



EU ENLARGEMENT

<http://ec.europa.eu/enlargement>

CONSUMER PROTECTION AND PUBLIC HEALTH IN THE ENLARGEMENT PROCESS

WHAT IS CONSUMER PROTECTION AND PUBLIC HEALTH?

The aim is to make Europe a healthier, safer place, where citizens can be confident that their safety and interests are protected and that they have access to quality healthcare.

EU **consumer protection** policies ensure the safety of consumer goods, the fairness and transparency of commercial deals and transactions, as well as the protection of the economic interests of consumers. They also aim at making consumers aware of their rights and of the institutions and mechanisms for the protection of these rights.

EU **public health** policies focus on protecting and promoting well-being, preventing ill-health, and at increasing the average healthy life years of citizens. The EU can propose laws that contribute to improving people's health in areas related to tobacco control, pharmaceuticals, blood pressure, cells and organs, serious cross-border health threats, and ensure patients' rights in cross-border healthcare. The **EU Health Strategy** is part of Europe 2020, which aims to turn the EU into a smart, sustainable, and inclusive economy promoting growth for all.

LIFE EXPECTANCY IN THE ENLARGEMENT REGION 2012

While life expectancy throughout the Southeast Europe enlargement region generally falls within a similar range, there is still room for improvement towards meeting the average life expectancy in the EU Member States of 80.3 years .

Country	Female	Male
Albania (estimate)	79.6	75.3
Bosnia and Herzegovina (estimate)	77.7	72.4
The former Yugoslav Republic of Macedonia	77.0	73.0
Kosovo*	71.0	69.0
Montenegro	78.4	74.3
Serbia	77.8	71.9
Turkey	75.1	71.1

Life expectancy at birth for total population in 2012

*This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo declaration of independence.

WHAT DOES THE EU DO TO HELP?

The EU advises candidate countries and potential candidates on EU health policy and consumer protection and monitors the progress they are making in incorporating these rules into their own legislation, how they enforce them and if they have adequate administrative and financial resources.

The European Commission offers support through:

- **Annual meetings and regular dialogues** with the national administrations
- **Dialogue meetings** with civil society organisations to support reforms on public health and consumer protection
- **Technical assistance** to strengthen the technical and administrative capacity of the administration of the candidate countries and potential candidates

Financial assistance via the **Instrument for Pre-Accession Assistance (IPA)**, which supports projects to strengthen consumer protection and improve the quality and safety of the health systems, including:

- » Organisation of information campaigns to inform and empower consumers
- » Support to the development of IT systems for market surveillance
- » Improving the administrative capacity of consumer protection institutions
- » Sharing best-practices and providing training to relevant market surveillance and consumer protection officials
- » Development of a Health Information System (HIS) in Kosovo
- » Implementation of the National screening programme for colorectal, cervical and breast cancer in Serbia
- » Development of an avian influenza preparation and response project in Turkey
- » Reform of the health care sector in the former Yugoslav Republic of Macedonia
- » Implementation of the Blood Transfusion System in Montenegro

