

CELEBRATING
15 YEARS
OF LIVES





HOW IS THE TOBACCO CONTROL TREATY GOVERNED?

- The **Conference of the Parties (COP)**

is the WHO FCTC's governing body, made up of all Parties to the Convention. States that are not Parties and observer organizations (intergovernmental and nongovernmental) also participate in its meetings.

There has been increasing interest across sectors in the COP as a multisectoral convening platform in health governance, with a 55% jump in its participation from its 7th session. While nine Ministries attended its first session in 2006, 22 Ministries participated in its eighth session in 2018. From the 7th session of the Conference of the Parties, there has been a steady increase in the number of non-health sector delegates attending the COP.

WHAT IS THE WHO FCTC?

- The WHO FCTC combines comprehensive measures to decrease public demand for tobacco products with those to reduce their supply, for example by reducing the amount of tobacco grown around the world, as well as the manufacture and trade of tobacco products.

- The WHO FCTC requires all relevant government departments to support its implementation, and intergovernmental agencies and civil society should also contribute if its objective is to be achieved.

- Due to the irreconcilable conflict between tobacco industry (including state tobacco monopolies) interests and public health, the Convention obliges Parties to protect their tobacco control policies from interference by the tobacco industry.

In its 15 years of existence, the WHO FCTC has succeeded in keeping tobacco control high on the global agenda, while saving lives and improving global health.

- The WHO Framework Convention on Tobacco Control (WHO FCTC) is the world's only legally-binding public health tool. It aims to save lives through preventing and controlling the use of tobacco products – 180 countries and the European Union have so far become Parties to the Convention, demonstrating how important they believe it to be.

- In May 1996, the World Health Assembly initiated the development of a framework convention to address the rising burden of the tobacco epidemic. Following six rounds of negotiation, the text of the treaty was agreed on 1 March 2003 and adopted by the World Health Assembly on 21 May the same year. The WHO FCTC entered into force on 27 February 2005. The year 2020 marks the 15th anniversary of this novel approach in global health governance.

PARTIES TO THE WHO FCTC



WHO FCTC: MAJOR MILESTONES

May 1996

World Health Assembly initiates development of a framework convention on tobacco control

2000-2003

Drafting and negotiation of the text

May 2003

56th WHA adopts the WHO FCTC

27 February 2005

WHO FCTC entered into force

February 2006

First Session of the Conference of Parties
Adoption of the Rules of Procedure of the Conference of Parties of the WHO FCTC

March 2006

Permanent Secretariat of the Convention established

2008-2012

Guidelines for implementation of WHO FCTC Articles 5.3, 8, 9 & 10 (partial), 11, 13 and 14 adopted

September 2011

UN High Level Meeting on NCDs called for accelerated implementation of the WHO FCTC

12 November 2012

Adoption of the Protocol to Eliminate Illicit Trade in Tobacco Products

2014

Guidelines for the implementation of WHO FCTC Article 6 and policy options on Articles 17 & 18 adopted

The UN Interagency Task Force on NCDs (UNIATF) established the thematic Group on tobacco control, chaired by the Convention Secretariat

27 February 2020

15 Year Anniversary of the WHO FCTC's Entry Into Force

2018

8th Session of WHO FCTC Conference of Parties adopted Global Strategy to Accelerate Tobacco Control: 2019-2025

8th Session of WHO FCTC Conference of Parties decided to create a peer-led Implementation Review Mechanism by 2020

8th Session of WHO FCTC Conference of Parties decided to maximise transparency of delegations

WHO FCTC COP explores the concept of an Investment Fund for sustainable treaty financing

First Meeting of Parties of the Protocol to Eliminate Illicit Trade in Tobacco Products took place from 8-10 October 2018

The Protocol to Eliminate Illicit Trade in Tobacco Products enters into force on 25 September 2018

2017

UN ECOSOC Resolution on NCDs calls for UN-wide coherence and collaboration for WHO FCTC implementation

Model policy for agencies of the United Nations system on preventing tobacco industry interference developed

2016

UN ECOSOC report presents a matrix for collaboration among UNIATF members on WHO FCTC implementation

September 2015

WHO FCTC recognised as a "means of implementation" for Goal 3 of the UN Sustainable Development Agenda

WHAT IS THE CONVENTION SECRETARIAT?

• The Convention Secretariat is a permanent body to support Parties to implement the Convention. WHO hosts the Secretariat at its Headquarters in Geneva, Switzerland. It currently has around thirty staff working in the following key areas of work:

- » *Assisting Parties in implementing specific provisions of the Convention.*
- » *Assessing progress and sharing knowledge.*
- » *Supporting the development of protocols and guidelines.*
- » *Serving governing and subsidiary bodies.*
- » *Raising awareness and mobilizing resources.*
- » *Promoting international cooperation.*



FCTC 2030 PROJECT

- The project provides direct support to 24 select low and middle income Parties with special focus on fostering multisectoral action, time bound measures and other national priorities aimed at WHO FCTC implementation as part of the Sustainable Development Goals agenda. The project has delivered a range of tools to accelerate in-country implementation of the WHO FCTC such as investment cases. The specific emphasis of this project on implementation of WHO FCTC Article 5 is geared towards enhancing national tobacco control governance through enhanced multisectoral coordination mechanisms, tax systems, laws and guidance for mitigating tobacco industry interference in these efforts.

NEEDS ASSESSMENTS

The Convention Secretariat and partners offer joint assistance to assess the needs of developing country Parties and Parties with economies in transition in meeting their treaty obligations. Over the years, needs assessment missions have been undertaken with about 60 WHO FCTC Parties. Post-mission assistance to Parties has included a range of activities with wide-ranging outcomes.



WHO FCTC KNOWLEDGE HUBS

- The WHO FCTC Secretariat's Knowledge Hubs assist Parties in treaty implementation by generating and disseminating knowledge and information on matters specific to their expertise. Currently, there are 7 such hubs across the WHO regions, each housed in expert agencies within Parties and supported by respective governments.



TOBACCO INDUSTRY MONITORING CENTERS (OBSERVATORIES)

In response to the challenges tobacco industry presents to Parties in meeting their treaty obligations, Observatories have been set up to monitor, identify, document and support work to prevent tobacco industry interference in its implementation. Three observatories across Brazil, South Africa and Sri Lanka, coordinated by the WHO FCTC Secretariat's Knowledge Hub for Article 5.3, with assistance from the Convention Secretariat research and provide a range of tobacco industry-related information to Parties and other actors via online platforms.



EVIDENCE OF ITS IMPACT:

- » The WHO FCTC has played an important role in curbing the global tobacco epidemic.
- » The WHO FCTC has provided a global roadmap for policies and a catalyst for action for stronger tobacco control.
- » Countries that have implemented the WHO FCTC have generally experienced greater reduction in smoking frequency.
- » Low-income and middle-income countries that had weak tobacco control, after ratifying the WHO FCTC have introduced effective tobacco control.
- » In developed countries with many previous tobacco control measures, the WHO FCTC has clearly facilitated to strengthen tobacco control.
- » The WHO FCTC has been instrumental to legal defenses against the tobacco industry and have increased awareness of tobacco industry interference.

INTERNATIONAL COOPERATION AND PARTNERSHIPS:

The major platforms for cooperation for both the Convention and the Protocol include:

- » Collaborating with UN organizations including within the UNIATF on NCDs, which has a Tobacco Control Thematic Group chaired by the Head of WHO FCTC Secretariat.
- » Intergovernmental organizations (IGOs) with Protocol-related mandate.
- » Other Treaty secretariats.
- » Regional economic integration bodies.
- » Development banks.
- » South-South and Triangular Cooperation.

CIVIL SOCIETY AND THE WHO FCTC

The WHO FCTC COP currently has 22 nongovernmental organization (NGO) observers. The NGOs advocate, monitor and report on effective implementation of the treaty at national and global levels. They support Parties and the Convention Secretariat in developing briefing papers, hosting meetings, providing technical assistance, creating models for replication, facilitating knowledge sharing and raising the profile of the treaty at various platforms. They play an instrumental role in helping achieve the goals of the WHO FCTC.

TREATY FINANCING

The WHO FCTC is funded by both Assessed Contributions from Parties as well as generous extrabudgetary contributions (both financial and in-kind) from Parties including Australia, Brazil, Canada, European Union, Germany, India, the Netherlands, Norway, Panama, Republic of Korea, Russian Federation, South Africa, the United Kingdom of Great Britain and Northern Ireland, and Uruguay. Intergovernmental organizations such as FAO, UNDP and WHO have also contributed both financially and technically to strengthening treaty implementation.

WORKING TOWARDS A TOBACCO-FREE WORLD





WAY FORWARD

While the WHO FCTC has paved a new way in global health governance and established new standards for tobacco control in particular, there is need for accelerated action in several areas. Some of these are indicated below.

• Treaty governance

- » Like other treaties with social and environmental goals, establish a permanent review mechanism that would help leverage the strengths of Parties, IGOs, and civil society organizations to bolster action.
- » Fine-tune its structure to facilitate intersectorality, programmatic independence and delivery as a treaty body.
- » Prevent the influence of commercial interests on the WHO FCTC COP delegations.

• Substantive issues

- » Increase the involvement of academia, IGOs and NGOs working from the relevant sectors in identifying alternative livelihoods to tobacco farming.
- » Greater engagement of international institutions to mainstream WHO FCTC's liability provisions in the national legal systems to seek compensatory funds from the tobacco industry for tobacco control.
- » Increased attention and engagement of indigenous peoples, youth and women in tobacco control efforts.

• Universal implementation of the Convention

- » Encourage all countries to become Parties to the treaty.
- » Enlist all who are relevant in treaty implementation at the national and international levels.
- » Ensure policy coherence in Parties' implementation of global development commitments and their WHO FCTC obligations.

• Advancing partnerships

- » Avail opportunities for WHO FCTC promotion under other relevant treaties.
- » Synergise with the global environmental and human rights agenda.
- » Seize the health system agenda to deliver tobacco cessation and prevention.

• Engaging global trends

- » Utilise the focus of the global development agenda to accelerate WHO FCTC implementation.
- » Monitor and prevent tobacco industry interference in treaty implementation.
- » Identify and respond to emerging developments in alternative product technology, communication and connectivity.

• Resource mobilisation

- » Explore national and global fund raising mechanisms for treaty implementation.
- » Identify opportunities for an international levy to be channeled to tobacco control.
- » COP to explore the scope for an investment fund to resource treaty implementation.
- » Study means to repatriate profits of multinational tobacco companies to their countries of origin.

**CELEBRATING
15 YEARS
OF LIVES**



**Secretariat of the WHO Framework Convention on Tobacco Control
and the Protocol to Eliminate Illicit Trade in Tobacco Products**

Hosted by: World Health Organization

20, avenue Appia / CH-1211 Geneva 27 / Switzerland

Tel +41 22 791 5043 / Fax +41 22 791 5830

fctcsecretariat@who.int / www.who.int/fctc



FCTC
WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL

15 YEARS
2005-2020