

## ACTION PLAN

| <b>Strategic goal 1: Reduction of tobacco products demand which should reduce the prevalence of smoking in the population</b> |   |   |                 |                            |   |
|---|---|---|-----------------|----------------------------|---|
| <b>Objectives</b>   | <b>Activity/Action</b>  | <b>Responsible Party/Implementing Body</b>  | <b>Deadline</b> | <b>Source of Financing</b> | <b>Indicators of Achievement</b>  |
| <b>1.1 Implementation of tax and price policy</b>   | 1.1.1. Achieving and maintaining a high price and taxation level for tobacco products   | Intergovernmental Coordinating Body, Ministry of Finance  | 2007-2011       | /                          | Raised prices of tobacco products (in percentage)   |
|   | 1.1.2. Increasing taxes on tobacco products above inflation rates   | Intergovernmental Coordinating Body, Ministry of Finance  | 2007-2011       | /                          | Increase in taxes on tobacco products   |
|   | 1.1.3. Prohibition/restriction of tax- and duty-free sales of tobacco products  | Intergovernmental Coordinating Body, Ministry of Finance  | 2007-2011       | /                          | Relevant legislation  |
|   | 1.1.4. Sustained allocation of funds for tobacco control programs, including tobacco tax revenues                                     | Intergovernmental Coordinating Body, Ministry of Finance, Ministry of Health                      | 2007-2011       | /                          | Financial means obtained from earmarking each sold cigarette package, the so called "tobacco dinar" |
|   | 1.1.5. Harmonization of tax and prices across all tobacco products to reduce the likelihood of substitution of one product by another | Intergovernmental Coordinating Body, Ministry of Finance, Ministry of Trade, Tourism and Services | 2007-2011       | /                          |   |

| Objectives  | Activity/Action  | Responsible Party/Implementing Body   | Deadline | Source of financing       | Indicators of Achievement   |
|---|--|---|----------|---------------------------|---|
| <b>1.2 Reduction of exposure to environmental tobacco smoke in population (passive smoking)</b> | 1.2.1. Strict enforcement of the Law on Smoking Ban in Enclosed Premises (Official Gazettes of the Republic of Serbia, No. 16/96 and 101/05) | Labor, sanitary and health inspection   | 2011     | Current sources           | Increased number of smoke-free work places (in percentage), particularly in public administration, health and educational facilities, and public transportation |
|   | 1.2.2. Study among hospitality workers to evaluate the exposure to nicotine  | Ministry of Health – Office for Tobacco Control   | 2007     | “Tobacco dinar”, sponsors | Increased number of smoke-free public places (in percentage);   |
|   | 1.2.3. Workshops for inspectors to achieve better enforcement of the Law on Smoking Ban in Enclosed Premises                                 | Ministry of Health - Office for Tobacco Control, Ministry of Labor, Employment and Social Affairs | 2007     | “Tobacco dinar”, sponsors | Number of penalties for infringement of the Law on Smoking Ban in Enclosed Premises   |
|   | 1.2.4. Development of a program for smoke-free work places with program monitoring and evaluation  | Ministry of Health - Office for Tobacco Control, Ministry of Labor, Employment and Social Affairs | 2008     | “Tobacco dinar”, sponsors |   |

| <b>Objectives</b>   | <b>Activity/Action</b>  | <b>Responsible Party/Implementing Body</b>  | <b>Deadline</b> | <b>Source of Financing</b>  | <b>Indicators of Achievement</b>  |
|---|---|---|-----------------|---|---|
| <b>1.3. Regulation of the contents of tobacco products according to the Law on Tobacco (Official Gazette of the Republic of Serbia, No. 101/05)</b>           | 1.3.1. Inspectors' surveillance of the content of tobacco products and disclosure of the results  | Intergovernmental Coordinating Body, Ministry of Health, Ministry of Finance, Referent laboratory | 2007            | Budget of the Republic of Serbia, Earmarking from "Tobacco dinar" | The percentage of controlled tobacco products with contents within the legal limits                               |
|   | 1.3.2. Defining a referent laboratory for control of the tobacco products contents  | Intergovernmental Coordinating Body, Ministry of Health, Ministry of Finance                      | 2007            | Budget of the Republic of Serbia, "Tobacco dinar"                 | Written decision on establishment of the referent laboratory  |
|   | 1.3.3. Establishing and strengthening capacity of the referent laboratory for control of tobacco products content in concordance with the WHO recommendations   | Intergovernmental Coordinating Body, Ministry of Health, Ministry of Finance                      | 2008            | Budget of the Republic of Serbia, "Tobacco dinar"                 | Premises and activities of the referent laboratory  |
| <b>1.4. Regulation of packaging and labeling of tobacco products according to the Law on Tobacco (Official Gazette of the Republic of Serbia, No. 101/05)</b> | 1.4.1. Inspectors' surveillance of the use of terms such as "low tar", "light", "ultra light" and "mild" in Serbian or other languages or some other terms by which tobacco industry misleads its customers | Ministry of Finance, Ministry of Trade, Tourism and Services                                      |                 |   | The percentage of controlled tobacco products that use terms such as "low tar", "light", "ultra light" and "mild" |
|   | 1.4.2. Inspectors' surveillance of the use of health warnings on the outside packaging of all tobacco products  | Ministry of Finance, Ministry of Trade, Tourism and Services                                      |                 |   | The percentage of controlled tobacco products missing health warnings   |

| <b>Objectives</b>   | <b>Activity/Action</b>  | <b>Responsible Party/Implementing Body</b>   | <b>Deadline</b> | <b>Source of Financing</b>              | <b>Indicators of Achievement</b>  |
|---|---|--|-----------------|---|---|
| <b>1.5. Education, communication, training and public awareness of harmful effects of tobacco consumption</b> | 1.5.1. Workshops for policy makers regarding the need for more “smoke-free” health institutions, work places, schools, and public places  | Ministry of Health, Ministry of Education and Sport, Ministry of Labor, Employment and Social Policy | 2007 - 2008     | Earmarking from “tobacco dinar”         | The percentage of population aware of the health hazards of smoking – population health surveys |
|   | 1.5.2. Workshops for health care workers and teachers on smoking related health hazards, addiction to nicotine, tactics of tobacco industry and promotion of healthy lifestyles | Ministry of Health, Ministry of Education and Sport, Ministry of Labor, Employment and Social Policy | 2007 – 2011     | Earmarking from “tobacco dinar”         | The percentage of population aware of the health hazards of smoking – population health surveys |
|   | 1.5.3. Media campaign for the National No Smoking Day (January 31)  | Ministry of Health – Office for Tobacco Control  | Annually        | ”Tobacco dinar”, sponsors, associations | Mass media reports  |
|   | 1.5.4. Media campaign for the World No Smoking Day (May 31)   | Ministry of Health – Office for Tobacco Control  | Annually        | ”Tobacco dinar”, sponsors, associations | Mass media reports  |
|   | 1.5.5. International campaign “Quit and Win”  | Ministry of Health – Office for Tobacco Control  | Annually        | ”Tobacco dinar”, sponsors, associations | Mass media reports  |
|   | 1.5.6. Organization of specific campaigns for the high risk population groups   | Ministry of Health – Office for Tobacco Control  | Annually        | ”Tobacco dinar”, sponsors, associations | Prevalence of smoking in high risk groups (in percentage)                                       |

|   |   |  |                |  |   |
|---|---|--|----------------|--|---|
| <b>1.6. Ban of tobacco advertising and promotion of tobacco, and tobacco products and sponsorship by tobacco industry</b> | 1.6.1. Inspectors' surveillance of tobacco advertising on radio, television, printed media and other media, sponsorship of all public events (festivals, sports competitions, school events, fairs, concerts), and use of direct incentives to encourage purchase of a tobacco products by the public | Ministry of Trade, Tourism and Services  | 2007 – 2011    | Budget of the Republic of Serbia                                     | Number of penalties for infringement of the Law on tobacco advertising                        |
| <b>1.7. To prevent the future initiation of smoking behaviour, among young people</b>                                     | 1.7.1. Close intersectoral cooperation on national, regional and local level between health and education professionals in implementing the anti-smoking education in schools   | Ministry of Health, Ministry of Education and Sports, institutes for public health | September 2007 | Budget of the Republic of Serbia, "Tobacco dinar", Local authorities | Increased percentage of non-smokers among youth (prevalence of smoking in children and youth) |
|   | 1.7.2. Development of programs for education on smoking prevention and their integration into the programs of primary, secondary and high schools; development of manuals, posters and leaflets   | Ministry of Health, Ministry of Education and Sports, institutes for public health | June 2008      | Ministry of Education and Sport                                      | Percentage of smoke-free schools  |
|   | 1.7.3. Continuous education of teachers   | Ministry of Education and Sport<br>Ministry of Health                              | 2007 – 2011    | Ministry of Education and Sport                                      | Percentage of smoke-free schools  |

|  |  |   |              |   |  |
|--|--|---|--------------|---|--|
| 1.7. To prevent the future initiation of smoking behaviour among young people  | 1.7.4. Continuous education on smoking prevention in schools and publishing results  | Ministry of Health, network of public health institutes, Ministry of Education and Sports | 2007 – 2011  | ”Tobacco dinar”                                   | Percentage of smoke-free schools                                 |
|  | 1.7.5. Defining a standard set of data that should be collected for the surveillance of smoking prevalence among young people              | Ministry of Health – Office for Tobacco Control, network of public health institutes      | 2007         | ”Tobacco dinar”                                   | The indicators that should be routinely collected                |
|  | 1.7.6. Routine data collection and periodic performance of GYTS, GHPS, GSPS, ESPAD, and other studies on smoking prevalence among children | Ministry of Health, network of public health institutes                                   | 2007. – 2011 | ”Tobacco dinar”, sponsors, international partners | Published reports and study results                              |
| <b>1.8. To reduce smoking prevalence and levels of tobacco consumption across all population groups through the implementation of smoking cessation programs</b> | 1.8.1. Strengthening and expansion of the network of the smoking cessation services through the health care system                         | Ministry of Health, network of public health institutes                                   | 2007         | “Tobacco dinar”                                   | Reduction of smoking prevalence among adults (in percentage)     |
|  | 1.8.2. Assessment of quantity and quality of services provided by smoking cessation centers  | Ministry of Health. network of public health institutes                                   | 2007         | “Tobacco dinar”                                   | Increased number of smoking cessation centers                    |
|  | 1.8.3. Defining minimum level and quality of services to be provided by smoking cessation centers  | Ministry of Health. network of public health institutes                                   | 2007         | “Tobacco dinar”                                   | Increasing number of smokers visiting smoking cessation services |

|   |  |  |             |                 |   |
|---|--|--|-------------|-----------------|---|
| 1.8. To reduce smoking prevalence and levels of tobacco consumption across all population groups through the implementation of smoking cessation programs | 1.8.4. Provide training and equipment for staff in smoking cessation services, develop a manual for smoking cessation services | Ministry of Health – Office for Tobacco Control, network of public health institutes | 2007 – 2011 | “Tobacco dinar” | Decrease of smoking prevalence in adults (in percentage)    |
|   | 1.8.5. Education of GPs and nurses in the primary health care on smoking prevention and cessation                              | Ministry of Health – Office for Tobacco Control, network of public health institutes | Annually    | ”Tobacco dinar” | Decrease of smoking prevalence in adults (in percentage)    |
|   | 1.8.6. Establish monitoring and evaluation of the quality and effectiveness of services for smoking cessation                  | Ministry of Health – Office for Tobacco Control                                      | 2007        | ”Tobacco dinar” |   |
|   | 1.8.7. Media promotion of smoking prevention and cessation services and their results  | Intergovernmental Coordinating Body  | Annually    | ”Tobacco dinar” | Mass media reports  |
|   | 1.8.8. Efficiency evaluation of population approaches in smoking cessation – “Quit and Win” and other campaigns                | Ministry of Health – Office for Tobacco Control                                      | Annually    | ”Tobacco dinar” | Decrease of smoking prevalence among adults (in percentage) |
|   | 1.8.9. Efficiency evaluation of support for smoking self cessation   | Ministry of Health – Office for Tobacco Control                                      | Annually    | ”Tobacco dinar” | Decrease of smoking prevalence among adults (in percentage) |
|   | 1.8.10. Regular data collection on participation in smoking cessation programs   | Ministry of Health – Office for Tobacco Control                                      | Annually    | “Tobacco dinar” | Decrease of smoking prevalence among adults (in percentage) |

|   |   |  |             |                                    |   |
|---|---|--|-------------|------------------------------------|---|
| <b>1.9 To reduce smoking prevalence in women</b>              | 1.9.1 Education of health professionals who work with pregnant women and women in reproductive period on harmful effects of smoking during the pregnancy  | Ministry of Health – Office for Tobacco Control, network of public health institutes | 2007 – 2011 | ”Tobacco dinar”                    | Decrease of smoking prevalence among women (in percentage)                                |
|   | 1.9.2 Regular counseling of pregnant women on harmful effects of smoking, and support in smoking cessation  | Ministry of Health – Office for Tobacco Control, network of public health institutes | 2007 – 2011 | Republic Fund for Health Insurance | Decrease of smoking prevalence among pregnant women (in percentage)                       |
|   | 1.9.3 Publishing promotional materials (leaflets, posters, brochures) on harmful effects of smoking for fetus and newborn babies  | Ministry of Health – Office for Tobacco Control                                      | 2007 – 2011 | ”Tobacco dinar”                    | Decreased number of babies born with low birth weight and premature birth (in percentage) |
| <b>Strategic goal 2: Reduction of tobacco products supply</b> |   |  |             |                                    |   |
| <b>2.1 To reduce illicit trade of tobacco products</b>        | 2.1.1. Enforcement of the Excise Law („Official Gazette of the Republic of Serbia”, No.42/01, 61/01, 73/01, 5/02, 24/02, 45/02, 69/02, 80/02, 15/03, 43/03, 56/03, 72/03, 93/03, 2/04, 31/04, 43/04, 55/04, 78/04, 135/04, 8/05,46/05, 47/05, 58/05, 71/05,101/05, 112/05, 3/06, 11/06, 61/06 and 66/06), as well as labeling tobacco products with excise labels to identify their origin, and facilitate their tracking | Ministry of Finance  | 2007 – 2011 | /                                  | The percentage of reduction of illicit trade of tobacco products                          |

|   |   |   |              |  |  |
|---|---|---|--------------|--|--|
|   | 2.1.2. Regular collection of data on trade of tobacco products  | Ministry of Trade, Tourism and Services, Ministry of Internal Affairs | 2007 – 2011  |  | Routine statistics   |
| 2.1. To reduce illicit trade of tobacco products              | 2.1.3. Penalties for illicit trade  | Ministry of Trade, Tourism, and Services, Ministry of Justice         | 2007 – 2011  |  | Number of fines  |
|   | 2.1.4. Destruction or disposal of confiscated tobacco products  | Ministry of Trade, Tourism and Services, Ministry of Internal Affairs | 2007 – 2011  |  | Increased percentage of destroyed confiscated tobacco products |
|   | 2.1.5. Regular surveillance of tobacco products licensing system  | Ministry of Trade, Tourism and Services, Ministry of Finance          | 2007. – 2011 |  |  |
| <b>2.2. To ban sales of tobacco products to and by minors</b> | 2.2.1. Production of labels with warnings that sale of tobacco products to minors is illegal and control of their display | Ministry of Trade, Tourism and Services                               | 2007. – 2011 |  | Number of controls   |
|   | 2.2.2. Surveillance of production and sale of products that are in the form of tobacco products                           | Ministry of Trade, Tourism and Services                               | 2007. – 2011 |  | Number of controls   |
|   | 2.2.3. Surveillance of tobacco sales in small retail units, by vending machines, free distribution on public places, etc. | Ministry of Trade, Tourism and Services, Inspection                   | 2007. – 2011 |  | Number of controls   |

| <b>Strategic goal 3: Implementation and enforcement of tobacco control legislation to reduce demand and supply of tobacco products</b>               |  |  |                 |                                  |  |
|--|--|--|-----------------|----------------------------------|--|
| <b>Objectives</b>  | <b>Activity/Action</b>   | <b>Responsible Party/Implementing Body</b>   | <b>Deadline</b> | <b>Source of Financing</b>       | <b>Indicators of Achievement</b>   |
| <b>3.1. To enforce strictly legislation related to tobacco control (Law on Smoking Ban in Enclosed Premises, Law on Tobacco, Law on Advertising)</b> | 3.1.1. Enforcement of penalties by the relevant inspections  | Intergovernmental Coordinating Body, Ministry of Trade, Tourism and Services, Ministry of Labor, Employment and Social Affairs, Ministry of Health | 2007 – 2011     | Budget of the Republic of Serbia | Number of inspections' controls;<br>Number of penalties for infringement of tobacco control legislation                                      |
|  | 3.1.2. Regular revision of penalties for infringement of tobacco control legislation   |  |                 |                                  |  |
|  | 3.1.3. Building capacities and determination of inspections for the surveillance of enforcement of the tobacco control legislation |  |                 |                                  |  |
| <b>3.2. To support economically viable alternatives to tobacco growing and processing</b>  | 3.2.1. Gradual substitution of tobacco growing by other economically viable agricultural cultures                                  | Intergovernmental Coordinating Body, Ministry of Agriculture, Forestry and Water Management, Ministry of Finance                                   | 2011.           | Budget of the Republic of Serbia | Percentage of reduction of agricultural land under tobacco;<br>Reduced subsidies for tobacco growing;<br>Reduced number of tobacco factories |
|  | 3.2.2. Repealing subsidies for tobacco growing   |  |                 |                                  |  |
|  | 3.2.3. Moratorium on new tobacco factories   |  |                 |                                  |  |