

# Effective science communication for public health: The Tobacco Atlas Germany 2015

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In Germany, the implementation of FCTC lags behind. To counter the intense lobbying by the tobacco industry, political decision makers, public health advocates as well as journalists urgently need sound, but easily understandable scientific information to back new policies for tobacco control. Multifaceted scientific information has been gathered in a single publication in a straightforward, clear and illustrative way.

The Tobacco Atlas Germany 2015 sums up recent data on tobacco consumption, its health effects, its death toll as well as its costs for the society. Based on data relying on national polls, the number of tobacco-attributable deaths has been calculated for Germany. An

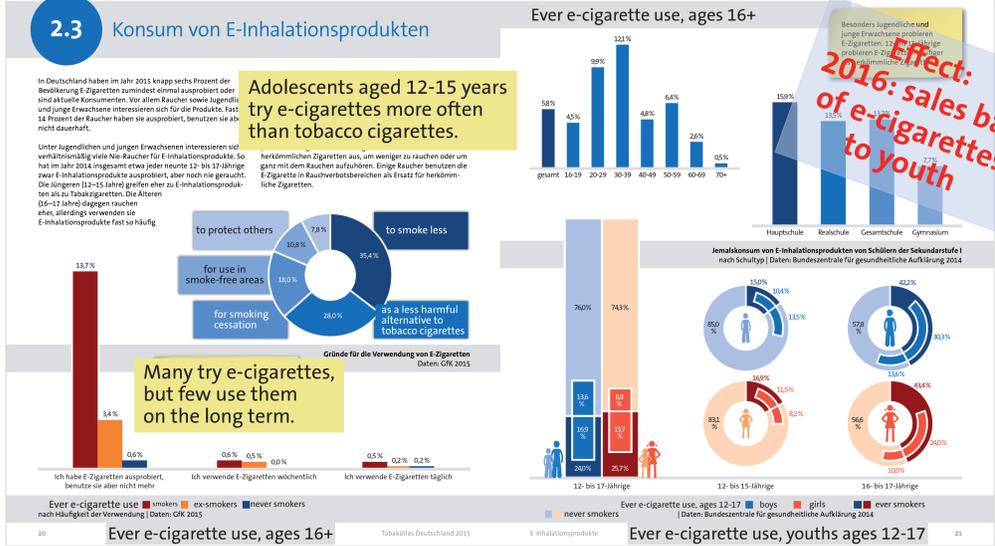
entire chapter is dedicated to electronic nicotine delivery devices, one to waterpipes and another chapter to the tobacco industry. The atlas describes tobacco control efforts and pitfalls in Germany and compares German tobacco control to tobacco control in other European countries.

Due to its comprehensive, but highly illustrative and comprehensible information, the Tobacco Atlas Germany 2015 is highly appreciated by policy makers, public health advocates, and journalists. In 2016, it was a useful support for policy makers for the implementation of the European tobacco directive.



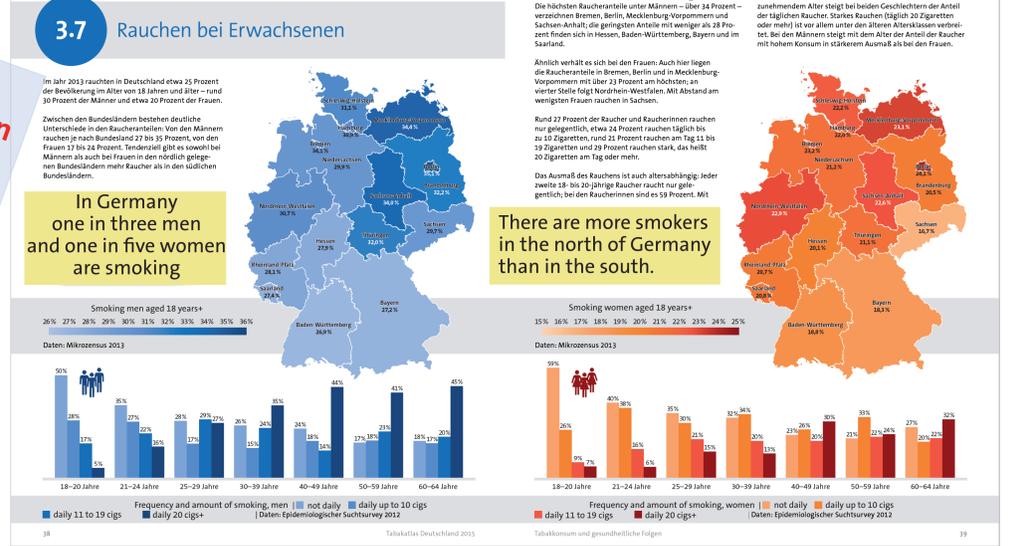
## E-cigarette use

- reasons for e-cigarette use - prevalence of e-cigarette use  
 - frequency of e-cigarette use - e-cigarette use among youth



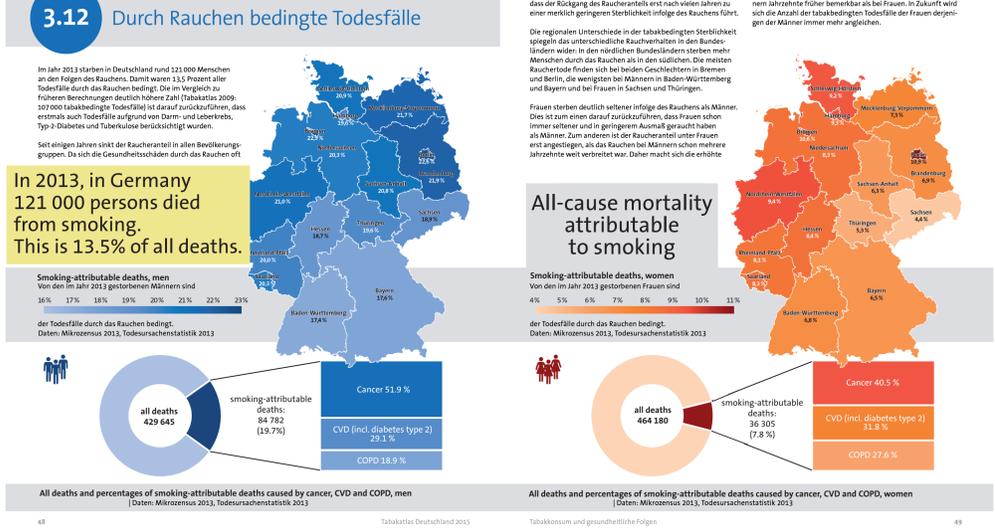
## Adult smoking prevalences

Calculation of smoking prevalences for Germany and each region:  
 - 25% of adults, 30% of men, 20% of women  
 - more smokers in the north and the east of Germany



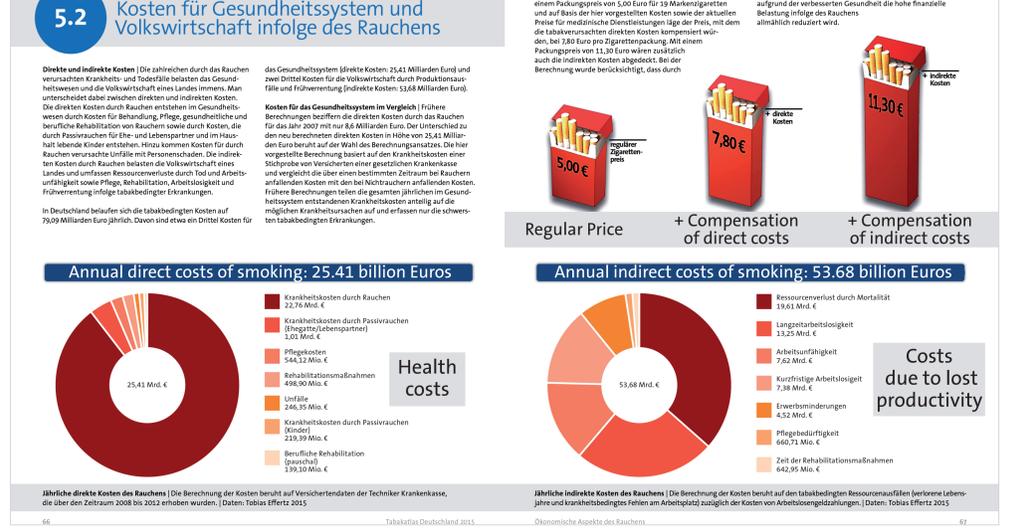
## Smoking-attributable deaths

Calculation of all-cause mortality, lung cancer mortality and cardiovascular mortality for Germany and each region



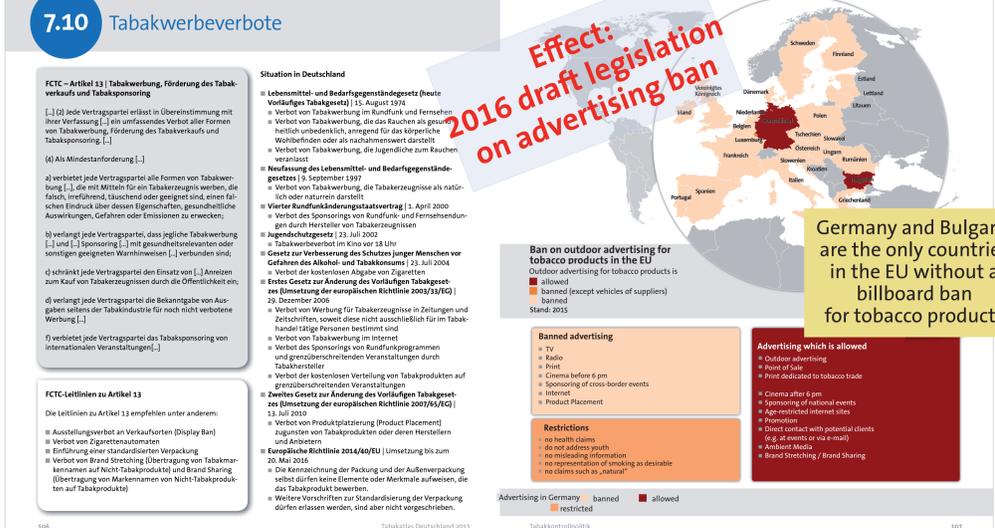
## Costs of smoking

- direct and indirect costs for the society  
 - price of a cigarette pack necessary to compensate the costs of smoking



## Tobacco control in Germany - advertising ban

- corresponding FCTC article - description of the German laws  
 - comparison with the European Union



## Tobacco Control in the European Union - time lines

- tobacco control policies implemented between 2005 and 2014  
 - changes of smoking prevalences between 2005 and 2014

