6 countries continue to lead...
3 continue to disappoint!

**10 Recommendations**

**Before the Eighth European Conference on Tobacco or Health (ECToH) in 2020, countries should:**

1. Implement at least the six priority measures described in the introduction of the 2016 Tobacco Control Scale (TCS) report; a comprehensive tobacco control policy is an obligation under Article 4 of the WHO Framework Convention on Tobacco Control (FCTC).
2. Address tobacco industry interference in public health policy making, in accordance with the guidelines on Article 5.3 of the WHO FCTC; tobacco industry interference remains the largest obstacle to the introduction of effective tobacco control policies.
3. Spend a minimum of €2 per capita per year on tobacco control.
4. Implement the FCTC Article 6 guidelines on tobacco taxation and adopt a new EU tax directive in 2018, which should result in significant tax increases and smaller tax differences between cigarettes and hand rolled tobacco.
5. Introduce comprehensive smoke free legislation in line with the FCTC Article 8 guidelines, including a ban on smoking in private cars when minors are present.
6. Introduce standardized / plain packaging.
7. Ban the display of tobacco products at the point of sale.
8. Accelerate the implementation of Article 14 of the WHO FCTC and its guidelines on tobacco cessation support.
9. Ratify the WHO FCTC protocol to eliminate the illicit trade in tobacco products and adopt tracking and tracing standards in line with the WHO FCTC Illicit Trade protocol in 2017.
10. Invest in research to monitor and measure the effect of tobacco control policies in line with Article 20 of the WHO FCTC.

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