

2020 Annual Report

A Year of Accomplishments.



ENSP

*European Network
for Smoking and Tobacco Prevention*

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Message from the ENSP Secretariat

At the end of this challenging year, we are proud to say that a lot of positive things have been achieved despite, but also partly thanks to, the particular context that 2020 set up for all of us. Significant advancement in the field of tobacco control and public health has been made, and while we are looking in retrospective at the ENSP's activities, we would also like to congratulate everyone on their own contribution to this common progress and mark your continuous efforts towards creating a healthier world.

2020 was truly a challenge and while countries were struggling with the epidemic, there were still positive news for the tobacco control community and public health in general. The increased risks of COVID-19 contagion and serious complications associated with smoking served as an incentive for governments to further advance tobacco regulations as well as motivated a lot of people to quit tobacco use. Next year brings hope but the challenges and successes of 2020 should not be immediately forgotten. At ENSP we believe they can be turned into a learning tool for our Network and empower us to provide better support to the members and community.

We close the year with this activity report featuring the highlights of 2020 for the European Network for Smoking and Tobacco Prevention.

2020 At A Glance



3 NEW COUNTRIES

have joined the network:
Austria, Portugal, Czech Republic



12 EVENTS

organised throughout the year



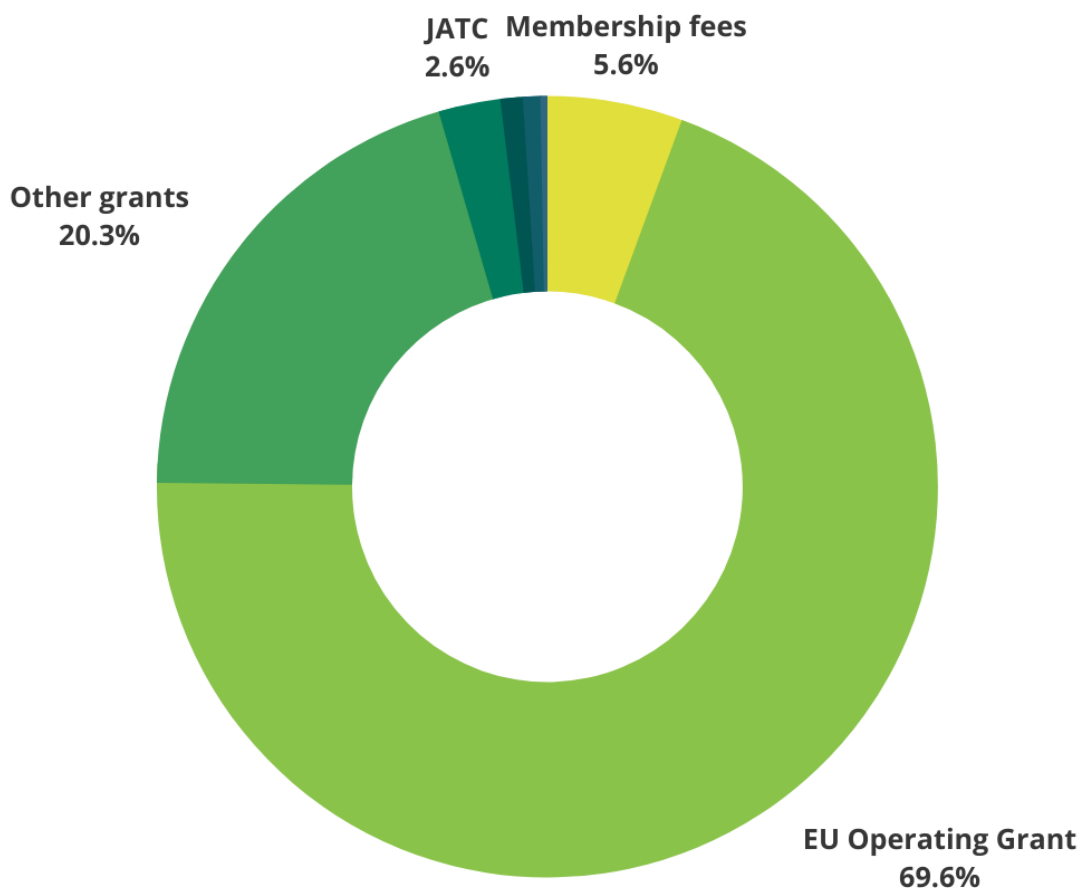
5 657

total followers on social media
(Facebook & Twitter)



ENSP YouTube Channel

has been added to the network's
platforms of dissemination



THE OPERATIONAL BUDGET

3. Tobacco control in Europe

Tobacco consumption is the single largest avoidable health risk, and the most significant cause of premature death in the EU, responsible for nearly 700,000 deaths every year. Around 50% of smokers die prematurely (on average 14 years earlier). Despite considerable progress made in recent years, the number of smokers in the EU is still high – 26% of the overall population and 29% of young Europeans aged 15-24 smoke.

A milestone in the tobacco control community's efforts to promote public health was the adoption of the **WHO Framework Convention on Tobacco Control (WHO FCTC)**. As the first global public health convention, was developed in response to the globalization of the tobacco epidemic and is an evidencebased treaty that reaffirms the right of all people to the highest standard of health. The WHO FCTC was adopted by the World Health Assembly on 21 May 2003 and entered into force on 27 February 2005. It now counts 182 parties worldwide, who support the promotion of public health and new legal dimensions for international health cooperation.

Since its entry into force the WHO FCTC has become one of the most rapidly and widely embraced treaties in United Nations history. The FCTC was developed in response to the globalization of the tobacco epidemic and is an evidence-based treaty that reaffirms the right of all people to the highest standard of health. The Convention represents a milestone for the promotion of public health and provides new legal dimensions for international health cooperation.

The **Tobacco Products Directive (2014/40/EU)** aims to improve the

functioning of the internal market for tobacco and related products, while ensuring a high level of health protection for European citizens. The Directive entered into force on 19 May 2014 and became applicable in the EU Member States on 20 May 2016. The revision of the former Tobacco Products Directive from 2001 (2001/37/ EC) was commenced in 2012 with the European Commission's proposal for its revision, which would strengthen the rules on manufacturing, presentation and sale of tobacco products. In 2014, the European Parliament and the European Council adopts the revised Tobacco Products Directive, which became valid as of 19 May 2014.

With the WHO Framework Convention of Tobacco Control (FCTC) and the EU Tobacco Products Directive (TPD), governments are putting a dent in the tobacco industry's ability to spread the epidemic caused by tobacco consumption through comprehensive and transparent tobacco control legislations. Challenges to implementation of both documents remain in a number of European Union and non-EU member states. To reach the objective of reducing the prevalence of tobacco use in Europe to less than 5% by 2040, ENSP aims to promote and assist members, non-governmental organisations and civil society, intergovernmental organisations, national governments all over Europe and the institutions of the European Union in the implementation of the WHO-FCTC and transposition of the EU-TPD to national law.

The **Tobacco Advertising Directive (2003/33/EC)** that was adopted in 2003 introduced an EU wide ban on cross-border tobacco advertising and sponsorship in the

media other than television. The ban covered print media, radio, internet, as well as the sponsorship of events, involving several EU MS, such as the Olympic Games and Formula One races. Free distribution of tobacco was banned in such events. The ban covered advertising and sponsorship having a direct or indirect effect on promoting a tobacco product.

On 12 December 2006, the Court of Justice confirmed the validity of the Directive. The Court held that the conditions warranting the choice of Article 95 of the EC Treaty as the legal basis were met. Notably, the Court held that journalistic freedom of expression, as such, remains unimpaired and the editorial contributions of journalists were therefore not affected. Tobacco advertising and sponsorship on television were already banned by the Television Without Frontiers Directive (89/552/EEC). In the context of the Framework Convention on Tobacco Control (FCTC), the EU has been active in

the development of strict international guidelines to protect its population against tobacco advertising from third countries.

The EC was a key facilitator in the working group for the development of comprehensive guidelines on the implementation of Article 13 of the Convention, and recommendations on key elements of a protocol on cross-border advertising, promotion and sponsorship, complementary to these guidelines.

Effective implementation of comprehensive tobacco control policies do reduce overall smoking prevalence and at the same time achieve the greatest reductions among lower socio-economic groups. Unfortunately, in each European country, some of them have not been fully implemented during the past decades; and, past measures have often been implemented partially and not fully to the benefit of lower socio-economic groups.

4. About ENSP

The European Network for Smoking and Tobacco Prevention (ENSP) established in 1997 under Belgian law, plays a large role in Europe to prevent the tobacco industry from biasing and slowing down the tobacco control processes nationally and on EU level. ENSP has more than 60 members from over 30 European countries (EU countries and non-EU countries).



The main goal of ENSP is to create a close collaboration within the tobacco control community and a strong and united civil society action against tobacco, by sharing information and experience, through co-ordinated activities and projects, by creating synergies among public health advocates thus increasing their capacity to direct their actions more effectively. ENSP acts as the lynchpin for its members creating a central cohesive force for the European tobacco control movement.

ENSP's vision for the future is to eliminate the suffering of European citizens caused by ill health and early death due to tobacco-related diseases. We want children and young people to be able to

grow up without being targets of tobacco industry marketing seeking to lure them into a lifetime of addiction. We want clean air unpolluted by tobacco smoke for all European citizens. ENSP's strategic goal is to make our continent completely smoke-free by 2040 and our first objective is to work towards full implementation of the FCTC in Europe by 2020.

Given that tobacco control is at different stages in different European countries, ENSP applies the best and most effective evidence in policy and practice to work together towards a shared goal. ENSP members can take advantage of past experience in other countries and adapt such experience to their own needs. ENSP members work together to agree on a

common policy and speak together in one voice, thus strengthening the European tobacco control effort and reinforcing European public health messages.

To eliminate the use of tobacco products in Europe, ENSP believes above all that all European countries need to implement comprehensive tobacco control strategies, including high taxes, comprehensive bans on direct and indirect advertising of tobacco and smoking bans in public and all workplaces, and introduce strong and large (80%) textual and pictorial warnings on standardised tobacco packages.

The following pages provide an overview of the main activities undertaken by ENSP in 2020 to reach their objectives.

5. Overview of the activity

6.1. Advocacy and watchdog activities

TPD and FCTC implementation in Europe

With the WHO Framework Convention of Tobacco Control (FCTC) and the EU Tobacco Products Directive (TPD), governments are putting a dent in the tobacco industry's ability to spread the epidemic caused by tobacco consumption through comprehensive and transparent tobacco control legislations.

Challenges to implementation of both documents remain in a number of European Union and non-EU member states. To reach the objective of reducing the prevalence of tobacco use in Europe to less than 5% by 2040, ENSP aims to promote and assist members, non-governmental organisations and civil

society, intergovernmental organisations, national governments all over Europe and the institutions of the European Union in the implementation of the WHO-FCTC and transposition of the EU-TPD to national law.

ENSP plays a large role in Europe to prevent the tobacco industry from biasing and slowing down the tobacco control processes at national and European level. The main goal of the organisation is to create a close collaboration and synergies of the efforts within the tobacco control community and a strong and united civil society action against tobacco.

This report outlines the results of the monitoring of the EU-TPD (European Union Tobacco Products Directive 2014/40/EU), the EU-TAD (Tobacco Advertising Directive (2003/33/EC) and WHO – FCTC (Framework Convention on Tobacco Control) breaches and implementation level in the European countries based on the ENSP Watchdogs activities in year 2020.

To assess the level and kind of support requested by ENSP members related to the transposition

of the EU Tobacco Products Directive (TPD) and the implementation of WHO FCTC into national law, online surveys were circulated to all ENSP members and also data were collected from country reports to the WHO FCTC Secretariat. Within this process, ENSP asked its members if they are aware of any breaches in implementation, with any identified breaches requiring accompanying provision of supporting evidence. Breaches were made public through ENSP's existing dissemination channels (Website, Newsletter, Twitter, Facebook, ENSP Scientific Journal).

Assessment of the TPD and TAD

The EU works closely with its international partners to reduce global tobacco consumption. EU Member states (MS), together with the European Commission (EC), are active partners in the WHO Framework Convention on Tobacco Control (FCTC), a legally binding international treaty that aims to reduce the health and economic impact of tobacco consumption. The Conference of the Parties (COP) is the governing body of the WHO FCTC and is comprised of all Parties to the Convention. Regular sessions of the Conference of the Parties (COP) are held every two years according to the Rules of Procedure of the COP.

Taking into account the significant cross border trade of tobacco products and the risk of diverging national legislation, EU-wide rules were needed to protect consumers across the EU. In collaboration with national governments, the EU has

introduced various tobacco control measures in the form of legislation, with the aim to promote the well-being of its people and ensure the good functioning of the internal market. The key European legislation in the field of tobacco control comprises the Tobacco Products Directive (TPD - the initial Directive in 2001 and its revision in 2014) and the Tobacco Advertising Directive (adopted in 2003).

In 2020, the ENSP monitored the TPD and TAD implementation in EU MS, as well as assessed the level and kind of need expressed in various member countries along with specific topics of future interest through an online questionnaire and via direct email circulated to ENSP member organisations. The results gathered highlighted specific areas of priority and support to be provided to members and EU MS and will be included in the future strategy of ENSP.

6.2. Capacity building

As additional focus on providing opportunities to ENSP members to enhance their local capacity through vocational training and mobility of expertise, the ENSP newsletter has also featured information on upcoming EU and non-EU webinar training opportunities. Other information, including potential position vacancies in the area of tobacco control in ENSP members, Partner organisations' events and technical knowledge, has been widely disseminated to improve members and stakeholders' capacity.

6th European Conference on Tobacco Control

Since its 1st edition in 2015, ENSP International Conference on Tobacco Control has matured and become an annual tradition for the Network. It grew from a relatively small (around 100 members and partners) activity to truly significant international event, still with the European focus, gathering over 400 attendees at the previous edition: the 4th ENSP-SRP Conference on Tobacco Control in Bucharest, Romania during March 2019.



Bearing in mind that the aim of all ENSP meetings is to assist the hosting country with its most acute problems and challenges related to tobacco regulation and smoking prevalence, each year ENSP selects a European country and collaborates with ENSP's local member organisation to plan and conduct the Conference. Thus, in addition to providing space for international knowledge sharing and networking of tobacco control advocates, this approach allows concentrating advocacy effort at the national level. The conference gathers all national stakeholders for the discussion on

tobacco control at this neutral platform provided by ENSP.

To that end, organisers secure space for sessions in a national language, working group meetings on national tobacco control priorities, press events etc. From the very start, the Conference programme was built in a way that allows participants with different backgrounds come together and share their expertise. Science and advocacy merge in harmony for 3 days full of symposiums, discussion panels, thematic group meetings, and hands-on trainings. Furthermore, various project consortium meetings have become a side programme of the Conference since many of the ENSP members and ENSP Secretariat itself participate in a few

European projects. So ENSP Conference allows them to hold internal meetings and, furthermore, present Conference outcomes to broader audience of all conference attendees.

Overall ENSP Annual Conference has become one of the key activities for ENSP and an awaited event for the Tobacco Control Community in Europe and beyond. By decision of the organisers 3 committees are generally formed in order to ensure a smooth and efficient running of all aspects of Conference organisation: Organising Committee, Permanent Scientific

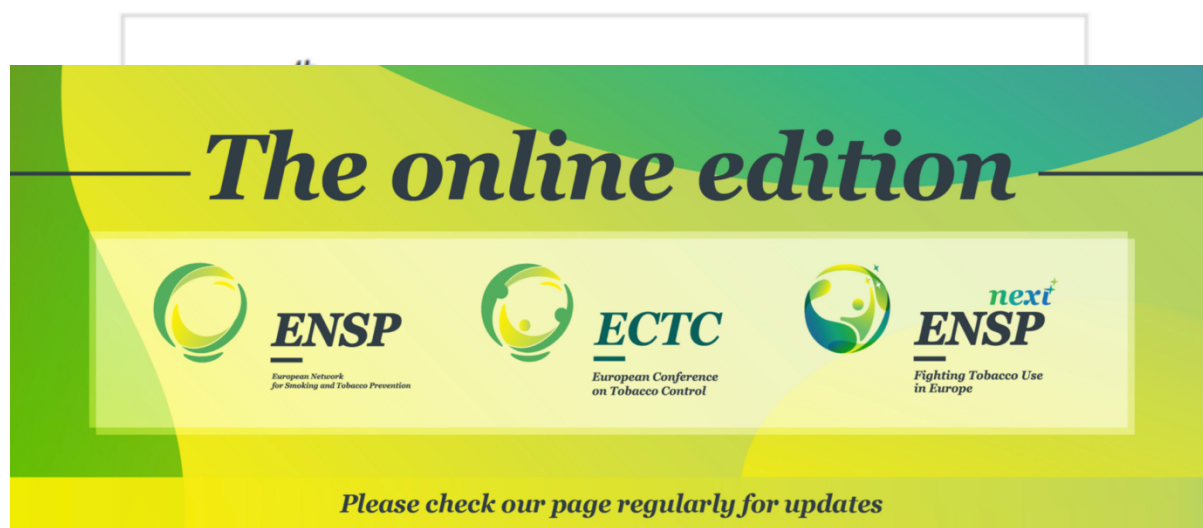
Committee, and Conference Scientific Chairs. Organising Committee had a general coordination function consisting of ENSP Board and Secretariat.

Conference 2020 in Paris would have been the 5th time ENSP organised such an activity. Since the event has become one of the core activities of ENSP and a well-recognised event in public health community, Conference Organising Committee invested efforts into creating its own visual and media identity. The Conference has been promoted under the following title: **European Conference on Tobacco Control – ENSP-ECTC**. To that end, the Conference website was reconstructed into a platform to share all the valuable contributions of the authors in media format: <http://ensp-ectc.org>.

The 2020 ENSP-ECTC Online Edition brought all Conference speakers and their presentations to participants in a new format. All received and approved abstracts were published on the ENSPECTC website along with the authors' slides or

video presentations. With the ultimate goal to advance research or policies in order to combat the global tobacco epidemic, 120 abstracts have been published under 5 general themes: Demand and side reduction measures, Supply and side reduction measures, Protection of the environment and the health of persons, Liability, Cooperation and communication. The presentations submitted by authors are available as a library under the above-mentioned 5 themes.

As every year, all Conference proceedings of 2020 were also published in a Special Issue of the Tobacco Prevention and Cessation Journal: 5th ENSP International Conference on Tobacco Control, October 2020 Supplement/2020 vol. 6. Furthermore, during the period of October-December 2020, ENSP organised a series of ECTC webinars which are the online symposia on various topics including the tobacco industry tactics, novel products epidemic, smoking cessation, illicit tobacco trade etc.



The full list of webinars features 9 sessions on a variety of topics including smoking and youth, e-cigarettes and novel tobacco products, TAPS policies, human rights and tobacco, tobacco industry tactics, illicit tobacco trade, and Tobacco Treatment Delivery and cancer.

Over 600 participants joined ENSP-ECTC Series of Webinars. Even though it is not completely appropriate to compare the attendance numbers of physical

Conference and of the online event, counting in absolute numbers – this is the most attended edition of the ENSP Conference so far.

ENSP Youth Group

Prevalence of tobacco is high in Europe and especially among adolescents in some countries. Usually, people start smoking in the early period of their life and keep this behaviour in their adulthood. Based on its own mission and the need for new tobacco control experts, ENSP developed a youth group.

During the 2018 ENSP Capacity building event in Vienna, Austria, ENSP announced

the development of an ad-hoc youth working group within ENSP members. The next years, the ENSP youth working group, was further implemented with additional members and continued to meet regularly online and face-to-face within the context of other ENSP meetings so as to facilitate communications and promote youth-oriented initiatives within European Tobacco Control activities.



This group is consisted of prominent scientists / experts that contribute to this European and global epidemic. The members of the group have the chance to interact with ENSP seniors and more experienced partners. Based on this, they enrich themselves with experiences and knowledge, as well as prepare themselves to be the future leaders in tobacco control field.

A recruitment campaign has been conducted through the [European Solidarity Corps platform](#) in order to enlarge the Youth Group membership and raise awareness on this topic among the young generation. The positions published have been located in the ENSP Office in

Brussels (1), in Spain (1) and Greece (1) within the ENSP member organisations teams. The conditions of ENSP Youth Group enrolment are: to be under 30 years old and have experience in the public health, EU-related topics and tobacco control or advocacy fields. These requirements are essential in order for them to be able to contribute to the internal and external communication as well as participating to meetings and conferences and assisting the ENSP Secretariat and its members with the projects.

Out of a total of 65 applications, 3 persons have been selected for these positions, performing tasks related to the translation of the EPACTT2 e-learning online materials, voicing the online module's materials, contribute to the youth group activities, to the scientific journal, and provide support to ENSP or to its members in their everyday tasks.

In 2020, the ENSP youth group worked hard to enrol more youth members. The

recruitment of the youth members was conducted in parallel with the recruitment through European Solidarity Corps. New members from European countries not represented until then have joined the group and managed to expand the expertise to other communities, counting a total of 19 members from 8 different countries.

From 15 that was the number of the group in 2019, three (3) new members were attached to the existing group, and other organisations have joined as partners. Therefore, through the involvement of EMSA and YHO, the ENSP created an

important added value in the youth field and managed to reach a wide group of students and future health professionals through its projects (e.g. educating medical students regarding the smoking cessation topic).

During 2020, the group conducted a Facebook live campaign for Smoke Free campuses, and it has been involved in the 2020 World No Tobacco Day, in public health campaign TOBACCONTROL conducted in Romania, and in the Online edition of the 2020 ECTC, where a special session dedicated to youth and tobacco has been organized.

Youth Group related meetings

- 4 March, 2020 - **Youth Group coordination call to define the priorities and activities for 2020.**
- October - November, 2020 – **series of interviews with internship candidates from the EU Solidarity Corps platform conducted by members of the Secretariat.**
- 21 December, 2020 - **Youth Contest assessment call to define the winners who would be announced on 25 December.**

ENSP and partner events

Looking at the year in retrospective, ENSP had to act ad hoc and constantly adjust the activity plan to changing working and travel conditions of 2020. Nonetheless, network development and maintenance always stayed the key priority both for the Secretariat and the Board. Some traditional support activities as country visits could not take place but were in a way replaced by written/online support actions and continuous and engaging communication with the Network.

Aside from its own meetings, ENSP has been involved in various projects, working groups, contributed to different meetings and conferences in 2020. Some of them have been already mentioned earlier in the descriptive part of support or cooperation activities of ENSP. The overview below provides the detailed list of events in which ENSP Secretariat and Board have been engaged.

List of ENSP events

- April 14, 2020 - **ENSP-FASFR Webinar: “Tobacco use and regulations - risk factor for COVID-19”**
- June 2, 2020 - **World No Tobacco Day Webinar “#TobaccoExposed: Protecting youth from deceptive tobacco industry marketing”**

October - December - ECTC Series of Webinars

- December 17, 2020 – **“The road to a Smoke-Free generation”**
- December 16, 2020 – **“E-cigarettes and Novel Tobacco Products: what do we know so far?”**
- December 15, 2020 – **“Using Point of Sale Investigations to Successfully Advance TAPS Policy”**
- December 14, 2020 – **“Introducing human rights aspect to tobacco control – on the way to tobacco endgame”**
- December 7, 2020
- December 3, 2020 – **“Novel Tobacco Products: New Age of the Global Epidemic”**
- December 2, 2020 – **“Tobacco Industry Tactics”**
- November 19, 2020 – **“Illicit Tobacco Trade”**
- October 19, 2020 – **“Tobacco Treatment Delivery in cancer patients in Europe”**

List of external conferences and meetings

- 4 February, 2020 - **coordination meeting with ERS**
- 4-5 February, 2020, Brussels - **Joint Action on Tobacco Control Interim Meeting**
- 19 February, 2020 - **Vascular Access Society Meeting**
- 19-22 February, 2020, Berlin - **ECToH Conference**
- 25-26 February, 2020, Budapest - **WHO Expert Meeting on Novel Tobacco Products**
- 30 April, 2020 - **Webinar ICO (Instituto Catalán de Oncología)**
- 4 June, 2020 - **Webinar ICO (Instituto Catalán de Oncología)**
- 16 June, 2020 - **FCA coordination meeting**
- 17 June, 2020 - **INFORMAL VIRTUAL MEETING WITH NONGOVERNMENTAL ORGANIZATIONS ACCREDITED AS OBSERVERS TO THE CONFERENCE OF THE PARTIES TO THE WHO FCTC**
- 23-24 June, 2020 - **two-part virtual meeting for the Members and Observers of the Working Group on Assistance and Cooperation of the WHO FCTC Secretariat**
- 1 July, 2020 - **ECPC European Parliament Challenge Cancer Intergroup**
- 7 July, 2020 - **EU4Health group meeting**
- 16 July, 2020 - **ICO Webinar (Instituto Catalán de Oncología)**
- 23 September, 2020 - **Webinar SEDET Sociedad Española de Especialistas en tabaquismo (Tobacco Control in Europe and in Spain: ENSP point of view)**
- 24 September, 2020 - **Online conference “Promoting healthy lifestyles in Europe: from education to practice”**
- 14-15 October, 2020 - **CNPT annual meeting (virtual)**
- 21 October, 2020 - **EFA/ENSP coordination on SCHEER consultation**

- 9-12 November – Series of teleconferences by ASH on human rights, tobacco endgame and cessation
- 20 November, 2020 - Gap Filling Workshop for ICF TPD Assessment Study
- 23 November, 2020 - VAS-PAD preparatory teleconference before the 17th European Angiology Days
- 26 November, 2020 - EU4Health group meeting
- 29 November, 2020 - Scientific Joint Session VAS & VAS-International Consortium of Vascular Medicine
- 4 December - JATC Final Project Meeting
- 10 December, 2020 - [Interest Group on Allergy and Asthma] Digital Launch of Recommendations “Growing up with Allergy and Asthma”
- 14 December - FCA coordination meeting
- 16 December, 2020 - INFORMAL VIRTUAL MEETING WITH NONGOVERNMENTAL ORGANIZATIONS ACCREDITED AS OBSERVERS TO THE CONFERENCE OF THE PARTIES TO THE WHO FCTC
- 17 December, 2020 - ICO virtual symposium
- 18 December, 2020 - Virtual YHO Winter Conference

Materials developed

National and action toolkits on FCTC implementation

In order to strengthen advocacy capacity at the EU MS level ENSP concentrated its effort to empower policymakers, the civil society and all relevant stakeholders through toolkits, technical support and hands-on capacity building. Three national evaluation and action toolkits on FCTC implementation have been prepared for

Greece, Spain and Denmark, following the same concept as in 2019 when we prepared three other toolkits for Belgium, Italy and Romania. The toolkits for these were prepared based on a previous planification as well as on the request of ENSP members who are based in these countries.



The toolkits were prepared by the secretariat in collaboration with the Danish, Greek and Spanish ENSP members. Initially, two members of the secretariat independently reviewed the literature in databases including PubMed, Medline, Scopus and Cochrane Reviews. Additionally, policy articles and documents published by the European Commission and/or other world institutions such as WHO were also searched. A detailed

review was done on WHO Framework Convention on Tobacco Control and the results published for the three countries. [The materials](#) have been disseminated to experts in the Tobacco field, to European policymakers, to ENSP members, to the wider public as well as to Danish, Greek and Spanish policymakers and stakeholders, and translation into the national languages will follow.

ENSP Brochure

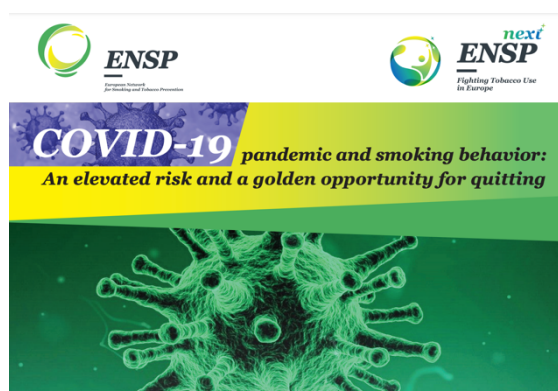
In order to better coordinate the network activities and network expansion, in 2020 ENSP created a brochure highlighting areas of expertise and possible support to potential new members. Through this online and physical material, ENSP placed additional focus on the EU project the

organization has been involved in, as well as different events and directions of action, in order to provide opportunities to its members and beyond to enhance their local capacities and get involved at the international level, with the support of the network's resources.



Fact Sheet Series

A series of materials have been created and disseminated to the ENSP network and to the large public during 2020. The **Fact Sheet #1/2020 – COVID-19 pandemic and smoking behavior (EN)** has been produced in English and later translated to French, Romanian and Albanian. In this material, ENSP summarised the evidence for smokers and novel tobacco users and made recommendations to be followed in the context of COVID-19 pandemic.



The second Fact Sheet from this series was, **#2/2020 – Ban on Menthol Cigarettes** was produced in the context of the EU wide ban on menthol cigarettes sales that went into effect on May 20, 2020.

6.3. Information and dissemination

ENSP uses all available electronic media as an efficient and cost-effective way of keeping its members and the public involved and informed with the latest tobacco control news at the EU level. The main objective is to sustain knowledge transfer and disseminate the results of all the activities that ENSP is involved in, through communication channels including but not limited to its website, its



Another material created was on the topic of herbal cigarettes: **#3/2020 – Herbal Cigarettes Not as Safe as You Think**. As many people assume that anything herbal or natural isn't dangerous, ENSP created this fact sheet to showcase the misconceptions about this topic. Toxic components also exist in the mainstream smoke of herbal cigarette in large amounts similar to the general cigarette and youth has been reminded that there's no such thing as a safe smoke.



open access journal, its social media platforms and newsletters. The Secretariat updates members via the ENSP website and e-mail, including on specific requests from members to be transferred to all members. Members' news may also be transferred by the ENSP Secretariat to other partner NGOs for even broader dissemination.

Website

[ENSP's website](#) is one of several tools used as part of ENSP's information and communication strategies, incorporating up-to-the-minute tobacco control news and information from throughout the European continent.

It is also the main resource where all the publicly available information regarding ENSP's vision, aim, work, activities and achievements is addressed. According to the website statistics, the total number of users for the year 2020 was 6504, of which 56.46% were new users. In was a big increase in the percentage of the users, with 55.23% more users compared to 2019. Even though the number of sessions per user decreased by 3.63%, the statistics

show a total of 9263 sessions initiated by the users, which is significantly higher than what the website analytics tool recorded in 2019 (6192 sessions).

Due to the increased popularity of the ENSP, it can be observed that during 2020, all queries containing "ENSP" scored a total number of 11,400 impressions and 224 total clicks, which indicated a good Click Through Rate of 2%. The countries related to the highest numbers of queries were the United States, Belgium, Germany, United Kingdom, Romania, Greece, Spain, Italy and Poland. All these KPIs contributed to an average position of 7.4 in the Google search results.

The screenshot shows the ENSP website homepage. At the top, there is a navigation bar with social media icons (Facebook, Twitter, YouTube), a link to "Become a member" and "Subscribe to the Newsletter", and a search bar. The ENSP logo is prominently displayed, with the text "European Network for Smoking and Tobacco Prevention" below it. The main navigation menu includes links for "About ENSP", "News", "Our work", "Projects", "Publications", and "Get involved".

The central banner features a COVID-19 awareness message: "The COVID-19 situation is critical". It includes five icons with corresponding text: "Don't smoke!", "Don't vape!", "Wash your hands!", "Wear a mask!", and "Keep the distance!". Below these icons, it says "Start caring more about yourself and those around you!" and includes the ENSP logo. To the right of the banner, there is a text box that reads: "The easiest way to help yourself and the others is by staying smoke-free!" with a "Read More" link.

Below the banner, there are four article teasers:

- Tobacco use and Cancer**: A role of smoking cessation. Includes a "Read more" link.
- New video: Tobacco use and cancer**: The use of tobacco products is proven to be the largest avoidable risk in the European Union. According to... Includes a "Read more" link.
- ENSP Resolution on Art 14 of the WHO FCTC**: In a Resolution prepared in regard to Article 14 of the World Health Organisation –... Includes a "Read more" link.
- ENSP Awards: 8th edition – December 2021, Paris, France**: At the occasion of the 6th ENSP International Conference on Tobacco... Includes a "Read more" link.

Scientific journal

The aim of the journal is to foster, promote and disseminate research involving tobacco use, prevention, policy implementation at a regional, national or international level, disease development - progression related to tobacco use, tobacco use impact from the cellular to the international level and finally the treatment of tobacco attributable disease through smoking cessation.



[Tobacco Prevention and Cessation \(TPC\)](#) is currently a DOAJ Gold Seal recipient, maintains double blind peer review activities and adheres to best practice guidelines for editorial handling (ICMJE). In addition to publishing original research from grassroots researchers, advocates and policymakers from the EU and abroad, the journal also facilitates guest editorials on burning tobacco control issues, and also has a specific section for the publication of regional policy initiatives. The existence of this journal provides European researchers and advocates with a venue for the

provision of evidence-based tobacco control knowledge.

With a readership of over 106,000 page views and 50,000 visitors in 2020, the scientific journal is transforming into a significant European wide open access forum for bringing forward significant tobacco control issues, and facilitating the provision of evidence based peer reviewed scientific evidence. In 2020 TPC did not levy APCs, however in 2021 APCs will be levied for non ENSP members, for LMIC countries and on a case by case basis.

We are working closely with indexing databases to ensure that TPC is indexed retrospectively, from the first issue in appropriate databases. To meet the indexing requirements TPC needs to show, amongst others, continuous and steady manuscript publication, quality control mechanisms, a broad editorial board, international readership and submissions and an increasing number of highquality manuscripts in the production flow.

It was a great achievement that during 2020 TPC was accepted for retrospective indexing in PubMed and Scopus. Overall, the journal is currently indexed in:

- Emerging Sources Citation Index (ESCI) - Clarivate Analytics
- PUBMED (NLM ID: 101693412) – **New for 2020**
- SCOPUS – **New for 2020**
- Google Scholar – **New for 2020**
- Index Copernicus Journal Master List – **New for 2020**
- DOAJ (Directory of Open Access Journals) - Gold Seal recipient journal
- CrossRef Metadata search
- ScienceOpen
- OCLC (WorldCat.org)
- HEAL-LINK (Hellenic Academic Libraries Link)
- OpenAIRE
- Hinari
- EBSCO
- ICI World of Journals – **New for 2020**

The editorial team in cooperation with the selected peer reviewers published the best articles in the field of tobacco control research. In 2020 the journal has reached the number of 211 submissions, which is almost double as the previous year. It is very important that the journal maintained the quality of the manuscripts published which are of high scientific value. In particular, for 2020 Tobacco Prevention & Cessation has a rejection rate of 63%. It

also proves the rigorous peer review process followed by the journal and the level of the reviewers' scientific value. All articles submitted undergo double-blind peer review. Every original article is peer-reviewed by a minimum of two external experts and one member of the editorial board. From January 2020 until December 2020, in total, 176 reviewers assessed these publications.

Newsletter

The ENSP regularly uses Newsletters as a mean of keeping its network up-to-date regarding its news, activities and achievements. During 2020, twenty-seven (27) Newsletters were prepared and distributed through the [ENSP Network](#).

The Network

.....

Due to the COVID-19 pandemic, the ENSP concentrated its efforts in creating more digital and qualitative materials in order to keep its stakeholders up-to-date with the latest news. The newsletters aimed at disseminating important information related to tobacco control achievements and actions across and beyond the European Union. Along with the main objective of informing the public, the ENSP Newsletter is an important tool for experts working in the tobacco control field, giving them the chance interact and communicate different actions, updates, call to actions and demand of support from

other people working in the field. Moreover, it is a secondary tool for disseminating and offering more visibility for the newest publications in the Tobacco Prevention and Cessation Journal. The newsletters have been sent more than once a month to a database of 2411 relevant stakeholders, and the distribution list is growing with each new edition. The KPIs show that the ENSP Newsletter is the most successful tool related to stakeholders' engagement with an opening rate varying between 16% - 22% and an average click rate of 19% throughout the year.

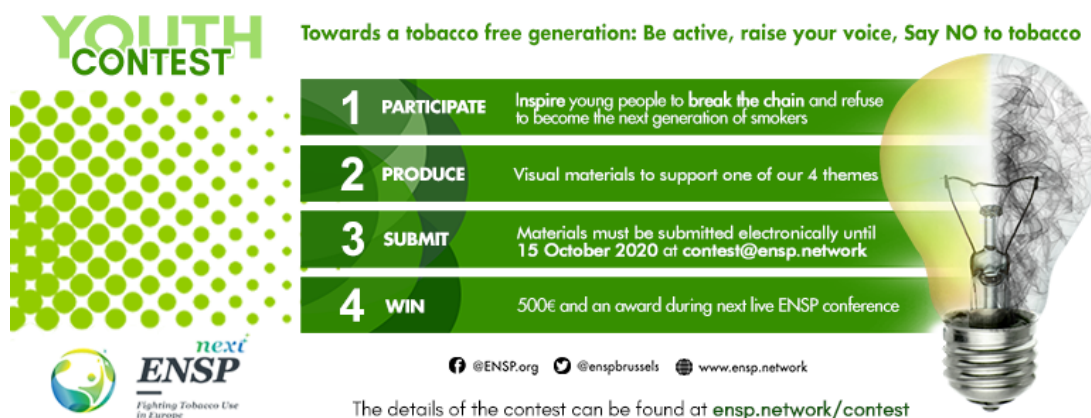
Social media

Additionally, the latest news feeds are posted via social media: ENSP maintains a highly active Facebook and Twitter page, providing frequent brief information features. The ENSP website is the specialised tool for in-depth tobacco control expertise complemented by the social media accounts, which are used for broader public outreach.

Social Media activities in 2020 have been focused mainly on the ENSP Facebook page and Twitter accounts as a gateway to approach a wide range of researchers, stakeholders, healthcare professionals and citizens across Europe in order to infuse its activities, to promote the conferences and events organised or supported by the ENSP and eventually, to motivate as many people as possible to fight united for a better future free of tobacco. While the

Facebook page has been ENSP's audience preferred social media tool with 2745 likes and 2912 followers, in the last few years, Twitter has become a complementary tool, where the followers' number increased by 14% since last year, with a total of 1258, as most of the ENSP events were organised online.


In addition, the ENSP Youth Working Group gathers motivated and remarkable young scientists working in the field of tobacco, who were actively and widely promoted via this platform. Both media are different ways to engage with the general public, to generate interest and interactivity. In 2020, ENSP continued its proactive work to increase the number of followers, by providing them with relevant information and by organising a Youth Contest that included social media vote.



YOUTH CONTEST

Towards a tobacco free generation: Be active, raise your voice, Say NO to tobacco

1 PARTICIPATE	Inspire young people to break the chain and refuse to become the next generation of smokers
2 PRODUCE	Visual materials to support one of our 4 themes
3 SUBMIT	Materials must be submitted electronically until 15 October 2020 at contest@ensp.network
4 WIN	500€ and an award during next live ENSP conference

 **next ENSP**
Fighting Tobacco Use in Europe

[@ENSP.org](https://www.facebook.com/ENSP.org) [@enspbrussels](https://twitter.com/enspbrussels) www.ensp.network

The details of the contest can be found at ensp.network/contest

YouTube Channel

In 2020 ENSP European Conference on Tobacco Control (ENSP-ECTC) was transformed into the Online Edition with a series of webinars replacing conference sessions and symposia. Following the live streams, webinars' recordings were published on the YouTube channel of ENSP that had not been actively used until 2020 but became a very useful tool for The

Online Edition. Currently the videos are available both directly on YouTube and via webinars' pages on ensp-ectc.org. This tool will be further developed and actively used in 2021 with content update including new webinars' recordings, videos on "hot" tobacco topics and other relevant media materials from ENSP, its members and partners.



6.4. Projects

ENSP continues to be involved in several European projects and actions. ENSP is convinced of the need to continue working on increasing population awareness through its involvement in such projects. ENSP can help facilitate and support development and implementation of tobacco control actions throughout the EU. ENSP was involved in the following projects during 2020:

Cessation activities: WHO FCTC Article 14

Tobacco use is considered one of the most significant threats to European Public Health and directly associated with morbidity and mortality. More than a quarter (26%) of Europeans still smoke¹. The World Health Organization (WHO) recognises tobacco dependence as a disease that can benefit from treatment².

Nicotine addiction is the key component which makes smoking cessation a struggle even for tobacco users who are highly motivated to quit. However, tobacco users

who seek help from a healthcare professional are up to four times more likely to successfully quit than those unassisted³. Smoking cessation is one of the main strategies suggested by the World Health Organization's (WHO) MPOWER package against the tobacco epidemic, presenting the first comprehensive worldwide analysis of tobacco use and control efforts⁴.

The WHO Framework Convention on Tobacco Control (WHO FCTC) Article 14

¹ European Commission. Special Eurobarometer 458 'Attitudes of Europeans towards tobacco and electronic cigarettes'. 2017. doi:10.2875/804491

² WHO Report on the Global Tobacco Epidemic; World Health Organization: Geneva, Switzerland, 2019

³ West R. Stop smoking services: increased chances of quitting. 2012.

<http://www.ncsct.co.uk/usr/pub/Briefing8.pdf>.

⁴ World Health Organization. WHO Report on the Global Tobacco Epidemic: The MPOWER Package. Geneva, Switzerland: World Health Organization; 2008. <https://www.who.int/tobacco/mpower/2008/en/>

calls upon its Parties to take effective measures to promote cessation of tobacco use and adequate treatment for tobacco dependence. WHO FCTC Guidelines for the implementation of Article 14 include a number of evidence-based strategies, such as internet support, quitlines, healthcare professionals' brief advice, behavioural counselling by trained specialists and use of cessation medications. Healthcare professionals have a key role to play in supporting tobacco treatment delivery, one of the targets of the WHO MPOWER package and FCTC⁴.

Based on a high number of research studies and tobacco dependence

treatment guidelines, the effectiveness of evidence-based tobacco treatment delivery (behavioural counselling and pharmacotherapy) is clear to increase long-term abstinence from smoking⁵⁶, while physicians' advice and support also play an important role in increasing cessation rates⁷⁸.

The purpose of ENSP during 2020 was to assist EU MS in the implementation of Article 14 through the provision of recommendations, cessation guidelines and online/live training to health care professionals.

EPACTT2: E-learning platform

To update the ENSP e-learning platform with a new eLearning module on harm reduction, ENSP has developed an open access e-learning platform for tobacco control in Europe. This online e-learning platform was developed in 2018 and further updated in the 2019 and provides policymakers, clinicians and researchers with accredited, translated and nationally adapted information on smoking cessation in 16 national languages and contexts beyond MSs (Albanian, English, French, Greek, Spanish, Romanian, Polish, Ukrainian, Russian, Armenian, Georgian, Serbian, Macedonian, Slovenian, Italian, Portuguese).

In 2018/2019 more than 500 clinicians from 15 countries have completed the



course and received European Continued Medical Education credits (EACCME) in smoking cessation. Building on this success, the e-learning platform will be updated with a new module on harm reduction. The new module includes information on harm reduction approaches aimed at healthcare professionals in order to be able to guide their patients to complete smoking cessation and also include information on novel products.

⁴ 2020 Guidelines for Treating Tobacco Dependence; European Network for Smoking Prevention and Cessation (ENSP): Brussels, Belgium, 2020.

⁶ Cahill, K.; Stevens, S.; Perera, R.; Lancaster, T. Pharmacological interventions for smoking cessation: An overview and network meta-analysis. *Cochrane Database Syst. Rev.* 2013, 5, CD009329.

⁷ Hughes, J.R. Motivating and helping smokers to stop smoking. *J. Gen. Intern. Med.* 2003, 18, 1053–1057.

⁸ World Health Organization. WHO Quitting Tobacco. Available online: http://www.who.int/tobacco/quitting/summary_data/en/

To reach the goals set for the year 2020, the eLearning was expanded to include this new module in 5 European languages, namely: Armenian, Georgian, Greek, Slovenian and Spanish.

To further assist the European countries in the implementation of Article 14 through the provision of recommendations and cessation guidelines to health care professionals, ENSP collaborated with its national partners in order to translate the cessation guidelines for highrisk groups in 3 additional European languages, namely: Georgian, Armenian and Greek

In addition, the Italian, French, Albanian and North Macedonian Guidelines were

printed and delivered to the ENSP members in the respective countries so that they can distribute them among healthcare professionals.



EPACTT-PACA France

During the past years, ENSP has also gained expertise in organizing hands-on tobacco treatment trainings for healthcare professionals. In 2018 and 2019, ENSP formed a group of experts in smoking cessation and along with regional partners of the Network and health associations in Europe has organised hands-on trainings for more than 250 healthcare professionals on integrating tobacco treatment delivery into daily clinical practise in 6 EU countries

(Kosovo, Russia and Slovenia in 2018 and in 2019 in Romania, Albania and Moldova).

The hands-on training provides information on the latest evidence and best practises on behavioural counselling and pharmacotherapy and are usually done after the completion of the online accreditation.



Due to the COVID-19 pandemic, traveling and organizing live events was not possible, as well as several restrictions were applied in all European countries, putting a heavy workload of the healthcare professionals.

Therefore, a 3-day webinar was organized with the collaboration of DNF as the regional partner in France. Several healthcare professionals such as doctors, nurses, psychologists and other specialties participated in the online tobacco treatment training. The webinar managed to provide new knowledge, change the attitude, normative beliefs, intention and also boost healthcare professionals' confidence in delivering tobacco treatment interventions to their patients who smoke.



Patients of these healthcare professionals are directly benefited from the gained knowledge of the healthcare professionals on the topic of smoking cessation and more specifically from behavioural counselling technics and the pharmacotherapy availability.

Joint Action on Tobacco Control (JATC)

The Joint Action on Tobacco Control (JATC) was launched in October 2017 as a collaborative action between the European Commission and the EU Member States, built on evidence-based tobacco control policies. The overarching aim of this project is to support the implementation of the Tobacco Products Directive (TPD) throughout the 28 EU MS at a national, regional and European level, in order to improve Public Health protection in the EU.

The second year of intense and systematic collaborations among the 30 participants of the JATC resulted in significant deliverables and valuable outcome for future EU tobacco control.

The 2nd JATC Interim Meeting took place on February 4-5th 2020 in Brussels, joined by the members of the Ingredients



Subgroup of the Expert Group in Tobacco Control. More than 70 European partners participating in the EU funded project, Joint Action on Tobacco Control, met in person for the third time after the project kick-off in October 2017.

This was one of the key annual events of the project, during which all partners had the opportunity to discuss the JATC progress so far and give their valuable input on the reports presented by Work Package leaders. Among others, partners discussed the EU-CEG platform data and improvement options for data sharing.

Partners agreed that outcomes of the JATC will be of great importance for further tobacco control actions and for the enhancement of European and international public health, in general.



All JATC participants declared full commitment towards the success of the joint action. The final results will be presented during the closing JATC Conference in October 2020.



One of the most important achievements of JATC, so far, has been the creation of a Data Sharing Agreement. In that way, the JATC provided the framework for sharing data submitted through the EU CEG, according to which “Member States shall store the information electronically and shall ensure that the Commission and other Member States have access to that information for the purposes of applying this Directive”.

The importance of the JATC and key deliverables were presented at the EU Health Programme high-level conference, held on September 30th 2019. The event was hosted by Mr. Vytenis Andriukaitis, European Commissioner for Health and Food Safety, and was organized by the Consumers, Health, Agriculture and Food Executive Agency (CHAFEA), with the support of the European Commission Directorate-General for Health and Food Safety (DG SANTE).

The target audience were beneficiaries of health programmes, policymakers,

researchers, health professionals, representatives of intergovernmental organizations and civil society organizations.

The Joint Action Tobacco Control team participated in the conference with an oral presentation and stand exhibition. A poster prepared on behalf of the JATC consortium was also presented on this occasion. This was an excellent opportunity for sharing information about JATC importance and project outcomes among various target audience such as policymakers, representatives of governmental and civil society organizations, as well as among experts and researchers.

Information about JATC, including a brief interview from Prof. Panagiotis Behrakis, the project coordinator, was included in the brochure about EU funded success stories.

More details about JATC were also disseminated to participants of the

European Conference on Tobacco or Health - ECTOH, held in Berlin, Germany, during February 19-22 2020. Representatives of the JATC consortium

provided all additional information to interested representatives of tobacco control and public health community present at this conference



6. ENSP Partners

ENSP's Strategic Partners



European Cancer
Patient Coalition



Unfairtobacco
Representative:
Sonja von Eichborn



Women Against Lung Cancer Europe
Representatives:
Stefania Vallone



7. Governance

ENSP is a strong network of highly qualified advocates. However, its internal resources are limited whereas tobacco control is vast. ENSP is a platform answering needs of members and public health stakeholders. These needs are influenced by political agendas and tobacco industry tactics to undermine our efforts. Thus, ENSP's strategies and priorities constantly have to adapt. To answer the increased level of needs and requests, ENSP itself also has to adapt and develop.

In 2020, ENSP continued to organise frequent communication with its members, leverage technology to connect members enabling them to learn from each other more efficiently than today, organise two General Assemblies of full and associated members, while maintaining close communication with the ENSP board.

The first ENSP General Assembly was organised online, using e-mail voting procedure, in April 2020 in order to fulfil the Association legal obligations in relationship with the Belgian law (the annual accounts of the year to be approved by the General Assembly and published in the Belgian Official Gazette by 30th June the following year). The GA Members were asked to vote / approve:

→ The report of the auditor concerning the ENSP annual accounts 2019 (included in this very report) which show a 25k positive result.

→ The ENSP Secretariat Management report on the annual accounts 2019.

→ The proposed budget for year 2020 and corresponding explanatory notes. The participation rate at the first ENSP General Assembly was 75,36 % (52 votes out of a total of 69 possible votes).

The second ENSP General Assembly, which normally takes place during the Conference as a closed meeting only for ENSP full members' representatives, had to be held online (via email) from 22/10/20 to 22/11/20.

Agenda topics for the General Assembly included 2 main points: Board elections and changes to the ENSP Statutes. The participation rate at the second General Assembly was 78,26 % (54 votes out of a total of 69 possible votes).

Effort has been made to further expand the ENSP network in the EU, acceding and neighbouring countries. In the end, the discussions about **new membership were successful with organisations from Austria, Portugal and Czech Republic.**

7.1. ENSP Board



President

Francisco Rodriguez Lozano



Treasurer

Niels Them Kjær



Board Member

Uliana Bakh



Board Member

Florin Mihaltan



Board Member

Loïc Josseran



Board Member

Patrick Doorley



Board Member

Krzysztof Przewozniak

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 taking into account members' input.

In a context of great uncertainty (at the time), combined with a strong sense of adaptability and combativity, the ENSP Board met 4 times via teleconference

(31/03, 23/06, 06/10, 30/11), the meetings having coordination goal to keep the Board members informed about the progress on implementation of the 2020 activities and consult the Board on major strategic and financial decisions. The last Board meeting of the year also addressed the matter of assigning a new Treasurer since the Board composition changed after the elections conducted by the GA members.

The Board is also consulted on an ongoing basis by the Secretariat for advice on how to proceed with ad hoc issues and challenges.

7.2. ENSP Secretariat



Secretary General
Cornel Radu-Loghin



Financial Manager
Francis Grogna



Project Officer
Polina Starchenko



Communication Officer
Karina Mocanu

The main role of the ENSP Secretariat is to act on the strategic priorities established by the ENSP Board and General Assembly and 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 tobacco control developments in Brussels and throughout Europe.

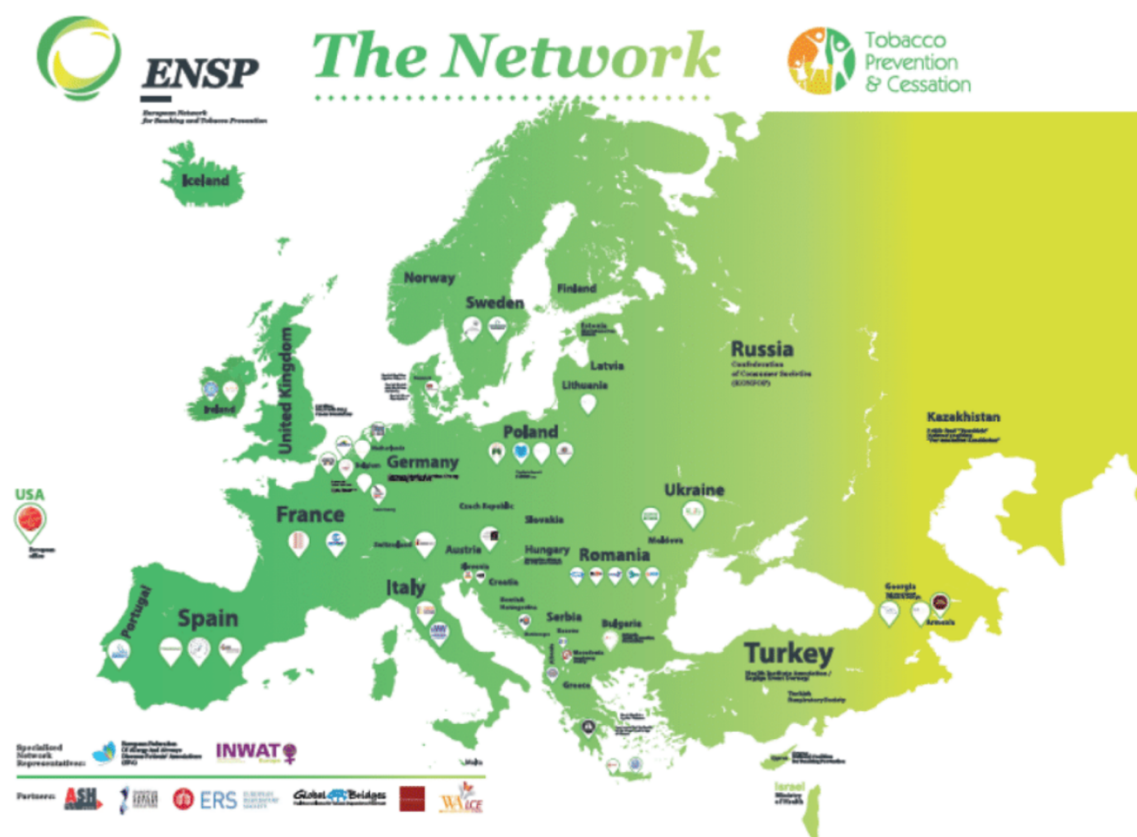
The Secretariat is the central contact point for all members' needs and requests and is in a position to react to individual actions, thus creating increased visibility for ENSP's

members both individually and as a collective.

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. The ENSP Secretariat maintains relations with the European institutions and acts as an intermediary with the institutions on behalf of its members, thus helping members keep their finger on the pulse of European developments and raising members' profiles in the European arena.

ENSP thus helps build capacity among tobacco control advocates and health professionals ensuring that civil society representatives are adequately briefed and updated.

7.3. ENSP membership



In accordance with the revised statutes voted by the General Assembly in October 2011, membership of ENSP comprises Full Members (national coalitions, specialised organisations or individual organisations) and Associated Members (individual

organisations or natural persons), both governmental bodies and non-governmental organisations. In 2020 the ENSP network included the following member organisations and individuals

European (1)	Germany (1)	Poland (5)
Albania (1)	Greece (5)	Portugal (1)
Armenia (4)	Hungary (1)	Romania (8)
Austria (1)	Ireland (2)	Russia (3)
Belgium (7)	Israel (1)	Serbia (1)
Bosnia and Herzegovina (1)	Italy (3)	Slovenia (2)
Bulgaria (2)	Kazakhstan (1)	Spain (6)
Cyprus (1)	Kosovo (1)	Sweden (2)
Denmark (4)	Lithuania (1)	Switzerland (1 full)
Estonia (1)	Luxembourg (1)	Turkey (2)
France (4)	Malta ()	Ukraine (4)
North Macedonia (1)	Moldova (1 individual)	United Kingdom (1)
Georgia (1)	Netherlands (1)	USA (2)

7.4. Scientific Committee

ENSP also counts on the scientific composed of eight reputable experts in Tobacco Control in EU, the group has the important responsibility to support ENSP Executive Board to make decisions, gather evidence for the scientific arguments, and have an ad-hoc involvement in the ENSP work. Without prejudice or bias, it has been invited to address questions on various

topics, including plain packaging, taxation on tobacco products and novel tobacco products. It provides guidance on potential position for the organization, with sound and consistent advice in its areas of competence and contributed to relevant matters in close cooperation with other European agencies.

8. Accounts

OPERATING CHARGES	Y2020
Services and goods	183.388
<i>Core business, running costs, consultancies, projects, ...</i>	
Remunerations (incl. social charges)	264.314
Equipment depreciation	2.325
Financial charges	1.246
Other	
TOTAL EXPENDITURE	451.272

OPERATING INCOME	Y2020
Membership fees	25.647
EU Operating grant	318.663
EU Tob-G	-1.246
Other grants (events & external)	93.199
JATC	11.736
EPACTT Kazakhstan	4.200
PACA	3.300
Interest accrued	1.330
TOTAL INCOME	456.828

ASSETS	Y2020
Fixed Assets	4.555
Equipment Amortisation	4.307
Paid provisions (rental, etc)	249
Floating Assets	532.188
Amounts expected after 31/12	36.881
Term bank accounts	0
Cash at bank and in hand	441.868
Regularisation	53.439
<i>Invoices received this year for next year activities</i>	15.312
<i>Fundings to be invoiced/received next year for this year activities</i>	38.127
TOTAL ASSETS	536.743

LIABILITIES	Y2020
Own Capital	8.180
Assets - Debts	8.180
Provisions for risks & charges	30.327
<i>Financial reports</i>	30.327
Debts	498.236
Debts > 1 year	0
Debts < 1 year	69.691
<i>Invoices to pay to / to receive from suppliers next year</i>	24.101
<i>Fiscal charges to pay next year</i>	45.590
<i>Other</i>	0
Regularisation	428.544
<i>Fundings received this year for next year activities</i>	428.544
TOTAL LIABILITIES	536.743