



WHO

REGIONAL OFFICE FOR EUROPE



TOBACCO-FREE WORKPLACES: SAFER AND HEALTHIER



Report on the
Celebration of the
Fifth World No-Tobacco Day
31 May 1992

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EUR/HFA TARGET 17

This activity was organized by the WHO Regional Office for Europe to promote work aimed at achieving the following target in the health for all strategy.^a

TARGET 17

TOBACCO, ALCOHOL AND PSYCHOACTIVE DRUGS

By the year 2000, the health-damaging consumption of dependence-producing substances such as alcohol, tobacco and psychoactive drugs should have been significantly reduced in all Member States.

Keywords

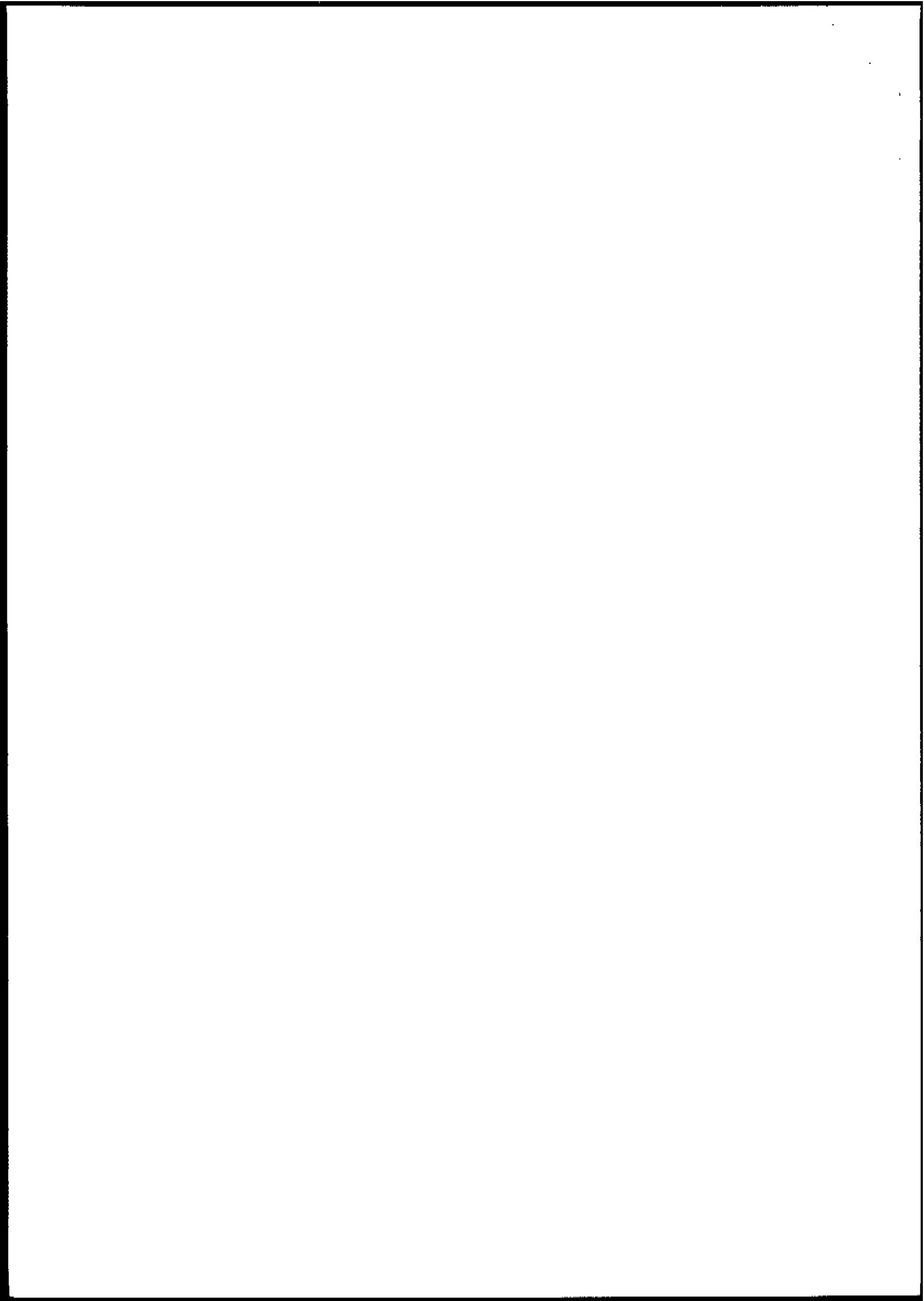
SMOKING – prevent/control
ANNIVERSARIES AND SPECIAL EVENTS
EUROPE
BELGIUM
CZECHOSLOVAKIA
DENMARK
FRANCE
GERMANY
GREECE
HUNGARY
IRELAND
ITALY
LITHUANIA
LUXEMBOURG
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^a Updating of the European HFA targets. Copenhagen, WHO Regional Office Europe, 1991 (document EUR/RC41/Inf.Doc./1 Rev.1).

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THE WORLD NO-TOBACCO DAY EUROPEAN EVENT IN CZECHOSLOVAKIA

The Regional Office for Europe of the World Health Organization joined Czechoslovakia this year in their celebration of World No-Tobacco Day.

Dr Marc Danzon, the newly appointed Director of the Department of Country Health Development at the WHO Regional Office, and formerly the *Délégué Général* of the *Comité Français d'Education pour la Santé* (French Committee for Health Education), attended World No-Tobacco Day festivities in Prague on behalf of the Regional Office for Europe.

Dr Danzon participated in a press conference held at the Ministry of Health on World No-Tobacco Day, opened a scientific seminar on "Risk factors of smoking", and attended Children's Day at the Palace of Culture, an event organized by the National Centre for Health Promotion in the framework of the Columbus Project. The National Centre for Health Promotion has challenged other countries to take part in this campaign inspired by the 500th anniversary of the discovery of America. In the evening of World No-Tobacco Day a gala concert was held in the summer palace "Amerika", and on this occasion Dr Danzon awarded WHO Tobacco or Health medals to the 1992 European medallists from Albania, Czechoslovakia, France, Norway and the United Kingdom.

TOBACCO OR HEALTH MEDALS

The Tobacco or Health medals are unique in that they are the only ones in the world that recognize international achievement in the fight against the health hazards of tobacco consumption and in promoting WHO's concept of a society where tobacco use is no longer the social norm. They are commemorative medals for World No-Tobacco Day each year (31 May).

THE EUROPEAN WORLD NO-TOBACCO DAY MEDALLISTS 1992

Atari subsidiary (computer manufacturing company)
Reinheim, Federal Republic of Germany

After introducing a smoke-free working environment in the beginning of 1985, the German subsidiary of the Atari company has been awarding six extra days of annual leave to its nonsmoking employees.

French Committee for Health Education
Paris, France

The Committee is recognized for its outstanding work in nonsmoking promotion in 1991 during which it produced, among other things, a video on a nonsmoking cowboy with the message "Smoking, it's not my nature!"

Mr Dennis Kennedy, Establishment Officer, Department of Finance and Personnel, Northern Ireland Civil Service
Belfast, United Kingdom

Under Mr Kennedy's direction, the Department introduced a smoke-free policy in 1987. He has remained committed to the cause and continues to support workers, in an enthusiastic and positive manner, to adopt a nonsmoking lifestyle. Mr Kennedy is continuing his support for smoke-free workplaces by helping to introduce policies in other workplaces.

Dr Ilir Teneqexhiu, National Directorate for Health Education, Ministry of Health
Tirana, Albania

Dr Teneqexhi has launched a nonsmoking promotion campaign in Albania. He initiated, under difficult circumstances, international relations and contacts within the European Tobacco or Health network.

Dr Tom Hurst, Honorary Director and Secretary, International Network Towards Smoke-free Hospitals
London, United Kingdom

Dr Hurst received his award for establishing a new foundation towards the promotion of smoke-free health care.

Filip magazine
Prague, Czechoslovakia

Filip is a magazine for teenagers that promotes nonsmoking among youth in the Czech and Slovak Federal Republic through the European youth campaign, the Columbus Project. Employees of Filip do not smoke, and there is a smoke-free policy in their workplace.

Norwegian Council on Tobacco and Health
Oslo, Norway

The Council is recognized for its contribution towards the national legislation for smoke-free workplaces in Norway.

COUNTRY REPORTS

BELGIUM

To commemorate World No-Tobacco Day, 31 May 1992, the Belgian health authorities held a press conference to announce new plans for tobacco policies and to highlight successes in promoting smoke-free workplaces in Belgium. Among others, the companies that speak up for healthier working environments include: Renault (cars), Godiva (chocolates), AXA (insurance), Upjohn (pharmaceuticals) and Wordperfect (computer software). A series of six posters, depicting various professions, bearing the message "Smoke-free - my way" will be issued (*).

La Fondation contre les Affectations Respiratoires et pour l'Education à la Santé (FARES) organized a conference-debate entitled "Working without tobacco", where representatives of the press and industry were given information on the situation concerning smoking in workplaces in the French-speaking community and on the implementation of the smoking management programme of FARES.

Koördinatiekomitee Algemene Tabakspreventie (KKAT) organized a press conference where the European and Flemish situation regarding smoking at the workplace was presented. Two campaigns in the Flemish community were also presented.

L'Association contre le cancer held a press conference to present the results of a survey on smoking cessation and smoking in the workplace. Three radio spots encouraging smokers to quit were broadcast, and publicity was generated in favour of the Belgian Smokebusters club, which has now gathered over 100,000 signatures in favour of an advertising ban.

The European Bureau for Action on Smoking Prevention (BASP), located in Brussels, published a very attractive booklet entitled "It's better working smoke-free", including results of a survey conducted in February/March 1992 among a representative sample including 12,500 Europeans aged 15 and over, which showed that 85% of Europeans are in favour of a clear designation of areas in the workplace reserved for smokers and non-smokers.

In the city of Liège, which is a participant in the WHO Healthy Cities Project, an activity was arranged on Monday June 1 at the Central Provincial Administration building. Workers who smoked were invited to throw away their cigarettes (or at least one symbolic cigarette) on their arrival at the Centre. As the activity had been carefully publicized among the workers beforehand, and stress had been placed on the advantages of quitting smoking, the reaction was positive. Good press and television coverage were obtained, and follow-up initiatives are planned.

CZECHOSLOVAKIA

See the European event on Czechoslovakia on page 1.

A television programme reported on the link between smoking and heart disease and cancer, and mentioned that Dr Martin Bojar, the Czech Minister of Health, wears a button which reads "I mind if you smoke". The daily newspaper *Lidove Noviny* published an article entitled "Tobacco Manipulators" informing readers about the marketing strategies tobacco companies use to persuade consumers through hidden symbolism.

In the Slovak Republic, World No-Tobacco Day received a great deal of publicity. There were programmes on radio and TV, and articles in the press prior to the day and on the day itself. A brochure advertising the Day was produced and widely disseminated, and a youth magazine also included some well-produced articles on the dangers of smoking.

DENMARK

The Danish Council on Smoking and Health released a new booklet entitled "The smoking habits of the Danes" in collaboration with the Danish Cancer Society and the Danish Heart Foundation. During the weekend of 30-31 May a pre-Olympic sports meeting was organized for 800 children around the age of twelve. The children are all active members of the smoke-free ambassador teams, which are part of the "non-smoking year group" project.

On World No-Tobacco Day the Danish Cancer Society launched a new telephone hotline for smokers wanting to give up smoking - "The Smoke-free Line". The object of the service is to encourage smoking cessation and to help smokers in different phases of the smoking cessation process. The line is staffed by psychology and medical students. Staff members receive 40 hours of training with tutoring by experts on tobacco and smoking cessation, and all have personal experience with smoking cessation. The service will run as a pilot project until the end of 1992, at which time the Danish Cancer Society will decide whether it should continue. The service received approximately 6-8 calls per day during the summer holidays, despite the fact that the new programme had not been widely publicized. After the summer holidays the organizers of the service expect to receive about 12 calls every 3 hours.

The National Danish Association "Non-Smokers' Rights" hosted this year's congress of the European Union of Non-Smokers, which took place during the weekend around World No-Tobacco Day. On this occasion, Mr Eddie Skoller was nominated "Danish Non-smoker of the Year", and Oticon, a company producing hearing aids, "A Smoke-free Workplace".

FRANCE

The *Comité français d'Education pour la Santé* (CFES) organized activities this year around the slogan "*Fumer c'est pas ma nature!*". A brochure on cessation methods, a folder giving facts and figures about smoking, a sticker and a poster were among materials distributed this year. This famous campaign for a smoke-free lifestyle has been successfully running since October 1991. It has been well received not only by the general public, and by young people in particular, but also by communication/advertising professionals, with the result that it has been nominated for several awards. The CFES was also awarded a WHO Tobacco or Health medal this year.

A press conference was held on 21 May at which M. Bernard Kouchner, Minister for Health and Humanitarian Action, spoke. Information about the decree of April 1992 concerning smoking in public places was disseminated, as well as results of a survey entitled "The French and Tobacco in 1992 - latest figures" conducted by the CFES and a coalition of nonsmoking promotion organizations.

The town of Rennes, which is part of the WHO Healthy Cities Network, took part in World No-Tobacco Day celebrations this year. On 27 May a day-long programme of exciting activities caught the attention of passers-by in Town Hall Square. Nurses and doctors presented various methods of quitting smoking, computerized tests measuring the extent of people's dependence on tobacco were available, and an array of information brochures and documents were distributed, including the WHO charter against tobacco.

The *Association pour la Recherche sur le Cancer* (ARC) and *Assistance Publique - Hôpitaux de Paris* (AP-HP) initiated a public health and information campaign on the theme of smoking and pregnancy. Posters were displayed in maternity wards and occupational health departments and leaflets were given to all pregnant women by health personnel. The campaign will last until the end of 1992.

Activities in the northern region of France were coordinated by the *Comité Régional d'Education pour la Santé* and ECLAT (*Espace de Concertation de Liaison des Actions contre le Tabagisme*), who organized a day-long seminar on the World No-Tobacco Day theme.

The project *Besançon Non Fumeur*, supported by the Europe against Cancer programme, had already started activities last year on the theme of "Smoke-free workplaces". Company directors and committees for health and safety in workplaces were contacted, and staff members were asked to establish a consensus on smoke-free/smoking areas. This programme will be continued throughout 1992, using a "personalised" approach to encourage the implementation of smoke-free workplace policies.

GERMANY

A very well presented little booklet entitled *Die Freiheit des Abenteuers* was launched this year in connection with World No-Tobacco Day. The booklet is published by the *Bundeszentrale für gesundheitliche-Aufklärung*, Köln, in collaboration with the *Bundesministerium für Gesundheit*, the *Institut für Sozialmedizin und Epidemiologie des Bundesgesundheitsamtes Berlin*, and the *Bremer Institut für Präventionsforschung und Sozialmedizin*. The BKK (*Bundesverband der Betriebskrankenkassen*) also distributed information on World No-Tobacco Day and informed that in their next handbook on Health Promotion there would be an extensive section on smoke-free workplaces.

The organization *Nichtraucher-Initiative Deutschland* (NID) wrote letters to all 662 members of parliament, encouraging them to take a stand on a policy for smoke-free workplaces.

GREECE

The Hellenic Anti-smoking Society sponsored various radio and television presentations. The Hellenic Cancer Society, the Hellenic Anti-smoking Society and the Ministry of Health organized a workshop on "Smoking in Hospitals" which was attended by the hospital presidents, matrons and presidents of the scientific committees from hospitals in the Athens area. The workshop received press and television coverage.

HUNGARY

To publicize World No-Tobacco Day, an information pack containing various brochures, leaflets, stickers and badges was sent to key persons in Hungarian society: leading politicians and members of parliament, health educators, members of the Smoking or Health Association of Physicians and other health personnel. Health education materials were also sent to regional institutions of the State Public Health and Medical Officers' Service and to all managers of Hungarian hospitals, clinics and maternity centres.

In Budapest, the National Institute for Health Promotion assisted in organizing a full day programme for children in the town park on 31 May to celebrate both World No-Tobacco Day and International Children's Day. In Petofi Hall 500 posters and stickers advertising World No-Tobacco Day were distributed, and there was an open-air market place where various health education materials were distributed to passers by. Other activities included an open-air theatre where popular TV personalities and singers advertised World No-Tobacco Day, a smoke-free disco, and a "video-wall" which continuously projected films on nonsmoking promotion.

The Day received considerable coverage from the media, in the form of press articles and radio and television interviews, and in particular on children's TV and radio programmes.

IRELAND

The Health Promotion Unit (Department of Health), in collaboration with WHO Healthy Cities coordinators, sent a telefax to key businesses reminding them of World No-Tobacco Day. Stickers and leaflets were also posted on healthboards, and new no-smoking signs, stickers and other materials were distributed.

The Irish Cancer Society and the Irish Dental Health Foundation, supported by the Health Promotion Unit, held a press conference to highlight World No-Tobacco Day and to publicize a no-smoking package for dentists, including a leaflet on "Smoking and Dental Health" which dentists are to distribute to the general public.

ITALY

In Milan, which participates in the WHO Multi-City Action Plan for Tobacco-free Cities, the Italian League against Cancer was very active in organizing a variety of events in honour of World No-Tobacco Day. The motto of the campaign was "I don't smoke because I respect YOU" using a green dragon cartoon character. Advertisements were placed in local newspapers and at the airport and rail and bus stations; a well-known milk company agreed to advertise World No-Tobacco Day on their milk cartons; a variety of materials including T-shirts, posters, stickers and badges were distributed in schools, department stores, the city council and big companies, and on the day itself these items were distributed in the city by volunteer workers. Announcements were also made on local TV and radio stations, encouraging people to try to quit smoking on 31 May. A press conference was held on the theme of smoke-free workplaces, with a high attendance from journalists resulting in good coverage.

In Genoa, various activities were organized by the National Institute for Cancer Research, the *Provveditorato agli Studi* and the Genoan section of the Italian League against Cancer. An exhibition of the work of 10,000 students, parents and teachers who had participated in the smoking prevention programme which had run throughout the year was set up in the municipal office in Genoa. Prizes were awarded for the best work, and to the schools and teachers who had been good collaborators with the programme. This year, 700 students, parents and teachers were present. In addition, two stands were set up in the city centre and two others at the National Institute for Cancer Research, and informative material was distributed encouraging the general public to quit smoking. A particularly relevant project in this connection is the "No Smoking Hospital" project, an initiative of the National Institute for Cancer Research which is addressed to all Italian hospitals. Leaflets and stickers were also sent to chemists, encouraging them to be involved in the information campaign. With the collaboration of the main city institutions, the same material was also distributed in hospitals, shops and many working sites in Genoa. Good media coverage of the day was obtained, especially television coverage.

The Italian Coordination Committee of the Europe against Cancer programme organized a national press conference on 29 May. The Italian League against Cancer, *Comitato Fumo o Salute*, and *Societa Italiana di Medicina Generale* organized a variety of activities before and on 31 May in the five Italian towns which are members of the European Smoke-free Towns Network (Empoli, Barletta, Bologna, Tolmezzo and Bolzano). Leaflets, posters and questionnaires offering free cessation courses were distributed in offices and factories. A non-smoking day was observed in airports and train stations, and special promotional buses were utilized. There were also wide-spread advertising campaigns on TV and radio, press conferences were held, and the day was advertised in public transport, waiting rooms, pharmacies etc.

LITHUANIA

The Department for Health Strategy and Policy within the Lithuanian Ministry of Health prepared information circulars which were sent to chief doctors at health education centres and directors of hygiene centres. Appropriate information (articles, messages, interviews on smoking hazards) were published in five central newspapers and at least three articles per city were also published in Kaunas, Klaipeda, Siauliai and one in Sakiai. Special television programmes on the hazards of smoking and smoking prevention were also shown. Special radio programmes were broadcast in schools. The Republican Health Education Centre, Vilnius Health Education Centre, the Department of Nature Protection of Kaunas Municipality and Kaunas Medical Academy Hygiene Centre prepared and disseminated various materials throughout the Republic, and various types of exhibitions were also organized, for example in the lobby of the Ministry of Health, at Vilnius Health Centre, the 10th Secondary School of Kaunas, shop windows of two Kaunas bookshops, and at Kaunas Art school. Anti-smoking documentary films were shown in the cinemas of Panevezys, and meetings with physicians and scientists on antismoking topics were held with workers in three factories in Kaunas.

In the framework of the national 12-year smoking prevention programme in Lithuanian secondary schools, a teaching seminar was organized in May for representatives of all the administrative regions in Lithuania. The same kind of seminar was held for teachers of first grade pupils, so by 31 May one lesson on smoking had been given to about 50,000 first grade schoolchildren and antismoking materials had been distributed to their parents.

Two hundred pupils from the 48th secondary school in Vilnius were interviewed on the subject of smoking hazards to the human organism. A contest of children's pavement drawings was held in the main pedestrian avenue of Kaunas, which had been declared smoke-free in 1990, and scouts marched along the avenue distributing a special card to passers-by with an appeal not to smoke.

LUXEMBOURG

The *Association luxembourgeoise contre le cancer* organized a press conference on the premises of the company *Du Pont de Nemours* which has recently reinforced its policy on smoking prevention in the workplace. A country-wide poster/billboard campaign was carried out on the theme "Smoking is isolation". Information materials were distributed to the 50 largest companies in Luxembourg, urging them to implement a non-smoking policy in the workplace.

The Luxembourg League against Cancer launched the inaugural meeting of the Luxembourg "Smokebusters Club". A mailing which included a poster ("Air purifier") and "No Smoking" table signs was sent to all companies with over 50 employees.

MALTA

The Health Education Unit within the Department of Health promoted World No-Tobacco Day through a variety of programmes, competitions and promotional events on the eight radio stations on the island, and in two programmes at prime viewing time on the national television station. A mailing of "No Smoking Zone" posters was sent to all government departments and private organizations, and a series of smoking cessation clinics were held in four principal health centres on the island. All school children received stickers encouraging them to "Say No to Smoking".

NETHERLANDS

The WHO Regional Office for Europe, in collaboration with the Dutch Ministry of Welfare, Health and Cultural Affairs, organized a two-day workshop for European experts on the subject of smoke-free workplaces. The workshop was accompanied by press and TV coverage to highlight the theme of World No-Tobacco Day.

The Dutch Foundation on Smoking and Health distributed to 5000 selected persons information aimed at focusing attention on World No-Tobacco Day and the laws relevant to smoke-free workplaces. The Foundation also sponsored television and radio announcements, and distributed a brochure on smoke-free workplaces to employees in post offices, libraries and public information centres. They also ran a billboard and press advertising campaign in the Sunday newspapers, and ran advertisements in 17 magazines aimed at management and personnel managers.

Clean Air Now, the Dutch Association of Non-smokers, distributed 80,000 special newspapers urging people to assert their right to smoke-free public places.

NORWAY

For World No-Tobacco Day activities, Norway uses the model of concentrating one main effort in a different region each year. Events are organized by a local committee supported by a centrally organized working group.

This year smoke-free working environments related to children (kindergartens, schools, restaurants etc.) were emphasized, and efforts were concentrated in the southern region of Kristiansand. The centrally directed programme consisted of a newspaper advertisement run in national papers. Flyers of the same ad and balloons printed with "I want smoke-free air" were distributed to every local health care station in the country. A TV spot was also produced encouraging people to try to quit on 31 May.

A number of other smoking related news and activities were also concentrated around the month of May: a seminar on passive smoking aimed at corporate health personnel was held in Oslo on 7 May; the University of Oslo declared itself smoke-free; in Buskerud country there was a special campaign aimed at making young girls and women stop smoking; and on 26 May the Minister of Social Affairs and Health released a report on tobacco and children in connection with the day. The attention of the media was successfully captured for four weeks consecutively, showing that a concentrated effort of various activities over a shorter period of time seems to have a greater effect than more occasional and separate initiatives.

The local committee in Kristiansand, wishing to hold a celebration which would be noticed both locally and nationally, organized a children's street parade on the last school day before 31 May. Special arrangements were made in schools that day, and T-shirts bearing the slogan "I want smoke-free air" were given to all children. Classes who had signed contracts to stay smoke-free throughout the next three school years, were rewarded with a special prize presented by the mayor of Kristiansand. The same afternoon, at a city council meeting, breaches of the smoke-free rule at the theatre was an item on the agenda, causing a fruitful discussion on the enforcement of the tobacco law. Companies in the area were challenged to arrange quit-smoking competitions, and at the same time various quit-smoking classes were held for employees and other interested people. In addition, hotels and restaurants in the region agreed to advertise for and offer smoke-free premises on 31 May.

The main event on World No-Tobacco Day took place in the "city" of Kardemomme, which is the world's only declared smoke-free city. This is a miniature city modelled and constructed from a city described in children's books by Torbjorn Egner, the Norwegian author, and is located in an amusement park outside Kristiansand. More than 5000 enthusiastic school children, all wearing the special "smoke-free" T-shirts, attended the family show at Kardemomme.

POLAND

On 28 May the Minister of Health and representatives of local authorities attended a large press conference on the theme of World No-Tobacco Day at the press centre in Warsaw. The problem of smoke-free workplaces in Poland was presented, followed by an extensive discussion, resulting in good press coverage on the radio, TV and in the newspapers. Other activities which received publicity around World No-Tobacco Day were the Healthy Cities Meeting in Lodz from 1-2 June where tobacco was an important theme, and a meeting of town councillors in Cracow where nonsmoking promotion was discussed and where a resolution was passed concerning the banning of smoking in health centres and hospitals and other public places. The resolution has not yet been put into practice, but in accordance with the guidelines adopted by the meeting it will have to be formally approved by the city council.

PORTUGAL

The Portuguese League against Cancer organized talks in schools on the dangers of smoking, and a basketball competition was held between members of the various Smokebusters clubs. There was also a poster competition on the theme of smoke-free workplaces.

The Portuguese Council on Tobacco or Health sent an information kit on smoking in the workplace to 600 major companies, who were offered support to implement smoking cessation programmes. In addition, meetings were organized with trade union leaders to develop smoking prevention policies in the workplace; the Council offered advice and material support, including films. A "smoke-free workplace" message was inserted in a popular women's television programme (*).

RUSSIAN FEDERATION

A radio and TV campaign was organized, but the level of interest from the mass media was rather poor. More detailed information concerning World No-Tobacco Day 1992 will be supplied, but was unfortunately not available at the time of finalization of this report.

SAN MARINO

The Republic of San Marino promoted World No-Tobacco Day by providing information to the mass media and to schools on the harmful effects of tobacco and on the promotion of new behaviour. The Ministry of Public Health mailed a kit consisting of posters and postcards to all households in the Republic.

SLOVENIA

The "Maribor" Non-Smoker Association planned to carry out various activities for World No-Tobacco Day 1992, including translation and publishing of information in newspapers on the health risks for active and passive smokers, particularly at workplaces; showing video films on the theme of smoke-free workplaces in department stores and cinemas; preparing nonsmoking promotion posters in schools and holding workshops on smoking and health in kindergartens; preparing TV spots and radio broadcasts on non-smoking in workplaces in Maribor; displaying health promotion materials in health organizations and some companies; cooperation with the all-Slovenian anti-smoking association in preparing a booth at the *Alps-Adria* fair in Ljubljana entitled "Nature and Health"; and organizing an assembly of non-smoker clubs and associations with awards to the most deserving members (*).

SPAIN

Spain has been the focus for many activities this year, due to the fact that it hosted EXPO '92 in Seville in May, and the Smoke-Free Olympic Games in Barcelona in July.

The Ministry of Health and Consumer Affairs organized a press conference on the Friday before World No-Tobacco Day to provide information on current smoking habits and attitudes in Spain, and on the activities planned to celebrate the Day. This also coincided with the introduction of a new law about implementation of two EC directives (labelling of tobacco products and maximum tar levels in cigarettes) and the prohibition of smoking in domestic flights of less than ninety minutes' duration. One of the main topics at the press conference was the creation of a commission for the study of tobacco-related problems in collaboration with other ministries (Agriculture, Finance, Education etc.) and non-governmental organizations. At the same time two new publications on tobacco were launched: the first was a book entitled *Se Puede Lograr*, which is the Spanish translation of the WHO publication *It Can Be Done*; the second was a study on certain lifestyles in the Spanish population over 15 years of old, including studies on smoking prevalence and cessation, and attitudes and knowledge about smoking habits and smoking related diseases. The Ministry of Health and Consumer Affairs printed and distributed to the Autonomous Regions the WHO World No-Tobacco Day advisory kit and a leaflet showing the Charter against Tobacco and the health consequences of smoking; and was also involved in various collaborative activities including EXPO '92 in Seville, the programme for a Smoke-free Olympic Games in Barcelona, and a 60-minute TV programme on smoking with the National School of Health in Madrid.

Also in Madrid, the Committee for Smoking Prevention sent out press releases to the main newspapers and TV channels promoting smoke-free workplaces. They also took part in a radio programme promoting World No-Tobacco Day.

In connection with promotion of the Smoke-free Olympic Games in Barcelona, one of the many activities initiated by the Barcelona City Health Department was the development of materials encouraging smokers to quit by 31 May. Doctors, students and sports or community organizations distributed posters and postcards to smokers, encouraging them to express their will to quit. Support material was then mailed to those who reacted. Previous experience in Barcelona has shown a 33% quit rate after one year among those who express their commitment by mail.

From the European Community Pavillion at EXPO '92, Seville, the Europe against Cancer programme distributed 10,000 leaflets on "Smoking in the EC", which were produced especially for the occasion in Spanish, French and English.

The WHO Regional Office for Europe has signed an agreement with the EXPO '92 World Exhibition in Seville in Spain on the promotion of health of visitors and health issues in general. As part of this agreement, the Health Services Sector of EXPO '92 asked all pavillions to sign the Charter Against Tobacco, endorsed by the First European Conference on Tobacco Policy held in Madrid in 1988. In spite of the very short time available to collect signatures, 64 commissionaires (heads of pavillions) signed the Charter, including the United Nations, the Arab League, the International Olympic Committee, the International Federation of Red Cross and Red Crescent Societies, Rank Xerox and Siemens. The signatures were made public at an event held in the pavillion of the European Community - a co-sponsor of the project - on 30 May. Representatives from the following national pavillions signed the Charter: Austria, Belgium, Bulgaria, Czechoslovakia, Finland, France, Germany, Ireland, Israel, Italy, Holland, Hungary, Luxembourg, Norway, Portugal, Rumania, Sweden, Spain; Bolivia, Chile, Colombia, Costa Rica, Cuba, Honduras, Mexico, Puerto Rico, panama, Venezuela; United States; Australia; India, Indonesia, Japan, Korea, Malaysia, Pakistan, Singapore, United Arab Emirates, Thailand; Cabo Verde, Senegal, Algeria, Morocco, Mauritania. Press conferences were held on Saturday 30 and Sunday 31 May, and good press coverage was received. The WHO Regional Office for Europe was represented by the Director of the UN pavillion and by Dr Ramon Mendoza (CIDAPS, Seville).

The Spanish Association against Cancer was responsible for a variety of activities, including insertion of advertisements in the press announcing the ban on advertising of tobacco products; organizing the television showing of a film produced by the American Association against Cancer in which the actor Yul Brenner (deceased) talks about the dangers of smoking; distribution of information leaflets on restricting smoking at the workplace; distribution at EXPO '92, Seville, of posters and brochures featuring the European Code against Cancer; sponsoring a Smokebusters cross-country event; and hosting an official ceremony welcoming Toledo into the European smoke-free cities network.

The Medical Society for Health and Safety in the Workplace held their annual meeting on the theme of indoor air quality on 21 May. The Society is responsible for organizing courses for workplace professionals on the possibilities of action on smoking in the workplace.

Below is just a sample of the many activities carried out by the Spanish Autonomous Regions to celebrate World No-Tobacco Day:

In Andalucia, a "World No-Tobacco Day" bulletin was distributed to all health care centres and hospitals, and a large information kit was distributed to workplaces, trade unions and employer organizations. Poster contests were held in schools, and a press conference was organized by the Andalucian Health Service to launch a booklet entitled "A practical guide to stop smoking", 300,000 copies of which were distributed at EXPO '92.

The Region of Asturias held a press conference, and sent nonsmoking promotional materials to teaching centres. A letter was sent to company medical services, reminding them of the risks of smoking and of the rights of nonsmokers.

The Castilla-Leon Region sent out a press kit to the mass media, in which the Sectoral Plan on Smoking Control and Prevention was presented. Other activities included distribution of posters to large companies, and activities in schools.

In Galicia a gathering of trade unions and employers' associations was planned to explain the motive and importance of the Day. State and regional government decrees on smoking control were distributed to health care centres, schools and all regional administrative offices. Three round table discussions were organized, a full page advertisement was inserted in the regional newspaper, and stickers and a "How to quit" leaflet were distributed.

In Navarra a campaign was run under the title "Give new air to your life, without tobacco it's much better". An information kit, which included a report on tobacco consumption in the Navarra population and on attitudes to smoking and restrictions on smoking in public places, was distributed to company health services, trade unions, employer organizations, local and regional government administration, primary health care centres, and the mass media.

In the Murcia Region the mass media were heavily involved, with four interviews on regional radios in the week up to World No-Tobacco Day, a round table discussion on one regional radio station, and a television interview. A press kit was distributed to all regional radio stations, and a half-page advertisement was run in all three regional newspapers. Leaflets were distributed, and the publication "How you can help your patient to quit" was presented.

In Las Palmas, a painting competition for teenagers and youth organizations was organized, and the Day was advertised on a weekly regional radio programme on nonsmoking promotion.

In Valencia, the collaboration of airports, railways, bus stations and department stores was solicited to broadcast anti-tobacco messages. In addition to radio advertisements and interviews, a 50-minute programme was shown on Valencia TV, and an advertisement sponsored by the Regional Government was published in all regional newspapers on 31 May.

SWEDEN

A conference on smoke-free workplaces was held in Stockholm in the month of May. Articles on the subject and a Swedish version of WHO's poster were distributed to the press, and a TV spot and interview were carried out. It was hoped to organize a survey of certain workplaces on attitudes towards smoking (*).

SWITZERLAND

In the week prior to World No-Tobacco Day, numerous activities were organized in workplaces, in public squares, etc., and were coordinated by the organization *Arbeitsgemeinschaft Tabakmissbrauch* (AT) which was also responsible for distributing various materials produced for the occasion. A special poster to commemorate World No-Tobacco Day was sponsored by *Arbeitsgemeinschaft Tabakmissbrauch* and *Schweizerische Arbeitsgemeinschaft Nichtraucher* (SAN).

Sponsored by WHO, a celebration to mark French-Swiss collaboration in the form of the twinning of *Besançon Non Fumeur* and CIPRET-Genève (*Centre d'Information de l'Association pour la Prévention du Tabagisme*) was held at WHO Headquarters, Geneva, on Wednesday 27 May. Entertainment was provided by musical groups from each of the towns and light refreshments were provided at the press conference which was held at a local restaurant.

TURKEY

At the beginning of May some activities were organized at the Marmara University Hospital, Istanbul. A group of students and lecturers formed a group entitled "Smoking and health" and collaborated with the school of arts in organizing a poster competition. The winner was awarded a prize at a smoke-free party on 30 May, where entertainment was provided by a student orchestra. An exhibition was also arranged using a cartoon book on non-smoking promotion prepared by Turkish cartoon artists.

To attract the attention of the general public before World No-Tobacco Day, medical students took part in a street demonstration, which received much support from the public. Some even asked for posters to show to family members who smoked.

Although the press and TV had been invited to these events, little media coverage was obtained, as most of the newspapers and magazines depend on funding from tobacco advertising. To overcome this problem, 2000 letters signed by medical students and professors explaining the severity of the smoking epidemic were sent to leading newspapers, which were reminded of their unique opportunity to warn people. The newspapers could not ignore this initiative, with the result that articles on the subject were written and published.

UNITED KINGDOM

Dr Brian Mawhinney, Minister for Health, speaking in London on World No-Tobacco Day, welcomed the publication of the Health Education Authority's revised charter for employers which encourages the introduction of workplace policies on smoking across the country. The charter, contained in "Working for a Healthier Future", includes a clause calling on employers to provide "more smoke-free areas for employees and develop and implement a comprehensive smoking policy". The Health Education Authority (HEA) distributed various items to regional health centres across the country, including HEA passive smoking posters and leaflets, WHO No-Tobacco Day advisory kits, press kits and posters, a briefing from the HEA HELIOS project on action on smoking in the workplace, and a press release which could be adapted locally, by districts/units filling in their own local data.

The East Suffolk Health Authority has been strengthening its smoking policy, and a complete smoking ban will be introduced on National No Smoking Day this year. The smoking policy at Rotherham Health Authority now bans smoking on all hospital premises, except in designated areas. Considerable capital money has been spent in creating an enclosed smoking room within the coffee bar so that smoke cannot drift across into the non-smoking areas. Exeter is in the process of re-drafting its policy after instructions from South Western regional health authority. The RHA has asked all its districts to review smoking policies and to ensure all contracts for 1992-93 include a reference to "sound smoking policies" in National Health Service institutions.

In Northern Ireland, the Ulster Cancer Foundation organized a smoke-free awards ceremony on 19 May for companies providing smoke-free facilities on their premises. During the weekend of 30-31 May, the Smokebusters Scouts held their annual jamboree, attended by 300 Scouts and Guides aged 11-14. The theme was "Smokebuster Scouts are fit and healthy".

(*) = based on advance information