

Tobacco control governance

WHO FCTC Articles 5.1 and 5.2a

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Effective planning and coordination are *general obligations* under the WHO FCTC...

ARTICLE 5.1
PLANNING



ARTICLE 5.2a
COORDINATION



Article 5 *General obligations*

1. Each Party shall develop, implement, periodically update and review comprehensive multisectoral national tobacco control strategies, plans and programmes in accordance with this Convention and the protocols to which it is a Party.
2. Towards this end, each Party shall, in accordance with its capabilities:
 - (a) establish or reinforce and finance a national coordinating mechanism or focal points for tobacco control; and
 - (b) adopt and implement effective legislative, executive, administrative and/or other measures and cooperate, as appropriate, with other Parties in developing appropriate policies for preventing and reducing tobacco consumption, nicotine addiction and exposure to tobacco smoke.
3. In setting and implementing their public health policies with respect to tobacco control, Parties shall act to protect these policies from commercial and other vested interests of the tobacco industry in accordance with national law.
4. The Parties shall cooperate in the formulation of proposed measures, procedures and guidelines for the implementation of the Convention and the protocols to which they are Parties.
5. The Parties shall cooperate, as appropriate, with competent international and regional intergovernmental organizations and other bodies to achieve the objectives of the Convention and the protocols to which they are Parties.
6. The Parties shall, within means and resources at their disposal, cooperate to raise financial resources for effective implementation of the Convention through bilateral and multilateral funding mechanisms.



FCTC
WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL



Pan American
Health Organization
World Health
Organization
Americas



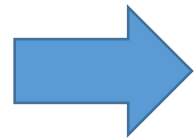
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... Because multisectoral planning and coordination are the heart of treaty implementation and impact!

Article	Title	Relevant ministries
5.3	Interference by the tobacco industry	Health / trade / finance / industry /economy
6	Price and tax measures to reduce the demand for tobacco	Finance / trade / economy / health
8	Protection from exposure to tobacco smoke	Health / labour / social affairs
11	Packaging and labelling of tobacco products	Trade / industry / health / justice / agriculture
12	Education, communication, training and public awareness	Health / education / social / family affairs
14	Demand reduction measures concerning tobacco dependence and cessation	Health / finance
15	Illicit trade in tobacco products	Trade / industry / economic affairs / customs / internal affairs / foreign affairs
16	Sales to and by minors	Health / labour / social affairs / trade / industry / economy
17	Support for economically viable alternative activities	Agriculture / economic affairs / social affairs
18	Protection of the environment and health	Environment / health / social affairs / labour / agriculture



What's at stake? Tobacco control can drive health equity and sustainable development broadly



See UNDP and FCTC Secretariat Discussion Paper, [The WHO Framework Convention on Tobacco Control – An Accelerator of Sustainable Development](#)

Tobacco control can also support financing for development, including in the context of COVID-19

Resolution 69/313 was adopted by the General Assembly on 27 July 2015, including paragraph 32:

“We recognize, in particular, that ... price and tax measures on tobacco can be an effective and important means to reduce tobacco consumption and health-care costs and represent a revenue stream for financing for development in many countries.”



And Paragraph 77:

“Parties to the World Health Organization Framework Convention on Tobacco Control will also strengthen implementation of the Convention in all countries, as appropriate, and will support mechanisms to raise awareness and mobilize resources.”

“In 12 Latin American countries, a 50 percent increase in cigarette price through taxation would avert more than 300,000 deaths, 1.3 million disease events, gain 9 million healthy life-years, and save \$26.7 billion in health-care costs in the next 10 years, with a total economic benefit of \$43.7 billion.” Source: [Pichon-Riviere et al. in Lancet Glob Health 2020; 8: e1282–94](#)

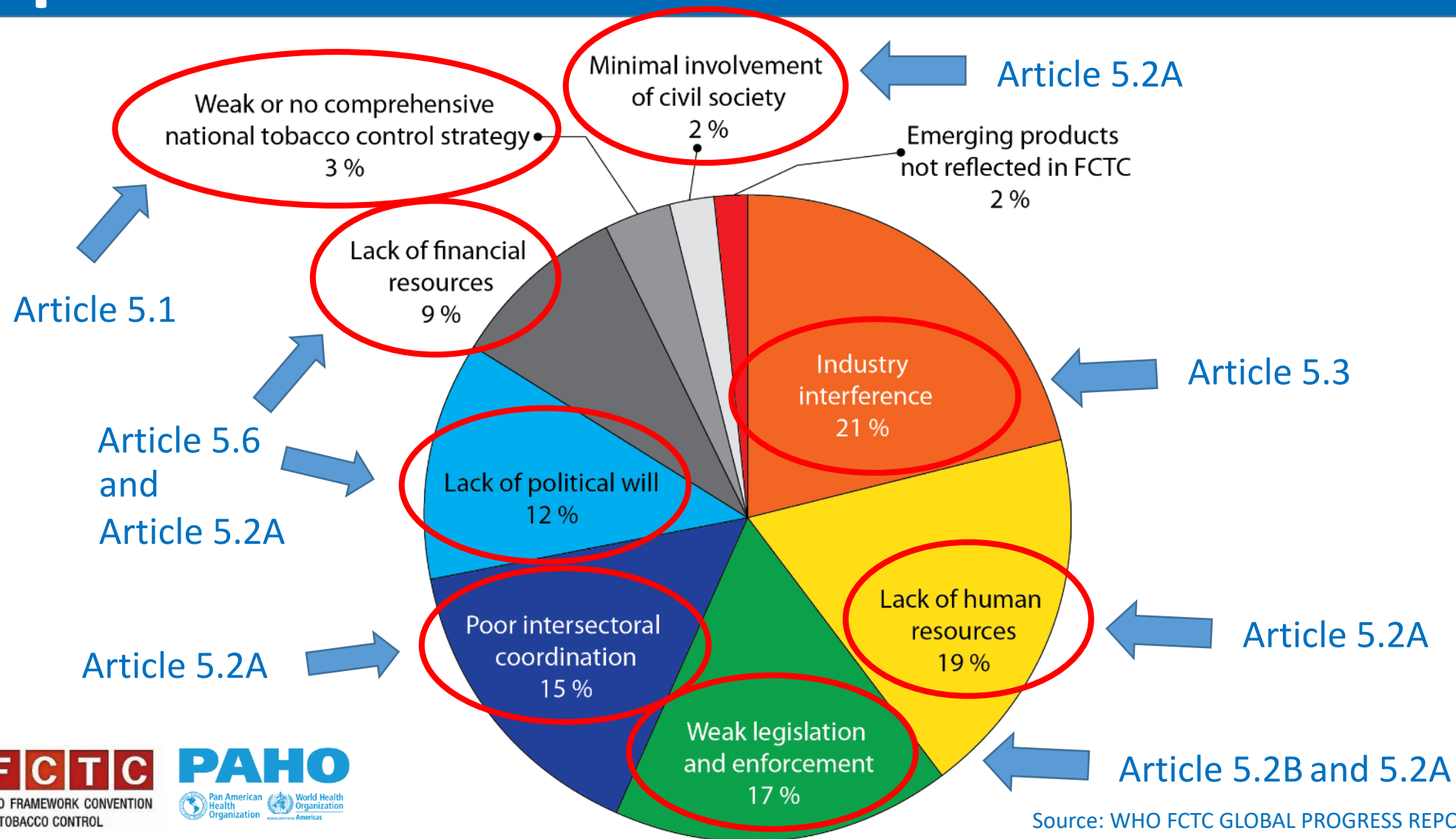


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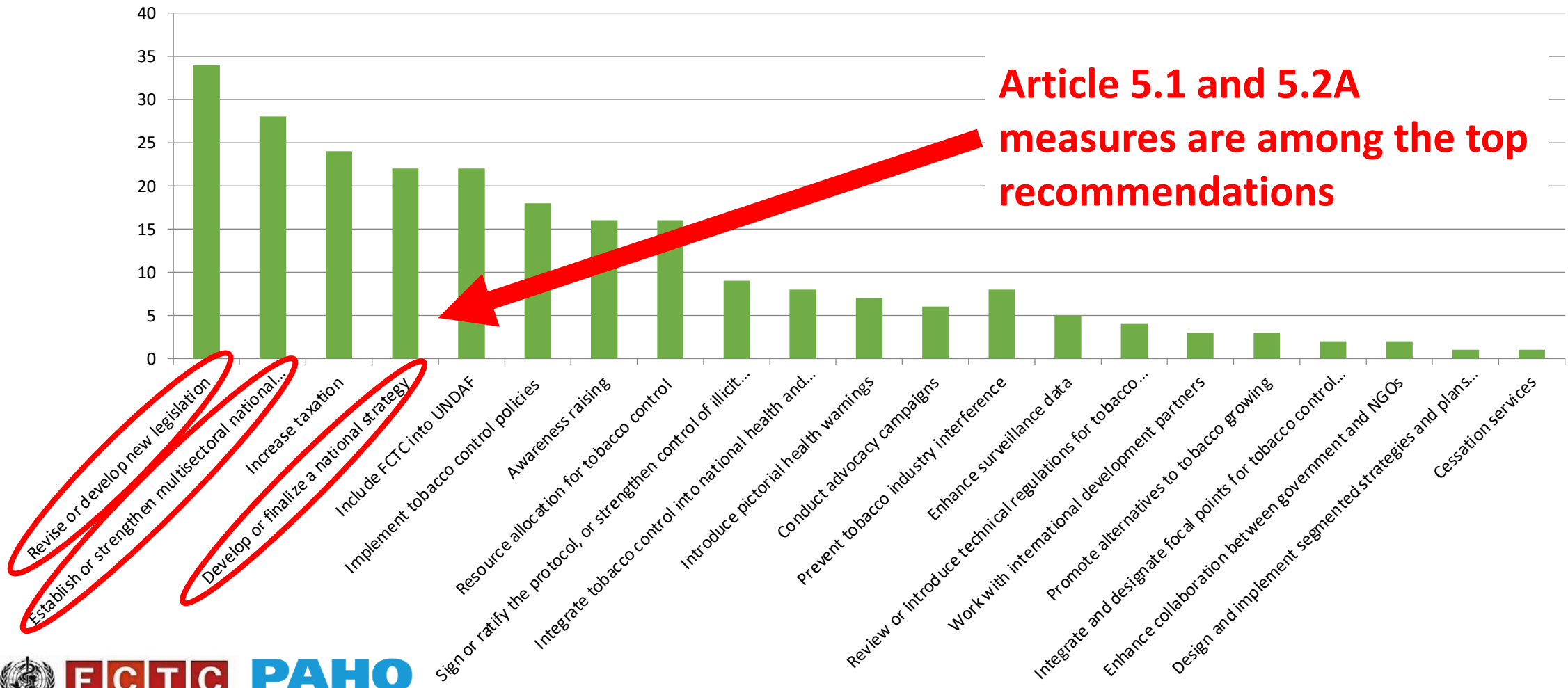


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Main barriers and constraints to FCTC implementation



Recommendations from 39 FCTC Needs Assessments



WHO FCTC Article 5.1

*“Each Party shall develop, implement, periodically update and review **comprehensive multisectoral national tobacco control strategies, plans and programmes** in accordance with this Convention and the protocols to which it is a Party.”*



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Importance of a national multisectoral tobacco control strategy

Holds sectors accountable

Aligns efforts of government, civil society,
academia

Informs annual NCM workplans

Baseline to measure progress along national
priorities



Article 5.1: Tobacco control planning guidance and toolkit

- Supports Parties to establish a national, multisectoral tobacco control strategy that identifies and outlines:
 - a) National priorities (vision, goals, objectives and targets);
 - b) Strategies, activities and outputs to achieve national priorities;
 - c) Responsible actors for implementing activities, timelines, funding requirements and sources;
 - d) Indicators of progress; and
 - e) Communications.





Preparatory work

Outlines initial enabling actions that will ultimately help planners to create a more effective, sustainable, and viable strategy.



Drafting the strategy

Discusses core elements of the NTCS, including introduction/strategic direction, action plan, monitoring and evaluation plan, and communication plan.



Finalizing, launching and implementing the strategy

Provides guidance on engagement with different government sectors and other national stakeholders, including the public, to validate and adopt the strategy, increase its visibility, and strengthen ownership for implementation.



Aligning the strategy with other health and development efforts

Discusses the importance of integrating the NTCS into related health and development planning instruments, and how sub-national governments can use the NTCS.



Challenges and mitigation measures

Lists common challenges policymakers face in creating and implementing tobacco control strategies, together with approaches to avoid or mitigate these challenges.

The document also includes two toolkits to assist in tobacco control planning at different stages:



Toolkit A

Tools for preparatory work



Toolkit B

Tools for drafting

The power of planning: Cambodia includes the WHO FCTC in its immediate COVID-19 socio-economic response plan

Annex: UN Cambodia Framework for the Immediate Socio-Economic Response to COVID-19: Key Activities

Key Activities	KPI(s)	Delivery Time-frame	Expected period of support	Counterpart Ministry	Agency/ Agencies	Total Budget (USD)	Confirmed Fund (USD)	Amounts to be mobilized (USD)	Status
Pillar 1: Health First: Protecting Health Services and Systems during the Crisis						\$24,253,822.28	\$18,370,697.39	\$5,883,124.89	
Accelerating implementation of the National Multisectoral Action Plan for the Prevention and Control of NCDs 2018-2027 and WHO FCTC provisions.	<ul style="list-style-type: none"> • NCD services implemented • Tobacco Cessation Services at PHCs • SFE at workplace and public places in compliance • GYTS completed 	Intermediate/medium run (2020 & 2021)	July 2020 - June 2021	MOH	WHO	\$1,398,244.25	\$ 979,193.25	\$ 419,051.00	On-track



UN Cambodia framework for the immediate socio-economic response to COVID-19

AUGUST 2020

version 1 for consultation



WHO FCTC Article 5.2(a)

*“Towards this end, each Party shall, in accordance with its capabilities: establish or reinforce and finance a **national coordinating mechanism** or **focal points** for tobacco control.”*

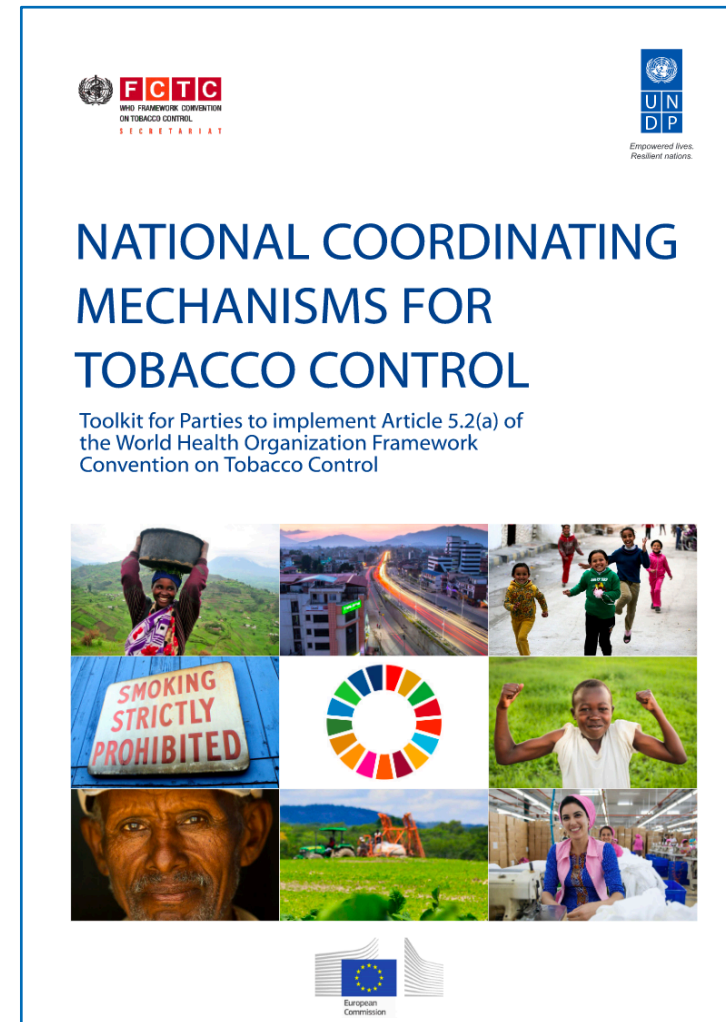
Definitions

Tobacco control focal point. A central contact person(s) or institution(s) within government responsible for facilitating WHO FCTC implementation and communicating information about implementation within and outside the country.

National coordinating mechanism. The multisectoral institution established by the government to coordinate tobacco control within the country and with international entities such as the Convention Secretariat, and to oversee general governance-related issues for tobacco control.

Article 5.2a: Tobacco control coordination guidance and toolkit

Supports Parties to establish, strengthen and sustain a national control mechanism (NCM) through political and technical steps, *actions* and *tools*.



Covers the full political and technical process

STEPS	ACTIONS	TOOLS	STEPS	ACTIONS	TOOLS
Political			Technical		
Step 1. Secure POLITICAL BUY-IN for a coordinated tobacco control response.	Assess the general situation of tobacco control in the country. Craft arguments why ministries other than health, as well as civil society, should be involved in tobacco control and sensitize key stakeholders.	1. Guidelines for conducting a rapid/general tobacco control situation analysis	Step 3. Establish and LAUNCH a mechanism to bring a range of stakeholders to the table.	Convene an initial meeting to address technical aspects of multi-sectoral coordination.	6. Draft invitation letter to convene an initial NCM meeting
		2. Stakeholder-specific arguments for tobacco control			7. Sample agenda for the initial and second meeting of the NCM
Step 2. Develop and secure a FORMAL AGREEMENT on a national multisectoral response.	Adopt a law, presidential decree, executive order, or other agreement as appropriate to secure political mandate for coordinated work on tobacco control.	3. Entities to consider for inclusion on the NCM, and their potential roles and responsibilities	Step 4. FINALIZE all aspects the NCM and ENSURE accountability from representatives and the NCM.	Finalize and agree upon NCM charter, ToRs, and rules of procedure. Establish a workplan for the NCM. Require accountability from representatives by establishing an accountability framework, and take measures to protect the NCM from tobacco industry interference.	8. Sample rules of procedure
		4. Options for establishing or strengthening the NCM, including sample legislation, a sample decree and a sample letter to the executive branch			9. Sample initial workplan for the NCM, including transparency, accountability and reporting
		5. Model Terms of Reference for the NCM, NCM representatives, NCM Secretariat, tobacco control focal point, and NCM chair / president			10. Model code of conduct for NCM members

Best practices for establishing and strengthening NCMs (1/2)

1. Request the highest levels of a government's executive branch to officially establish and announce the formation of the NCM.
2. Ensure that a high-ranking official chairs the NCM and that NCM representatives hold senior level positions in their institutions.
3. Seek broad representation from across government sectors and maintain wide consultation with or consider formally including representatives from civil society.
4. Ensure continuity in membership and participation.
5. Develop explicit terms of reference (TORs) or guidelines for NCM representatives, the NCM, the NCM Secretariat and any ancillary bodies.



NATIONAL COORDINATING MECHANISMS FOR TOBACCO CONTROL

Toolkit for Parties to implement Article 5.2(a) of the World Health Organization Framework Convention on Tobacco Control



Best practices for establishing and strengthening NCMs (2/2)

6. Develop an explicit code of conduct for how all members of an NCM interact and reduce their engagement with tobacco industry representatives.
7. Develop clear scope and mandate, as well as rules and procedures for the NCM.
8. Make the tobacco control focal point a central member of the NCM and establish a strong secretariat.
9. Prioritize accountability and transparency including comprehensive, accurate reporting.
10. Create a costed, joint action plan and ensure the NCM is fully and sustainably financed.



NATIONAL COORDINATING MECHANISMS FOR TOBACCO CONTROL

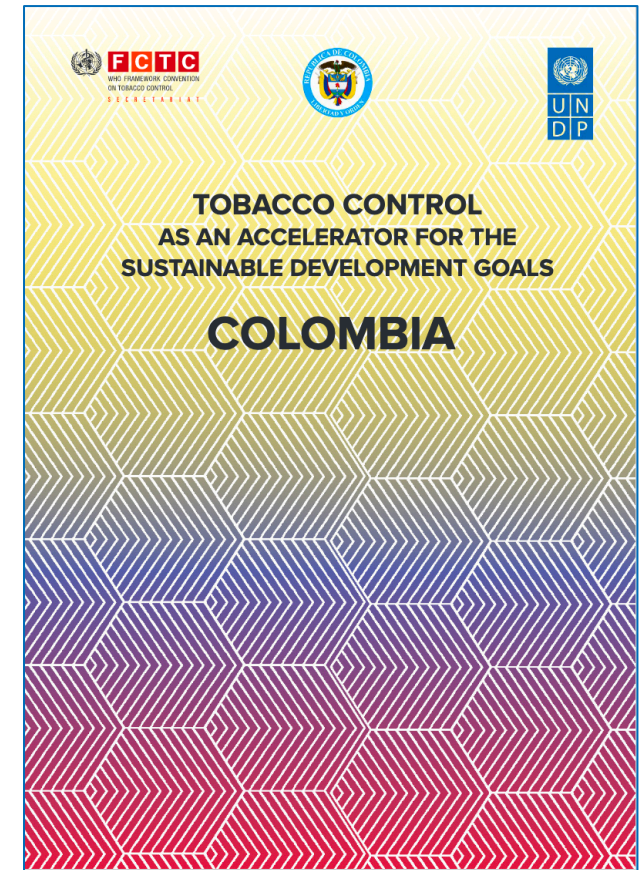
Toolkit for Parties to implement Article 5.2(a) of the World Health Organization Framework Convention on Tobacco Control



Other important tools to engage non-health sectors



<http://www.who.int/ncds/un-task-force/policy-briefs/en/>



*Draft stage

Thank you



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