



Die Drogenbeauftragte  
der Bundesregierung



## Frauen und Rauchen – Neue Wege in der Prävention

Berlin, 13.–14. Oktober 2008

### GERMAN POLICY RECOMMENDATIONS “WOMEN AND TOBACCO”

On October 13-14, 2008 the Annual Conference of the Federal Drug Commissioner of Germany on the theme of „Women and Tobacco – New Pathways in Prevention“ was organised by FACT e.V. ( Women against tobacco Germany). The conference focused on new strategies to reduce smoking among women and girls in Germany. Latest data on smoking habits, available smoking cessation programmes and national and international models of good practice were presented and discussed in the context of women’s lives. Special emphasis was put on psychosocial influences on addiction, the need to support smoke free pregnancy, effectiveness of preventive and legislative measures and women and smoking in the workplace. The objective of the conference was to develop proposals for an efficient gender specific tobacco control policy in Germany that would reduce smoking prevalence among women and girls and ensure an effective protection from second hand smoke.

As a follow-up to the conference, following policy recommendations are being addressed by national and international experts from politics, science and praxis to the Drug Commissioner of the Federal Republic of Germany. In order to develop an effective and gender specific tobacco control policy, these policy recommendations should be transposed into the national action programme for tobacco prevention in Germany.

#### Policy Recommendations

1. In order to strengthen tobacco prevention in Germany in the long term, measures, programmes and campaigns need to be gender specific and adequately take into account women’s living and working conditions. Women’s and girls’ concerns with regard to their health, figure, weight and body image as well as smoking as a means to reduce stress, have to be addressed. The participation of target groups and their social networks in the development of prevention measures is essential. Priority target groups are:

- Young women and girls
- Single Mothers
- Socially disadvantages women with low education
- Women with psychological and drug problems (alcohol, pharmaceuticals, cannabis)

All tobacco prevention measures should be evaluated (in relation to effectiveness and efficiency) including gender specific aspects.

2. Programmes and Measures to promote a smoke free pregnancy and non smoking in young families have not been successful so far. Integrational prevention concepts to promote non smoking during pregnancy and protection from second hand smoke during pregnancy must be implemented nation wide. Efficient prevention programmes should:

- Start before pregnancy
- Motivate the partner to accept responsibility
- Include relapse prevention
- Be centred around the needs and capacities to act of pregnant women and their partners

3. The smoking status of women and girls is not systematically assessed in health care and social support facilities. All health professionals who are in contact with women and girls, should take part in tobacco prevention, counselling and cessation. Favourable conditions have to be created in order for tobacco diagnosis, counselling and cessation to be systematically integrated in the health care system and be adopted as an item of quality insurance across the whole health sector. This would mean

- Integration of tobacco prevention, tobacco counselling and tobacco cessation treatment in pre- and post graduate curricula as well as in continued education.
- The recognition of tobacco addiction as a disease which must be treated
- Payment schemes for counselling and treating tobacco dependence

4. Women and girls are an important target for the tobacco industry, which is reflected in the advertising and marketing of tobacco products. Smoking habits of women and girls are being significantly influenced through advertising, marketing and sponsoring by the tobacco industry. Women working in the media, the arts, in politics and health professionals should be activated to support non smoking among women and girls: Measures should include

- To win women and girls to become ambassadors for a non smoking life and create through their example a link to professional and family life
- A comprehensive ban that prohibits advertising, marketing and sponsorship of tobacco products in order to prevent girls to take up smoking and to support smoking cessation
- Women health professionals should lead the way to a systematic implementation of tobacco prevention and cessation in the health care system
- Cooperation with family and women's media to promote the positive image of non smoking among women and girls. A memorandum of understanding with women's media should be developed by the Federal Drug Commissioner to this effect.

- The Federal Drug Commissioner is requested to officially propose to WHO the theme „Women and Smoking“ for the WHO World No Tobacco Day 2010.
5. Research is often neglecting the gender aspect. There is a lack of scientific evidence to design more efficient and gender specific programmes and measures. Research projects in the field of women and smoking should be specifically promoted in order to increase knowledge on:
- Women's and girls' motivation to smoke
  - Facilitating or hindering factors for smoking cessation and relapse prevention
  - The influence of the social environment, i.e. partner, cultural background etc.
6. Tobacco control legislation has to be optimised in Germany. Current legislation on smoke free environment has many loop wholes and only provides piecemeal protection. There is not enough financial means available for an effective tobacco control policy. Following measures have to be rapidly implemented:
- Protection from environmental tobacco smoke for the whole population without discrimination, accompanied by comprehensive and gender specific information and prevention campaigns to improve acceptance of legislation in the whole population.
  - Effective controls for the implementation of legislation on smoke free environments
  - A total ban on smoking in the catering industry in all federal states, using the federal workplace legislation to optimise protection measures country wide.
  - Photographic warning labels on all cigarette products
  - Allocation of sufficient funds for tobacco control on federal and state level which should correspond to a minimum of 0,1% of tobacco taxes collected in Germany.
  - Establishment by the Federal Drug Commissioner of a „Round Table Tobacco Prevention“ to create a network of all those working in tobacco control in Germany. Annual meetings should support a continued exchange of experience, coordination of activities and the preparation of policy recommendations that take due account of gender specific aspects. To sustain this activity, the integration of all actors through electronic communication and information systems should be improved.

**For further information please contact:**

Sibylle Fleitmann, Chairwoman  
 Frauen aktiv contra Tabak e.V. – FACT  
 Union Gewerbehof, Huckarder Straße 12, D-44147 Dortmund  
 e-mail: [s.fleitmann@gmx.de](mailto:s.fleitmann@gmx.de)

Information about the conference and policy recommendations in German  
 Ministry of Health, Federal Drug Commissioner of Germany :  
[http://www.bmg.bund.de/cln\\_117/nn\\_1191726/SharedDocs/Standardartikel/DE/AZ/T/GlossarTabak/Ja\\_hrestagungFrauenundRauchen.html?\\_\\_nnn=true](http://www.bmg.bund.de/cln_117/nn_1191726/SharedDocs/Standardartikel/DE/AZ/T/GlossarTabak/Ja_hrestagungFrauenundRauchen.html?__nnn=true)

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