

## EUPHA response to Public consultation on excise duties applied to manufactured tobacco and the possible taxation of novel products

9 July 2018

EUPHA fully supports measures that discourage the use of tobacco and novel products such as e-cigarettes and heated tobacco products, including vaping and juuling. Tobacco is a hyper-lethal product, killing half of its users<sup>1</sup>. And tobacco companies have known that their products are lethal and addictive, since 1950. This justifies any measure that limits the use of this killer product.

EUPHA expressed support for actions that restrain the supply side of tobacco. We declared that we would not engage with or collaborate with the Philip Morris International [Foundation for a Smoke Free World](#) in any way and called upon all European public health organisations to do the same. We have written to both [British American Tobacco](#) and [Philip Morris International](#) to ask them publish corrective advertisements that tell people the truth about their lethal products, just as they were required to do in a U.S. court ruling. And we called upon institutional investors to [disinvest from the tobacco industry](#). At the same time measures that restrain the demand side of tobacco, for example through taxes, are needed.

Taxation is an effective way of promoting healthy behaviours, as we note in our earlier press releases on adoption of sugar taxes in Europe to reduce the consumption on sugar<sup>2</sup>. The argument that is often used against sin taxes is that such taxes are regressive, meaning that they let lower incomes pay relatively more taxes, however this is a fallacy<sup>3</sup>.



The European Public Health Association, or EUPHA in short, is an umbrella organisation for public health associations in Europe. Our network of national associations of public health represents around 20'000 public health professionals. Our mission is to facilitate and activate a strong voice of the public health network by enhancing visibility of the evidence and by strengthening the capacity of public health professionals. EUPHA contributes to the preservation and improvement of public health in the European region through capacity and knowledge building. We are committed to creating a more inclusive Europe, narrowing all health inequalities among Europeans, by facilitating, activating, and disseminating strong evidence-based voices from the public health community and by strengthening the capacity of public health professionals to achieve evidence-based change.

**EUPHA** - European Public Health Association

**E-mail** [office@eupha.org](mailto:office@eupha.org)

**Internet** [www.eupha.org](http://www.eupha.org)

**Twitter** @EUPHActs

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<sup>1</sup> WHO. Tobacco fact sheet. Geneva: World Health Organization, 2017. <http://www.who.int/mediacentre/factsheets/fs339/en/> (accessed July 9, 2018).

<sup>2</sup> [https://eupha.org/repository/advocacy/Sugar\\_tax.pdf](https://eupha.org/repository/advocacy/Sugar_tax.pdf) (accessed July 9, 2018)

<sup>3</sup> Summers, L. H. (2018). Taxes for health: evidence clears the air. *The Lancet*, 391(10134), 1974-1976.



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