WHO PUBLIC HEARINGS ON THE FRAMEWORK CONVENTION ON TOBACCO CONTROL  
GENEVA 12-13 OCTOBER 2000

STIVORO, Dutch Foundation on Smoking or Health

Stivoro is the central co-ordinating organisation for smoking prevention and cessation activities in the Netherlands. This implies a broad range of activities such as:
- public health campaigns (health consequences of smoking, cessation, ETS, prevention of beginning smoking behaviour, campaigns accompanying implementation of legislation),
- development and implementation of interventions (smoking cessation and prevention of exposure to ETS) in the healthcare system, in companies, schools, etc.,
- advise on and lobbying for legislation on national and European level and
- counselling in cessation,
- research.

Motherorganisations
The Dutch Cancer Society, The Dutch Heart Foundation, and The Netherlands Asthma Foundation are Stivoro’s motherorganisations. Stivoro is funded by these, as well as by the government (ministry of Health).

Framework convention
As the central co-ordinating organisation it is Stivoro’s responsibility to promote circumstances that help reduce tobacco consumption in the Netherlands. The success of these actions on a national level, are highly dependent on international factors.

Topic
Regulation of tobacco and tobacco products, as well as the distribution, sale, labelling and promotion of these are of utmost importance. The Netherlands is the world’s second largest tobacco product exporting country. One of the main activities in the Dutch economy is the distribution and transportation of goods. From an economic point of view regulation seems highly undesirable. However, from a health point of view regulation is vital. The costs of health are tremendous and balance the economic advantages of producing and marketing tobacco products. Besides, being a producer and a mainport another serious problem has to be encountered: smuggling. For lack of adequate regulation we have a health problem (25.000 deaths per annum), a smuggling problem (loss of exsizes and dealing with accompanyimng criminal behaviour), and and ethical problem (export of health endangering and possible lethal products).

International level
As we have a global economy, and as Holland is an exporting country, we cannot address all three problems outlined above. We can reduce the national
heathproblem by drawing up national regulation. But, we cannot address the smuggling and export problem on our own. The Netherlands is an exporter of a healthproblem. It is necessary to have regulation in order to reduce the health risks from smoking in our own country, but also to reduce the risk of smoking we export to other nations, and to reduce the smuggling.

I would like to make an oral statement on this topic at the conference.

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