

# A Smoke-Free Generation in the Netherlands: a relevant example for Germany?

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*20. Deutsche Konferenz für Tabakkontrolle*

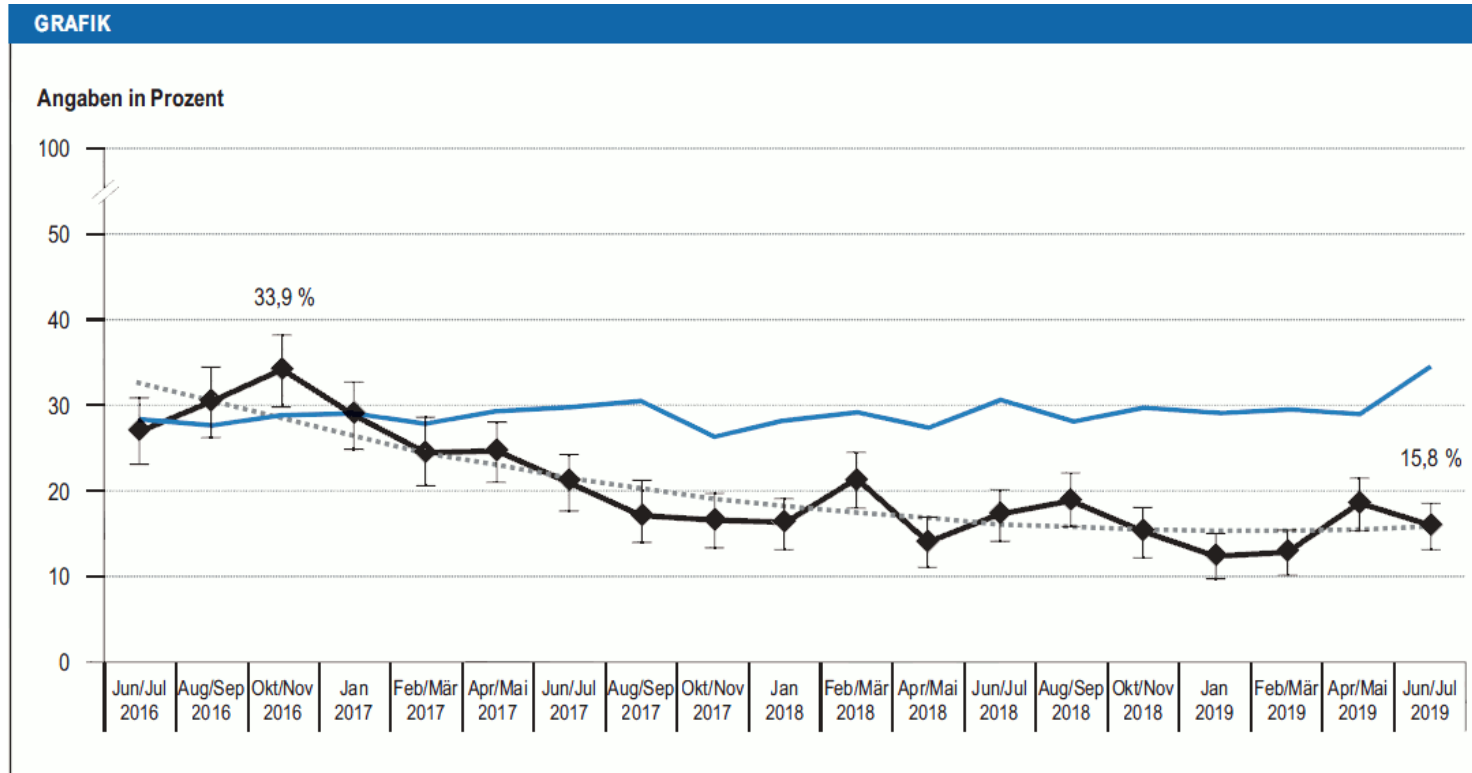
*Heidelberg, December 7, 2022*



# Conflict of interest

I have no connections with pharmaceutical, e-cigarette or tobacco companies to declare.

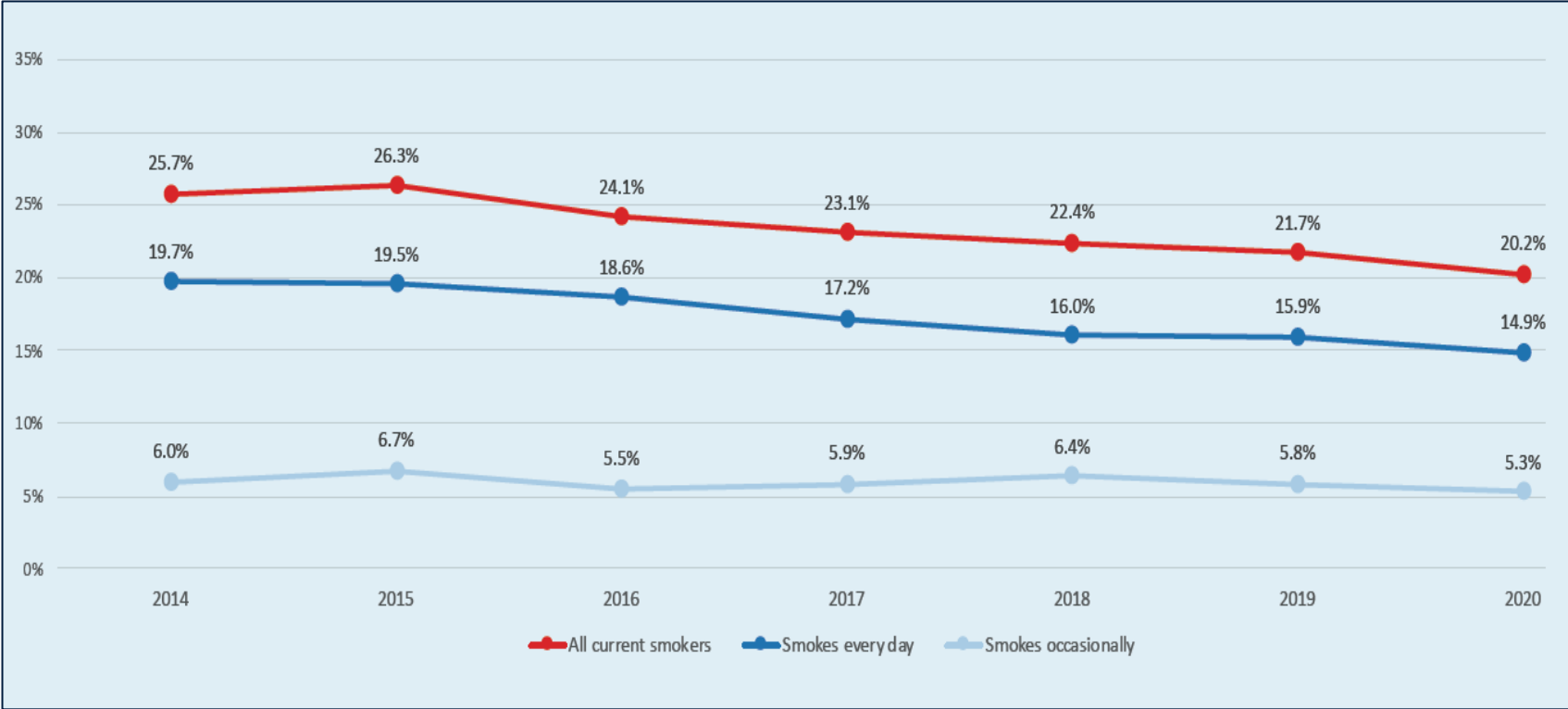
# Smoking in Germany



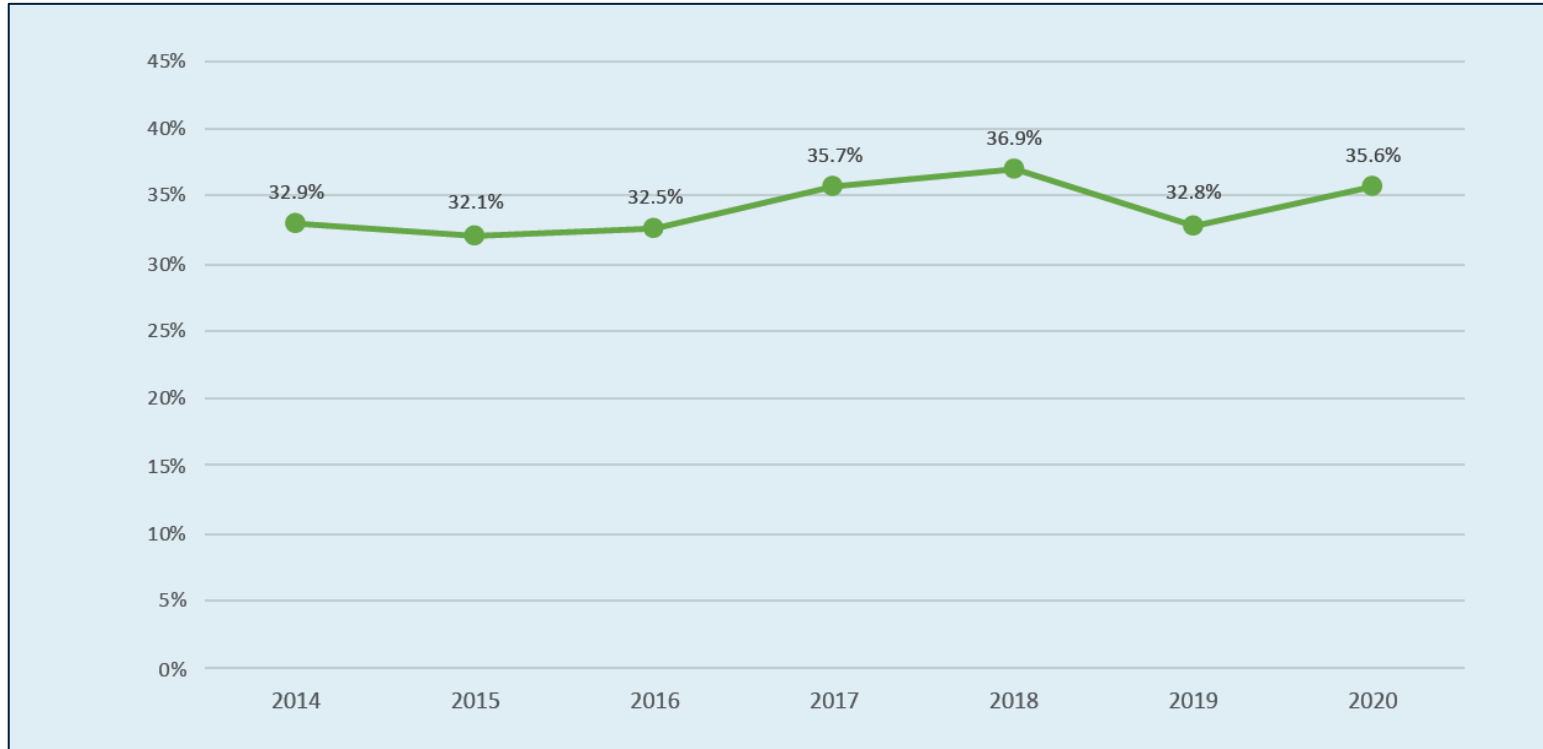
Kotz, Daniel; Batra, Anil; Kastaun, Sabrina  
**Rauchstoppsversuche und genutzte Entwöhnungsmethoden**  
 Dtsch Arztebl Int 2020; 117(1-2): 7-13;  
 DOI: 10.3238/arztebl.2020.0007

**Zeitlicher Verlauf der relativen gewichteten Häufigkeit von Rauchern und neuen Ex-Rauchern**, die in den vorangegangenen 12 Monaten mindestens einen Rauchstoppsversuch unternommen haben (schwarze Linie). Stichprobengröße  $n_g = 10\ 198$  (gewichtet; ungewichtet  $n = 10\ 915$ ). Gestrichelte graue Linie = Trendlinie der Versuchsdaten (polynomiale Funktion,  $R^2 = 0,79$ ), blaue Linie = Anteil der Raucher in der Gesamtbevölkerung ( $n_g = 37\ 694$ ).

# Smoking in the Netherlands (adults)



# Quit attempts per year (%)



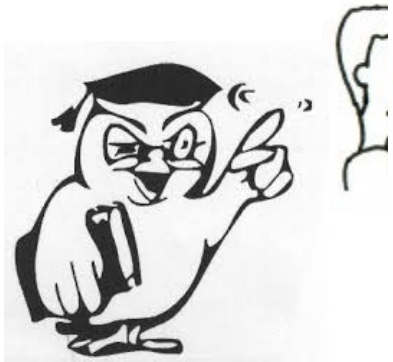
# Historical factors influencing policy making in the Netherlands

- Dominance of centre-right cabinets
- Liberals and Christian-Democrats prefer self-regulation
- Corporatism (civil society must be involved in policy making)
- Economy considered more important than health
- Preference for consensus seeking



# 10 years ago - A polarized society

Tobacco control supporters



Health argumentation



Tobacco control opponents



Freedom of choice

# Turning the tide

- November 2013: foundation of **Dutch Alliance for a Smokefree Society**





# Roadmap towards a Smokefree Netherlands



1. Focus on feasible and effective measures (based on FCTC)
2. Create societal and political support for a smokefree Netherlands

# Communication frame: a Smokefree Generation

- Protect youth against tobacco
- Child frame works as a positive ‘umbrella’ for all activities, including policy measures
- Everybody wants to contribute



# Smokefree Generation 'movement'



- Network of >300 organisations
- World No Tobacco Day 2019 Award



# 2017: ambition of Smoke-free generation was written the coalition agreement of the new government



Paul Blokhuis,  
State-Secretary for Health

# National Prevention Agreement:

“The Dutch Cabinet, in conjunction with civil-society organisations, health funds, the [health] care sector, health insurers, municipalities, sports associations, top sectors and businesses, has agreed a package of measures and actions designed to ensure a smoke-free generation by 2040. This means that, by that time, no more children will be smoking, and that no children will ever smoke again.”

# National Prevention Agreement (November 2018)



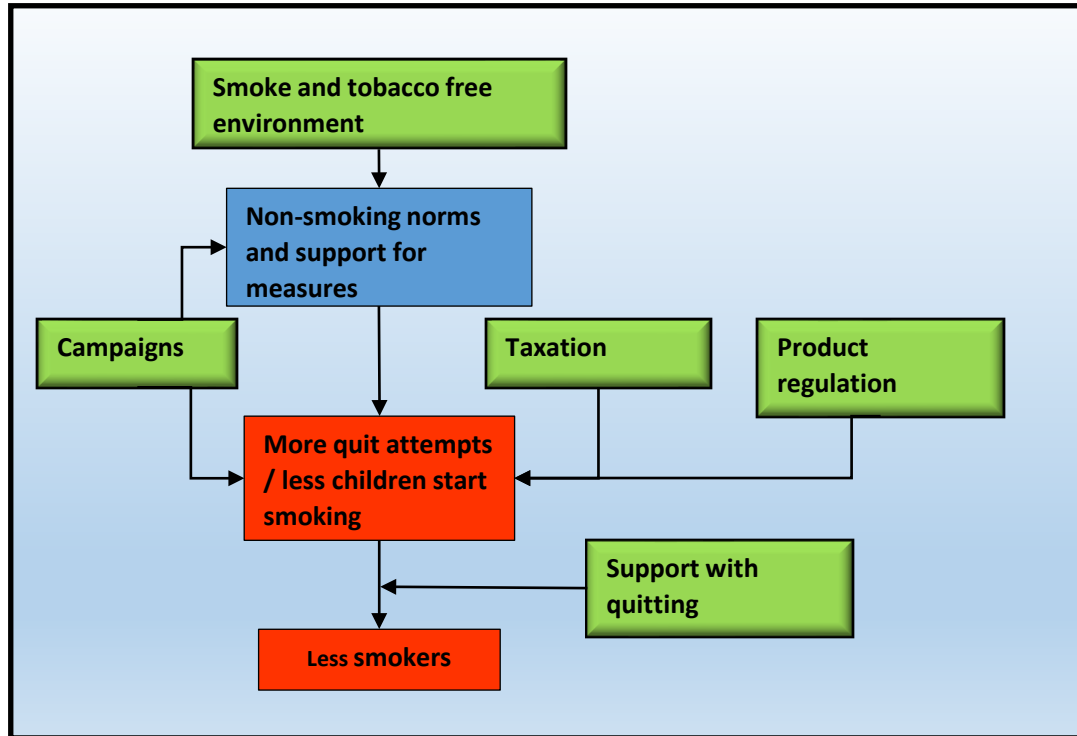
- Tobacco, Alcohol, Obesitas
- Goal 2040: 5% smokers, 0% smoking children and 0% pregnant women who smoke
- Process: 'round thematic tables' with independent chairs
- 'Poldering': seeking consensus about common goals, commitment, collaboration and shared responsibility
- Article 5.3 FCTC: no industry at the Tobacco Table

# Societal organisations contributing to the National Prevention Agreement (self-regulation)

- All 400 Children animal farms smokefree in 2020
- 75% of children playing grounds smoke free in 2020, 100% in 2025
- All 12,000 children daycare smokefree in 2020
- 2,500 sport clubs smoke-free in 2020
- At least 16 of 20 biggest institutional investors: no investments in tobacco industry
- At least 10 of top 100 companies smokefree in 2020
- All centers for addiction treatment smokefree in 2020
- Government office buildings smokefree in 2021
- All mental health institutes and general hospitals smokefree in 2025



# A comprehensive approach to reach a smoke free society: policy measures are crucial



# Juli 2019: 150 doctors sound the alarm

“Support the National Prevention Agreement:  
number of points of sale down, taxation up!”



# The National Prevention Agreement

- Signed by >70 societal organizations and the Government
- Self-regulation (e.g., smokefree sports clubs, hospitals, children's playgrounds)
- Package of concrete policy measures:
  - Smoking ban on school premises
  - Tax increases
  - Plain packaging
  - Budget for smoking cessation media campaigns
  - Smoking cessation reimbursed
  - Point of sale display ban
  - Reducing number of tobacco points of sale



# Tobacco Control measures in 2020

## January

- Smoking bans for playing grounds, children animal farms, children daycare.
- Deductible excess in basic health insurance coverage no longer applied to smoking cessation support

## April

- Mass media quit smoking campaign
- Tax increase (+ €1)
- Full smoking ban in bars and restaurants (end of smoking rooms)

## May

- Ban on menthol

## July

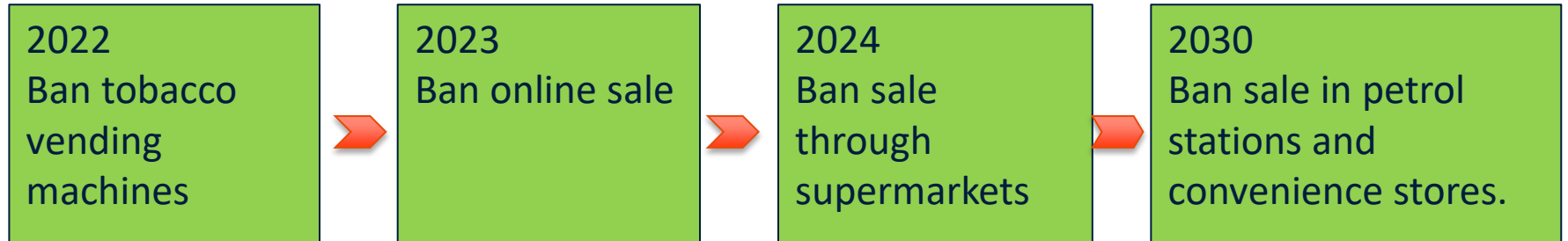
- Plain packaging
- Display ban supermarkets
- E-cigarettes part of smoking bans

## September

- Smoking ban on all school premises

# Government letter to Parliament 19 Nov 2020:

- “To protect youth from starting to smoke, the Government decided that it wants to restrict the sale of tobacco products to venues that are not frequented by children”
- “The number of tobacco selling points will be phased out gradually”



2032: sale only allowed in tobacco speciality shops

# Dutch Parliament supports ban on tobacco sale in supermarkets and petrol stations

News analysis

## Worldwide news and comment

### NETHERLANDS: MOVE TO PHASE OUT TOBACCO SALES IN SUPERMARKETS AND PETROL STATIONS

On 3 March 2020, a majority in the Dutch parliament voted to end the sale of tobacco in supermarkets and petrol stations. All political parties, apart from the three liberal right-wing parties, supported a motion that called on the government to ask supermarkets and petrol stations to voluntarily stop selling tobacco products. Should they fail to acquiesce before 2022, they will be legally required to do so.

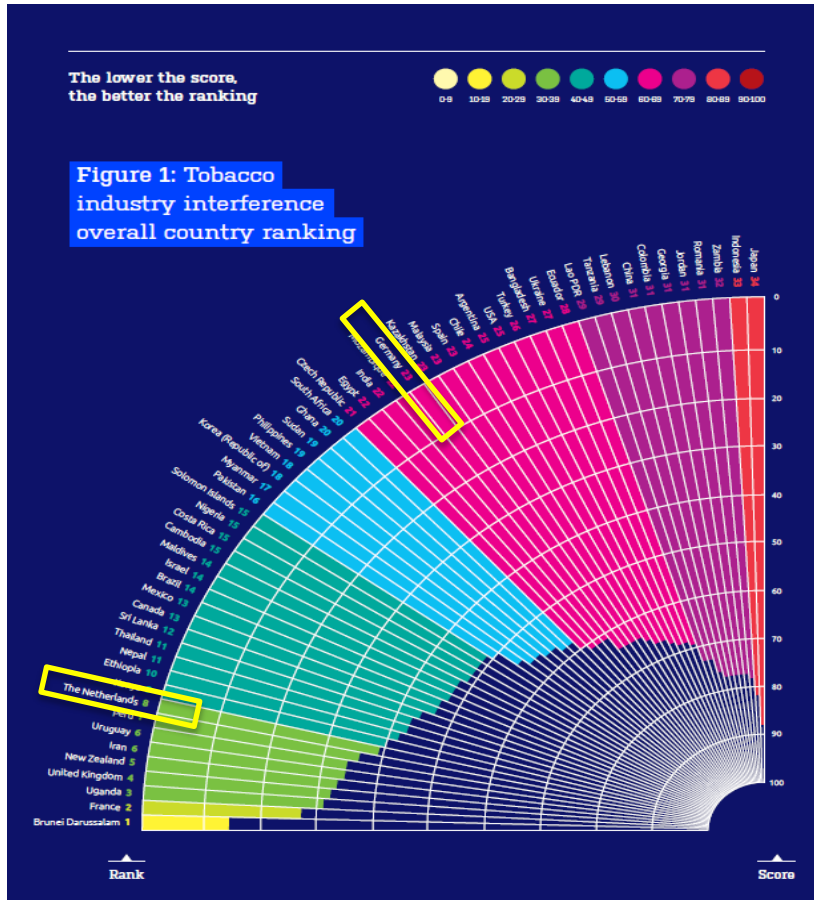
Reducing the number of tobacco sales points is one of the main changes that



A spoof of a supermarket commercial SRPJ commissioned in 2013 as part of a campaign called 'smoke alarm'. Image source: <https://www.youtube.com/watch?v=F1zGBsBb4kw>.

an important reason to limit tobacco sales... this change of climate... the State Secre

# Good implementation of Article 5.3 FCTC



Source: Assunta, M (2020). Global Tobacco Industry Interference Index. Bangkok: Global Center for Good Governance in Tobacco Control (GGTC)



Joossens et al. The Tobacco Control Scale 2021 in Europe.  
Brussels: Smoke Free Partnership, Catalan Institute of Oncology; 2022.  
Available from: <http://www.tobaccocontrolscale.org/TCS2021>



RANKING 2021 (2019)	COUNTRY	Price (30)	Smoke free places bans (22)	Budget (10)	Ad bans (13)	Health warning (10)	Treat- ment (10)	Illicit trade (3)	Art 5.3 (2)	Total (100)
1 (3)	▲ Ireland	27	22	1	13	9	8	1	1	82
1 (1)	- UK	27	22	-	12	9	9	2	1	82
3 (2)	▼ France	21	18	3	11	9	6	2	1	71
4 (14)	▲ Netherlands	15	21	3	10	9	6	2	1	67
5 (8)	▲ Hungary	16	21	0	11	9	6	2	1	65
6 (5)	▼ Norway	20	17	1	13	8	3	1	0	63
7 (6)	▼ Finland	17	18	2	13	5	6	1	0	62
8 (4)	▼ Iceland	15	17	8	13	4	4	0	0	61
8 (12)	▲ Romania	18	21	0	8	5	8	1	0	61
10 (10)	- Belgium	14	16	1	10	9	7	2	0	59
11 (10)	▼ Spain	12	21	1	9	5	8	2	0	58
11 (17)	▲ Turkey	15	16	0	8	10	7	2	0	58
13 (29)	▲ Denmark	13	11	-	13	9	8	1	1	56
14 (7)	▼ Israel	16	15	0	10	6	8	0	0	55
14 (13)	▼ Greece	13	22	-	7	5	6	2	0	55
14 (17)	▲ Malta	16	16	0	11	5	5	2	-	55
17 (8)	▼ Slovenia	9	16	-	13	9	6	1	0	54
18 (15)	▼ Italy	13	18	0	9	5	6	1	0	52
18 (29)	▲ Russian Fed.	9	19	0	13	4	6	1	-	52
18 (29)	▲ Lithuania	14	15	1	10	5	5	2	0	52
21 (23)	▲ Czechia	13	15	0	8	5	6	2	0	49
21 (23)	▲ Estonia	13	15	-	11	5	3	2	0	49
21 (23)	▲ Poland	14	11	0	11	5	7	1	0	49
21 (15)	▼ Sweden	11	15	0	9	5	7	2	0	49
21 (17)	▼ Croatia	14	11	0	12	5	5	2	-	49
26 (23)	▼ Latvia	12	13	-	11	5	5	2	0	48
26 (20)	▼ Austria	11	18	0	7	5	5	2	0	48
28 (27)	▼ Cyprus	12	12	0	11	5	5	2	-	47
28 (34)	▲ Lux.	9	16	0	9	5	6	2	0	47
30 (20)	▼ Portugal	14	11	-	10	5	4	2	0	46
30 (32)	▲ Slovakia	11	13	-	9	5	6	2	0	46
30 (20)	▼ Ukraine	12	15	-	11	4	4	0	0	46
33 (27)	▼ Bulgaria	13	11	-	9	5	5	1	0	44
34 (36)	▲ Germany	14	11	0	6	5	5	2	0	43
36 (35)	▼ Switzerl. (-1)	12	11	1	2	5	5	0	0	35
37 (new)	Bosnia & Herzegovina	14	4	0	5	0	2	0	0	25

# Comments on individual country scores

4. Netherlands (14 ▲ 10)

The Netherlands planned to be the first EU country to host the Conference of the Parties (COP) of the WHO FCTC and the 2<sup>nd</sup> Meeting of the Parties (MOP) of the Illicit Trade Protocol in November 2020, but Covid-19 made this impossible. An impressive list of measures, such as plain packaging, a display ban, tax increases, ratification of the WHO FCTC Illicit Trade Protocol, the ban on smoking rooms at the workplace and bars and restaurants, has been implemented over the last two years.

34. Germany (36 ▲ 2)

Finally, there is some progress in Germany. Cigarette advertising on billboards was banned in 2022, but advertising for heated tobacco is still allowed until 1 January 2023. Overall the Tobacco Control Scale score for Germany remains very low.

# New policy intentions per December 2nd, 2022!!

- Further tax increases until pack of cigarettes costs €10 (+€1,22 in 2022 and in 2023)
- Registration system for the sale of tobacco (2024)
- Generic packaging for e-cigarettes and sigars/cigarillos
- Sale of e-cigarettes restricted to speciality shops (2025)
- Ban on smoking in childrens' playing and sporting grounds
- Ban on toxic and addictive additives in tobacco and e-sigs
- Ban on all accessoires that give flavour to tobacco products
- Research on setting age limit for sale to 21 years and best way to further increase tobacco tax

# To summarise:

- Netherlands moved to the forefront of tobacco control in Europe
- Civil Society paved the way with the Smoke-free Generation movement.
- Protecting children is a very successful 'communication frame'
- National Prevention Agreement commits government to reach a smoke-free Netherlands by 2040
- Tobacco industry not allowed to sit at the table was another key factor
- Process may slow down with new governments. Continued vigilance is needed!
- **Danke fürs zuhören!**