The European Tobacco Product Directive was introduced this year with the goal of reducing smoking prevalence across Europe by 2018. The directive aims to implement a range of measures to reduce smoking prevalence, including restrictions on tobacco advertising and Changes in smoking rates have been seen across Europe since the introduction of the directive. The decline in smoking prevalence has been accelerated in countries such as Ireland, where smoking prevalence has fallen by 20% since 2005. However, in other countries, such as the UK, the decline in smoking prevalence has been more gradual, with a decline of 10% from 2005 to 2013. The evidence suggests that the impact of the directive is likely to be effective in reducing smoking prevalence across Europe.