

1. Executive Summary

The newly adopted Law on Tobacco Control in Kosovo that will effectively protect the public health from harmful effects of tobacco products consumption and exposure to tobacco smoke was the goal of the project.

Raising the general public awareness about the importance and change the new tobacco control policies are bringing in Kosovo society and supporting the scarce capacities of the implementing authorities in developing and implementing the regulations are identified as two most significant objectives to be achieved.

The public opinion has been mobilized through a tobacco-free policy awareness raising campaign “Breath Freely” launched on the World No Tobacco Day and marked with activities like the broadcast of the TV Spot “Breath Freely”, press conference with the main sponsors of the new Law and smoke-free Jazz Evening – “Celebrating the Change – Smoke Free Kosovo”.

Through accurate and immediate information and mobilization of public opinion and the media, people have become more supportive and ready to accept the change and enforcement of new tobacco control policies.

Addressing the lack of the capacities of implementing authorities and supporting and assisting them actively is crucial for the enforcement of new tobacco policies in early days for an effective enforcement of the new law.

The main achievements of the project are the successful launch of the awareness raising campaign, establishing and functionalizing of both Inter-Ministerial Council and enforcement working group for Law on Tobacco Control and development of the action plan and administrative instruction.

Finally, the project has managed to gather, coordinate and catalyze the collaboration of all authorities responsible for law enforcement, enhance their capacities and raise awareness about the importance and change the new Law on Tobacco Control is bringing in Kosovo.

2. Introduction

On April 2013, Kosovo has passed a comprehensive tobacco control law that includes the strongest protections in the world to date against tobacco industry interference in policy-making. These measures were based on Article 5.3 of the WHO Framework Convention on Tobacco Control mandating:

- 100 percent smoke-free indoor public places, work places and public transportation, as well as specified outdoor areas, with some very minor exceptions.
- Comprehensive bans on tobacco advertising, promotion and sponsorship, including a ban on retail tobacco product displays.
- Graphic health warnings on both sides of cigarette packages.
- Ban on misleading packaging, including descriptors such as "light" and "low."
- Prohibition on sales to and by minors.
- Ban on sales in health, education and athletic facilities.
- Granting power to the Ministry of Health to ban ingredients as needed.
- Constituent and emissions limits, with onerous reporting requirements for manufacturers.
- Cessation and education measures, including 45 minutes each month of mandatory programming on public radio and television.

In Kosovo forty-seven percent (47%) of youth have tried cigarettes before turning 18 and the current cigarette use for women in the region is 44 percent, the second highest in the world. The previous law on tobacco has been weakly drafted and could not be enforced effectively.

Passing the law was the first crucial step towards protecting public health and creating a smoke-free environment in Kosovo. However, the scarce capacities and lack of clear organizational structure of the implementing authorities makes it very difficult for the Government to act alone and alone start enforcing the new tobacco control policies.

3. Activities and Results

The first objective of the project was to raise the general public awareness about the importance and changes that new tobacco control law will bring. In achieving this objective, KADC has carried out numerous public relation activities.

Law on Tobacco Control – The Booklet

KADC has contracted a company to design and print the new Law on Tobacco Control booklet (attach. 1) and distributed booklets to each inspector and other law enforcement authorities.

The Signage

Right after entering into the force of the Law on Tobacco Control the demand for the smoking ban signage was very high. With the a prior approval, instead of drafting and distributing the informative leaflet describing main provisions of the Law on Tobacco Control, KADC has printed and distributed the smoking ban signage.

Tobacco-Free Policy

The day the Law on Tobacco Control has entered into force, May 22nd 2013, Ministry of Health has organized a media press conference in which KADC has presented awareness raising campaign components and material “Breath Freely” (attach. 2)

In coordination with the Ministry of Health and WHO - Office in Kosovo, KADC has promoted the newly adopted Law on Tobacco Control and marked the World No Tobacco Day – May 31 with the motto “Breath Freely” (attach. 3).

On this day, KADC has launched the public awareness raising campaign “Breath Freely” and marked it with these activities:

- Distributed posters and leaflets “Breath Freely” on the streets, restaurants, schools and Government institutions;
- Started with the broadcasting of the TV Spot “Breath Freely” on the national TV RTK, describing the main provisions of the law, the date when the law has entered into force, fines if violated, and the toll free number to report the violations <http://goo.gl/SWrWKe>
- Organized the press conference “Breath Freely”, attended by members of parliament, deputy Prime Minister, Minister of Health, Anti-Tobacco Coalition, representatives of the health and international community and media (attach. 4, 5, 6);
- Awareness raising walk with the Minister of Health on the main street of Prishtina to distribute the promotion material “Breath Freely” (attach. 7, 8);
- Presented the provisions of the new law on national TV and radio station (attach. 9, 10);
- Closed the World No Tobacco Day with the Smoke Free Jazz Session “Breath Freely” – Celebrating the Change - Smoke Free Kosovo, in which all contributors and partners have been invited to celebrate the change and beginning of the implementation of new tobacco control policies (attach. 11, 12).

On Children’s Day June 1st 2013, as part of the awareness raising activities KADC has organized a lecture for marginalized children on health risks from tobacco consumption and presented the main provisions of the new law.

The second objective of the project was to support the implementing authorities in developing and implementing the regulations. During the project implementation phase KADC has organized and facilitated several coordination meetings with implementing authorities.

Coordination and Collaboration

On KADC initiative a law enforcement working group consisted of the representatives of the Ministry of Health, Inspectorate, Police, WHO-Office in Kosovo and KADC has been established with the main objective to collaborate and coordinate the work on the enforcement of the new Law on Tobacco Control.

Inter-Ministerial Council

KADC has worked closely and supported the Ministry of Health to establish and functionalize the Inter-Ministerial Council with the aim to monitor and coordinate activities of supervision and execution authorities for the enforcement of the Law on Tobacco Control throughout the Country.

On Minister of Health recommendation the Government of Kosovo has established the inter-ministerial Council consisted of the representatives of the Ministry of Health; Education, Science and Technology; Finance; Labor and Social Welfare; Justice; Internal Affairs; Environment and Spatial Planning; Infrastructure; Agriculture and Rural Development; Culture Youth and Sports; health professionals, representatives of the media, civil society and chief inspectors of all inspection units.

KADC Director and Program Manager have been proposed and selected as the members of the Council (attach. 13).

During the reporting period two inter-ministerial Council meetings have been held to establish the Council and to increase and functionalize the coordination between implementing authorities and effectively enforce the Law on Tobacco Control throughout Kosovo.

KADC has presented the draft one-year action plan describing the objectives, timeline and detailed activities for each execution authority.

Secondary Legislation – One-Day Workshop

The Ministry of Health has formed a working group responsible to draft and develop administrative instructions with KADC as a member (attach. 14).

KADC has organized a one-day workshop on drafting the secondary legislation administrative instruction (attach. 15). KADC has presented drafted administrative instruction that regulates the standard operational procedures and signage format to the enforcement working group (attach. 16). KADC has also prepared and presented the timeline for the secondary legislation (attach. 17). The immediate need for drafting the administrative instruction that regulates standard operational procedures and signage format has been prioritized. The group has discussed and contributed to the draft with their comments and recommendations. (attach. 18).

Sanitary Inspectorate - The workshop

In cooperation with the Ministry of Health KADC has facilitated an inforamatory workshop with central and local sanitary inspectors throughout Kosovo (approx. 50 of them) on responsibilities, duties and competencies of monitoring and implementing authorities (attach. 19, 20, 21). KADC has drafted and presented the matrix of responsibilities of all executive and supervisory authorities (attach. 22). Different scenarios illustrating closed and open public places have been demonstrated for a clearer understanding and correct operational procedures of sanitary inspectors on the terrain (attach. 23). The list of reported law violations by citizens on the toll free number has been presented and clarified how sanitary inspectors should proceed after receiving such information (attach. 24).

The Action Plan – Two-Day Workshop

KADC has facilitated a two-day workshop with all inspectorate authorities and enforcement working group to draft and develop an one-year action plan for the law enforcement and to finalize the administrative instruction on standard operational procedures and signage format (attach. 25, 26, 27).

The action plan has been developed aiming better and more effective coordination of overall activities of supervision and execution authorities for the enforcement of the Law on Tobacco Control throughout Country within the time period of one year. (attach. 29)

The administrative instruction has been updated with additional information and input from other inspectorate authorities and send to the Minister for approval (attach. 30, 31).

4. Conclusions

The main achievements of the project were the successful launch of the public awareness raising campaign “Breath Freely”, establishment and functionalizing of both Inter-Ministerial Council and enforcement working group for Law on Tobacco Control and development of the action plan and administrative instruction.

The public opinion has been mobilized through a tobacco-free policy awareness raising campaign “Breath Freely”. The campaign has been launched on the World No Tobacco Day marking it with numerous activities such as broadcast of the TV Spot “Breath Freely”, press conference with the main sponsors of the new Law, distribution of posters and leaflets and smoke-free Jazz Evening – “Celebrating the Change – Smoke Free Kosovo”.

A significant step towards successful enforcement of the Law throughout Kosovo was the establishment of the Inter-Ministerial Council with the aim to monitor and coordinate activities of supervision and execution authorities for the enforcement of the Law on Tobacco Control throughout the Country.

Moreover, to foster the collaboration between different implementing authorities and enhance their work an enforcement working group has been established consisted of the representatives of the Ministry of Health, Inspectorate, Police, WHO-Office in Kosovo and KADC.

The immediate needs for the secondary legislation to the responsible implementing authorities have been identified, prioritized and addressed.

In this regard, the Ministry of Health has been supported in developing and drafting the administrative instruction on smoking ban signage format; standard operational procedures and detailed one-year action plan for the implementing authorities.

Finally, the project has managed to gather, coordinate and catalyze the collaboration of all authorities responsible for law enforcement, enhance their capacities and raise awareness about the importance and change the new Law on Tobacco Control is bringing in Kosovo.