



1 **MAY 7, 2010**

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4 **YOUTH DECLARATION ON TOBACCO CONTROL**

5

6 **PREAMBLE**

7 We, the young people of Europe, express our concern regarding the future of all
8 Europeans by writing this declaration to promote a healthy lifestyle and to raise
9 awareness of tobacco related issues.

10 This declaration was composed by participants from 59 youth and student organisations
11 present at the 'Help' Student Network Meeting in Riga, in May 2010.

12 Created in 2006, the European Youth Manifesto underlines the need for tobacco control
13 policies to be developed at the European Union (EU) level. Progress has been made and
14 smoke-free legislation has been adopted by most Member States. We recognise the
15 steps undertaken by European and national bodies, but we believe there is still
16 significant room for improvement, especially regarding the implementation of existing
17 EU and national legislative measures.

18 Today, 3 out of 10 citizens of the EU aged 15 and over say they smoke.¹ The tobacco
19 pandemic kills 5.4 million people every year.² That accounts for about 100 million
20 deaths in the 20th century and will account for an estimated 1 billion deaths world-wide
21 in the 21st century.³ Health is a fundamental human right; the tobacco pandemic is man-
22 made and preventable.

23 EU institutions, national authorities, non-governmental organisations (NGOs), the
24 media and all other stakeholders must work together with the youth towards the
25 implementation of tobacco control policies. The responsibility for implementation is on
26 all parties.

27 We, as the future generation, call all Europeans to action, and urge them to follow the
28 subsequent recommendations concerning the problems associated with tobacco
29 addiction:

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¹ Flash EuroBarometer, European Commission, No 253

² Mathers CD, Loncar D PLoS Medicine Vol. 3, No. 11, 2007

³ WHO Report on the Global Tobacco Epidemic: The MPOWER package. Geneva, World Health Organization, 2008



31 **The participants of the “Help” Student Network Meeting recommend that EU**
32 **institutions:**

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- 34 1. Permanently involve European youth in all aspects of tobacco-related issues by
- 35 establishing a permanent European Youth Network on Tobacco Control.
- 36 2. Recommend guidelines for all educational institutions concerning the execution
- 37 of tobacco control programmes for their students.
- 38 3. Develop a strategy for introducing the same tobacco laws and regulation in all
- 39 Member States.
- 40 4. Create a common fund to finance tobacco control projects and independent
- 41 research, with easy access to grants.
- 42 5. Support the reconversion of tobacco growers.
- 43 6. Increase the visibility of the Help campaign which should become the platform
- 44 for tobacco control actions.

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46 **The participants of the “Help” Student Network Meeting recommend national**
47 **authorities to implement the WHO Framework Convention on Tobacco Control**
48 **(FCTC), with emphasis on the following:**

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- 50 1. To raise tax on tobacco products and products associated with tobacco
- 51 consumption, and invest that money in prevention and cessation programmes.
- 52 2. To provide financial and political support to NGOs to promote prevention
- 53 programmes based on non-formal education.
- 54 3. To develop compulsory educational programmes on tobacco, adapted to every
- 55 age and culture, starting from the first year of formal education.
- 56 4. To ban all forms of tobacco advertisement, including promotion, sponsorship,
- 57 donations, scholarships and subliminal advertising.
- 58 5. To ban smoking in public places and ensure compliance by combining fines
- 59 with community service.
- 60 6. To restrict access to tobacco products by banning vending machine sales and
- 61 restricting visibility of tobacco products in shops.



- 62 7. To protect vulnerable groups by increasing awareness of the adverse effects of
63 second-hand smoke.

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65 **The participants of the "Help" Student Network Meeting recommend to youth/**
66 **student organisations and NGOs:**

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- 68 1. To get involved in decision making processes through advocacy by encouraging,
69 monitoring and evaluating implementation of the WHO Framework Convention
70 on Tobacco Control.

- 71 2. To collaborate and exchange best practices at local, national and international
72 levels. Work towards creating a web-based platform for information sharing and
73 networking.

- 74 3. To ensure organisational sustainability and to promote capacity building through
75 knowledge, management and retention.

- 76 4. To support tobacco control projects, with research-based data and methods
77 where appropriate.

- 78 5. To engage in advocacy with other civil society organisations, e.g. promoting
79 smoke-free events by NGOs.

- 80 6. To develop a stronger external image through branding and communication.
81 One aspect of this should be a common smoke-free logo.

- 82 7. To reject any funding or collaboration with the tobacco industry or affiliated
83 organisations.