INWAT Europe Project: Final Scientific Report
15 September 2000 – 14 September 2001

This project is supported by a grant from the European Commission’s Europe Against Cancer Programme
Background
Increased smoking by women and girls in Europe has been a source of concern for over two decades. INWAT Europe aims to reduce women’s tobacco consumption by raising awareness of tobacco control issues in Europe; promoting communication and exchange of information; promoting evidence-based, gender sensitive tobacco control strategies and programmes; and promoting the leadership of women.

INWAT Europe has twice before received funding from the Europe Against Cancer Programme: in 1997/98 and in 1998/99. In 1999, the project office moved from ASH Scotland, Edinburgh, UK to the Health Education Authority in London, UK. The grant holder, the National Institute for Public Health in Stockholm, Sweden decided to withdraw from the project and the Health Education Authority agreed to take it over.

The major work for 1999 was an expert seminar on tobacco and women. It was intended to progress the work begun by the 1998 Paris conference and report on women and tobacco, *Some Like it Light*, by the European Network for Smoking Prevention (ENSP). In 2000, a report, *Part of the Solution?* was produced and distributed at the 11th World Conference on Tobacco or Health in Chicago, USA. This work was undertaken at the expense of the Cancer Research Campaign, UK and the Health Education Authority. In April 2000, the Health Education Authority was closed and a new body, the Health Development Agency (HDA) was founded. The application for funding for 2000-2001 was made by the HDA.

Because of administrative problems in the European Commission, the contract for the project which was expected to begin in September 2000 was not actually received until May 2001. The Standing Financial Instructions of the HDA (and HEA before it) forbid the Agency from undertaking work without a contract. No money could be expended on the project before receipt of the contract, although HDA allowed officer and manager time to be used in planning, networking, promoting INWAT. It also allowed some underspend at the end of HDA’s financial year (31 March) to be spent on making some posters and reprinting *Part of the Solution?* The late arrival of the contract combined with the summer holiday period, meant that the project time was effectively three months. For this reason a major re-think of the project had to be undertaken.

Results

Advisory Board Meeting: The Hague, Netherlands, 8-9 June 2001
The first tasks of the project were to contract a Project Officer/Administrator and to arrange a meeting of the Advisory Board. All the Advisory Board
members, except the partner for Finland, were able to attend this meeting; unfortunately, the French partner dropped out at this time. The purpose of the meeting was to reconsider the project work taking into account the aims of the project and how best to achieve them given the changed circumstances in terms of finance and time available to complete project work.

It was decided in the first instance that even though funding was uncertain beyond September 2001, the project should think of the summer period ahead as a lead-in to the next funding period. It was clear that some of the original plans – for example the Advisory Research Committee and the second seminar - simply could not be undertaken.

**Activities from original plans rejected by the Advisory Board as not feasible:**

- Recruit four more participating countries to the Advisory Board [two were recruited, but only one stayed in the project]
- Set up advisory research committee
- Advisory meeting Heidelberg
- Briefing meeting MEPs
- Follow-up seminar
- New seminar report and future strategy

**Activities in original plans that were undertaken:**

- Advisory meeting The Hague
- Develop use of electronic communications
- Work closely with relevant institutions
- Disseminate INWAT expert report

The management team and advisory board decided that since the initial application for funding was made and the project outlined, many more people had established access to the internet. It was decided that the most feasible way to reach large numbers of people, both INWAT members and others, would be through greater use of electronic media. [Annex 1: Minutes of the meeting]

**Web based resources**

A set of Fact Sheets, currently available only in English, were posted on the INWAT website (http://www.inwat.org). The fact sheets went through a review process with the INWAT Europe Advisory Board as well as a panel of international experts. These fact sheets can be read on-line or printed off as hand-outs.

The Work plan for the period 2001/2002 includes the production of a quarterly Current Awareness Bulletin (CAB). A pilot CAB, reviewing the latest evidence from peer reviewed journals as well as information about current programme initiatives was written, reviewed and posted on the web. Comments were invited from users, especially those that are not English mother tongue. The feed-back was that the CAB was written in a clear, simple style that was easily understandable, even to those with limited ability in English.
Nevertheless, it was felt that some translations will be useful. [Annex 2 example of pilot CAB]

A user-group for INWAT was set up on Globalink, the international tobacco control electronic network. Both Finland and Sweden have developed materials on women and tobacco and posted them on their national sites. For example, Finland has an “information centre” on women and tobacco/smoking issues on the Internet through Finland’s ASH home page.

A pdf copy of the report, Part of the Solution? has been posted on the website.

Europe Against Cancer Week
The partners for Finland, Germany, Netherlands and UK INWAT participated in the Europe Against Cancer Week 2001. Although the week itself falls in October, INWAT members worked through the year on preparations. The Project Manager chaired the UK committee and the UK resourced the materials that were used by all the participating countries. The UK committee also provided the evidence on the effectiveness of the initial materials which were subject to a pre-test and post-test of suitability for the target audience.

A special INWAT award, the Encouragement Award, was created especially for Europe Against Cancer Week. The purpose of the award was to recognise the effort of an individual who might be working alone, or in difficult circumstances, to promote tobacco control strategies targeted at women. The award is meant to encourage individuals by recognizing their contribution. A statue by a Dutch sculptor was purchased with the assistance of the German Cancer League. The recipient of the Award was the German Health Minister, Ulla Schmidt.

International & National Meetings/Networking
Throughout the year members of the Advisory Board represented INWAT Europe at various national and international meetings, usually at their own expense. The international meetings included:

- The WHO Framework Convention on Tobacco Control (FCTC)
- WHO Public Hearing on the FCTC, 12/13 October 2000 (speech and submission to the hearing)
- WHO’s Smoke-Free Europe group
- WHO Policy and Advisory Committee
- WHO Policy and Advisory Committee of Change Agents
- The European Network for Smoking Prevention (ENSP) Poster presentation at Sigtuna, Sweden General Assembly
- Watch 2000 conference in New Delhi, India
- The 3rd World Cancer Organisations Conference, June 24 – 27, Brighton, UK.

Attendance of the Project Manager and Project Officer at The 3rd World Cancer Organisations Conference was paid by the project. INWAT Europe was given free exhibition space by the conference organisers. INWAT Europe was able to distribute copies of the INWAT report, and other material
about INWAT and to speak to the delegates about tobacco control for very little expenditure.

The partners in the Advisory Board were very active nationally, as well. INWAT Europe was represented at the following national events, among others:

- Speech on women and smoking at a conference “Women and Health” in Munich, Germany
- Cooperation between the German Health Ministry and INWAT members was proposed by the Minister herself
- Preparatory work of World Conference on Tobacco OR Health 2003, Helsinki, Finland
- Conference on INWAT Europe Project Development. Sevilla, Spain
- Presentation of INWAT at local conferences and meetings in Veneto region and other regions of Italy.
- Display of INWAT poster at an exhibition held in a Villa of Veneto Region, Italy, with other tobacco prevention activities from March to October
- Promotion of INWAT at the Annual National Conference on Tobacco in Gothenburg, Sweden

Articles
Advisory Board members have published articles in professional and popular journals on the subject of women and tobacco. [Annex 3]

Personnel
The original proposal was to recruit a project officer/administrator, but because this was not possible given the short project period and uncertainty of continued funding beyond September 2001, the work was carried out by officers of the Health Development Agency, London (the grant holder) and by two consultants.

One consultant, Paul Whiteley, was contracted to carry out project and administrative work. The other, Kate Woodhouse, was contracted to contribute to the scientific content of the resources.

Evaluation
It was agreed with the external evaluator, Dr Amanda Amos, Senior Lecturer, Medical School, University of Edinburgh, UK, that the project period was not long enough to evaluate effectively and therefore the final evaluation will cover a 17 month period, from May 2001 to September 2002.

Dissemination and Way Forward
The work of the period from Mid-May to mid-September was designed to feed into the activities projected for the next funding period, September 2001 – September 2002. It was decided to put much more information on INWAT’s web page and to translate resources into Spanish, French, German. In addition, other information would be placed on the web site in other national languages. Some of these would be designed to be downloaded and
distributed locally. The major project for developing the evidence base will be an expert seminar on women, tobacco and disadvantage.

There will be an audit of other websites that pertain to women’s health in general and to smoking specifically. INWAT Europe will seek to establish hyperlinks between these websites and its own. This should ensure greater communication with other agencies. There will also be specific information dissemination through Globalink.

The following activities for 2001/2002 have been agreed by the Advisory Board. These will be further developed in the next months.

**From receipt of contract to end of December ’01**
- Hold Advisory Board meeting
- Prepare detailed work plan
- Prepare and translate 1st quarter CAB; pilot through Globalink
- Develop dissemination strategy
- Draft ‘national information page’ format

**January/ March ’02**
- Begin compiling ‘national pages’ for all participating countries
- Prepare and translate 2nd CAB
- Update directory of members
- Begin planning for the expert seminar on inequalities and smoking

**March/ June ‘02**
- Update and translate INWAT Europe website information (fact sheets)
- Investigate joint production directory of tobacco control in Europe with ENSP/ ENYPAT etc.
- Prepare, translate and circulate 3rd CAB
- Hold a European seminar on Women, health inequalities and tobacco control

**July/ September ‘02**
- Produce, translate and disseminate seminar report
- Produce, translate and circulate 4th CAB
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