

Towards a tobacco-free society

EPW core priorities and flagships
Promoting health and well-being

WHO collaboration
Facilitating dialogue
National/subregional/regional
network

Slovenia is confronting a challenging public health issue: nearly 20% of the adult population uses tobacco, and the use of new nicotine and tobacco products among youth is on the rise. Between 2014 and 2022, electronic cigarette use among 15-year-olds surged from 0.4% to 18% for girls and from 1.5% to 19% for boys. In response, the country enacted progressive tobacco control legislation, including a 2017 law instituting plain packaging and banning smoking in private cars with minors. In 2024 further amendments banned flavours in electronic cigarettes and heated tobacco products, and banned smoking rooms in public places.

The Regional Office has been a key partner on this journey, offering technical expertise, supporting policy development and facilitating workshops to strengthen capacities. The collaboration, which takes place through the Slovenian National Tobacco Control Group, has fostered a united approach and bolstered the credibility of tobacco-control proposals made to decision-makers.

The impact

Slovenia is making major strides in reducing tobacco consumption. The 2024 amendments, which further protected youth from pressures to take up smoking, have been supported by strong public campaigns and international advocacy efforts, including the endorsement of proposals made to the Government from 24 NGOs in 20 countries.

Lessons learned

- Coordination among stakeholders is crucial for the successful implementation of tobacco control measures.
- WHO's expertise significantly enhances the country's capacity to develop national tobacco-control policies.
- Advocacy is vital in advancing strong tobacco control measures and protecting them from tobacco industry interference.

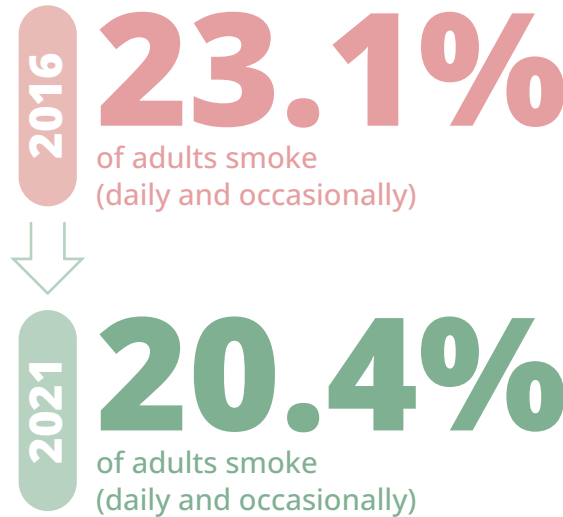
Donors and partners

Ministry of Health; National Institute of Public Health; Slovenian NGOs



European Region

Decreasing tobacco use



“The joint efforts of stakeholders in Slovenia have created a unified front against tobacco use.”

Dr Helena Koprivnikar, Senior Public Health Specialist at the National Institute of Public Health, Slovenia

What's next?

Slovenia aims to further strengthen its tobacco control policies, aspiring to reduce the prevalence of nicotine and tobacco product users to less than 5% of the population by 2040. Efforts will focus on expanding flavour bans to all nicotine products and enhancing public awareness campaigns, drawing on successful strategies and continued collaboration with the Regional Office.