

EUROPEAN NEWS BULLETIN 237: 9-15 May 2008

Produced by the European Network for Smoking Prevention (ENSP)

*** National Tobacco Control News ***

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*** National Tobacco Control News ***

FRANCE: Decision on pictorial warnings to be announced on 31 May 2008

All packets of cigarettes sold in France may soon feature pictorial warnings. This measure was recommended in a report submitted to the *Institut national du cancer* (Inca) on 28 April 2008. According to the report's author Karine Gallopel-Morvan, who is a researcher in social marketing at Rennes University, shocking photographs improve smokers' awareness about the harm caused by tobacco. Minister of Health Roselyne Bachelot is examining the report and is due to announce a decision on a series of new measures on 31 May 2008 (World No Tobacco Day). The public health authorities are seeking to step up action to reduce smoking prevalence in France, where 25% of French people aged between 12 and 75 are regular smokers and 5% are occasional smokers.

Source: Le Figaro, 9 May 2008

<http://www.lefigaro.fr/sciences/2008/05/08/01008-20080508ARTFIG00009-bientot-des-images-chocs-sur-les-paquets-de-cigarettes-.php>

GREECE: Smoking ban in public places set to be implemented

According to an announcement by the Ministry of Health on Wednesday 7 May 2008, a smoking ban in public places is to be implemented in Greece, after previous partial-bans were ignored in what is one of Europe's heaviest smoking nations. Two previous laws, forcing businesses, bars and restaurants to limit smoking to designated areas, have been widely flouted. The new total ban, which will also include a provision to raise the tobacco-purchasing age to 18, is due to be presented to the Greek parliament in June 2008.

Source: Yahoo! News, 7 May 2008

http://news.yahoo.com/s/afp/20080507/lf_afp/greecehealthtobaccoban_080507190916

IRELAND: Minister of Health announces that pictorial warnings will be introduced

Following an announcement on 13 May 2008, Mary Harney, Minister for Health and Children, is to introduce legislation to allow for combined text and pictorial warnings on tobacco products. Pre-testing of the 42 images in the EU library has already been done and the 14 warnings to be used on the Irish market have been identified. Submissions are invited from the public and interested parties in relation to the timescale for the introduction of these warnings. The closing date for receipt of submissions is Friday 20 June 2008.

Source: Irish Times, 13 May 2008

<http://www.ireland.com/newspaper/breaking/2008/0513/breaking74.htm>

Source: Department of Health and Children Press Release, 13 May 2008

<http://www.dohc.ie/press/releases/2008/200805013.html>

*** Reports/Research/Conferences ***

SWITZERLAND: Number of smokers remains stable in 2007

According to a study published by the Federal Office of Public Health in Switzerland, the number of smokers in 2007 remained stable at 29%, despite an increase in public smoking

bans. Between 2001 and 2007 the proportion of smokers had declined from 33% to 29%, but has not declined any further since 2006. 33% of men smoke compared to 24% of women and, as far as young people are concerned, 24% of 14-19 year-olds are smokers. The most shocking statistic is for 20-24 year-olds, where 46% of men and 35% of women smoke. The survey does, however, reveal that more and more smokers want to quit: 54% in 2007 compared to 53% in 2006, with 30% stating that they plan to quit within the next six months. Source: Swissinfo, 5 May 2008

http://www.swissinfo.ch/fre/24_heures_en_suisse/Toujours_autant_de_fumeurs_en_Suisse.html?siteSect=104&sid=9051161&cKey=1209988416000&ty=nd

Survey available at:

<http://www.bag.admin.ch/themen/drogen/00041/00615/00771/index.html?lang=de>

UK: Peers are best way to deliver no smoking message to young people

Research has found that the *A Stop Smoking In Schools Trial* programme (or *ASSIST*), developed by Cardiff University, could prevent more than 40,000 children from smoking every year. The programme works by using peer pressure to persuade young teenagers not to become smokers. Pupils aged 12 and 13 are asked to nominate the people in their year group whom they look up to, who are then trained as peer supporters. Research in the *ASSIST* programme, which was published in *The Lancet* on 9 May 2008, found that it is better at preventing teenagers from smoking than more conventional anti-smoking messages taught in schools. The research team from Cardiff and Bristol universities, found that students in thirty schools where the programme was in place were 25% less likely to take up regular smoking immediately after the *ASSIST* project had been introduced, 23% less likely to start regular smoking after one year and 15% less likely after two years. In those schools which used conventional smoking cessation programmes, 21% were less likely to smoke immediately after, 25% after one year and 15% after two years.

Source: icWales, 9 May 2008

<http://icwales.icnetwork.co.uk/news/cardiff-news/2008/05/09/cool-kids-lead-smoking-fight-91466-20882500/>

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This bulletin receives the financial support of the European Commission.