

ESPRESSO

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Statement by John Dalli, European Commissioner for Health and Consumer Policy, on the occasion of World No Tobacco Day

John Dalli said: *"On the eve of this year's World No Tobacco Day, I would like to express my continued commitment to tackle tobacco consumption and its harmful effects in the EU and around the world.*

Each year 650 000 Europeans die prematurely because of tobacco consumption. This is staggering, and also entirely avoidable. The personal and social cost of smoking is simply too high ! As the Commissioner in charge of health, my principal objective is to find the right means of ensuring that new generations live longer and healthier lives in a tobacco-free Europe.

In the coming weeks I will be launching a new EU-wide awareness campaign targeted to smokers in the 25-34 year age range. The campaign will use the inspiring achievements of ex-smokers to motivate smokers to quit and will provide tools to assist them.

Next year, I hope to put forward a proposal for the strengthening the 2001 Tobacco Products Directive. Measures being considered include a review of the packaging provisions, regulatory solutions for new products and tackling ingredients that make tobacco products more attractive.

I will continue to work with Member States to make our common fight against tobacco consumption a success. Through the political will of governments in the EU and in partnership with countries beyond we can curtail the devastating health effects of tobacco consumption."

For more information: [MEMO/11/349](#)