

Tobacco-free Finland 2030 network

Together towards a tobacco-free future



Mission possible: Tobacco-free Finland

Tobacco-free Finland 2030 network

works together to promote a non-tobacco, nicotine-free lifestyle. We bring out the positives of non-smoking in various different ways.

The network was launched in 2008. At the moment, it includes 19 active members.

We organise seminars and special events (such as the Tobacco-free Finland Day), prepare statements, commentaries, initiatives and releases.

Our vision:

Tobacco-free Finland by 2030. Less than five per cent of the working-age population will consume tobacco and other non-medical nicotine products.



Tobacco Act in Finland

The objective of the Tobacco Act is to end the use of tobacco and other nicotine products by the year 2030. **Finland was the first country in the world to set so-called endgame objective by law.**

Endgame refers to the goal of ending the consumption of tobacco products. In Finland, the goal also includes ending the consumption of other nicotine products.

Due to the Finnish Tobacco Act we are able to enjoy fresh air at work and at home.

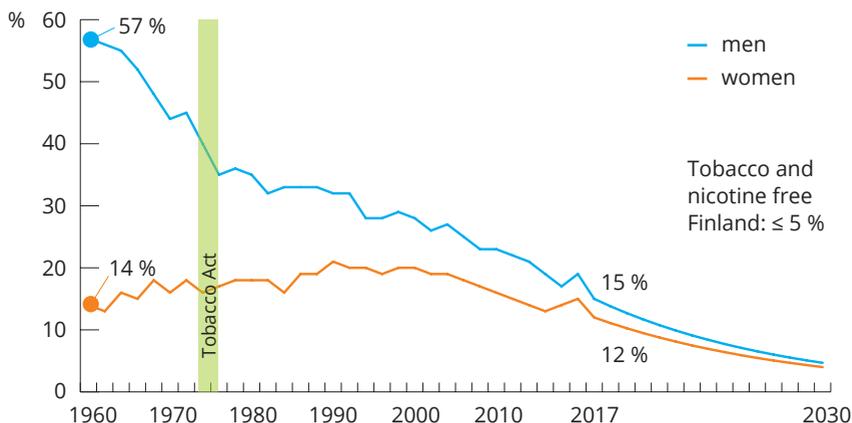
Learn more about the Tobacco Act

- health warnings with pictures on the retail packaging of tobacco products;
- characterising flavours and aromas, in other words, tastes and smells other than that of tobacco created with additives, have been prohibited since the beginning of 2018 (for menthol, transition period until 2020);
- electronic cigarettes are considered equal to cigarettes;
- housing corporations may prohibit smoking on balconies;
- 24-hour time limit for importing tobacco products (such as snus, Swedish type of smokeless tobacco) and nicotine liquids for electronic cigarettes from outside the EEA (European Economic Area). The traveller must be away from Finland for at least 24 hours in order to be allowed to import these products;
- the import limit for snus is 1,000 g; 200 cigarettes per day can be imported;
- smoking in vehicles is prohibited with anyone under the age of 15 present in the vehicle.
- a ban on smoking in public places and on public transport, at workplaces and in areas surrounding day-care centres and schools;
- a display ban of tobacco products in sales outlets (does not apply to tobacco stores where products may not be visible from outside the store);
- handing tobacco products to a person under the age of 18 is prohibited, as is the import and possession of tobacco products for persons under the age of 18;
- the sale of tobacco products is prohibited, for example, at day-care centres, schools and educational institutes and their outdoor areas;
- any kind of marketing of tobacco products is prohibited.

The use of tobacco products is declining

In 2017, 13 % of Finnish adult population smoked daily:
15 % of men and 12 % of women.

Daily smoking in 20–64-year-olds in Finland 1950–2017



Majority of young Finnish people do not smoke

In 2017 only 7 % of 14–18-year-olds smoked daily. At the beginning of the millennium, this number was as high as 31 per cent.

More information:

www.savutonsuomi.fi/en

Twitter: @TobaccoFreeFinland

