

## PERSONA



**Policy Advisor - Nicco**

**“WE HAVE MADE A LOT OF PROGRESS IN TOBACCO TAX LEGISLATION; I WANT TO PARTNER WITH A STRONG COALITION TO PREVENT SETBACKS.”**

Provides counsel to committee on health-related issues related to legislation. Editorial journalist of tobacco health-related issues. Instrumental in implementing tobacco tax legislation in the EU. Advocate of tobacco taxation as a means of cancer prevention.

Nicco Hagen is a policy advisor and member of the Innovative Healthcare Committee which is a branch of the American Chamber of Commerce in Belgium. His current work has been instrumental in implementing a tobacco tax in Belgium. In his spare time, Nicco writes editorials and blog posts about policy and tobacco taxation as a means of cancer prevention.

Lately he has been facing obstacles, such as interference from the tobacco industry which claims that the tax hurts them economically. Their lobbyists are working to reduce or eliminate the current tobacco tax. Nicco is concerned that he will lose ground on all of the progress his committee has made with this tax initiative.

He has formed partnerships with various cancer organizations. He is looking for more effective ways to lobby to the public to educate and encourage their involvement in maintaining this tobacco tax. He wants to reinforce public awareness so that tobacco tax legislation is not overturned or weakened.

Nicco is searching for resources to push back against the tobacco industry interference. He wants to increase and strengthen his partnerships with other cancer organizations.

## GOALS

- Make sure the current tobacco taxes aren't rolled back in the face of aggressive lobbying from industry.
- Conduct or coordinate marketing efforts pushing back on smoking for youth.
- Deal with issues surrounding black market of cigarettes smuggled in without paying taxes
- Push back against the popularity of unregulated and untaxed nicotine vape devices (especially among youth)

## NEEDS

- Access to current information and knowledge about health policies so he can study health outcomes
- More local government officials to align with his committee to advocate legislation for cancer prevention policies
- Convenient legal and legislative resources to navigate government healthcare programs

## CHALLENGES

- Cultural push-back because of popular tobacco use within his country and all of EU
- Complexities of making cancer prevention policy understood within other European countries
- Tobacco industry push-back against regulation efforts

## JOURNEY PERCEPTIONS

Understands the benefits of a tobacco tax initiative. Believes cancer prevention is an effective recourse for healthcare policies and governmental economic gains. Needs help opposing tobacco industry interference.