



The Framework Convention on Tobacco Control (FCTC)

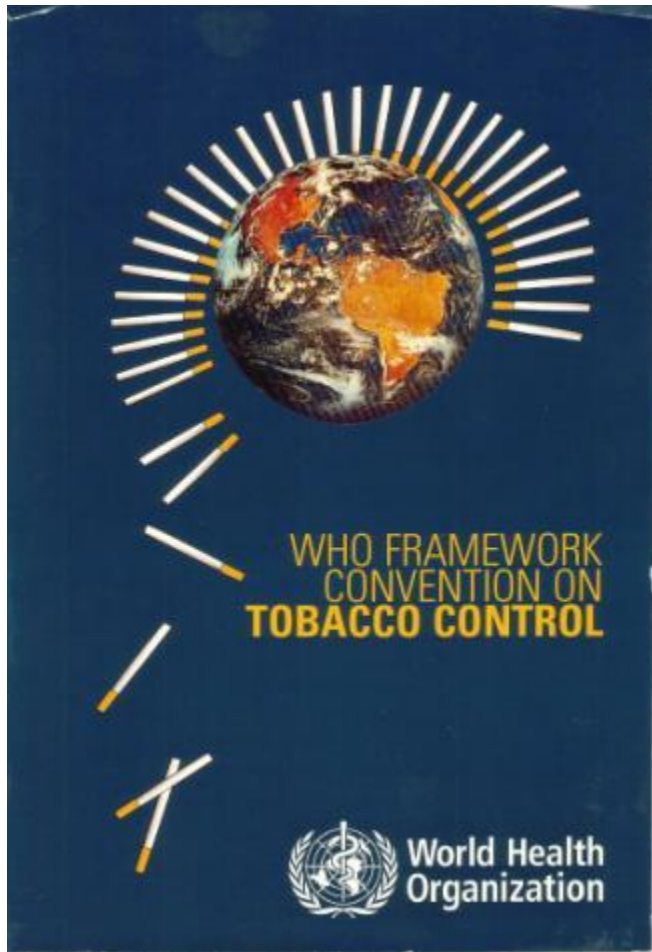
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The Framework Convention on Tobacco Control (FCTC)



- The world's **first public health treaty**
- The first **coordinated global effort** to reduce tobacco use



World Health Organization

History I

- **Decades of work** by committed tobacco control advocates around the world, including in Africa
- World Health Assembly Resolution in **May 1995**
- **1999** – new WHO Director-General, Dr Gro Harlem Brundtland, established a technical working group
- **October 2000**: First Session of the Intergovernmental Negotiating Body (INB)

Intergovernmental Negotiations: Geneva



History II

- **Six sessions** of the INB within 2.5 years
- **May 2003:** FCTC unanimously adopted by World Health Assembly
- **Feb 2005:** The treaty entered into force with 40 ratifications

WHO FRAMEWORK CONVENTION ON TOBACCO CONTROL

It is law!!



منظمة الصحة العالمية
World Health Organization
Organisation mondiale de la Santé
Organización Mundial de la Salud
Organizzazione mondiale di Sanità



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The WHO FCTC is one of the most rapidly embraced UN treaties



Beyond the text ...

Director General of WHO:
Dr Gro Harlem Brundtland

“The FCTC is no ordinary convention. It is potentially a public health movement.”

1999



Coverage

Approximately

86.5%

of the world's people
could be protected

Significance



It has **political legitimacy**

It has the force of
international law

It sets **minimum standards**

Provisions are incorporated
into **domestic policy** and
law

Objective

*“To protect present and future generations from the **devastating**, health, social, environmental and economic consequences of tobacco consumption and exposure to tobacco smoke ...”*

Guiding Principles

- Every person should be ***informed*** of dangers of tobacco use: addiction, illness & death
- Strong ***political commitment*** is necessary at national, regional and international levels
- International and regional ***cooperation***, including technical and financial assistance to tobacco growers is necessary
- ***Civil society*** participation is necessary

General Obligations: Article 5

1. Develop and implement a ***national tobacco control strategy***
2. - Establish a tobacco control ***focal point***
- Implement tobacco control ***legislation***
3. Shall ***act to protect*** its policies and legislation from tobacco industry influence

Obligations: Reducing **demand** for tobacco products

- **Price & tax**
- **Protection from exposure to second hand smoke (SHS)**
- **Packaging and labelling**
- **Advertising, promotion & sponsorship**
- **Public awareness**

Smoke-Free Places



2003:

Less than 10 countries

2010:

More than 35 countries

7 in South & Latin America

**Colombia, Guatemala, Panama,
Paraguay, Peru, Trinidad &
Tobago, Uruguay**

Smoke-Free Places

Sub-national laws

Sao Paulo
Mexico City
Hong Kong
Rosario



NO SMOKING

**IT IS AGAINST THE
LAW TO SMOKE IN
THESE PREMISES**

Pack Warnings



2003:

2 countries

Canada & Brazil

2010 – 2011:

35 countries

Advertising Bans

2010

26 countries have
comprehensive
bans

76 countries have
moderate bans



Reducing **supply** of tobacco products

- **Illicit trade**
- **Sales to and by minors**
- **Economically viable alternatives for tobacco workers, growers & sellers**

Other aspects ...

- Technical and scientific **co-operation**
- Exchange of **information**

Article 30: No Reservations



**All provisions
must be
adopted and
implemented**

Beyond the Treaty Provisions



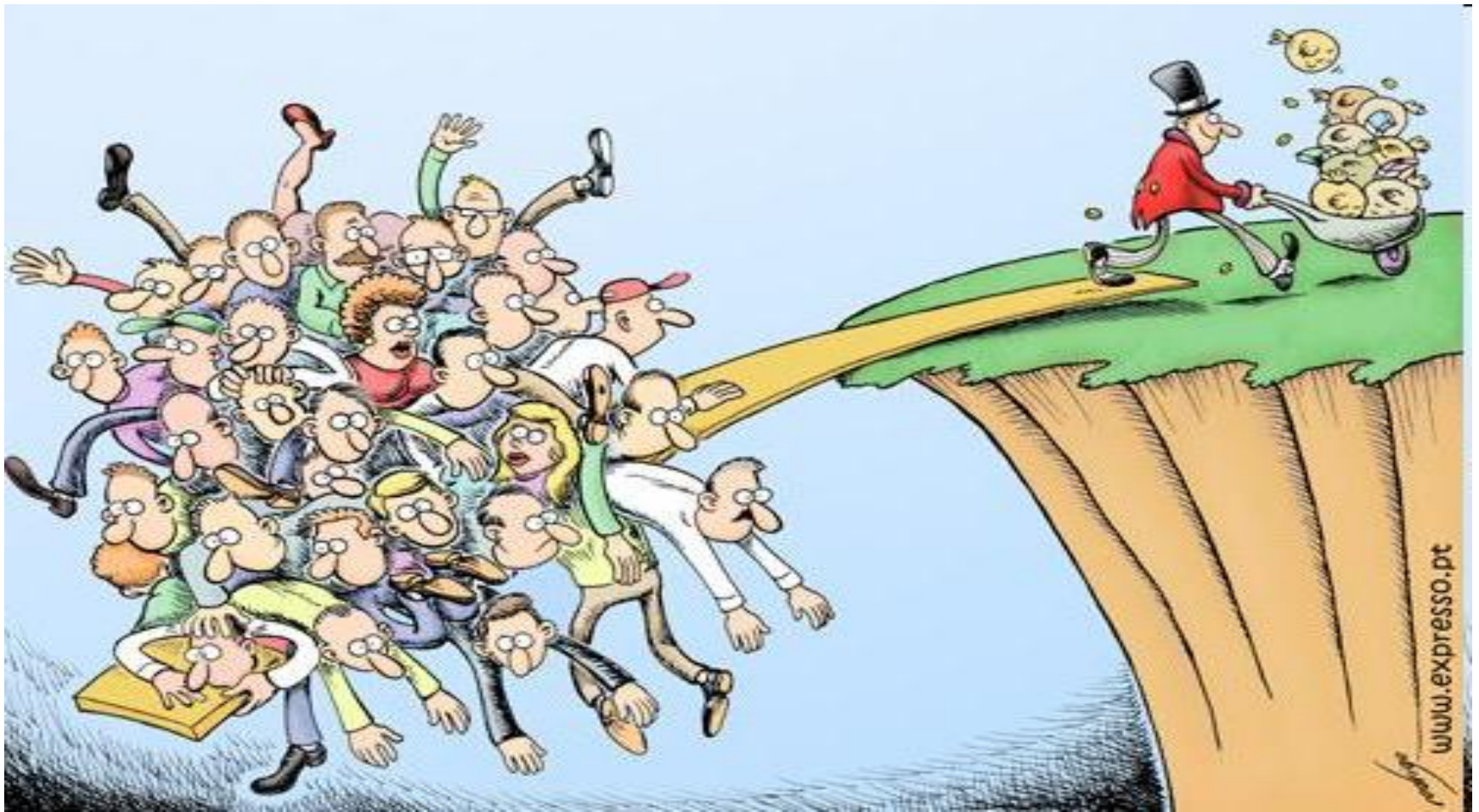
- **Minimal requirements are in the FCTC**
- **Parties are encouraged to go beyond the treaty measures**

Article 2.1

The Power Dynamic



Political Will



The Key Components for Success



Political will

**Well-crafted
legislation**

**Strict enforcement of
all laws**

With Civil Society ...



**Speak truth to
those who have
power**



For Our Children ...



Thank you

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