



TOBAKSFAKTA

INDEPENDENT THINK TANK

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A Sweden free from smoking and nicotine addiction – for increased equality and sustainable development

Smoking shortens life by an average of 10 years and the last years of life are often associated with serious illness, suffering, the need for care, and societal costs. Smoking is one of the most important preventable risk factors for illness and shortened life expectancy. For more than a century, the tobacco industry's unsustainable production and sale of addictive nicotine products has significantly worsened public health both nationally and globally.

Since the turn of the century, preventive work has been guided by the WHO Framework Convention on Tobacco Control, whose aim is to protect people against nicotine addiction and eliminate tobacco consumption in all its forms. The convention clarifies the central role of nicotine in tobacco use and addiction development. Cigarette smoking has decreased in many countries as a result of regulations and tobacco prevention work. In recent years, new nicotine products have been developed with an almost infinite variety of flavors. The design of the products attracts children and young people, who are at risk of becoming addicted to nicotine. Consumption and production of nicotine products is also a serious obstacle to achieving Agenda 2030's sustainability goals. The combined use of nicotine and tobacco products is increasing among both young people and adults in Sweden. The products contain nicotine, which is an acutely toxic poison, affecting the nerves and blood vessels, and meets the criteria for being classified as a narcotic drug as it is both dangerous to health and addictive. Tobacco is a well-documented serious threat to public health.

Two lines of action and goals for the coming years

1. Intensify the work with Tobacco Endgame Smoke-free Sweden 2025.

The current goal of less than five percent daily smokers should cover all population groups. Allocate resources to support the efforts of remaining daily smokers to quit smoking. Make cigarettes unattractive to young people through price increases and regulations.

2. Decide on a plan and a goal for a nicotine-free generation by 2030.

Support research and increase the level of knowledge among the public and decision-makers about the unsustainable effects of nicotine in production and consumption. Limit the marketing and sales of nicotine products. Make nicotine products unattractive to young people through price increases and regulations.

The goal is set in line with the steering documents of national and international actors:

- Public Health Bill 2017/18. Good and equal health: a developed public health policy. Ministry of Health and Welfare 2018.
- A comprehensive strategy for alcohol, drugs, doping, tobacco policy and gambling 2022 – 2025.
- UN Convention on the Rights of the Child.
- World Health Organization (WHO) Framework Convention on Tobacco Control.
- EU Tobacco Products Directive.
- UN resolution Agenda 2030.
- EU: Europe's Beating Cancer Plan 2021 – 2040.

Tobaksfakta urges politicians and decision-makers at all levels to use the following tools to achieve the tobacco targets, based on the WHO Framework Convention on Tobacco Control:

Article 5: General obligations

5.2 Adopt and implement legislation and other measures to prevent and reduce tobacco use, nicotine dependence and exposure to tobacco smoke.

- Where applicable, cooperate with other parties to develop appropriate policy programs.

5.3 Public health policies on tobacco control shall be protected from the influence of commercial and other interests within the tobacco industry.

- The tobacco industry and its allies shall not be invited to influence legislation aimed at protecting young people or improving public health.

Article 6: Measures to reduce the demand for tobacco

6.1 Price and tax measures

- All nicotine products that are not classified as medicines are taxed as tobacco.
- Regularly increase taxation on all nicotine and tobacco products.

Article 8: Protection against exposure to tobacco smoke and the use of nicotine products by others

- Introduce smoke-free indoor environments in apartment buildings, including balconies and entrances.
- Expand smoke-free public environments, e.g. in sports, leisure and cultural facilities.
- Ban on the use of nicotine and tobacco products, except for those classified as medicines, during school hours.

Article 9: Product regulation of the content of tobacco products

- Ban on flavoring in e-cigarettes, snus and nicotine products.

Article 11: Packaging and labeling of products

- Introduce neutral packages that only contain warning images and texts and the name of the manufacturer.
- Nicotine products must have health warnings that make up at least 50% of the visual surface of the

package, except for those classified as pharmaceuticals.

- The packaging of nicotine products must not contain messages about positive health effects.

Article 12: General information

- Information campaigns for the public about the health risks and addiction of nicotine and tobacco use, as well as the benefits of tobacco cessation and living a nicotine- and tobacco-free lifestyle.
- Ensure that all primary school students receive knowledge about the health risks associated with nicotine and how tobacco and nicotine counteract the Global Goals for Sustainable Development in the 2030 Agenda.

Article 13: Tobacco display ban in shops and points of sale

- Display and advertising ban (direct and indirect) of all nicotine and tobacco products and sponsorship in all media.

Article 14: Tobacco and nicotine cessation

- Offer effective programs that include tobacco cessation medications.
- Provide healthcare professionals with resources to offer tobacco cessation in their meetings with patients.
- Refer to the Quit Smoking Line on all nicotine and tobacco products.

Article 16: Sales to and by minors

- Raise the age limit for purchasing nicotine and tobacco products.
- Tighten permits and supervision for sales, e.g. via the internet and near schools.
- Limit sales of nicotine and tobacco products to special stores such as government owned Systembolaget with exclusive liquor sales rights.

The logo features the words "TOBACCO" and "ENDGAME" in a bold, green, sans-serif font, stacked vertically. To the right of the word "ENDGAME" is a small, solid red square.

Position paper for a nicotine- and tobacco-free Sweden.