



FCTC

WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL

S E C R E T A R I A T

The WHO FCTC and the Global Strategy to Accelerate Tobacco Control 2019-2025

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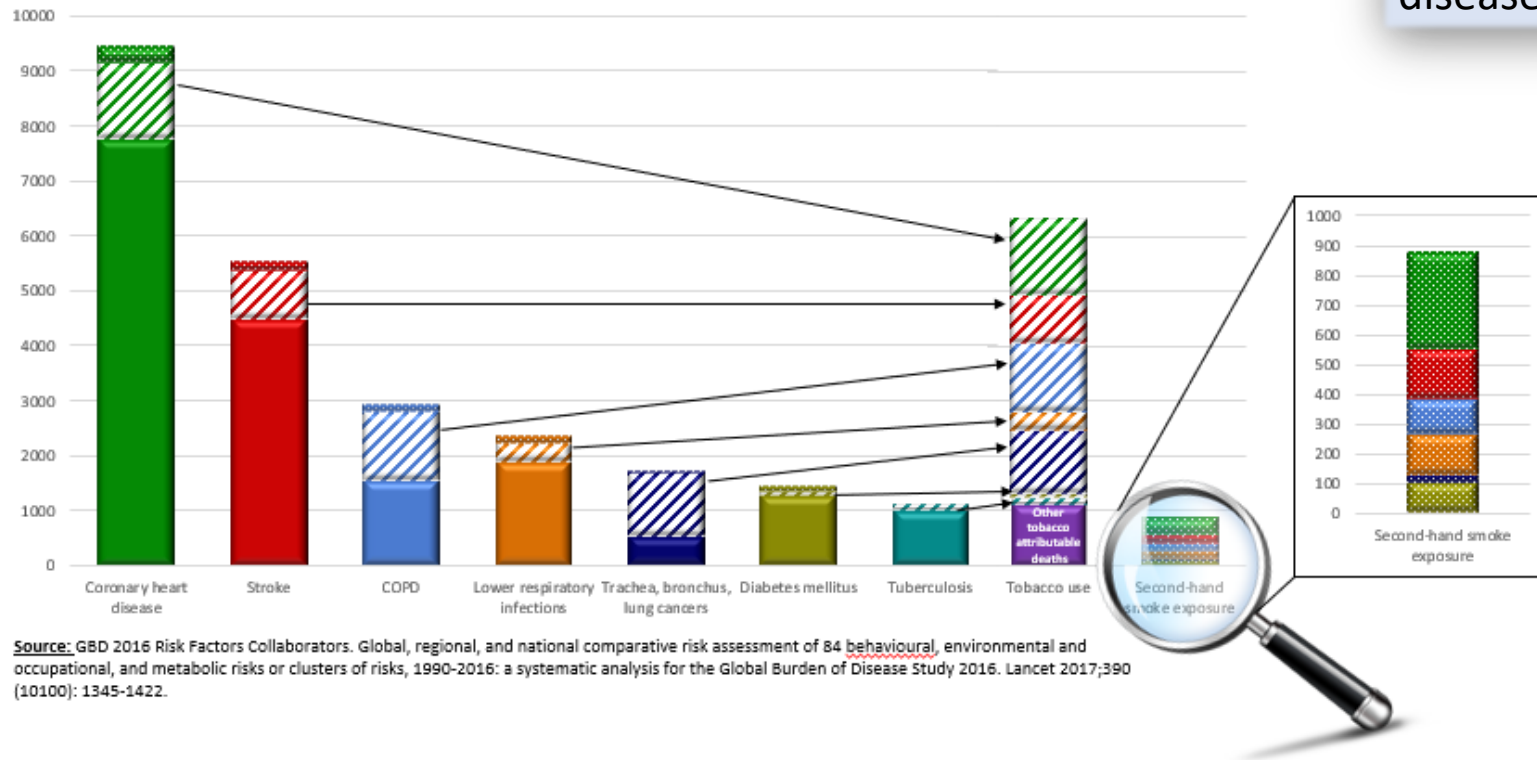
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Tobacco use and second-hand smoke exposure are risk factors for six leading causes of death in the world

Credit: No Tobacco Unit (TFI), Department of Health Promotion, WHO HQ

Deaths attributable to tobacco in 2016



Source: GBD 2016 Risk Factors Collaborators. Global, regional, and national comparative risk assessment of 84 behavioural, environmental and occupational, and metabolic risks or clusters of risks, 1990-2016: a systematic analysis for the Global Burden of Disease Study 2016. Lancet 2017;390 (10100): 1345-1422.

Tobacco use is a common risk factor for cardiovascular diseases, cancer, chronic respiratory diseases, and diabetes

For every person who dies because of smoking, at least 30 people live with a serious smoking-related illness.

Over 15%* of all deaths globally and 19% of noncommunicable disease deaths are due to tobacco
*21.4% of all male deaths!

- Global Burden of Disease Study 2017 Results. Seattle, United States: Institute for Health Metrics and Evaluation (IHME), 2017.
- Available from <https://http://vizhub.healthdata.org/gbd-compare/>



Tobacco affects more than just health of people – it also impacts on the health of the economy and also the health of the planet

Over 80% of the 1.3 billion tobacco users worldwide live now in low- and middle-income countries.

In developing countries, smokers spend up to 30% of their income on tobacco, meaning less expenditures on nutrition, education and health care.

Economic

The economic costs of tobacco use are substantial and include **significant health care costs** for treating the diseases caused by tobacco use and the lost productivity that results from tobacco-attributable **morbidity and mortality**.

Global economy loss due to tobacco

\$1.4 trillion

~2%
of global GDP

Environmental

Tobacco farming – itself health-harming – often relies on unlawful or exploitative labour, including child labour, and contributes to environmental degradation.

Tobacco farming is responsible for nearly **5%** of global deforestation with **200,000 hectares** of woody biomass loss per year.

Cigarette butts are by far the **largest** single type of litter by count.

Since the 1980s cigarette butts have consistently comprised

30-40% of all items picked up in annual international coastal and urban clean-ups.



182 Parties covering 90 % of the world's population



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Measures relating to the reduction of demand for tobacco



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Measures relating to the reduction of the supply of tobacco

Article 17

Provision of support for economically viable alternative activities.



Article 15

Illicit trade in tobacco products



Article 16

Sales to and by minors



Protection of the environment

Article 18

Protection of the environment and the health of persons

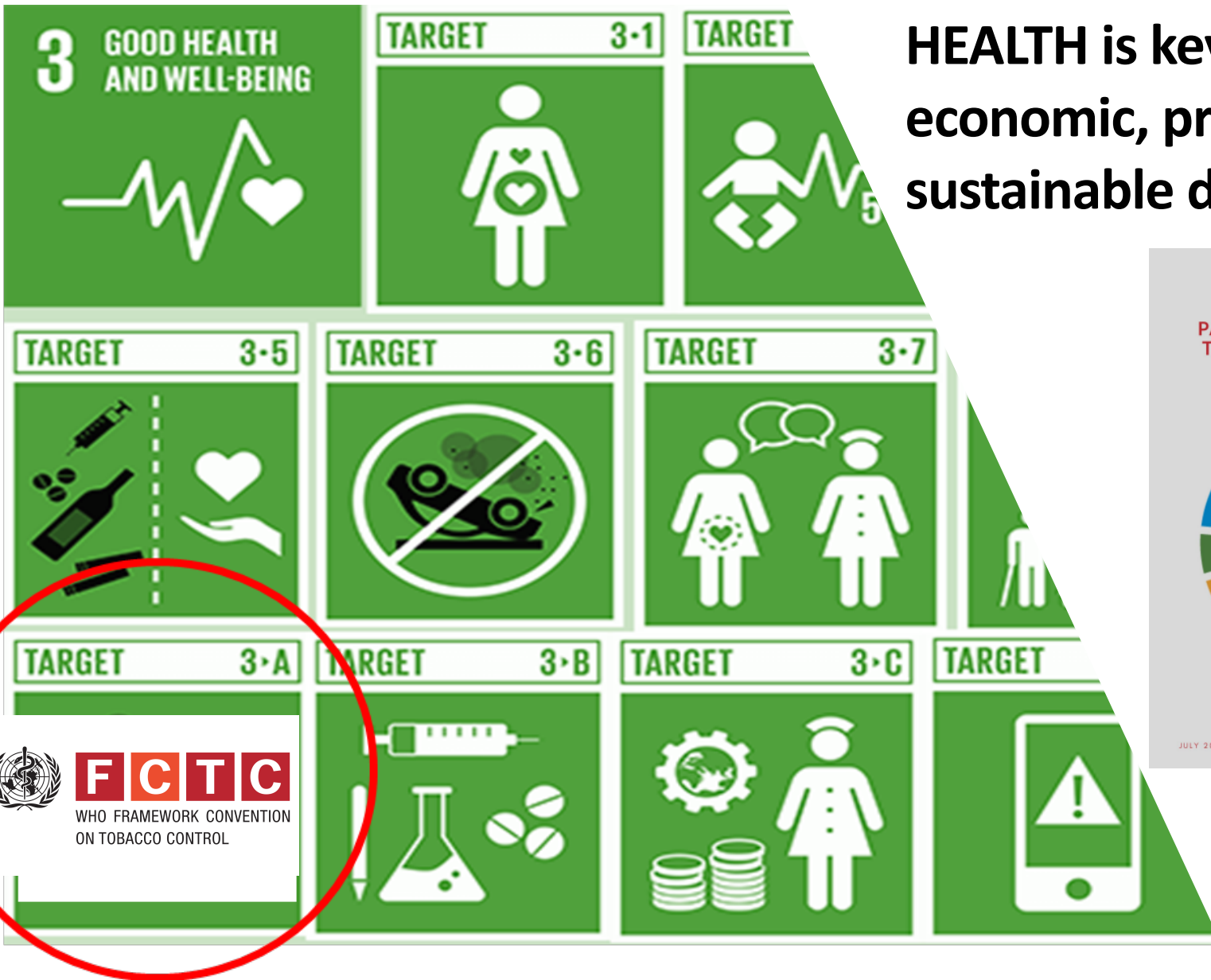


Scientific and technical cooperation and communication of information

Article 20, 21, 22

Research, surveillance, and exchange of information, reporting and cooperation.

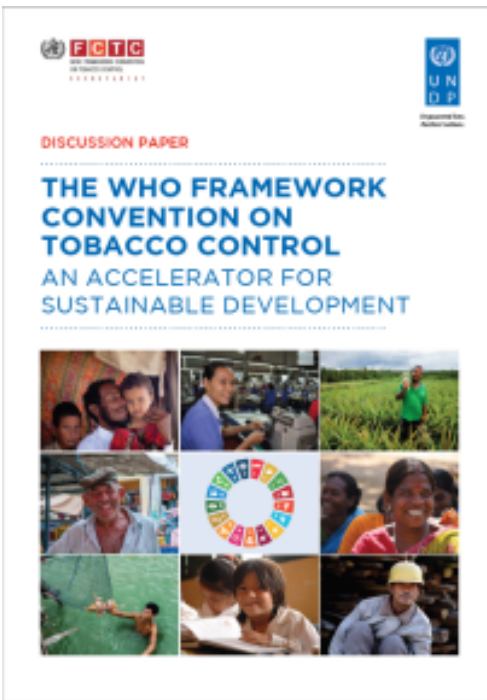




HEALTH is key to social, economic, productive and sustainable development



VNR Guide



WHO FCTC and SDGs

Goal 3.4 of the 2030 Agenda will not be met if goal point 3.a is not met

The Convention Secretariat



- Created during the first Conference of the Parties
- Secretariat to the WHO Framework Convention on Tobacco Control (Art. 24) and to the Protocol to Eliminate Illicit Trade in Tobacco Products (Art. 34)
- Mandate to support Parties with the WHO FCTC and the Protocol implementation
- Hosted by WHO in Geneva, Switzerland
- Has its own workplan and budget and reports to the Conference of the Parties to the WHO FCTC and Meeting of the Parties to the Protocol on its implementation

Contact: fctcsecretariat@who.int



TOBACCO CONTROL PROGRESS DESPITE THE COVID-19 PANDEMIC



Kenya: Ratified the Protocol



Andorra: Ratified the WHO FCTC



Netherlands: End the sale of tobacco in supermarkets and gas stations; plain packaging implemented



Ethiopia: Landmark bill to increase tobacco taxes



EU: Ban of flavored cigarettes/new markings on tobacco product filters containing plastics



India: Ban on e-cigarettes and heated tobacco products



Pakistan: Extension of tobacco advertising ban



Bolivia/Paraguay: 100% smoke-free



Myanmar: Strengthened Article 5.3



Cabo Verde/Ukraine: tobacco tax policies



Ban on waterpipe smoking in indoor and outdoor public places in 15 EMRO countries





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- Decision FCTC/COP7(13) – Working Group to strengthen implementation of the Convention through Coordination and Cooperation
- Medium term strategic framework constructed by Parties and for Parties involving also the wider tobacco control community



GLOBAL STRATEGY TO
ACCELERATE
TOBACCO CONTROL

*Advancing sustainable development
through the implementation
of the WHO FCTC 2019 - 2025*

VISION

A healthy and sustainable world for all,
free of the tobacco epidemic.

MISSION

To protect present and future generations from the devastating health, social, environmental and economic consequences of tobacco consumption, and exposure to tobacco smoke, through the full and timely implementation of the WHO FCTC.

TARGET

To measure success of this Strategy, we will use the agreed voluntary global target of “a 30% relative reduction in the age-standardized prevalence of current tobacco use in persons aged 15 years and over by 2025”.



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The Strategy aims to:

- Empower Parties to work **multi-sectorally**, with the health and non-health sectors and other stakeholders engaged in the fight against tobacco at the global, regional and country levels;
- Help Parties **prioritize** their actions to fulfil their obligations under the Convention;
- Elevate the **profile and visibility** of tobacco control issues, including the Convention itself, internationally and domestically;
- Manage increased demands and limited resources while **ensuring effectiveness** of the work of the Convention Secretariat.



<https://www.who.int/fctc/cop/g-s-2025/en/>

Strategic Goal

1



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ACCELERATING ACTION

STRATEGIC OBJECTIVE 1.1

Give priority to enabling action to accelerate WHO FCTC implementation, including effective forms of technical and financial assistance to support Parties in the identified priority action areas.



STRATEGIC OBJECTIVE 1.2

Strengthen systems for regularly capturing and sharing lessons and evidence on new, innovative and successful means of implementing tobacco control measures.



**Priority articles are
Article 5, 6, 8, 11 and 13**

Strategic Goal

2



BUILDING PARTNERSHIPS

STRATEGIC OBJECTIVE 2.1

Mobilize international, intergovernmental and developmental partners to integrate the WHO FCTC into their work, and/or their SDG responses, by raising the profile and visibility of the WHO FCTC; and to influence and stimulate tobacco control action at the regional and national levels.



STRATEGIC OBJECTIVE 2.2

Catalyze and leverage the contributions of external stakeholders, particularly civil society, to achieve the aims of the Convention.



PROTECTING INTEGRITY & BUILDING ON THE ACHIEVEMENTS UNDER THE WHO FCTC

STRATEGIC OBJECTIVE 3.1

Improve the governance and administrative mechanisms of the WHO FCTC to ensure that all WHO FCTC related activities are prioritized, effective and sustainable, and insulated from any influence by the tobacco industry.



STRATEGIC OBJECTIVE 3.2

Support and encourage Parties in their efforts to remove barriers to country-level tobacco control efforts.





OPERATIONAL OBJECTIVES

OPERATIONAL OBJECTIVE 1 SUSTAINABLE FUNDING

Manage the finances of the Convention and find new revenue streams to support WHO FCTC implementation activities.

OPERATIONAL OBJECTIVE 2 OPERATIONAL EFFECTIVENESS

Promote optimal operation of the COP and the capacity of the Convention Secretariat to provide support to the Parties in their implementation, monitoring and reporting work.



- Communications plan and resources available (more to come: brochure, video, fact sheets with targeted messaging, pod casts)
 - Global Strategy Indicator Compendium
- <https://www.who.int/fctc/cop/g-s-2025/en/>

GLOBAL STRATEGY TO ACCELERATE TOBACCO CONTROL
Advancing sustainable development through the implementation of the WHO FCTC 2019 - 2025

VISION
A healthy and sustainable world free of the tobacco epidemic.

MISSION
To protect present and future generations from the devastating health, social, environmental and economic consequences of tobacco consumption and exposure to tobacco smoke, through the full and timely implementation of the WHO FCTC.

TARGET
To measure success of this Strategy, we will use the agreed voluntary global target of "a 30% relative reduction in the age-standardized prevalence of current tobacco use in persons aged 15 years and over by 2030".

STRATEGIC GOALS

ACCELERATING ACTION
STRATEGIC OBJECTIVE 1.1
Give priority to enabling action for accelerating WHO FCTC implementation, including effective forms of fiscal and financial measures, to ensure progress in the identified priority action areas.

STRATEGIC OBJECTIVE 1.2
Strengthen systems for regularly monitoring and sharing lessons and evidence on innovative and successful means of implementing tobacco control measures.

BUILDING PARTNERSHIPS
STRATEGIC OBJECTIVE 2.1
Mobilize international, intergovernmental and developmental partners to integrate the WHO FCTC into their work, under the SDG response, by using the profile and visibility of the WHO FCTC, identify financial and technical tobacco control action of the regions and national levels.

STRATEGIC OBJECTIVE 2.2
Collaborate and leverage the contributions of financial institutions, multilateral organizations, to advance the aims of the Convention.

PROTECTING INTEGRITY & BUILDING ON THE ACHIEVEMENTS UNDER THE WHO FCTC
STRATEGIC OBJECTIVE 3.1
Increase the governance and administrative effectiveness of the WHO FCTC to ensure that all work of the global activities are planned, effective and sustainable, and insulated from any influence by the tobacco industry.

STRATEGIC OBJECTIVE 3.2
Support and encourage Parties in their efforts to ensure fairness in country-level tobacco control efforts.

OPERATIONAL OBJECTIVES

OPERATIONAL OBJECTIVE 1: SUSTAINABLE FINANCING
Mobilize the resources of the Convention and their own financial streams to assist WHO FCTC implementation activities.

OPERATIONAL OBJECTIVE 2: OPERATIONAL EFFECTIVENESS
Promote national operations of the COP and the country of the Convention facilitated by parties through the shared in their implementation, monitoring and reporting work.

ESTRATEGIA MUNDIAL PARA ACELERAR EL CONTROL DEL TABACO
Promover el desarrollo sostenible mediante la aplicación del CMCT de la OMS 2019 - 2025

VISION
Un mundo sano y sostenible para todos, libre de la epidemia de tabaquismo.

MISION
Proteger a las generaciones presentes y futuras de las devastadoras consecuencias para la salud, sociales, ambientales y económicas del consumo de tabaco y de la exposición al humo de tabaco, por medio de la aplicación plena y oportuna del CMCT de la OMS.

META GENERAL
Para medir el éxito de la Estrategia, utilizaremos la meta general voluntaria acordada, a saber, alcanzar una reducción relativa del 30% en la prevalencia normalizada por edad del consumo actual de tabaco entre personas de 15 años de edad o más de edad a 2030.

FINALIDADES ESTRATÉGICAS

ACCELERAR LA INTERVENCIÓN
OBJETIVO ESTRATÉGICO 1.1
Conceder prioridad a la adopción de medidas que contribuyan a acelerar la aplicación del CMCT de la OMS, inclusive mediante formas eficaces de alianza fiscal y financiera que apoyen a las Partes en las acciones de erradicación preñada del tabaco.

OBJETIVO ESTRATÉGICO 1.2
Fortalecer los sistemas para recopilar e intercambiar con regularidad evidencias y datos empíricos sobre medidas nuevas, innovadoras y eficaces que permitan aplicar medidas de control del tabaco.

FORJAR ALIANZAS
OBJETIVO ESTRATÉGICO 2.1
Movilizar a las sociedades intergubernamentales y para el desarrollo, y a las que integran el Convenio en su labor y en las actividades relacionadas con los ODS para que reconozcan y apoyen al CMCT de la OMS y estimulen la adopción de medidas de lucha contra el tabaco a nivel regional y nacional a fin de influir en ellas.

OBJETIVO ESTRATÉGICO 2.2
Fomentar y aprovechar las contribuciones de las partes interesadas pertinentes, en particular, la sociedad civil, para alcanzar los objetivos del Convenio.

PROTEGER LA INTEGRIDAD Y CONSOLIDAR LOS LOGROS ALCANZADOS EN EL MARCO DEL CTMT DE LA OMS
OBJETIVO ESTRATÉGICO 3.1
Mejorar las recepciones de gobierno y administraciones del CMCT de la OMS para garantizar que todas las actividades relacionadas con el Convenio emprendidas sean prioritarias, eficaces y sostenibles, y estén aisladas de toda influencia de la industria tabacquera.

OBJETIVO ESTRATÉGICO 3.2
Apoyar y alentar a las Partes en sus esfuerzos por mejorar sus capacidades en las actividades relacionadas con el control del tabaco.

OBJETIVOS OPERACIONALES

OBJETIVO OPERACIONAL 1: FINANCIACIÓN SOSTENIBLE
Consolidar los recursos del Convenio para recopilar información y datos y proporcionar apoyo financiero a los países para mejorar sus actividades de aplicación del CMCT de la OMS.

OBJETIVO OPERACIONAL 2: EFICACIA OPERACIONAL
Promover el funcionamiento óptimo de la Conferencia de las Partes y la aplicación de la Convención del Convenio entre otros temas de la COP y las Partes en la aplicación, las acciones de alianza y la prestación de informes.

ES HORA DE:
proteger su futuro

ES HORA DE:
reducir las muertes causadas por el tabaco

ES HORA DE:
ofrecer un futuro más sano

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CONVENIO MARCO DE LA OMS PARA EL CONTROL DEL TABACO
SECRETARIA

ESTRATEGIA MUNDIAL PARA **ACCELERAR** EL CONTROL DEL TABACO
Promover el desarrollo sostenible mediante la aplicación del CMCT de la OMS 2019-2025

IT'S TIME
to protect their future

IT'S TIME
to reduce deaths caused by tobacco

IT'S TIME
to provide a healthier future

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GLOBAL STRATEGY TO **ACCELERATE** TOBACCO CONTROL
Advancing sustainable development through the implementation of the WHO FCTC 2019 - 2025



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Article 5 of The WHO Framework Convention on Tobacco Control (WHO FCTC): General obligations

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Convention Secretariat



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5.1: Multisectoral strategies



5.2: a) Focal points

b) Measures and cooperation



Article 5.3: protecting public health interests

- Protection of public health policies from commercial and other vested interests of the tobacco industry, in accordance with national law
- Following Preamble para 18 of the WHO FCTC
- Implementation Guidance adopted at COP3
- Pragmatic tools: Knowledge Hub & Observatories
- Embedded in Governing Bodies and Subsidiary Bodies work through subsequent COP decisions



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[HTTP://WWW.WHO.INT/FCTC](http://www.who.int/fctc)



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