We would like to make an oral presentation at the hearings in October in Geneva.

2. The purpose of the Swedish Cancer Society, which has been operating for 50 years, is to reduce cancer by financing research, support prevention programs and initiate information activities.

Since smoking is a major cause of cancer, tobacco control is a preferential activity for the Society. The most effective way to reduce cancer is to curtail smoking. To that end we are carrying through a comprehensive tobacco control program in close cooperation with several other organizations involved in tobacco control in Sweden.

3. The activities of the Swedish Cancer Society are wholly financed by fundraising. We do not receive any governmental grants or financial support from any organization. Nor do we own shares in the Tobacco Industry as this is against our policy.

4-6. We support a strong framework convention on tobacco. Sweden is the only European country that so far has reached a prevalence of smokers less than 20 per cent and we believe that our experiences could be of great value for other countries.

Needed are effective tools in the struggle against tobacco and when confronting the tobacco industry. The issue requires considerable resources and a broad variety of activities and programs, but most of all a strong commitment on the part of the politicians. A framework convention would be a very useful tool for them.

The Swedish model is applied in many different areas. We believe this could serve as a model. We provide e.g. a broad variety of teaching aids for schools and cooperate closely with magazines, popular with young girls, helping them to focus on attitudes towards tobacco. We start different cessation programs and quitting-campaigns. We focus on special target groups like women, and pregnant women, by integrating information on tobacco and health into the ordinary work of health and care centres etc.

We provide scientific facts for teachers, doctors, politicians, and media. We often debate the different tobacco issues in the media, even though little has been spent on paid media campaigns. We are shedding light on the disinformation from the tobacco industry, we fight for increased recourses.
for tobacco control, and for every smoker's right to cessation support as well as the right of every child to enjoy a smoke free environment. We also run an up to date tobacco control site on the Internet in cooperation with other organizations.

We are supporting political action concerning restrictions on the sales of tobacco and the smuggling problems, as well as the price issue. We try to do our best to keep the tobacco issue on the agenda for politicians and creators of public opinion. We believe that this is the most effective way to achieve progress since the whole issue is so complicated. We hope the framework convention would acknowledge that.

Swedish legislation restricts the sales of tobacco to minors, smoking in public areas, workplaces, restaurants and schools. We have bans on tobacco ads and maintain a fairly high tax on tobacco. A lot more needs to be done and the implementation of the legislation could be more effective, but we hope we are following the right track.

One reason for achieving these results is the variety of organizations devoted to tobacco control. The Swedish network includes medical organizations, five different professional groups against tobacco (doctors, nurses, teachers, dentistry and pharmacists), patients groups, and groups who support children's rights.

We need a wide international cooperation to fight tobacco and a strong commitment from all countries. We are seriously concerned about the global spread of the tobacco epidemic and the increase in worldwide consumption of tobacco, with its health-, social- and economic consequences. We are concerned about the illegal cigarette traffic which could be stopped only by means of efficient, internationally coordinated actions.

With a framework we might be able to achieve the results we all are working for, but tobacco control is lacking funds at all levels. They are to small compared with the costs of all diseases, caused by tobacco. Additional financing is needed to strengthen the world's capacity to address the tobacco epidemic.

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