



## EUROPE

### The Charter Against Tobacco, 1988

- Fresh air free from tobacco smoke is an essential component of the right to a healthy and unpolluted environment.
- Every child and adolescent has the right to be protected from all tobacco promotion and to receive all necessary educational and other help to resist the temptation to start using tobacco in any form.
- All citizens have the right to smoke-free air in enclosed public places and transport.
- Every worker has the right to breathe air in the workplace that is unpolluted by tobacco smoke.
- Every smoker has the right to receive encouragement and help to overcome the habit.
- Each citizen has the right to be informed of the unparalleled health risks of tobacco use.

To make it possible for every person in Europe to enjoy the rights set out in the Charter, the Conference participants recommended ten strategies to be followed.

#### Ten strategies for a smoke-free Europe

1. Recognize and maintain people's right to choose a smoke-free life.
2. Establish in law the right to smoke-free common environments.
3. Outlaw the advertising and promotion of tobacco products and sponsorship by the tobacco industry.
4. Inform every member of the community of the danger of tobacco use and the magnitude of the pandemic.
5. Assure the wide availability of help for tobacco users who want to stop.
6. Impose a levy of at least one per cent of tobacco tax revenue to fund specific tobacco control and health promotion activities.
7. Institute progressive financial disincentives.
8. Prohibit new methods of nicotine delivery and block future tobacco industry marketing strategies.
9. Monitor the effects of the pandemic and assess the effectiveness of countermeasures.
10. Build alliances between all sections of the community that want to promote good health.