

**JA**  **SAFE**



## **Joint Action on Health Promotion and Disease Prevention including Smoke and Aerosol Free Environments**

*Together for a healthier Europe by eliminating tobacco and nicotine use and tackling alcohol-related harm*



Co-funded by  
the European Union

# JA-SAFE AT A GLANCE



48 months



60 institutions  
from 23 countries



16 million €

The aim of this joint action is to reduce the burden of noncommunicable diseases (NCDs), including cancer, and their risk factors, both at the individual and population level.

Smoking and other forms of tobacco consumption are considered the single most important cause of preventable morbidity and premature mortality worldwide, with tobacco being the single major cause of premature deaths in the European Union (EU).

**JA-SAFE aims to significantly reduce tobacco use and exposure to second-hand smoke across Europe, contributing to the EU's goal of achieving a tobacco-free generation.**

The project encompasses nine work packages under five thematic areas, smoke free environments, alcohol prevention, cessation, steps towards a tobacco-free generation and supporting health promotion and disease prevention in Europe.

## Focus areas

### Promoting a Smoke and Aerosol Free (SAFE) Europe

- Providing evidence for the expansion of SAFE environments
- Sharing best practices across Member States
- Supporting the Tobacco-Free Generation strategy by strengthening SAFE environments

### Preventing Alcohol-Related Harm in Europe

- Assessing young people's exposure to alcohol marketing and promotional practices
- Promoting evidence-based prevention approaches
- Developing innovative approaches to reduce alcohol related harm

### Scaling up Interventions for Tobacco Control and SAFE in Healthcare Settings

- Embedding cessation in healthcare systems
- Building tobacco-free hospitals and networks
- Training professionals for prevention and care

### Accelerating the Path to a Tobacco-Free Generation in Europe

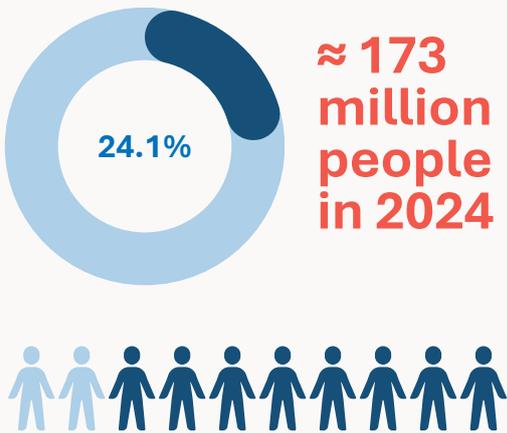
- Investigation of the prevalence and factors associated with tobacco product use among EU adolescents
- Mapping of the tactics used to enhance product uptake by youth and forward-looking tobacco control measures
- Supporting the Tobacco-Free Generation goal, where by 2040 less than 5% of the population uses tobacco

### Strengthening Disease Prevention and Health Promotion in Europe

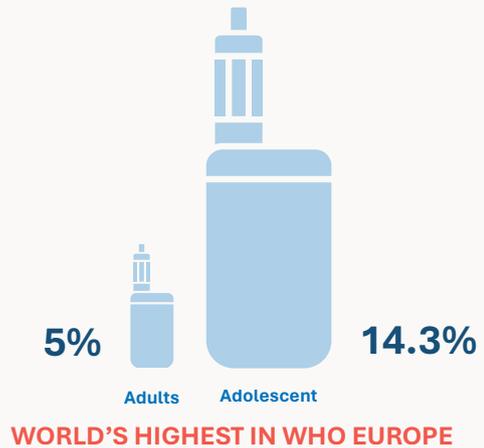
- Strengthening tobacco control evidence
- Supporting EU-level monitoring of cancer risk factors
- Facilitating community-based health promotion and disease prevention uptake

# THE CONTEXT

## HIGHEST PREVALENCE OF TOBACCO USE IN THE WHO EUROPEAN REGION



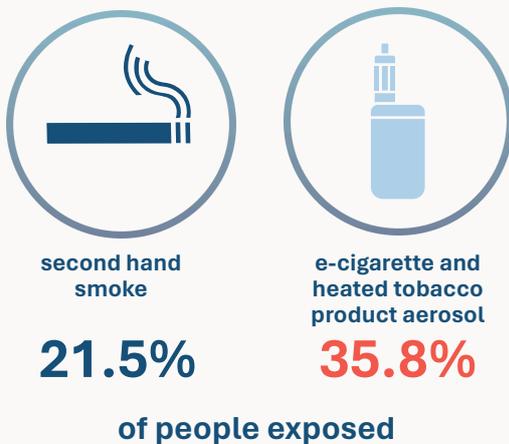
## ADOLESCENTS (AGED 13-15) USING E-CIGARETTES



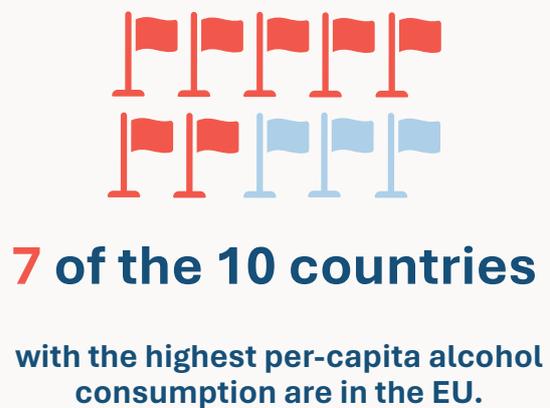
**18%** of noncommunicable disease (NCD) deaths in Europe were attributable to tobacco use in 2020.

Source: WHO, 2025

## EXPOSURE IN INDOOR PUBLIC SPACES



## THE EU IS THE HEAVIEST-DRINKING AREA IN THE WORLD



**Heated tobacco product prevalence among young people aged 15-24 is at 2%.**

Eurobarometer, 2023

# ACTIONS AND IMPACT



## Expansion of SAFE spaces

- Broadening Smoke and Aerosol Free Environments best practice repository
- Identifying transferable solutions
- Quantifying second-hand smoke and aerosol exposure at public spaces
- Supporting SAFE compliance and enforcement

**Growing number of healthier public spaces**



## Reducing Alcohol Harm

- Analysing online alcohol marketing to young people and industry tactics
- Rolling out brief interventions in new settings to reduce alcohol and tobacco use
- Updating evidence on lower-risk alcohol guidelines

**Evidence-based prevention and better protection of youth**



## SAFE in Healthcare Settings

- Assessing and planning tobacco control in healthcare
- Providing education and guidelines for cessation
- Scaling up effective cessation practices

**More patients access cessation, healthier healthcare environments**

# ACTIONS AND IMPACT



## Tobacco-Free Generation

- Conducting a large cross-sectional youth survey
- Identifying patterns of tobacco-product use among youth
- Supporting EU member states both in implementing forward-looking tobacco control measures and scaling up of evidence-based interventions

**Protecting present and future generations from nicotine addiction**



## Better Prevention Governance

- Evidence- and surveillance-driven capacity building
- Assessing NCD risk factors
- Establishing EU tobacco-policy monitoring framework
- Scaling up prevention practices

**Stronger tobacco control capacity for NCD prevention policies**



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