SWEDISH TOBACCO POLICY
From rational choice to ‘harm to others’

ABSTRACT
This chapter analyses the development of Swedish tobacco policy and tobacco regulation since the early 1990s. In addition, it looks at how this policy has been influenced by the World Health Organization, the European Union, the Nordic countries and various stakeholders, and examines the effect of policy changes on smoking cessation in the Swedish population. The chapter is based on both primary and secondary sources such as policy documents, previous research and survey data. It is concluded that both the political and research focus has shifted from the provision of information to rational individuals to highlighting the effects smoking has on others. Swedish tobacco regulation has been influenced by policies in other Nordic countries, but is also a product of WHO and EU recommendations and directives. In an international perspective, Swedish tobacco policy seems to have been more reactive than proactive. It is also shown that policy decisions on pricing and availability have a somewhat greater impact on smoking cessation than information. However, women tend to be more responsive than men to information campaigns and health warnings.

KEYWORDS: Tobacco policy, Nordic countries, EU, WHO, Sweden