

Policy brief Tobacco-free Slovenia - when?

Slovene experience

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SLOVENIJA BREZ TOBAKA
KDAJ?

Uvedbo različnih
ukrepov nadzora nad
tobakom podpira večina
polnoletnih prebivalcev
Slovenije.

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Razširjenost in škodljive posledice kajenja tobaka lahko pomembno zmanjšamo s celovito kombinacijo poznanih in dokazano učinkovitih ukrepov ter popolnih (ne delnih) prepovedi.

Prevalence of smoking among adults 18+ in Slovenia remains around 25 %

- **2000: 25,8 %**
- **2001: 25,3 %**

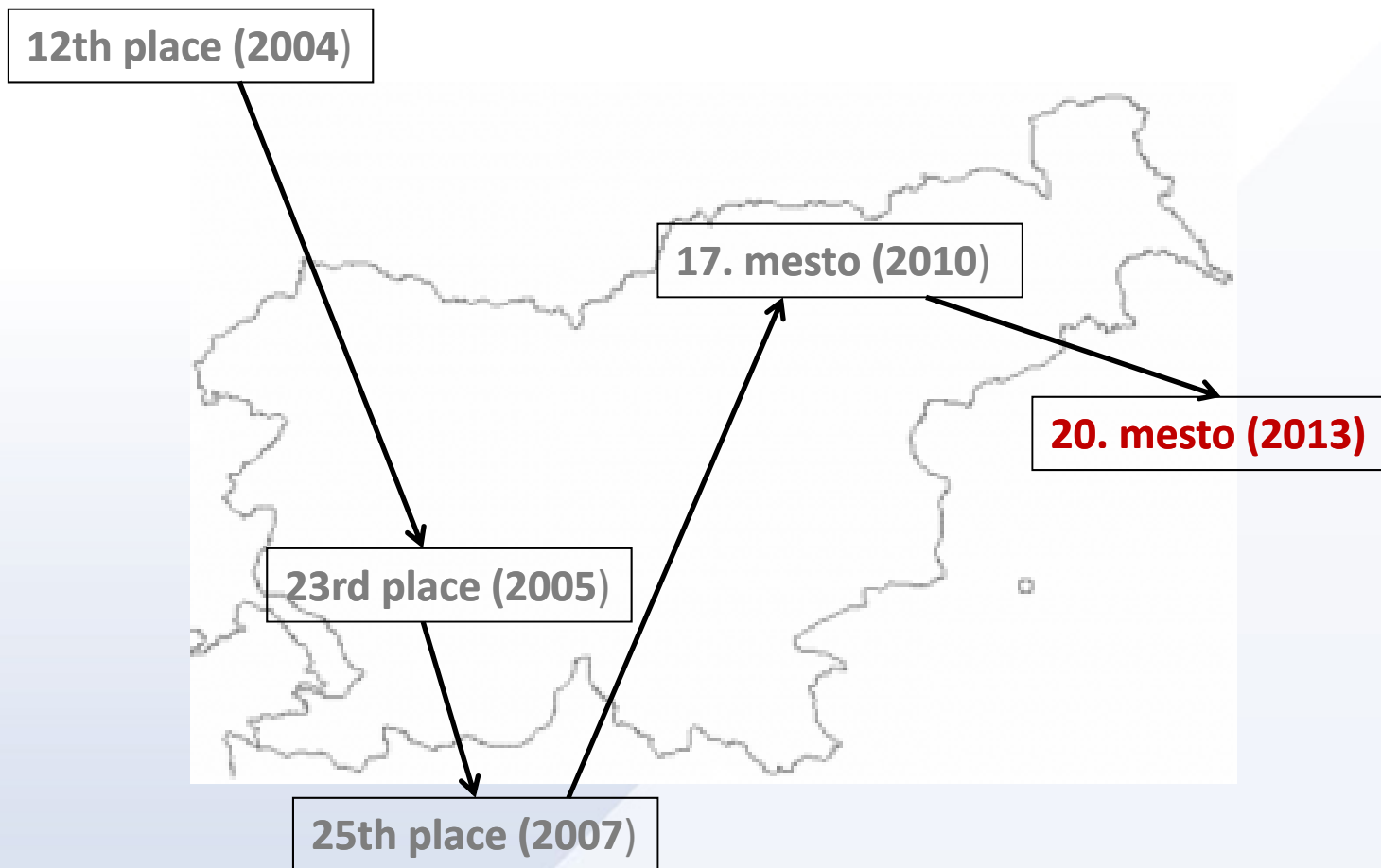
- **2007: 25,4 %**

- **2014: 24,7 %**



Every **FOURTH** adult inhabitant in Slovenia smokes.

In the field of tobacco control Slovenia lagged behind other EU and other European countries



Restriction of the Use of Tobacco Products Act

- **1996: one of the most progressive acts in Europe (max content of tar, nicotine, CO; health warnings; advertising restrictions; ban on sale to < 15 and from vending machines; separate spaces for smokers and nonsmokers etc.)**
- **2002, 2003: stronger restrictions on advertising, ban on distribution of free tobacco products in public places, etc**
- **2007: ban on smoking in all enclosed public and working places**


...but no other effective measures were introduced, no clear plan in place to change the law.

New tobacco EU directive was announced

Slovenia negotiated for a strong EU directive

- Timeline of new directive
- Public consultation: 2010; report in 2011
- Proposal of the new directive: end of 2012
- The new directive entered into force: May 2014
- Deadline for countries transposition: May 2016

Alignment of Slovene Act with upcoming new EU directive was seen as an **opportunity** to introduce other important measures not only those included in the new directive



**It was important to prepare
a proposal of effective measures
to decrease prevalence of smoking and
its consequences
based on evidence**



**One of the main activities of NIPH is preparation a scientific
background for health-friendly policies, programmes and
measures for disease prevention.**

2013 publication: Legislative measures for further decrease in prevalence of smoking in Slovenia – scientific background and recommendations

The main objectives of this publication was to:

- give evidence based proposal of effective and necessary measures for Slovenia;
- give evidence based arguments pro measures;
- help at the time of negotiations for the new directive (Slovene positions);
- be the basis of further “simpler“ publications for different target groups (policy and decision makers).

2013 publication

- Situation on smoking in Slovenia **PROBLEM!**

- Tobacco taxes and prices

- Marketing of tobacco on points of sale

- Additives in tobacco products that increase attractiveness of tobacco products and smoking

- Accessibility of tobacco products to youth and in general

- Packaging of tobacco products (health warnings, plain packaging)

- **PROPOSAL OF ALL EFFECTIVE MEASURES**

2013 publication

Each chapter included (simplified):

- **General information about the issue**
- **Evidence review of impact on smoking behaviour (with/without measure), country cases**
- **Arguments of opponents against measure**
- **Documents/recommendations of WHO and other rel. bodies, documents and legislation in EU, legislation in different countries**
- **Current situation in Slovenia**
- **Proposal of measures for Slovenia, cost of measures**

2013 publication

- **An extensive publication (almost 300 pages) with a large number of references**
- **Publication was not widely available**

2013 publication and evidence

- Large number of references (to read, assess....)
- Mix of evidence - evidence of different quality, designs, real-life evidence...
 - for so many different topics in the area of tobacco control...criteria?
- Many new studies published all the time - be up to date
- Lack of evidence with newer measures or certain topics
 - wait until they prove efficient? larger evidence base?
 - opponents use this as our weakness and give their evidence

2013 publication and evidence

- Independent, unbiased evidence (identify?), reliable sources
 - less resources for illegal tobacco trade – a lot from industry – what do you rely on?
- Lack of local evidence, research
- Unpublished evidence? In local languages...
- Country examples of measures impact are very important
- Review articles, publications vs. original studies (time?)
- Unfamiliar topics

2013 publication obstacles

- **Time-pressure**
- **One author**
- **Some misunderstanding of time necessary to finish such a publication**
- **Some misunderstanding of importance of thorough preparation of such publication (importance of strong local advocates / strong opponents of new measures)**

The policy brief challenge

- How to translate this huge publication (and update it with new evidence) in policy makers, decision makers language
- How to persuade them that problem exists, them that some other countries are doing great and we are lagging far behind, that effective solutions exist and that proposed measures are necessary?

The policy brief challenge

- How to translate scientific language to policy decision makers' language?
- What is important (their objectives, needs and attitudes) for other relevant sectors?
- Which evidence/arguments are most important to different sectors?
- Country cases – important / difference

The policy brief challenge

- Problem
- Solutions
- How are other countries doing with these solutions
- Solutions for Slovenia
- More on specific measures (not in the new EU directive)

- Altogether 52 pages
- Graphic images and displays (infographics)

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