EU HEALTH AWARD
for NGOs working to prevent tobacco use
2018 edition
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Foreword

by Vytenis Andriukaitis
Europe Commissioner for Health and Food Safety

We have learned from experience that we must use a multi-pronged approach to reduce tobacco use in the European Union. This makes the work of NGOs all the more invaluable – they are the bridge communicating with citizens directly, warning them of the dangers of tobacco use for their health and showing that prevention is the best policy.

In fact, in the European Union, we spend on average only 3% of our health budgets on prevention, compared to 80% spent on the treatment of diseases\(^1\). Lung cancer accounts for a fifth of all cancer-related deaths. On top of this, tobacco is also a major risk factor in many other forms of cancer, as well as other major diseases such as cardiovascular diseases. I am very concerned by the fact that the EU smoking rate has remained stagnant at 26% since 2014. Even more worrying is that amongst people aged 15 to 24, the rate has increased from 25% in 2014 to 29% in 2017\(^2\). We need to reverse this trend.

One of the key aims of the new Tobacco Products Directive\(^3\), which became fully applicable in the European Union two years ago, is to make tobacco products less attractive to young people. However, the growing popularity of new products such as electronic cigarettes among young people worries me a lot. As a surgeon, I have seen first-hand the devastating effects of tobacco use on health, and understand how important it is to attack the problem from all angles. We should all step up our efforts to inform, educate and protect our citizens from the harmful effects of tobacco.

It is in this spirit that the 2018 EU Health Award shines the spotlight on NGO initiatives that have contributed to high standards of public health in the European Union through the prevention of tobacco use, particularly geared towards young people. I would like to thank the Jury, who had the challenging task of selecting only three winning initiatives. However, it is not winning that matters. What matters is that we all work together to address this important issue. Every effort counts.

It is my pleasure to showcase the selected candidates and winning initiatives in this booklet. All of them provide valuable examples of best practices that will undoubtedly contribute to tobacco use prevention.

My warmest regards,

Vytenis Andriukaitis


\(^2\) https://data.europa.eu/euodp/en/data/dataset/S2146_87_1_458_ENG

\(^3\) https://ec.europa.eu/health/tobacco/products/revision_en
Introduction

The EU Health Award recognises non-governmental organisations for initiatives that boost public health and that may inspire others to take similar action. The Award is designed to give non-governmental organisations and their initiatives recognition at regional, national, European and international level. It celebrates their commitment and raises awareness of their vital role in strengthening active citizenship in public health. It was designed not only to reward past engagement but also to encourage the pursuit of ongoing work. The specific themes of the EU Health Award differ every year.

The European Commission awards the EU Health Award based on an evaluation by a Jury composed of Commission officials and high-level experts.

In 2018, the fourth edition of the EU Health Award highlights and rewards the efforts and achievements of NGOs that have been working to prevent tobacco use among young people within the European Union.

The three winners were announced at the EU Health Platform Policy annual meeting on 12 November 2018 in Brussels.

Applications from across the European Union were examined against the Steering Group on Promotion and Prevention best practices’ criteria.

The European Commission selected the three winning initiatives as notable models for the future, while recognising and recommending the efforts of them all. These NGOs have provided us with best practice examples that can be valuable tools in preventing tobacco use in the European Union.

**First Prize: Irish Cancer Society**
"X-HALE Youth Smoking Prevention Programme"

The X-HALE programme has been rolled out across Ireland by the Irish Cancer Society each year since 2011 in partnership with over 250 community-based youth organisations and young people as part of our ongoing commitment and contribution towards decreasing the number of young people smoking and reducing health inequalities. Participating are young people aged 10-24, the majority from disadvantaged communities. X-HALE’s peer education approach seeks to harness the potential for young people to drive the movement towards a tobacco-free generation among their friends, communities and wider networks.
Second Prize: Education Against Tobacco / Aufklärung gegen Tabak e.V.
“Education Against Tobacco / Aufklärung gegen Tabak e.V.”

Education Against Tobacco (EAT) started in early 2012 as an initiative by medical student Titus Brinker from Germany. Today, more than 1500 medical students from 28 German, 4 Austrian and 2 Swiss universities volunteer every year for the programme, in order to effectively educate 23,400 seventh graders about smoking, train hundreds of prospective doctors in science-based smoking cessation interventions for their future patients and conduct the largest school-based tobacco prevention studies in Germany. The network has developed two science-based apps (“Smokerface” and “Smokerstop”) which were translated in the six most spoken languages and have to date helped more than 500 000 users.

Third Prize: Youth Network No Excuse Slovenia
“Youth Organisation No Excuse Slovenia”

No Excuse Slovenia approaches the tobacco problem on several different levels: (1) by providing a 1,000-hour educational training programme for our activists to become active citizens who strive to change society for the better (2) by raising awareness in primary and secondary schools (young people aged 12 to 19 in Slovenia), by trying to increase the knowledge on harmful effects of tobacco use; (3) by engaging in research activities, where we try to uncover the compliance of tobacco distributors with the law; and (4) by advocating for stronger tobacco control legislation.
Charmaine Gauci

Charmaine Gauci is the Superintendent of Public Health within the Ministry for Health in Malta, with the broad responsibility of overseeing public health to safeguard and enhance citizens’ health. She had previously served as Director of the Health Promotion and Disease Prevention Directorate for nine years. She is a medical doctor and pursued her studies with MSc Public Health Medicine, the European Programme in Epidemiological Training and PhD in epidemiology. Dr Gauci is a Prince practitioner in project management, a fellow of the UK Royal Society for Public Health and a fellow of the UK Faculty of Public Health. Dr Gauci is a senior lecturer at the University of Malta and has served as president of the Malta Association of Public Health Medicine for four years.

Andrzej Jan Rys

Andrzej Jan Rys, a medical doctor specialised in radiology and public health and a graduate of Jagiellonian University, Krakow (Poland), is the current Director responsible for health systems, medical products and innovation at the Directorate-General for Health and Food Safety in the European Commission. He is member of Innovative Medicines Initiative (IMI) Governing Board and alternate member of the European Medicines Agency (EMA) Board. Until 2011, Andrzej Rys was Director for health systems and products at the Directorate-General for Health and Food Safety and until 2006, Director for public health and risk assessment at the Directorate-General for Health and Consumers in the European Commission. Andrzej Rys was founder and Director of the Center for Innovation and Technology Transfer and of the School of Public Health at Jagiellonian University (Krakow, Poland). From 1999 to 2002, he was the Deputy Minister of Health in Poland and a member of the Polish accession negotiators team.

Alexis Goosdeel

Director of the European Monitoring Centre for Drugs & Drug Addiction (EMCDDA), Mr Alexis Goosdeel joined the EMCDDA in 1999 as a project manager in the area of EU enlargement and international relations. From 2005, he headed the agency’s Reitox and international cooperation unit. In this capacity, he played a central role in coordinating a network of 30 national drug monitoring centres; preparing EU candidate and potential candidate countries for membership in the EMCDDA; developing cooperation with neighbouring countries to the EU and nurturing relations with countries beyond the Union (Central Asia, Russia, Latin America). Much of his 30-year career was spent working in the field of health at national, European and international level.

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Elke Anklam

Elke Anklam is a chemist specialised in food, organic and radiation chemistry. After obtaining her PhD from the University Hamburg (Germany), she worked in various European Research Institutions and was a Teaching Professor at the Applied University of Fulda (Germany). Since 1991, she has been working at the European Commission’s Joint Research Centre (EC-JRC). Since 2006, she has been serving as a Director at the JRC. At present, she is the Director of the JRC-Geel site and Director of JRC Directorate F: Health, Consumers & Reference Material, located at the JRC-Geel and JRC-Ispra site.

Demosthenes B. Panagiotakos

Demosthenes Panagiotakos is a Professor of Biostatistics, Research Methods and Epidemiology. Since 2016, he has served as the vice Rector of Financial Affairs, Research and Development of the Harokopio University in Athens. He received 3 Young Investigators’ National and International Awards and 3 Scholarships (2 National, 1 EU) and many awards from various scientific societies. He has also served as an evaluator for 17 national and international organisations and has actively participated in campaigns against tobacco use and substances, as well as exposure to environmental tobacco smoking. Prof Panagiotakos is currently a Member of the European Commission’s Scientific Committee of Health, Environment and Emerging Risks (2016-2021). He is also a Board Member of the National Nutrition Policy Committee and has served on the boards of the Scientific Council of the Hellenic Food Authority and the National Council of Public Health.

Kari Paaso

Mr Kari Paaso works with the Finnish Ministry of Social Affairs and Health. He heads the unit that deals with policy and legal matters on tobacco, alcohol, illicit drugs, gambling, injury prevention and domestic violence. Mr Paaso has been a member of the FCTC Bureau, where he represents the WHO EURO region, since 2016.

Mr Paaso started in the Ministry in 1996. In 2002, he moved to the European Commission, DG SANCO, to work on tobacco- and alcohol-related files. His main area of work in the Commission was the preparation and finalisation of legal files related to tobacco. He was a member of the Commission team in the FCTC negotiations in 2002 and in the final round in 2003. From the Commission he moved to the WHO Regional Office for Europe in 2006 to work as an Acting Programme Manager for tobacco and alcohol policy.

Kristina Mauer-Stender

Kristina Mauer-Stender graduated from Strasbourg in 1996 with a Masters in International Public Law and Human Rights Comparative Law. She worked at the UN High Commissioner for Refugees and the UN Development Program before joining the WHO in 2003, starting out as a Technical Officer in Tobacco Control at the WHO Regional Office for Europe in Copenhagen. Kristina is now the Program Manager where she advises policy makers from health and other sectors on tobacco control policies in line with the WHO FCTC, international evidence and good practices. Kristina works daily with policy makers and other cross-societal partners in around 25 countries in the European Region. She leads the work of the WHO European Office on realising the vision of a tobacco-free European Region following up no the recently adopted Roadmap of actions to strengthen the implementation of the WHO FCTC in the European Region 2015-2025, which 53 Ministers of Health committed to in 2015.
The WINNERS of the 2018 EU Health Award for NGOs
FIRST PRIZE

Irish Cancer Society

WEBSITE: www.cancer.ie/xhale

X-HALE Youth Smoking Prevention Programme
Established in 1963, The Irish Cancer Society is Ireland’s national cancer charity. We provide information, support and care to those with, and affected by, cancer. Our services are professional, confidential and free of charge. The Society is almost entirely funded through the generosity of the public with less than 5% government funding. We strive to ensure that fewer people in Ireland get cancer and that those that do receive the best care, treatment, information and support.

The mission of our current strategy Towards a Future without Cancer, is to eliminate cancer, with four key goals to achieve this; reduce the risk of cancer, improve lives, lead excellent collaborative research and inform and influence public policy. With regards to goal one, The Irish Cancer Society Cancer works to ensure more people become aware of how they can reduce their risk of cancer through cancer prevention information, national awareness campaigns and community prevention programmes. We also advocate for the government to make a comprehensive effort to address health promotion, health inequalities and cancer prevention.
Although youth smoking rates are steadily declining on average in Ireland, the battle is not yet won. Tobacco use is a major preventable cause of health, chronic disability and inequality, accounting for approximately 5,950 deaths a year in Ireland. Using latest Census figures, it is estimated that approximately 40,260 (8%) of the 503,246 children aged 10-17 in Ireland are tobacco users. Over twenty thousand (20,130), or 1 in 2, of these children may die prematurely of a tobacco related disease. These are preventable deaths: we cannot stop until we see a tobacco free generation for Ireland.

The Irish Cancer Society X-HALE Youth Smoking Prevention and Education programme has been rolled out each year since 2011 in partnership with 270 community based youth organisations and young people as part of our ongoing commitment towards decreasing youth smoking rates and reducing health inequalities. X-HALE is the only nationwide youth smoking prevention programme of its kind in Ireland.

Participating young people aged 10-24, the majority from disadvantaged communities, and their supporting youth workers are provided with smoking prevention training, resources, film-making workshops and small grant assistance across a six-month period. These supports give participants the skills and materials they need to deliver tobacco education sessions in their settings and to create and promote a youth led smoking prevention short film that encourages young people to be smoke free. In this way, X-HALE empowers young people and youth organisations to take ownership of driving the movement towards Ireland's first tobacco free Generation using creative, digital and social media.

- To educate young people and youth workers and about the personal, social and environmental impact of smoking and increase their capacity to address smoking prevention in their settings.
- To raise awareness of the factors that can influence young people's choices around smoking.
To empower young people to promote important messages about smoking to other young people through use of mixed media and development of a wide range of skills.

The aims of X-HALE are in line with the Irish government's Strategy on Tobacco Control, Tobacco Free Ireland - which is based on the WHO MPOWER model and sets a goal of less than 5% of the Irish population smoking by 2025. In working towards this target, the policy prioritises protecting children and denormalising tobacco use. X-HALE contributes to these goals by:

- Using a targeted approach to prioritise the protection of children from the harms of tobacco
- Aiming to denormalise smoking among young people in disadvantaged communities
- Equipping staff in youth settings with knowledge and resources to address tobacco prevention / cessation and develop smoke free policies
- Empowering young people to learn and raise awareness about the dangers of tobacco through their own social marketing campaigns
- Supporting young people to be youth smoking prevention advocates in their community and further afield.

A 2013 independent evaluation of X-HALE, found that participating young people were more aware of the dangers of smoking and influences on young people's choices when compared to a national sample. Young people that took part in X-HALE also perceived significantly lower likelihood of positive outcomes as a result of smoking and a higher likelihood of negative consequences if they started smoking.
SECOND PRIZE

Education Against Tobacco

WEBSITE: http://gegentabak.de/
Education Against Tobacco (EAT) is a multinational network driven by >3,500 volunteering medical students and physicians from more than 80 medical schools located in 14 countries around the globe; seven of these countries and 52 of these medical schools are located in Europe. Founded in 2012 by former medical student Dr. Titus J. Brinker, our mission is to deliver school-based prevention (>45,000 adolescents per year), to help smokers quit on a population basis via self-programmed smoking cessation apps (currently >500,000 users), to improve physician-delivered smoking cessation counseling by educating more than 400 prospective physicians per year in elective courses at our medical schools and finally to promote tobacco control on a legislative level by entering dialogue with politicians.

All of our interventions (including our apps) are subject to multi-centered-research trials currently involving more than 37 institutions and 20,000 adolescents, mostly from Germany.
The network "Education Against Tobacco" (EAT) is an initiative that was founded by former medical student Titus J. Brinker in Germany in 2012, in which now more than 3,500 medical students and physicians engage in volunteer work in 83 medical faculties in 14 countries (seven of these countries and 52 of these medical schools are located in Europe).

On the school level, the initiative addresses more than 45,000 10- to 15-year-old secondary school students per year. In addition to a multimodal approach, school visits use modern media such as face morphing apps. The effectiveness of the school-based intervention was indicated in prospective studies and is currently optimised by the means of randomised long-term studies with more than 20,000 included adolescents in Germany. A first long-term study demonstrated evidence of a protective effect regarding the onset of smoking, especially among female students, students having a low level of education and students with a migratory background.

Within 17 of the 83 participating medical schools, the programme educates several hundred medical students each year in evidence-based elective courses to improve physician-delivered smoking cessation.

On a population level, Education Against Tobacco developed two free evidence-based apps (Smokerface and Smokerstop) which were translated in the six most spoken languages worldwide and were downloaded by more than 500,000 users.

On a legislative level, many of the physicians engage in dialogue with politicians in an organised manner. In summary, EAT motivates the prospective generation of physicians, initially through prevention in school settings, to face the challenge of national tobacco control at the university and federal level. All of the interventions (including the apps) are subject to multi-centered-research trials currently involving more than 37 institutions and 20,000 adolescents, mostly from Germany.

The registered association does not accept any funding from the pharmaceutical industry or the tobacco industry. None of its members gets paid for their volunteer work. Each volunteer board member has to sign a conflict of interest statement.
THIRD PRIZE

Youth Network No Excuse Slovenia

WEBSITE: www.noexcuse.si/

Youth Organisation No Excuse Slovenia
No Excuse Slovenia is a youth organisation in the public interest that strives for positive social change and personal growth of young people. With the help of non-formal education, it encourages young people to engage in social participation and the activation of their peers.

Young people in No Excuse Slovenia are spending their free time in a healthy way. They are raising awareness among other young people about actual topics and stimulating their critical thinking.

The organisation promotes and advocates through various projects for sustainable development, healthy lifestyles and the active citizenship of young people.

No Excuse is apolitical and a non-profit organization that operates independently from private financiers.

Youth Network No Excuse Slovenia
Mission and objectives
In the Youth Network No Excuse Slovenia, we approach the tobacco issue on several different levels:

1. By training our activists in a safe environment, we equip them with competencies (knowledge, skills and attitudes) to become active citizens who strive to change society for the better. This approach also reduces the possibility of them developing addictive behaviours and thus, tobacco use. Most notable results are over 500 activists who completed a 1000-hour programme that lasts for three and a half years. The rate of tobacco use within this group is less than 5% (much lower than the country average).

2. By raising awareness in primary and secondary schools, we try to increase the knowledge on harmful effects of tobacco use, the tactics employed by the tobacco industry and denormalising tobacco use. With this information, we strive to alter the attitudes of youth towards tobacco and deter them from tobacco use (or at least delay the onset). In total, we have conducted over 6,500 awareness-raising sessions and reached over 135,000 students in elementary and high schools in Slovenia.

3. We engage in research activities, where we try to uncover the non-compliance of tobacco distributors with the law. In the research we mainly focus on sales of tobacco products to minors and advertising of tobacco products. Over 120 test-purchases were made in the last years and over 300 points of sale were researched for tobacco advertising, helping to achieve stronger tobacco-control legislation.

4. We advocate for a stronger tobacco-control legislation. In the last twelve years, we have published over 1,000 media posts, attended dozens of press conferences and meetings with decision makers and published 4 Slovenian Youth Manifestos on Tobacco. These efforts have helped to pass one of the
strongest tobacco-control legislations in the world that includes:

a. A complete ban on tobacco advertising
b. An introduction of licencing for selling tobacco products
c. An introduction of pictorial warnings in addition to warning labels
d. An introduction of plain packaging
e. A progressive tax increase on tobacco products
f. A ban of smoke-rooms
g. A prohibition of smoking in cars when children are present

Our organisation is both youth-lead and youth-serving. This means that over 90% of all employees, leaders and volunteers are under 29 and over 90% of our participants as well. This means that young people do not only benefit from our programmes, but also lead in initiating, designing and carrying out our activities. We collaborate with numerous and diverse partners, ranging from governmental institutions to research institutes and other NGOs.

We aim to make all our programmes and activities evidence-based and in accordance to the WHO FCTC (WHO Framework Convention on Tobacco Control) and the MPOWER measures.
Other considered CANDIDATES for the 2018 EU Health Award for NGOs
Mission & objectives
We expose how the tobacco industry harms farmers, consumers and the environment. Our objective is to promote policy change towards a holistic approach to tobacco control by raising awareness of the impact of tobacco on sustainable development and human rights as well as of the tobacco industry’s strategies of political interference and aggressive marketing to youth. With our education programme, we help to protect future generations from tobacco use.

> More information:
www.unfairtobacco.org/en

Summary report
The production, marketing and consumption of tobacco is a huge obstacle to achieving sustainable development. Tobacco has a negative impact on virtually all SDGs, from health to poverty, hunger, education, gender equality, decent working conditions, life under water, ecosystems or justice in general. We draw attention to all these issues to promote a holistic approach in tobacco control as part of the globally necessary transition to sustainable development based on human rights. We serve the German, European and global health community by providing expertise on tobacco industry strategies and linking health organisations with CSOs from other political fields. We are co-initiators of the Cape Town Declaration on Human Rights and a Tobacco-Free World that was to date signed by 164 organisations. We also conduct an education programme and support students in producing their own education material and taking public action on WNTDs. We widely share our expertise through our website and social media as well as national and international conferences and meetings with policymakers (e.g. FCTC COP).
Mission & objectives
Stiftelsen Choice (The Choice foundation) works with medical students to increase young people’s knowledge about health to empower them to take control of their health and thereby live healthier lives. This is done through preventive initiatives in high schools in which the medical students teach the high schoolers how the body functions and how its functions are affected by alcohol, narcotics and tobacco (ANT). Our vision is a society in which all young people have the highest attainable health and a good start in life.

> More information:
www.stiftelsenchoice.se/sv/

Summary report
Stiftelsen Choice (The Choice Foundation) offers medical students training in health communication as educators for high-school students. The organisation emphasises the small age difference between the educators and participants as a contributing positive factor in the interaction, where the medical students can be seen as role models. The medical students hold two 90-minute teaching sessions in pairs, usually during two consecutive weeks. They teach the students about the body functions and the effect of ANT, based on a predetermined presentation that supports and guides the lecture. Pupils are encouraged to ask questions in order to improve their general health literacy. The third part of the programme is a school assignment where the pupils focus on a subject of their choice within ANT, which they present to their classmates later on, and thereby continue to teach each other about ANT in a peer-based regime (26). Among 90% of the participants, thoughts have awakened concerning their own ANT-usage and its effect on their bodies.
Mission & objectives
Since January 2009, respiratory specialists, respiratory physiotherapists, and patients’ associations have been unified in our fight against respiratory diseases. The Breathing Space is devoted to respiratory rehabilitation: a holistic management of respiratory disability based on exercise training, smoking cessation, psychological support, dietetics and social work. The goal is to restore autonomy to people suffering from respiratory disabilities, as part of outpatient care. The Breathing Space is also a place where bibliographic resources and case review are shared among health professionals. Moreover, it is a clinical investigation centre that carries out outpatient clinical research to evaluate protocols and medical devices in order to optimise care practices and the healthcare pathway.

Summary report
For the project “The Breath Race”, the non-profit organisation “The Breathing Space”, relies on tried and tested approaches that are effective, long-lasting and mobilising at both national and regional levels. It is a question of developing a tobacco prevention approach based on new technologies: on the one hand, using social marketing that is already well developed around the world and, on the other hand, integrating scientific data with all the tools usually used in prevention, like the Internet, social networks and smartphone applications to target young people. Moreover, we want to enhance the tobacco cessation month throughout the country by capitalising on one of the most popular (and most googled) sports events, the “Route du Rhum” boat race. For over a semester, we will rally all our resources: scientists in the fields of epidemiology, new information technologies and advocacy to mobilise our partners both at national and regional level so that there can be a strong, unified communication campaign linking all the local campaigns and actions.

> More information:
www.lesoufflecourt.com
Mission & objectives
The SmokeFreeGreece initiative’s mission is to enhance Greek youth awareness on the risks of tobacco addiction and to reduce smoking prevalence and initiation. Our youth-friendly approach, based on positive images and messages, develops more engaged adolescents who become our best ambassadors. Students are educated on the advantages of a healthy life, free of dependencies, while teachers and parents are trained to support our sustainable effort. Adopting a holistic lifestyle approach, the initiative promotes awareness on more Public Health issues, related to smoking effects or not.

> More information:
http://smokefreegreece.gr/en/

Summary report
Nearly 9 out of 10 smokers first try smoking by the age of 18. The main objective of the SmokeFreeGreece initiative is to control initiation of smoking during adolescence, often leading to a lifelong nicotine addiction.

Since 2009, a school-based preventive intervention has been developed for students between 10-17 years old using a holistic approach to the school community including training centres, educational materials for teachers, parents and students and annual conferences.

40,000 students have participated in 1,500 interventions and 7,200 students attended 8 conferences, while 2,500 teachers and 700 healthcare professionals have completed train-the-trainer workshops. A student notebook about tobacco prevention has been produced and more than 465,000 copies have been distributed to Greek elementary schools.

National data from 2009-2014 have shown that smoking prevalence dropped significantly from 36% to 24% in adolescents and from 38% to 27% in adults. 97% of Greeks encourage our educational interventions to youth towards tobacco control, funded by the Behrakis Foundation of Boston.
Mission & objectives
The Hungarian Respiratory Society is a non-governmental, public benefit organisation, dedicated to improve pulmonary in Hungary. Its activities are defined in the article of association and include health promotion, disease prevention, medical care and rehabilitation services, scientific work and research, as well as education, skill development and knowledge dissemination.

> More information: https://tudogyogyasz.hu/

Summary report
The Eastern European Nurses’ Center of Excellence for Tobacco Control (EE-COE) project in Hungary has increasingly turned attention to healthcare professionals’ smoking cessation education. The initiative targets healthcare professionals working in various areas of healthcare, such as inpatient, outpatient care, health visitors, as well as colleagues at Health Promotion Offices. During 2015-2017, over 260 healthcare professionals were trained through workshops and more than 300 healthcare professionals participated in online training. Healthcare professionals trained in smoking cessation are more likely to practice brief interventions and/or offer the quitline service than prior to training (OR= 2.03 (CI 0.81-5.08) / 3.48 (CI 1.74-6.98). Overall 80% of workshop participants intervened with their own patients between 2015-2017, and data suggests that a significant proportion of trained healthcare professionals disseminated workshop educational materials among co-workers. In the 2018 pilot training offered for health visitors, 47 professionals participated in three two-day trainings. 
Mission & objectives
VIVID – Institute for the Prevention of Addiction focuses on the big vision of a new norm in society: To support and convey a new age of smoke freedom. On the one hand, tobacco consumption became less usual during the last decades – even in Austria. On the other hand, smoking is perceived as “normal” in many contexts. VIVID’s work for the prevention of tobacco has four goals:
- Fewer people who start smoking
- More people who quit smoking
- Better protection for non-smokers
- More information about tobacco for the population

> More information: www.vivid.at

Summary report
In “tobacco-friendly” Austria, tobacco prevention is a big challenge. Since 1997 VIVID – Institute for the Prevention of Addiction implements measures for the prevention of addiction in the federal country of Styria, focusing on children and adolescents. An additional main emphasis on tobacco started in 2007 with coordinating and implementing the “Styrian Tobacco Prevention Strategy”.
To go forward against tobacco consumption, VIVID has a long-term action plan with six different action policies: monitoring, tobacco prevention for children and adolescents, advocacy, public relations, educating health professionals and smoking cessation.
The heart of the work for children and adolescents is the improvement of life skills. In pedagogical settings they work with information multipliers such as teachers and parents. As an opinion-maker, VIVID focuses on the advancement of tobacco control, informs the general public about tobacco and introduced Austrian’s first “Smoke Free Award”. VIVID teaches health professionals to make sure that they advise their patients to stop smoking. In addition, the local health insurance STGKK offers smoking cessation incentives throughout the whole country.
Mission & objectives
"Preventing is better than curing" is the philosophy of the non-profit Institut für Therapie und Gesundheitsforschung. Since 1990 we are driven by the goal to reduce health risks in the population and to promote healthy lifestyles. We do this by developing, testing, evaluating and disseminating preventive measures, amongst them "Be Smart – Don’t Start", a competition for smoke-free classes. We also study the causes of risky behaviors like smoking, heavy alcohol use or obesity.

> More information: www.besmart.info

Summary report
"Be Smart – Don’t Start" is a universal school-based smoking prevention programme with the aim of influencing social norms. By using contract management techniques, school classes participating in the competition commit themselves to abstain from smoking for six months. Classes report on a regular basis whether they have remained smoke-free or not. After the end of the competition period, successful classes participate in a prize draw. Over the past 20 years, the competition has become the major school-based intervention to prevent smoking in Germany, with 4.5 million pupils having participated. Five scientific studies with all together 16,302 students indicate evidence that the participation of one class in the competition helps to prevent smoking in about 1 to 2 students for up to 2 years.
Mission & objectives
Slovenian Coalition for Public Health, Environment and Tobacco control (SCTC) promotes health in terms of the prevention of NCDs. The main goal of this initiative is to contribute to better public health by reducing tobacco and alcohol consumption. The specific objectives are enforcement of non-smoking as a social norm, availability of free of charge and easily available effective interventions for smoking cessation and prevention and dissemination of information about smoking cessation and prevention.

> More information: http://zadihaj.net/

Summary report
SCTC developed the initiative "Reducing the Consumption of Tobacco, Related Products and Alcohol among the inhabitants of the Republic of Slovenia" based on 15 years of experience. It comprises preventive programs including one called "My Non-Smoking Vow", which is an interactive program for pupils 9-14 years of age intended to help prevent them from ever starting to smoke. Another is "Free Hands – Clean Lungs", a programme developed by the Slovenian National Health Institute for students 15-19 years of age aimed at tobacco cessation and the promotion of non-smoking among adolescents. SCTC’s next programme focuses on "Tobacco and Alcohol Traps" and works to inform parents about the traps of tobacco and alcohol use. Another extensive training programme is EPACTT by ENSP – training for health care professionals for assisting patients with smoking cessation. All SCTC workshops and programs are free of charge for their users, they are open for all – everybody has the right to take part.
The EU Health Policy Platform is an online tool, open to all health stakeholders complying with Working Methods*. It provides a basis for flexible and fruitful cooperation between health stakeholders, who play an active role in EU health-related activities, through networks set up by the European Commission. The Platform currently has nearly 4,000 users registered in 58 networks. These include health organisations, health experts from Member States authorities and Commission representatives. The Platform is composed of three axes: the (1) Web Platform including thematic networks, (2) an annual meeting, and (3) the EU Health Award for NGOs.

The main goals of the EU Health Policy Platform are to:

- provide a framework for dialogue between the European Commission & health-related interest groups or organisations
- make the health policy dialogue transparent
- build knowledge of public health issues & relevant expertise
- spread information about DG Health & Food Safety’s projects (e.g. co-funded Health Programme projects)
- identify, share, and encourage the replication of good health policy practices
- gather and circulate research outcomes
- make results and outcomes easily available to interest groups and organisations with specialised interests
- provide information on other health-related policy areas, taking the ‘Health in All Policies’ approach

The Platform is open to all health stakeholders legally registered in the EU following the criteria established under the Working Methods*

Join the **EU Health Policy Platform!**


- Access the "**Agora Network**", the place to share your news and events

- Contribute to drafting **Joint Statements** in three Thematic Networks (cycle 2018):
  - **Societal Impact of Pain**
    - EPIC and P4E
  - **Smart Healthy Age-Friendly Environments**
    - Caritas Coimbra and AFEdemy
  - **Stimulating fresh fruit and vegetable consumption for healthier European consumers**
    - Freshfel Europe

- Ease your daily work by interacting with your **Expert and Stakeholder Group** members

- Participate in **Live Webinars**, where key EU health initiatives are presented and discussed

- Join the dialogue among Commission representatives and Stakeholders at the EU Health Policy Platform annual meetings
European Commission

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Luxembourg

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