



SUNDHEDSSTYRELSEN

# Denmark Tobacco Free Generation *Experiences*



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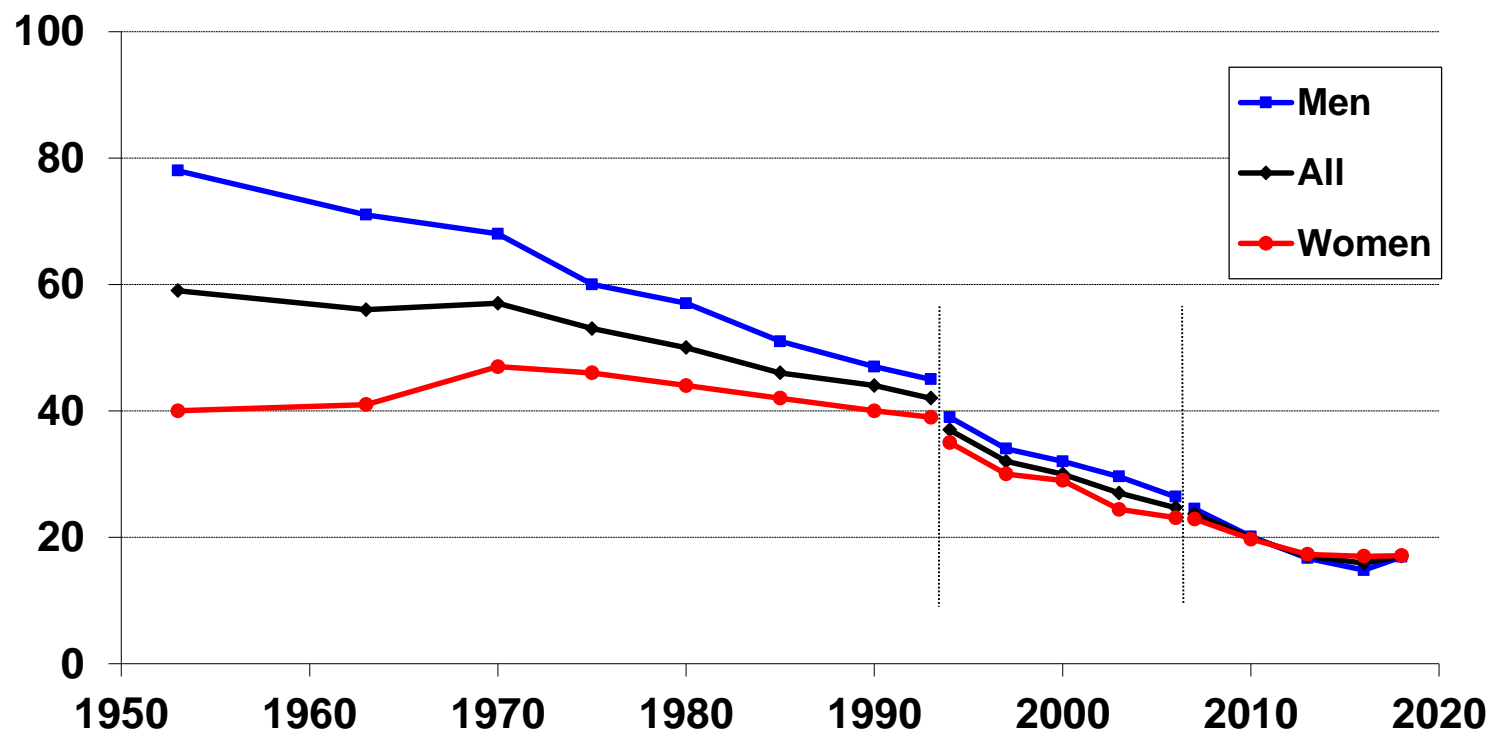
# Agenda

- Mobilising the public and politicians
- National Action Plan against Children and Youth smoking 2019
- Issues and loopholes
- First results
- What is next?





# Increase in smoking prevalence 2013-2017



	2013	2017
16-24 år	14,0 %	15,6 %
25-34 år	14,4 %	16,2 %
35-44 år	16,3 %	16,8 %
45-54 år	21,0 %	20,0 %
55-64 år	21,4 %	21,1 %
65-74 år	16,9 %	15,2 %
75+ år	12,0 %	10,2 %
Total	17,0 %	17,0 %



# The plan for a Smoke-Free Future

We need to build a strong **partnership** with other organisations to fight smoking

**Endgame** goals inspired by Finland, Sweden and Ireland:

- No children or underage smokers in 2030
- Max. 5 % adult smokers in 2030

## Strategy

- Focus on children and tone-of-voice
- Build public support
- Create partnerships and a smoke-free norm
- Call for politicians to change laws





# 280 partners in Smoke-Free Future so far

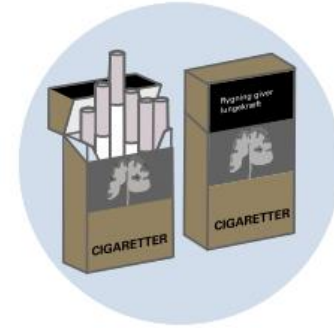


- Ministry of Health and the Danish Health Authority
- Supermarkets
- Municipalities
- Danish Regions
- Sport
- Health organisations
- Schools and educations



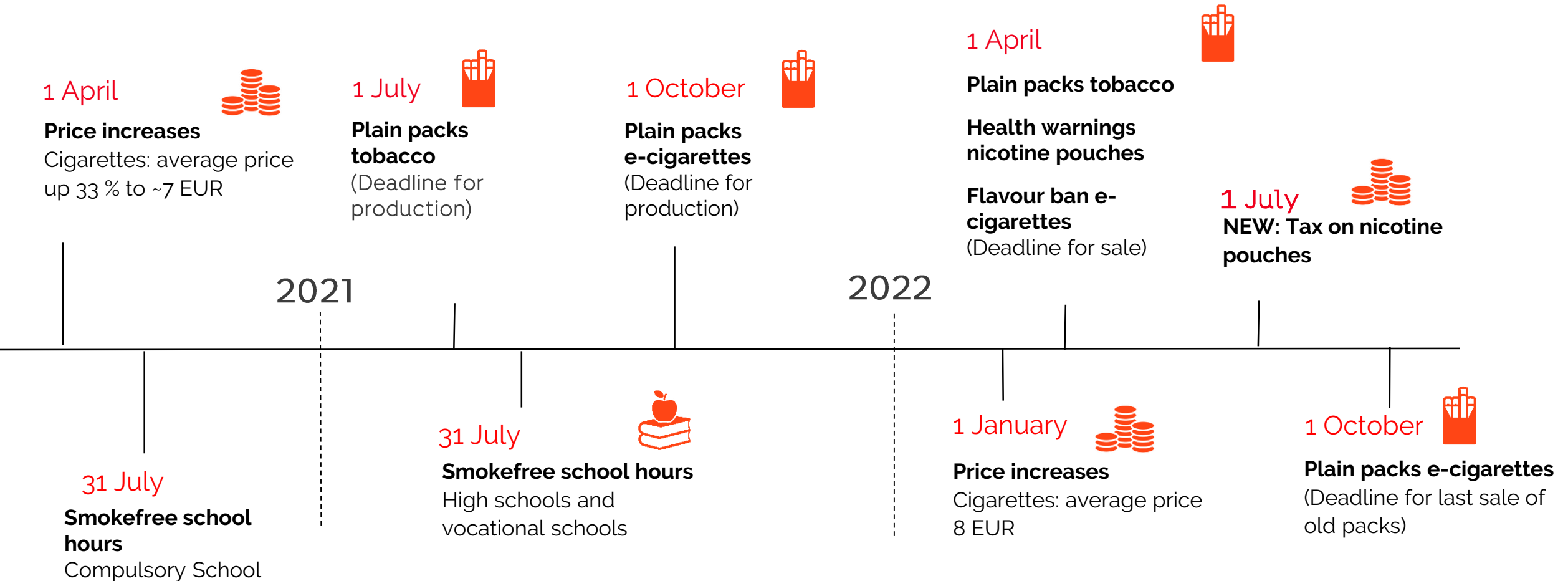
# Political breakthrough: Danish Action Plan on Tobacco Control 2019

- **Price increases on tobacco**
- **Plain packs** for most tobacco products and e-cigarettes
- **Point of sales ban** for all tobacco products incl. e-cigarettes and nicotine pouches
- **Smoke free school time** in primary school, secondary/high schools and vocational schools
- **Ban on indirect and direct promotion** of tobacco, e-cigarettes and nicotine products
- **Ban on characterizing flavors** with exceptions





# Implementation of the Tobacco Control Act – status





# Smokefree School-hours

Tobacco- and nicotine-free school hours - admission of children and young people under the age of 18.

Prohibition on the sale of tobacco, e-cigarettes and other nicotine products at the same educational establishments

Neither students, teachers nor others are allowed smoke on the premises

No national rules for staff





# Plain Packaging and Display Ban

Requirements for standardized packages for all tobacco products and e-cigarettes, etc.,

- ex. cigars, pipe tobacco and pipes.

Standardization helps to remove the advertising effect of the packages

All tobacco products, e-cigarettes and nicotine products must be hidden away in the shops between sales until a customer specifically demands them. This also applies to the Internet

Prohibition of direct and indirect advertising and sponsorship of tobacco products, e-cigarettes and nicotine products.





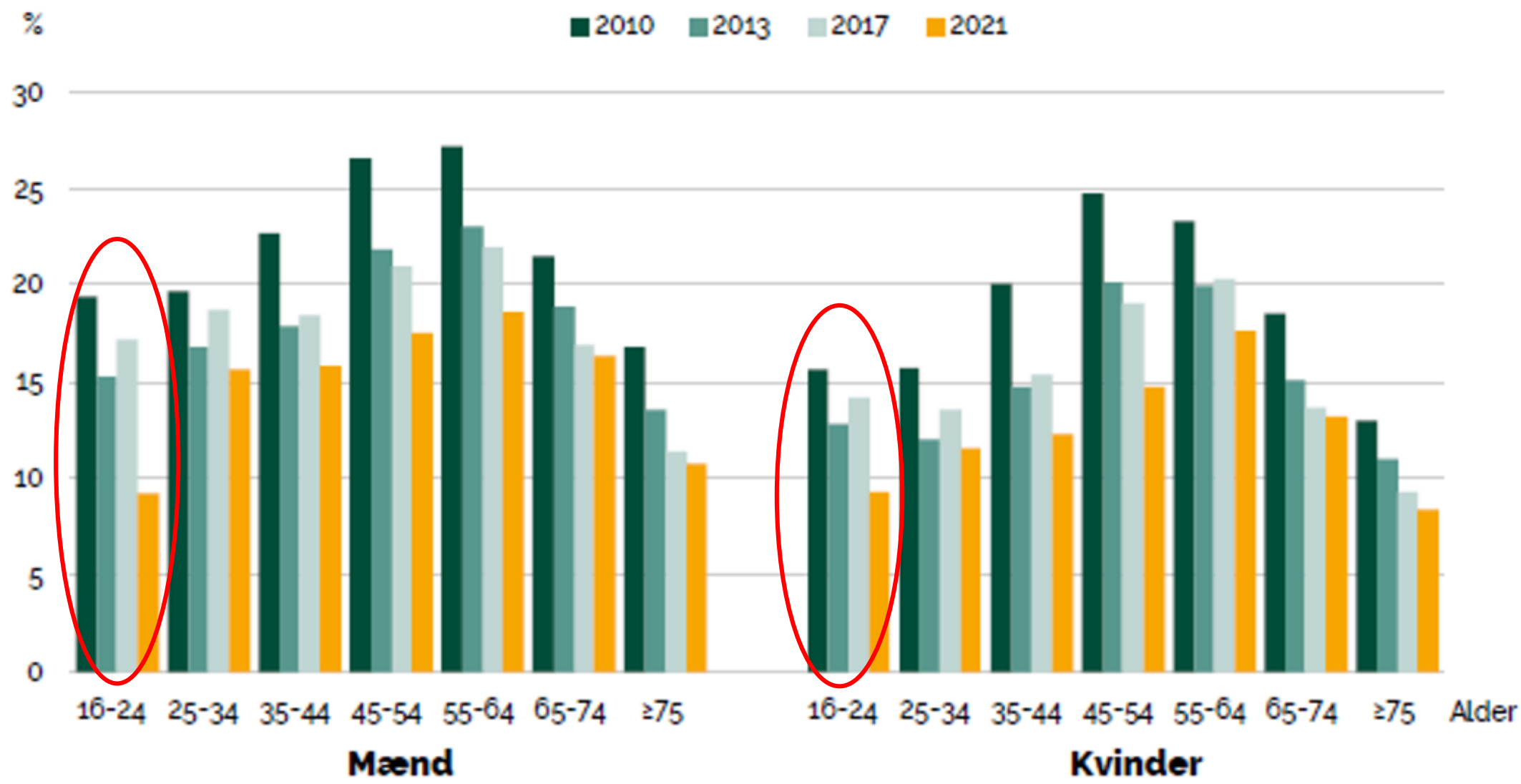
# Industry Strategies

- Legal case against the Ministry of Health
- Promotion of so called "reduced risk products"
- Undermining tax increases
  - *The average price should be 7,39 EUR in 2021, e.g. Marlboro Red was still EUR 6.72*
- Undermine the legislation
  - Bypass menthol ban
  - Authority reaction





# Smoking in Denmark 2010-2021 (%)





# What is next in Denmark?

- Minister of Health: Nicotine-Free generation 2010+
  - Ban sales of tobacco and nicotine products to people born in 2010 or later
  - Part of Government political proposal for a National Health Plan
- Proposal from other parties:
  - Higher prices
  - Better control of age limits, general focus on enforcement
  - Ban all new products
- Common goal: Smoke-Free Generation in 2030





# Thank you for your attention

## Questions?

