advertising on television, radio, in cinema, outdoor advertising, printed material, at point of sales from April 2021, internet, national sponsorship and indirect advertising.<sup>6</sup>

### **R**aise taxes on tobacco:

In 2020, the taxation increased in Denmark. The current price of a 20 cigarettes pack is app. 55 DKK (Euro 7,5) and from 1/1/2022 the price will be app. 60 DKK (Euro 8)

