

NATIONAL INITIATIVE OF NON-SMOKERS OF SERBIA (NINS)



About NINS

The first NGO dedicated to building a tobacco- & nicotine-free Serbia



Let Serbia Breathe

*Together for a **Tobacco- & Nicotine-Free** Future*

- **Established in December 2024** as a multidisciplinary professional non-governmental organization
- **Brings together** doctors, lawyers, economists, and other **experts**
- **Over 200 members**
- **Focus areas:** tobacco control and smoking prevention
- **Strategic vision:** connecting science, advocacy, and public engagement

Our mission

Building a healthier, smoke- & aerosol-free Serbia



- **Medical Doctor** with clinical experience
- **PhD Candidate** — Faculty of Medicine
- Founder & president of the NINS
- **Actively engaged** in tobacco control, public health advocacy, and tobacco- & nicotine-free policy development
- His **vision** is tobacco- & nicotine-free society
- **Recipient of the ENSP Award 2025** for remarkable contribution to tobacco control

Dr. Nikola Piljić

President, National initiative of non-smokers of Serbia (NINS)



- **Strong & consistent** media presence
- **Over 50 media features in the first year** - *TV, print, radio, and online outlets*
- **Messages amplified** to policymakers, professionals, and the public



NINS in the Media



 @inicijativa.nins



Fitnes Zdravlje iz Prirode Saveti stručnjaka Najnovije

DR MED. NIKOLA PILJIĆ

Tri najčešće bolesti pluća povezane sa pušenjem: Doktor otkriva kako ih prepoznati na vreme i sprečiti

Prenosi: **Nataša Lazović**
Pet, 26.09.2025. 9:30h



NINS in the Media



Organizers:

- National Initiative of Non-Smokers of Serbia (NINS)
- Serbian National Association “Allergy & Me”

Participants:

- Dr. Nikola Piljić, President, NINS
- Snežana Šundić-Vardić, President, National Association “Allergy & Me”
- Richard Maša, EU Delegation in Serbia
- Dr. Ivana Mišić, WHO Country Office in Serbia
- Dr. Biljana Kilibarda, Institute of Public Health “Dr. Milan Jovanovic Batut”
- Dr. Jovan Zubović, Director, Institute of Economic Sciences

Video messages:

- Cornel Radu-Login, Secretary General, ENSP
- Tonja Winders, President, GAAPP

Focus:

- Discussion of current challenges in tobacco control in Serbia and exchange of experiences among national and international institutions, NGOs, and public health professionals.



PRESS CONFERENCE ON THE OCCASION OF WORLD NO TOBACCO DAY
30 MAY 2025 | EU HOUSE, BELGRADE

- Collaboration with **patients' NGOs** strengthen advocacy
- Joint campaigns focus on protecting **vulnerable populations**
- Formal agreements guide coordinated actions and commitment
- **International membership:** Global Allergy & Asthma Patient Platform (GAAPP)



Partnership with the National Association “Allergy and Me” formalized through a Memorandum of Understanding

Collaboration with Patient Organizations
Building stronger alliances for healthier communities



- Planned strategic engagement of **public figures**, particularly athletes, to support **NINS campaigns promoting tobacco- & nicotine-free policies**, with a strong focus on youth protection
- Participation in **high-profile public events** increases visibility of NINS activities and strengthens advocacy capacity



*The President of NINS attended the Europe Day celebration in Belgrade, in May 2025, at the invitation of the EU Delegation in Serbia (**left**), which provided an excellent opportunity for networking, including a meeting with renowned Serbian athlete Nemanja Vidić (**right**)*

Partnerships & Public Events

Amplifying Our Message Through Public Figures and Events



Core Principle

- NINS **does not collaborate** with companies, organisations or foundations associated directly or indirectly with the tobacco, alcohol, gambling, or betting industries. Accordingly, representatives or collaborators of the aforementioned industries **may not** participate in NINS activities, programs, or partnerships.



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