

## Poster – #EIE2021

### Understanding differences in preventive tobacco control policies in Nordic countries.

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#### *Research aim*

EU Cancer Plan set a goal of creating a Tobacco-Free Generation in Europe in 2040. Prevention of tobacco and nicotine use through comprehensive policies is the key in achieving these goals. We explain how specific preventive tobacco policies are implemented in Nordic countries and how factors at European, national and Nordic level have influenced the policy differences.

#### *Methods*

We used WHO Framework Convention on Tobacco Control (WHO FCTC) and framework of Behavior Change Wheel (BCW) to identify key policies preventing and reducing adolescents' tobacco use and exposure to tobacco smoke. We applied principles of realist evaluation to explain how different level contextual factors interact with the tobacco policies leading to differences in the policy adoption and implementation within Nordic countries. Multifaceted data included, for instance, countries' legislation, country specific data from WHO FCTC implementation database and relevant policy reports and scientific articles on tobacco policy adoption and implementation from Nordic countries and wider Europe.

#### *Key findings*

Many preventive tobacco policies, such as indoor smoking bans and warning labels on cigarette packs were comprehensively implemented in the Nordic countries. Furthermore, countries had implemented progressive policies, such as point-of-sale display ban in Iceland, plain-packaging in Norway, comprehensive outdoor smoking bans in Sweden and flavor bans on e-cigarettes in Finland. However, wider implementation of these progressive policies, comprehensive bans on advertising, consistent regulation on the novel and emerging tobacco and nicotine products and increases in tax and price measures are yet needed.

EU-directives such as Tobacco Products Directive (TPD) had conformed policies in the Nordic countries, and WHO FCTC guidelines had provided support for adopting progressive policies. National level factors, such as infrastructure, strategies and objectives and participation of civil society had influenced countries' tobacco control history in many ways, and thus led to differences in preventive policies. Furthermore, Nordic countries had also influenced each other's policy adoption and implementation by, for instance, facilitating adoption through policy diffusion and undermining implementation through inconsistent policies.

#### *Discussion*

International and EU-level regulations, strong national structures as well as intersectoral and international collaboration is needed to ensure comprehensive and consistent implementation of preventive tobacco control policies in the Nordic countries and to target objective on Tobacco-Free Generation in Europe in 2040.

- How factors at different levels contribute in policymaking?
- How to utilize realist methods in implementation research?