

## Resolution

### CD61.R12

#### STRATEGY AND PLAN OF ACTION TO STRENGTHEN TOBACCO CONTROL IN THE REGION OF THE AMERICAS 2025–2030

##### The 61st Directing Council,

Having reviewed the *Strategy and Plan of Action to Strengthen Tobacco Control in the Region of the Americas 2025–2030* (Document CD61/10),

Recognizing that tobacco use continues to be one of the greatest threats to global public health and that, in addition to generating a heavy social, economic, and environmental burden for countries, it exacerbates household poverty and increases inequalities;

Considering that, while conventional cigarettes remain the most widely used tobacco product, the use of electronic cigarettes is increasing among children and adolescents in some countries;

Recognizing that there is abundant evidence and international consensus on how the tobacco epidemic and nicotine addiction should be addressed in a cost-effective manner through the implementation of the mandates of the World Health Organization Framework Convention on Tobacco Control (FCTC), the Protocol to Eliminate Illicit Trade in Tobacco Products (the Protocol), the decisions taken by the Conference of the Parties to the FCTC and the Meeting of the Parties to the Protocol, the World Health Organization (WHO) MPOWER package guidance, and the best buys for prevention and control of noncommunicable diseases;

Recognizing that there are various circumstances that have made it difficult to implement at the national level the national and international mandates and commitments undertaken by Member States to address the issue, but stressing that the common and most important challenge faced by all countries is interference by the tobacco industry and those working to further its interests;

Recognizing that the objective of this strategy and plan of action is to accelerate the implementation of the FCTC in the Region of the Americas by all Member States, whether or not they are States Parties to the Convention;

Noting that the Global Action Plan for the Prevention and Control of Noncommunicable Diseases 2013–2020 and the Global Strategy to Accelerate Tobacco Control: Advancing Sustainable Development through the Implementation of the WHO FCTC 2019–2025 have been extended to 2030, owing to the challenges presented by the COVID-19 pandemic and to ensure coherence and harmonization with the 2030 Agenda for Sustainable Development,

**Resolves:**

1. To approve the *Strategy and Plan of Action to Strengthen Tobacco Control in the Region of the Americas 2025–2030* (Document CD61/10).
2. To urge Member States, considering their contexts, needs, vulnerabilities, and priorities, to:
  - a) promote the implementation of the objectives and indicators contained in the *Strategy and Plan of Action to Strengthen Tobacco Control in the Region of the Americas 2025–2030*;
  - b) prioritize the adoption of comprehensive legal measures relating to smoke-free and emissions-free environments, health warnings and plain packaging, and total bans on the advertising, promotion, and sponsorship of tobacco products, in accordance with their constitutions or constitutional principles and adapting to new digital realities, covering both conventional tobacco products and other emerging products;
  - c) strengthen the use of tobacco tax policies as a means of reducing the affordability of products that are harmful to health; that discourage consumption, especially among lower-income groups; and that provide Member States with an additional source of revenue that can be used to strengthen health and social welfare programs;
  - d) strengthen primary health care services to increase the coverage, access, availability, and quality of tobacco cessation treatment services, in the context of building stronger and more resilient health systems in the post-COVID-19 pandemic period;
  - e) consider ratifying the FCTC and the Protocol in order to assume legally binding obligations to protect the right of every person to the enjoyment of the highest attainable standard of health;
  - f) strengthen national measures and international cooperation to eliminate illicit trade in tobacco products;
  - g) counter attempts by the tobacco industry and its allied groups to interfere with, delay, hinder, or impede the implementation of tobacco and nicotine addiction control measures aimed at protecting the public health of the population;
  - h) strengthen their national surveillance systems in order to assess not only the prevalence of tobacco and nicotine use but also the effectiveness of the measures implemented, and to obtain information disaggregated by sex, gender, ethnicity, and other factors, including usage data where possible, and to use this information to develop evidence-based interventions aimed at reducing disparities;
  - i) take into account the environmental impact of tobacco and the need to strengthen liability regulations for the tobacco industry, ensuring respect for and protection of the human rights of all people.

- 
3. To request the Director to:
- a) provide support to Member States to strengthen national capacities that will contribute to the implementation of the strategy and plan of action and the achievement of its objectives.
  - b) promote the exchange of information among Member States and partnerships with other international agencies and subregional bodies, and with members of civil society and academia at the national and international levels, including the mobilization of human and financial resources in support of the implementation of this strategy and plan of action;
  - c) report periodically to the Governing Bodies of the Pan American Health Organization on the progress made and the challenges faced in the implementation of the strategy and plan of action through a midterm review in 2028 and a final report in 2031.

(Eighth meeting, 3 October 2024)

---