



# Lowering premature deaths



## Health

- Alcohol
- Tobacco
- Obesity



## Environment

- Air pollution
- Global warming
- Noise
- Persistent organic pollutants



## Transport

- Road fatalities / serious injuries
- Emissions
- Congestion

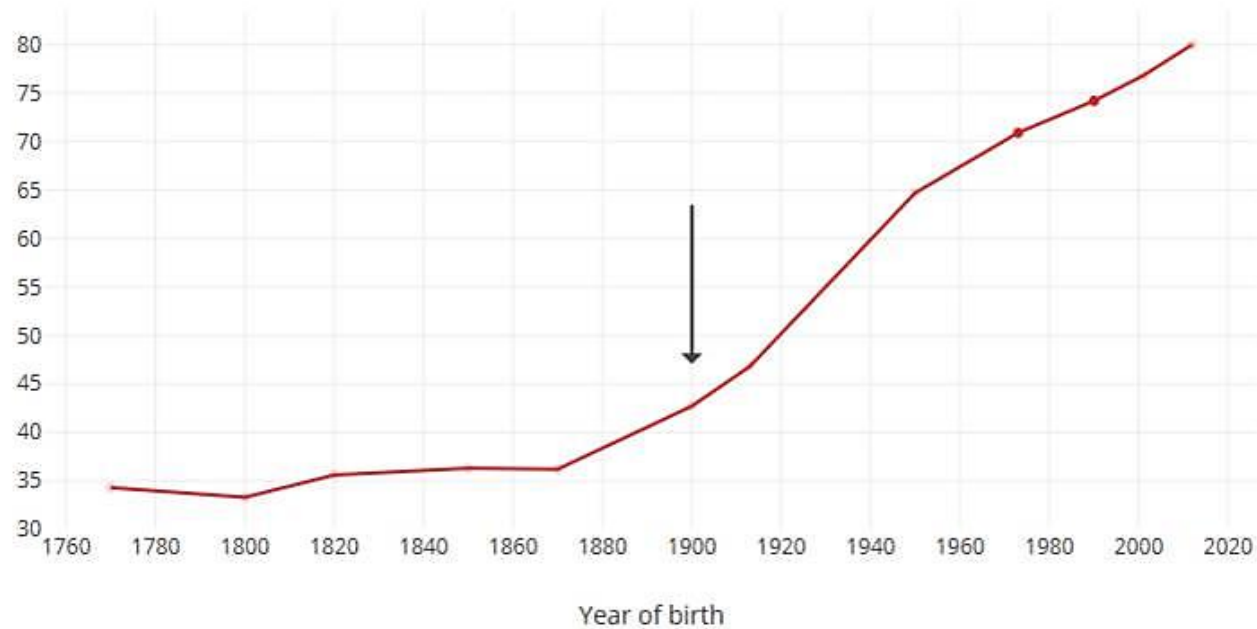


**SUSTAINABLE DEVELOPMENT GOALS**



# Lifespan in Europe

Life expectancy in Europe, 1770-2012



# PREMATURE DEATHS FROM CHRONIC DISEASES

ECONOMIC LOSS

555 000 PEOPLE



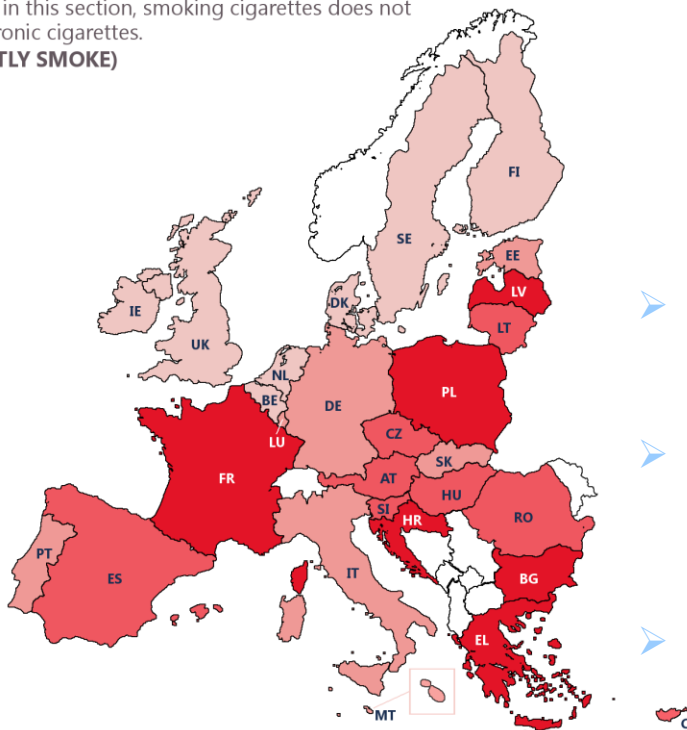
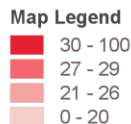
OF WORKING AGE

€115  
BILLION  
PER YEAR



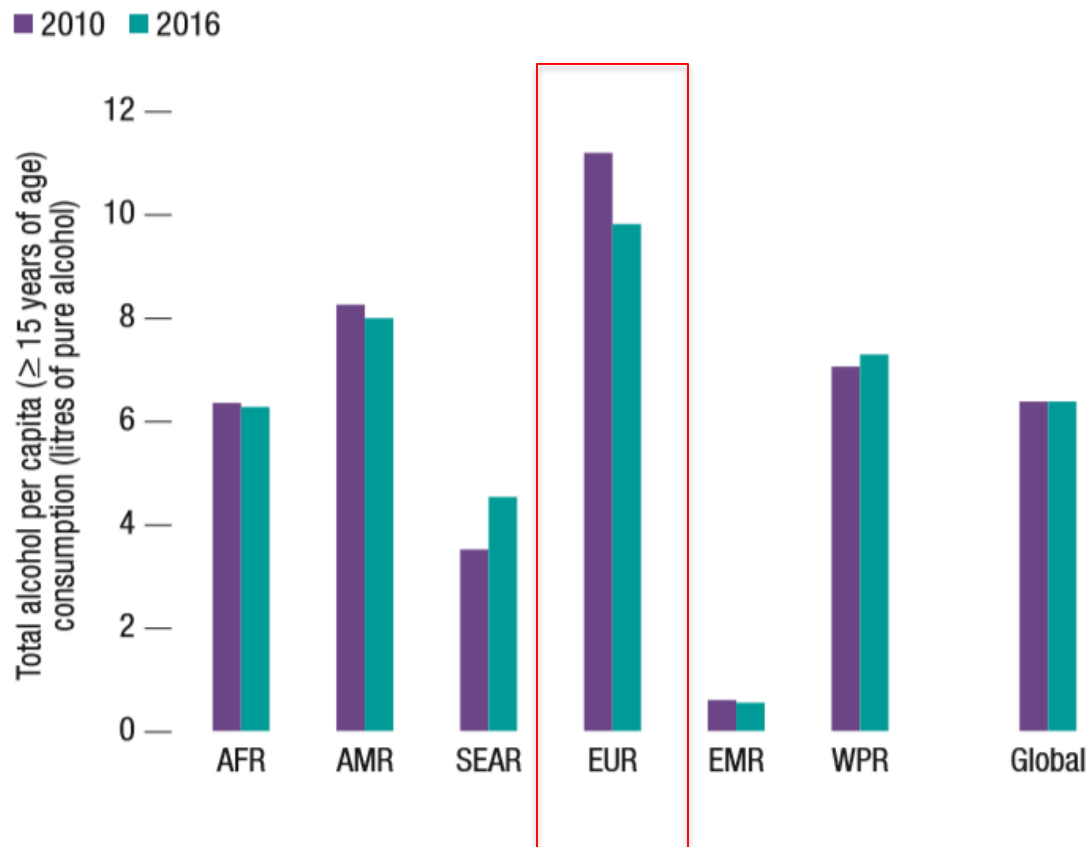
# Tobacco: largest avoidable health risk

**QB1** Regarding smoking cigarettes, cigars, cigarillos or a pipe, which of the following applies to you? In this question and the following questions in this section, smoking cigarettes does not include use of electronic cigarettes.  
(% - **YOU CURRENTLY SMOKE**)



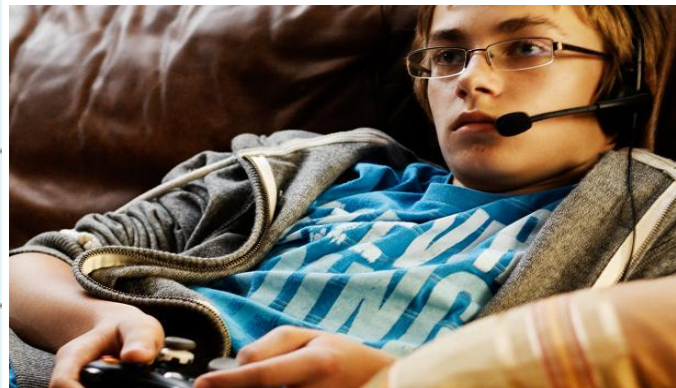
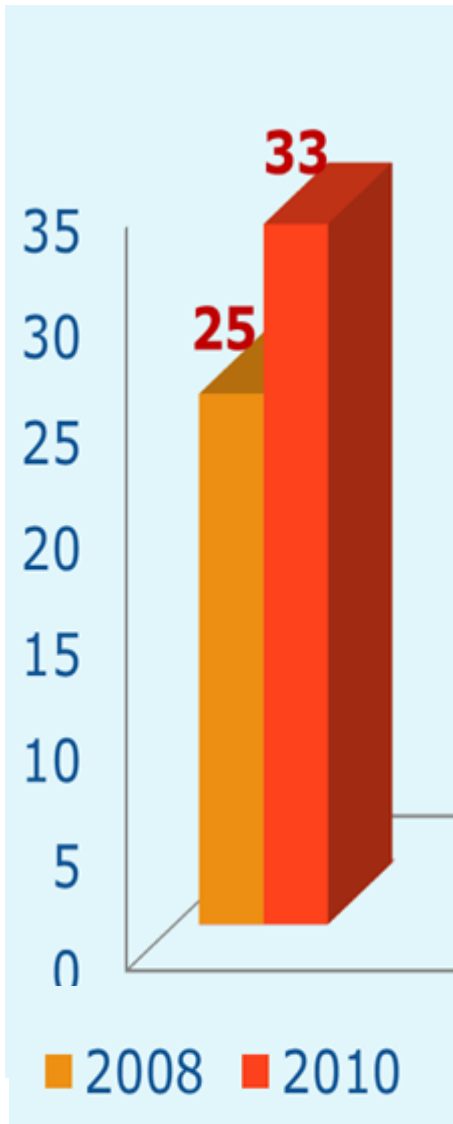
- Smoking prevalence in the EU is decreasing, but...
  - **26% of EU citizens still smoke**
  - **Youth prevalence increased (29% of youth aged 15-24)**
  - **Half of all smokers die prematurely (average 14 years)**
- Geographic differences in smoking prevalence
- Tobacco is the single largest avoidable **health risk** in the EU (700 000 premature deaths)
- EU health care **expenditure**: €25bn per year

# Alcohol



Source: WHO (2018)

# Overweight and obesity in children (%)







European  
Commission





European  
Commission

## Steering Group on Promotion and Prevention



### Promote

Assist and advise the Commission in taking initiatives to promote coordination between the Member States



### Support

Advise the Commission in the selection of best practices to support Member States in their transfer and scaling up



### Monitor

Support the Commission in monitoring the progress towards reaching the Sustainable Development Goal 3



### Coordinate

Advise the Commission in its efforts to coordinate with relevant policy sectors



### Assess

Assess the outcomes of transfer and implementation of best practices in cooperation with EGH



# Framework for EU tobacco control

<b>Tobacco Regulation</b>	<b>Advertising restrictions</b>	<b>Smoke-free environments</b>	<b>Tax measures and illicit trade</b>
Tobacco Products Directive: <ul style="list-style-type: none"><li>•TPD (2014)</li><li>•TPD (2001) <i>repealed</i></li></ul>	Directives: <ul style="list-style-type: none"><li>•Tobacco Advertising</li><li>•Audio-visual Media Service</li></ul>	<ul style="list-style-type: none"><li>• Council Recommendation smoke-free environments (2009)</li></ul>	<ul style="list-style-type: none"><li>• Directive (2011) on excise duty for tobacco</li></ul>
<ul style="list-style-type: none"><li>• Ingredients</li><li>• Labelling</li><li>• Tracking &amp; tracing</li><li>• E-cigarettes</li></ul>	<ul style="list-style-type: none"><li>• Ban on cross-border tobacco advertising &amp; sponsorship</li></ul>	<ul style="list-style-type: none"><li>• Information gathering (2013 report)</li></ul>	<ul style="list-style-type: none"><li>• Combat smuggling</li><li>• Supply chain security</li><li>• Enforcement for tax &amp; customs</li></ul>



European  
Commission



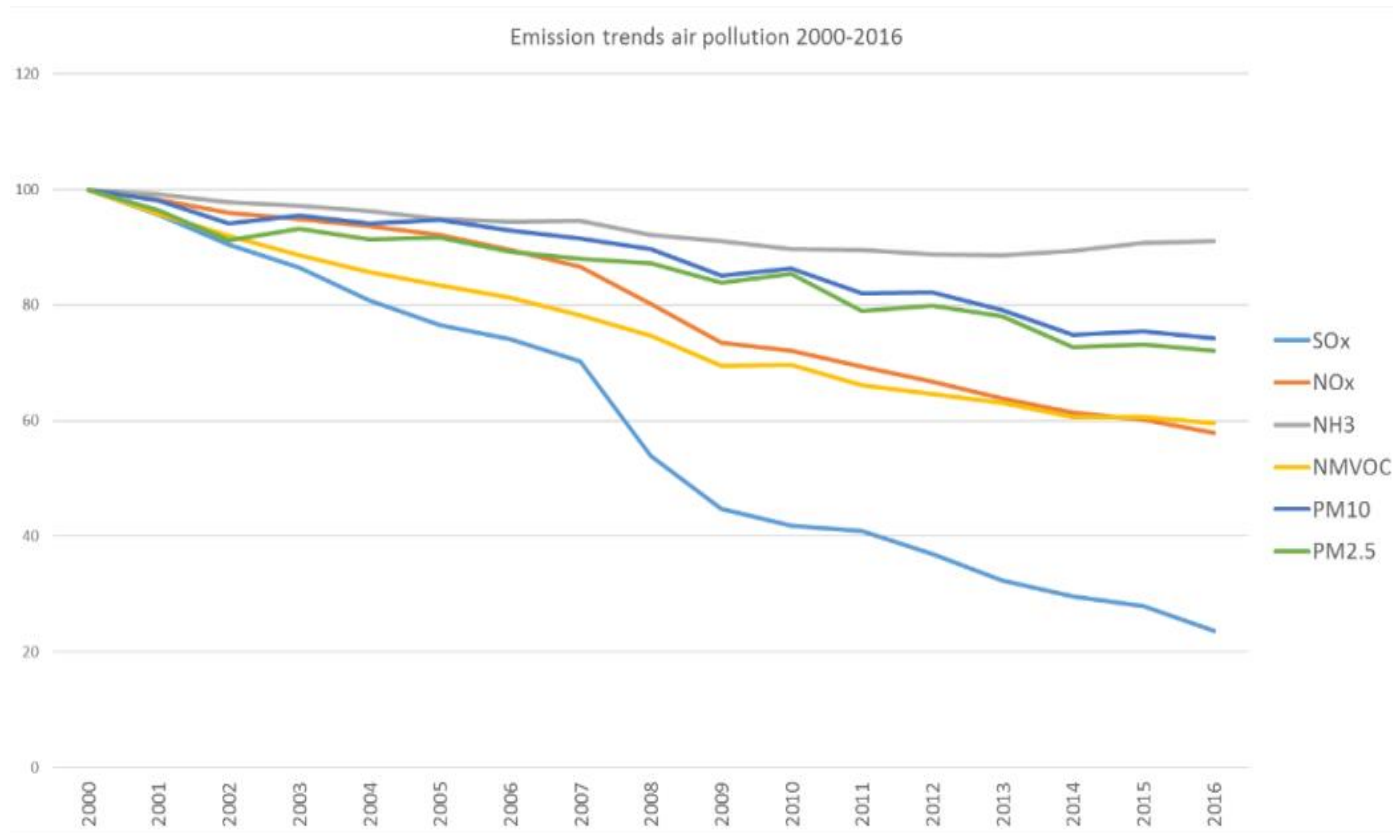
# SUSTAINABLE DEVELOPMENT GOALS



# SDG 3 Health 13 targets

- Reduce global **maternal mortality**
- End preventable **deaths** of **newborns** and **children**
- End **AIDS, tuberculosis** and combat **hepatitis**
- Reduce premature **mortality** from **non-communicable diseases** and promote **mental health** and **well-being**
- Strengthen prevention and treatment of **substance abuse**
- Halve global deaths and injuries from **road traffic accidents**
- Ensure universal **access** to sexual and reproductive **health-care**
- Achieve **universal health coverage**
- Reduce deaths and illnesses from **hazardous chemicals, pollution** and **contamination**
- Implement WHO Framework Convention on **Tobacco** Control
- Support research and development of **vaccines** and **medicines**
- Increase health **financing** and **workforce**
- Strengthen capacity for early warning, risk reduction and management of **health risks**

# Clean Air



# Health in All Policies









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**SUSTAINABLE DEVELOPMENT GOALS**



# TRANSPORT UNION

EFFICIENCY  
CONNECTIVITY  
EXTERNALITIES

DECARBONISATION



DIGITALISATION



**PEOPLE**



GLOBAL LEADERSHIP

INVESTMENT



INNOVATION



# Vision Zero

DECARBONISATION  
**0 Emissions**



DIGITALISATION  
**0 Paper**

PEOPLE

**0 Fatalities**



GLOBAL LEADERSHIP

INVESTMENT



INNOVATION