

# A new journal, Tobacco Prevention & Cessation

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In a near future, new generations will find it difficult to understand why we were so reluctant to use all the means at our disposal to tackle the tobacco epidemic. Tobacco consumption is the largest avoidable health threat in the EU, and responsible for an estimated 700.000 deaths every year<sup>1</sup>. In addition to this staggering death toll, evidence has showed us that half of those who continue to smoke will die prematurely<sup>2</sup>. Not only life expectancy is reduced, but quality of life is also impacted, as they will potentially live more years under poorer health conditions, related to oncologic, cardiovascular, respiratory and other tobacco related comorbidities.

Moreover, the annual EU public healthcare expenditure on treating diseases caused by tobacco use has been estimated –and it is a conservative estimation– to amount to 25 billion Euro. Indirect costs and expenses, and societal and personal losses are far higher<sup>3</sup>. Although the overall number of smokers in the EU has decreased in the past decades, especially in some countries, more than one in four EU citizens still smoke<sup>1</sup>. The fact that nearly all smokers start to smoke regularly before being 18 years old indicates that their first contact with nicotine happens quite earlier, potentially related to the tactics of the tobacco industry and to our partial inability to denormalise smoking.

The European Network for Smoking and Tobacco Prevention (ENSP) is an international association, with the goal of putting an end to tobacco consumption and to develop a common strategy amongst organizations active in tobacco control throughout Europe. We demand that children and young people are able to grow up without being targeted by tobacco industry marketing activities, which may lure them into a lifetime of addiction. Through the diffusion of evidence based interventions and policies, this peer reviewed journal of ENSP, Tobacco Prevention & Cessation will be a useful tool to help inform the public, health professionals and other people working on, or interested in all areas of tobacco control.

The importance of preventing children and adolescents from initiating smoking and the importance of helping smokers quit smoking cannot be overstated. Sound science will help us achieve this goal.

## AFFILIATION

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