

Table Of Content

Capacity Building: How to make Tobacco Tax Trendy	2
Summary	3
Coordinator, Leader contact and partners	5
University of Bath (until 31/12/2010)	5
The University of Stirling (from 01/01/2011)	5
Comité National Contre le Tabagisme	5
Irish Heart Foundation	5
AER PUR ROMÂNIA	5
European Network for Smoking Prevention/Réseau européen pour la prevention du tabagisme aisbl	5
European Heart Network A.I.S.B.L.	5
Spolecnost pro lecbu zavislosti na tabaku (Society for Treatment of Tobacco Dependence)	5
Lithuanian National Tobacco and Alcohol Control Coalition	5
Outputs	7
D01 - Report on the successful completion of the country profile questionnaires (EN)	7
D02 - Report on the successful analysis of the country profile questionnaires (EN)	7
D03 - Tailor-made national advocacy toolkits (EN)	7
D04 - Content for the program, training and tools for the capacity building workshops (EN)	7
D05 - Report on the completion of 5 regional capacity building workshops on taxation (EN)	7
D06 - Project dissemination plan (EN)	7
D07 - TobTaxy Evaluation Report (EN)	7
D08 - Interim Report (EN)	7
D09 - Final technical, financial and summary reports (EN)	7
D10-01 - Project Website (EN)	7
D10-02 - TobTaxy Leaflet (EN)	7
Final Report (EN)	7
Internal Assessment (EN)	7

Capacity Building: How to make Tobacco Tax Trendy

JA2015 - GPSD [705038]

START DATE: 01/01/2010

END DATE: 01/04/2012

DURATION: 27 month(s)

CURRENT STATUS: Finalised

PROGRAMME TITLE: Second Programme of Community action in the Field of Health 2008-2013

PROGRAMME PRIORITY: -

CALL: Promote Health (Hp-2009)

TOPIC: PROMOTE HEALTH (HP-2009)

EC CONTRIBUTION: 504797.92 EUR

KEYWORDS: Impementation, Policy recommendation, Socio economic factors, Tobacco

PORTFOLIO: Tobacco

General objectives

The TobTaxy capacity building project will train the public health/tobacco control (TC) community on tax and illicit trade issues so that they can effectively support on-going European and international policy initiatives which are in line with the overall EU approach on tobacco control and Articles 6 and 15 (taxation and smuggling respectively) of the WHO Framework Convention on Tobacco Control (WHO FCTC).

Strategic relevance and contribution to the public health programme

The smoking related deaths of 650.000 Europeans each year and the suffering of 13 million more from serious, chronic diseases are entirely preventable. Smoking and its health consequences are also making a significant contribution to the widening gap in health inequalities across the EU.

Taxation is an appropriate and powerful tool for governments to use, both to tackle smoking rates and to re-balance health inequalities. There is convincing evidence from the World Bank, the WHO and others that price increases are the most cost effective TC measure, especially for young people and others on low incomes who are highly price responsive.

The strategic relevance of this project is that it will provide public health advocates with much needed training so that they can contribute confidently to the various on-going policy initiatives on taxation and smuggling at national, European and international level. It will also increase understanding and use of the Healthy Life Year indicator regarding the opportunity cost (benefits forgone) of doing too little to prevent ill-health.

Methods and means

Comprised of 7 European organisations and a panel of 9 health economists, TobTaxy will reach public health advocates across Europe by targeting 31 associated European countries. The project, will provide civil society with a European focal point to address individual, organisational and societal needs and training issues relevant to one of the most effective policy action in tobacco control: the taxation and illicit trade of tobacco products. A series of training packages and 31 advocacy tool kits will be developed; these will include the HLY indicator, national data, the rationale for higher taxes and prices of tobacco products, the effects of illicit trade on tax and price policy, questions and answers, rebuttal arguments and method to estimate tax as share of price, price elasticity, etc. The tool kits will also include cartoons to lighten up what is normally

perceived as a very complex issue. By sharing policy and scientific expertise between the country based partners, the project should generating economies of scale at both the national and European levels.

Expected outcomes period

TobTaxy has the potential to reduce health inequalities and promote health outcomes across Europe; The project will culminate in the development of advocacy strategies and tool kits promoting the effective implementation of Articles 6 and 15 of the FCTC (Framework Convention on Tobacco Control). Given the leading role of the EU in the FCTC negotiations and in developing an illicit trade protocol, this project could also be adapted in other regions of the World. Finally, this capacity building project will also provide a successful example of how policies, whose primary aim is not public health, can be used to achieve public health goals.

COORDINATOR



Smoke Free Partnership (Smoke Free Partnership)

Rue de Treves 49-51
1040 Brussels

Belgium

PARTNERS



University of Bath (until 31/12/2010)

Street: Claverton Down
City: BA2 7AY Bath

Country: United Kingdom



The University of Stirling (from 01/01/2011)

Street:
City: FK9 4LA Stirling

Country: United Kingdom



Comité National Contre le Tabagisme

Street: rue des Pyrénées 119
City: 75 020 Paris

Country: France

Irish Heart Foundation
Street: 4 Clyde Road, Ballsbridge
City: 0000 Dublin 4

Country: Ireland



AER PUR ROMÂNIA
Street: Argentina 35
City: 011753 Bucharest

Country: Romania



European Network for Smoking Prevention/Réseau européen pour la
prevention du tabagisme aisbl
Street: Chaussée d'Ixelles 144
City: 1050 Brussels

Country: Belgium



European Heart Network A.I.S.B.L.
Street: Rue Montoyer 31
City: B-1000 Brussels

Country: Belgium



Společnost pro léčbu závislosti na tabaku (Society for Treatment of
Tobacco Dependence)
Street: Karlovo Namesti 32
City: 128 00 Praha 2

Country: Czech Republic



Lithuanian National Tobacco and Alcohol Control Coalition
Street: Eiveniu 4 (426)
City: LT-50009 Kaunas

Country: Lithuania

D01 - Report on the successful completion of the country profile questionnaires (EN)

Smoke Free Partnership

Capacity Building: How to make Tobacco Tax Trendy (TobTaxy)

Published on: 01/01/2010

http://persond.cc.cec.eu.int:8082/publications/20091221/20091221_d1_oth_en_is.pdf

D02 - Report on the successful analysis of the country profile questionnaires (EN)

Smoke Free Partnership

Capacity Building: How to make Tobacco Tax Trendy (TobTaxy)

Published on: 01/01/2010

http://persond.cc.cec.eu.int:8082/publications/20091221/20091221_d2_oth_en_is.pdf

D03 - Tailor-made national advocacy toolkits (EN)

Smoke Free Partnership

Capacity Building: How to make Tobacco Tax Trendy (TobTaxy)

Published on: 01/01/2010

http://persond.cc.cec.eu.int:8082/publications/20091221/20091221_d3-01_oth_en_ps.pdf

D04 - Content for the program, training and tools for the capacity building workshops (EN)

Smoke Free Partnership

Capacity Building: How to make Tobacco Tax Trendy (TobTaxy)

Published on: 01/01/2010

http://persond.cc.cec.eu.int:8082/publications/20091221/20091221_d4_oth_en_ps.pdf

D05 - Report on the completion of 5 regional capacity building workshops on taxation (EN)

Smoke Free Partnership

Capacity Building: How to make Tobacco Tax Trendy (TobTaxy)

Published on: 01/01/2010

http://persond.cc.cec.eu.int:8082/publications/20091221/20091221_d5_oth_en_ps.pdf

D06 - Project dissemination plan (EN)

Smoke Free Partnership

Capacity Building: How to make Tobacco Tax Trendy (TobTaxy)

Published on: 01/01/2010

http://persond.cc.cec.eu.int:8082/publications/20091221/20091221_d6_oth_en_is.pdf

D07 - TobTaxy Evaluation Report (EN)

Smoke Free Partnership

Capacity Building: How to make Tobacco Tax Trendy (TobTaxy)

Published on: 01/01/2010

http://persond.cc.cec.eu.int:8082/publications/20091221/20091221_d7_oth_en_ps.pdf

D08 - Interim Report (EN)

Smoke Free Partnership

Capacity Building: How to make Tobacco Tax Trendy (TobTaxy)

Published on: 01/01/2010

http://persond.cc.cec.eu.int:8082/publications/20091221/20091221_d8_en_is.pdf

D09 - Final technical, financial and summary reports (EN)

Smoke Free Partnership

Capacity Building: How to make Tobacco Tax Trendy (TobTaxy)

Published on: 01/01/2010

http://persond.cc.cec.eu.int:8082/publications/20091221/20091221_d9_ffr_e_n_is.pdf

D10-01 - Project Website (EN)

Smoke Free Partnership

Capacity Building: How to make Tobacco Tax Trendy (TobTaxy)

Published on: 01/01/2010

<http://www.smokefreepartnership.eu/>

D10-02 - TobTaxy Leaflet (EN)

Smoke Free Partnership

Capacity Building: How to make Tobacco Tax Trendy (TobTaxy)

Published on: 01/01/2010

http://persond.cc.cec.eu.int:8082/publications/20091221/20091221_d10-02_1ft_en_ps.pdf

Final Report (EN)

Smoke Free Partnership

Capacity Building: How to make Tobacco Tax Trendy (TobTaxy)

Published on: 01/01/2010

http://persond.cc.cec.eu.int:8082/publications/20091221/20091221_d9_ffr_en_is1.pdf

Internal Assessment (EN)

Smoke Free Partnership

Capacity Building: How to make Tobacco Tax Trendy (TobTaxy)

Published on: 01/01/2010

http://persond.cc.cec.eu.int:8082/publications/20091221/20091221_iar_en_is.pdf