



European Declaration on Reducing Harm from Tobacco, Nicotine, Alcohol and Unhealthy Food

Brussels • 4 November 2025 • FILTERED Conference



Co-funded by
the European Union

European Declaration on Reducing Harm *from Tobacco, Nicotine, Alcohol and Unhealthy Food*

Brussels • 4 November 2025 • FILTERED Conference

RECOGNISING that noncommunicable diseases (NCDs) are responsible for over 80% of deaths in the EU, undermining public health, social cohesion and economic stability;

ACKNOWLEDGING that tobacco, alcohol, and unhealthy food and drinks are the leading risk factors behind this crisis, driving preventable illness and premature mortality;

AWARE that these industries (tobacco, alcohol and ultra-processed food and beverage producers) use their economic and political power to mislead public opinion, influence policymaking, and obstruct evidence-based regulation;

REMINDING that around 70% of premature adult deaths stem from behaviours formed early in life, underscoring the need to protect children and young people through healthy environments and restrictions on harmful marketing.

CONCERNED that civic space across Europe is shrinking through restrictive laws, politicised funding, digital surveillance, harassment, and strategic lawsuits designed to silence dissent, while weakening democratic checks and balances of institutions undermines the very freedoms that protect public interest advocacy;

COMMITTED to advancing health and equity together—defending people’s right to live in environments that support health, dignity, and freedom from commercial exploitation;

URGING the EU and Member States to treat robust public health policies not as a peacetime luxury, but as a core component of European security and resilience.

And REAFFIRMING our unwavering solidarity with people in Ukraine, whose democratic right to health has been under attack due to the unprovoked Russian war against Ukraine.

We, the undersigned participants, organisations, and representatives of European civil society and public health institutions declare

1. Reducing Harms from Tobacco, Nicotine, Alcohol and Unhealthy Food and Drinks Through Population Level Policy Measures

The EU and national governments must urgently implement comprehensive measures consistent with WHO recommendations and commitments under the Framework Convention on Tobacco Control and the Global Alcohol Action Plan. These measures should include:

- **Fiscal measures** by **taxing unhealthy products** (such as tobacco, nicotine, alcohol, and sugar-sweetened beverages) and **subsidising healthy foods** to encourage healthier consumption patterns;
- **Availability, access and marketing regulation** to discourage consumption of unhealthy products and promote consumption of healthy products;
- **Front-of-pack nutrition labelling and/or health warnings** on foods, drinks, and alcohol products to empower consumers and help them in their choices;
- **Comprehensive bans and restrictions on advertising, promotion and sponsorship** (including digital, cross border and social media) of products that cause harm to health.

2. Protecting Public Health Policy from Industry Interference

To safeguard policy integrity, the EU and Member States should:

- Enforce **conflict-of-interest safeguards** and ensure full **transparency of lobbying activities**.
- **Exclude vested interests** from policymaking processes that affect health regulation, and utilise Article 5.3 of the WHO FCTC and the Guidelines to exclude health-harming (tobacco and alcohol) industries from policy-making processes that relate to the regulation and control of their products.
- Invest in **independent, publicly funded research** to debunk industry-driven narratives.

3. We Recommend to the European Union and Member States

To make health the engine of democratic resilience, the EU and governments should:

- Prioritise **health promotion and NCD prevention** within the Multiannual Financial Framework and across relevant EU programmes (EU4Health, Horizon Europe).
- Align the **European Beating Cancer Plan, Cardiovascular Health Plan**, and other initiatives under a coherent, prevention-focused strategy.
- Reform the **Common Agricultural Policy** to support healthy, sustainable food systems and end subsidies for production and promotion of harmful products.
- Embed **health equity and prevention** into Europe's crisis preparedness, recognising that resilient public health underpins social and political stability.
- Guarantee **sustainable funding and legal protection** for independent civil society organisations, recognising their indispensable contribution to democratic governance.

4. As Civil Society is Under Pressure, We need to Defend Our Capacity to Act

Across Europe, NGOs, journalists, and advocates face unprecedented pressure. We are now in an **era of defending and protecting** rights, rather than expanding them. Powers are shifting and traditional advocacy tools (consultations, awareness-raising, appeals to reason) are becoming inadequate when institutions themselves are compromised. We need Public Institutions that remain accountable to citizens, not corporations. Civil society must therefore **rethink its strategies for survival and solidarity**.

We call on civil society actors to:

- Develop **funding models independent of political pressure** and aligned with public interest values.
- Build **transnational alliances** to resist fragmentation.
- Engage in **strategic advocacy**, choosing strategies that preserve long-term capacity and influence and using **all available democratic tools**

5. A Shared Commitment for a Healthier and Resilient Europe

We stand united in declaring that protecting people's health and defending democratic space are inseparable goals. Reducing harms from tobacco, nicotine, alcohol and unhealthy food and drinks is not only a public health imperative—it is a moral and democratic one.

We reaffirm our shared mission: **To protect people, build a healthier, fairer, and more resilient Europe and protect democracy.**



*A healthier, fairer,
more resilient Europe.*
For everyone.

Brussels • 4 November 2025 • FILTERED Conference



Filtered
FROM SILOS TO SYNERGIES
TO PREVENT NCDs



Co-funded by
the European Union