

# NETHERLANDS

## Timeline of Tobacco Control Policies and ITC Surveys (NL)

**1988**

- Tobacco Act

**1994**

- Health warnings “Smoking seriously harms health” replaced “Smoking threatens health”

**Jan 1995**

- Ban on tobacco advertising on billboards

**1996**

- Ban on tobacco commercials on cinema screens

**Apr 18 2002**

- Revised Tobacco Act implemented

**May 1 2002**

- TPD-1: cigarette packs to carry warnings that cover 30% of front and 40% of back, with rotating texts

**Nov 2002**

- Advertising and Promotion ban implemented

**Jan 2003**

- Ban extended to newspapers and magazines
- 16-years age-of-sale in effect

**Jan 1 2004**

- Smoking ban for workplaces and public transport

**2005**

- Smoking ban implemented in nursing homes and homes for the elderly

**Jan 2005**

- FCTC ratification

**July 2008**

- Smoking ban in hospitality industry, public transportation, workplaces, and sport canteens. Smoking rooms allowed
- € 0.25 tax increase on cigarettes and € 0.31 increase on rolling tobacco

**Apr 2008 - Jan 2009**

- Mass media campaign to encourage quitting smoking

**Jul 2009**

- Ban suspended in small owner run cafés

**Feb 2010**

- Ban reinstated in small owner run cafés

**Mar 2010**

- Ban extended to all bars

**Nov 2010**

- Dutch gov't announced intention to reverse smoking ban in small bars and cafés

**Jan 2011**

- Reimbursement of smoking cessation treatments accompanied by a mass media campaign to encourage quitting smoking from Dec 2010 to Mar 2011

**March 2011**

- € 0.22 tax increase on cigarettes

**July 2011**

- Ban suspended in small owner run cafés and bars (< 70 sq. m or 750 sq. feet)

**Jan 2012**

- Reimbursement of smoking cessation treatments discontinued
- Funding cut for mass media campaigns

**Jan 2013**

- €0.35 tax increase on cigarettes, €0.60 tax increase on shag
- Reimbursement of smoking cessation treatments reinstated

**Feb 2013**

- Ban to be reinstated in hospitality sector in 2015

