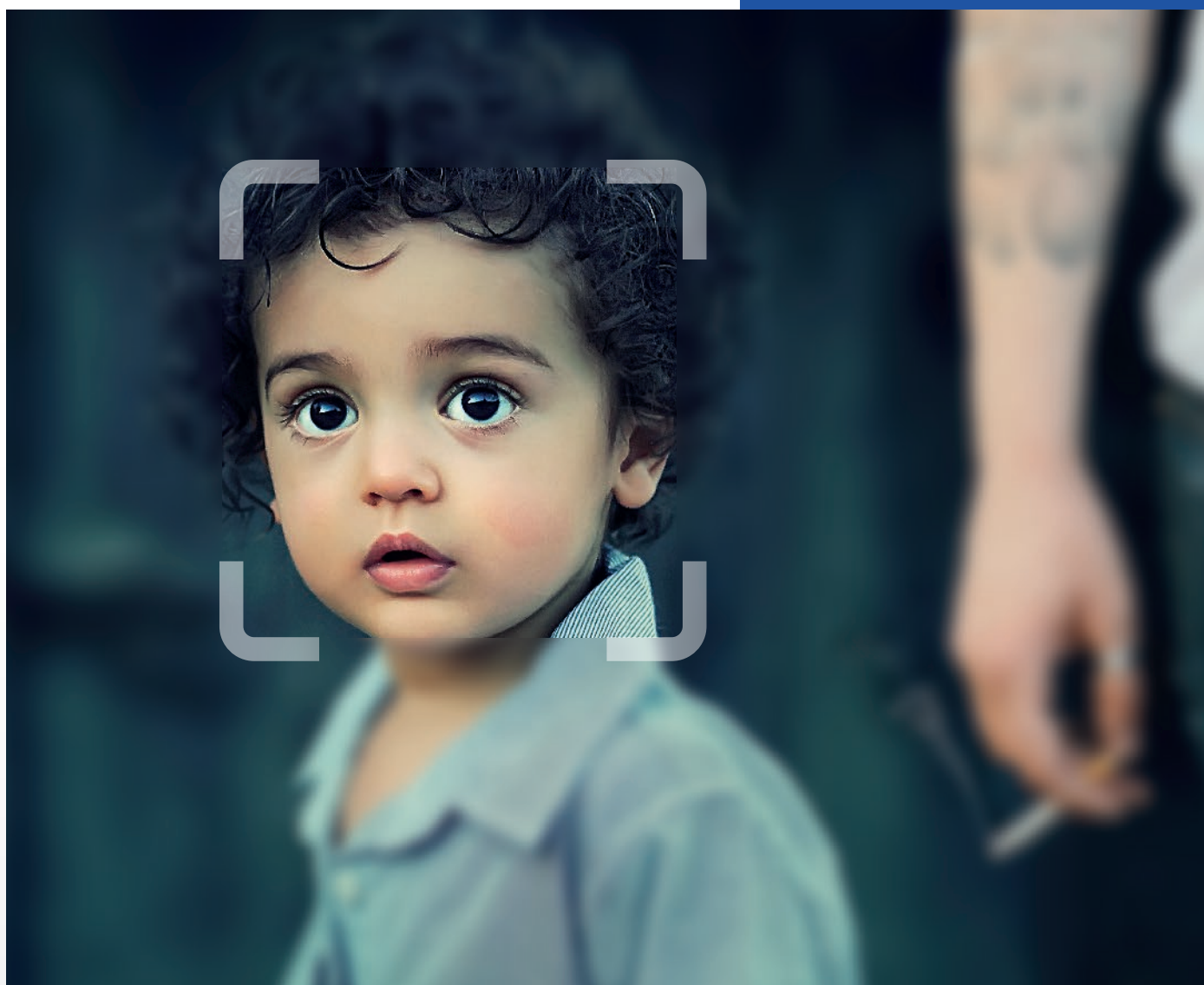




GLOBAL STRATEGY TO  
**ACCELERATE**  
TOBACCO CONTROL

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



**FCTC**

WHO FRAMEWORK CONVENTION  
ON TOBACCO CONTROL

S E C R E T A R I A T





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## TOBACCO USE LEADS TO A MASSIVE LOSS OF LIFE

More than 8 million people annually  
around the world.

But the harm does not stop there,  
as tobacco also undermines social,  
economic and environmental  
development, globally.

## THE SOLUTION

to the problem is contained in the WHO Framework Convention on Tobacco Control (WHO FCTC). Implementation of this global public health treaty has progressed over the last 16 years, but it is far from complete.

However, slow integration of the WHO FCTC into national law, suboptimal enforcement of existing laws, low allocation of resources, and intensified marketing and policy interference by the tobacco industry continue to undermine national efforts.

## A CALL FOR URGENT ACTION

Parties to the WHO FCTC, recognizing the need to commit to urgent action, at the Eighth Session of the Conference of the Parties to the WHO FCTC in October 2018 adopted a medium-term strategy: the Global Strategy to Accelerate Tobacco Control: Advancing Sustainable Development through the Implementation of the WHO FCTC 2019-2025.



# THE GLOBAL *STRATEGY*

The Global Strategy defines key priorities to advance the implementation of the WHO FCTC through 2025.

It empowers Parties to work with the health and non-health sectors in promoting a coordinated and focused whole-of-government, whole-of-society approach to achieve policy coherence, both domestically and internationally.

## KEY PRIORITIES FOR 2019 - 2025

1

Work across sectors with health and non-health actors and other stakeholders engaged in the fight against tobacco at the global, regional and country levels.

2

Prioritize actions to fulfil Parties' obligations under the WHO FCTC.

3

Elevate the profile and visibility of tobacco control issues, including the WHO FCTC, internationally and domestically.

4

Manage increased demands and limited resources while ensuring effectiveness of the work of the Convention Secretariat.



Tobacco use is fully preventable and avoidable.  
By collectively answering the call to action, we can save millions of lives and allow future generations to lead healthier and more sustainable lives, free from the harms of tobacco use.





# STRATEGIC GOALS

## THE VISION



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

## THE 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.

## THE 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 ».



### 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.



### 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.



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<https://fctc.who.int/who-fctc/overview/global-strategy-2025>

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