

Communicating health, the tobacco example

Partnership with tobacco control NGOs

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ENSP is about making a
difference in Tobacco Control

A Network

Over 500 member organisations

National Coalitions

25 EU

+

Iceland, Norway,

Switzerland

European
Networks

INWAT, ENSH,

EUNS, EFA

+

Networks/organisations/experts
collaborating in tobacco control in the
European Region (EHN, EPHA, SFP, ECL,...)



***Our vision is of a future
where our fellow Europeans
will not suffer the distress of
ill health and early death
because of tobacco.***

Our aims

We want our children to be able to grow up without being targeted with messages that seek to lure them into a lifetime of addiction.

We want all Europeans to be able to breathe clean air unpolluted by tobacco smoke.

The ENSP can quickly

assess opinions and political possibilities

find volunteers to cooperate on joint projects

support advocacy activities

Share/use each others ideas and exchange views.

Tobacco, Youth Prevention and Communication

Rome

13-15 November 2003

Background

- A consultation conference organized in the frame of the EU youth prevention media campaign
- Aim: adopt recommendations that would guide the European Commission in defining the criteria for the development of future campaigns
- 212 Public health and media experts from 32 countries agreed on the recommendations

FINAL RECOMMENDATIONS

Tobacco, Youth Prevention and
Communication

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What have we learned?

Rome

Develop a long term strategy for youth smoking prevention over a period of 5 – 10 years to acquire commitment from the public, from stakeholders, from political decision makers to promote support for legislation

- Counter the tobacco industry messages
- Build multidisciplinary partnership between the governmental, non-governmental and commercial sector
- Promote a tobacco-free culture
- Disseminate research results and best practice

Rome

- Born of frustration
- Comprehensive
- Ambitious
- Prescriptive
- Has stood the test of time

ROME

Research and Evaluation

Evaluation should be a process looking at determinants, indicators and impact. The impact should be measured on audience's relevant knowledge, relevant attitudes and intended and actual behaviour.

Research should be conducted by independent bodies without any restrictions on publication. Research results should be disseminated and shared widely.

Keys to success

- Collaboration
- Reconciling national with EU aims
- Creating synergies

Collaboration

To be real:

Early

Comprehensive: Market assessment

Content

Development of messages

Dissemination

Truly transdisciplinary



Hungary



Ireland



Italy



Spain



Slovenia



Sweden



UK

Challenges

Differences Cultural

Social

Economic

Inequalities

How to reach the unreachable

If we can do all this together

We will have served our people well

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