

PRESS RELEASE

Fondation Cancer launches the Génération Sans Tabac strategy

- Provide today's young people the right to live smoke-free
- 6 measures to create a smoke-free generation in Luxembourg
- Engage politicians and the public to embrace the strategy

Luxembourg, 8th March 2023 – Fondation Cancer unveiled today its national strategy *Génération Sans Tabac* (tobacco free generation), which aims to enable today's children and youth to become the first generation to live in a smoke-free environment by 2024. This is in collaboration with its 36 partners.

The objective of the strategy is to offer the Luxembourg population the possibility of not being exposed to tobacco smoke and products, and to reach a number of smokers below 5 % of the population in 2040. A study conducted by *ILRES*, commissioned by Fondation Cancer found that 60 % of the country's inhabitants consider curbing smoking to be an urgent priority issue in the country, and eight out of ten inhabitants are ready to support *Génération Sans Tabac*.

6 measures to create a smoke-free generation in Luxembourg

The strategy is built around six pillars that will ultimately lead to the creation of the first smoke-free generation in the country. The pillars include:

- Significant increase of the price of tobacco and similar products each year
- Prevention of smoking among young people through regular information campaigns
- Banning of all types of tobacco advertising
- Reduction of the availability of tobacco products
- Protection of the population from passive smoking
- Promotion of smoking cessation, as well as setting up support systems for people who want to quit smoking



Lucienne Thommes, Director of Fondation Cancer Luxembourg, said: "We are proud to launch the strategy Génération Sans Tabac, which relies heavily on the support of local actors, who are called upon to commit themselves on their own ground. We count on 36 partners from the health and education, sports and youth sectors. We also intend to encourage the municipalities in the four regions of Luxembourg to give children and young people the right to grow up smoke-free."

Lucienne Thommes added: "With this strategy, we hope to see a legislative change in the country regarding tobacco laws, in order to grant children and young people the right to grow up in a smoke-free environment."

These six measures would provide a solid foundation for achieving the goal of the first Génération Sans Tabac by 2040. While that date still seems a long way off, the time to kick-start this societal challenge is now. This is not so much a matter of bans as it is of ensuring the right to a tobacco-free life. Every generation should be able to enjoy this right.



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