

PROJECT FACTSHEET

Health rules! Health is Law!

Bosnia and Herzegovina - June 2024



Schweizerische Eidgenossenschaft
Confédération suisse
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Ambasada Švicarske u Bosni i Hercegovini



For more than 20 years Switzerland actively supports the efforts of the health authorities in Bosnia and Herzegovina – as a key partner and donor in the health sector – to strengthen the country's primary health care systems, protect the health of the population and reduce the burden of non-communicable diseases.

Promoting healthy living free from tobacco is one of the important factors in prevention of diseases among the population. Financial costs of consumption of tobacco and tobacco-based products in BiH are alarming: they amount to 900 million BAM on an annual basis, including direct and indirect costs of health sector and costs related to the loss of productivity due to disability and premature death.

Switzerland supports health authorities in stronger control of tobacco consumption. The project focuses on contributing to community mobilization in creating a health-supportive environment, encouraging people to take responsibility for their health and make healthier choices.

PROI has been working for years on improving tobacco control policies in Bosnia and Herzegovina, particularly focusing on the technical support of the Federal Health Ministry in drafting a new tobacco control law in FBiH, advocating for its adoption and supporting its implementation. The Law on the Control and Limited Use of Tobacco and Other Smoking Products in the FBiH has been adopted on May 2022, its enforcement has been commenced on May 2023 and its full implementation is scheduled for June 13, 2025, including penalties for non-compliance with defined measures.

However, many managers in the public sector, business owners and restaurant owners have decided to make their places smoke-free, even before the official implementation of the Law. The analysis conducted by young PROI volunteers concluded that 74% of catering facilities in FBiH respect the smoking ban, while 26% do not comply with the regulations. Within the project, PROI has launched the campaign "Zdravlje je zakon" and has started mapping online, smoke-free hospitality venues in FBiH.

The Law is a solution to protect those who are non-smokers and have a right to live in a smoke-free world. It is important to remember that in an environment without legislation, the vulnerable groups, especially children, pregnant women and elderly citizens who are the first victims of the negative effects of tobacco. If smoking bans are not enforced properly from the beginning, it may lead to non-compliance, damage to public trust, legal challenges, and increased public health risks. To prevent this, it is crucial to enhance stakeholder capacities and raise public awareness to successfully implement smoke-free policies and promote healthy lifestyles at an early stage.

The project was developed through a participatory approach, involving public health institutions, civil society, municipalities, local businesses, and organizations

PROJECT IN BRIEF

NAME: Improving the framework condition for a health-supportive environment and encouraging people to take responsibility for their health and to make healthier choices

DOMAIN: Public health institutions, civil society, municipalities, local businesses, and organizations.

LAND/REGION: Federation of Bosnia and Herzegovina (FBiH)

IMPLEMENTOR: The Association Progressive Reinforcement of Organisations and Individuals (PROI)

PARTNERS:

The Federal Ministry of Health, The Public Health Institute of FBiH, The European Union in BiH, Embassy of Switzerland in BiH, The WHO office in BiH, The Youth Health Advocacy Board

STARTING POINT / BACKGROUND INFORMATION:

There is a clear need to improve the framework conditions for health promotion, such as those related to tobacco control. Within the scope of the project, NGOs, youth, media representatives, and institutions are engaged to create a health-supportive environment, motivating citizens and relevant stakeholders to take responsibility for public health and choose healthier alternatives to tobacco use.

PROJECT OBJECTIVE:

The main project goal is to contribute to community mobilization in creating a health-supportive environment, encouraging people to take responsibility for their health and make healthier choices.

COSTS: BAM 295,250.00

DURATION: 10.05.2023 - 09.11.2024

Together, we move forward

Embassy of Switzerland in Bosnia and Herzegovina
Zmaja od Bosne 11, RBBH Building, object B, BiH-71000 Sarajevo
Tel. +387 33 27 58 50, +387 33 25 40 30, Fax +387 33 57 01 20
E-Mail: sarajevo@eda.admin.ch
www.eda.admin.ch/bosnia-and-herzegovina

eda.admin.ch/sarajevo

[SwissEmbassySarajevo](https://www.facebook.com/SwissEmbassySarajevo)

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