

Reports of NGO observers to COP 2016

Contact Details

- 1) Name of organization
Union for International Cancer Control
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General Information

- 1) Please indicate if your organization would like to retain it's status as observer to the Conference of the Parties
Yes
- 2) Does your organizations mission statement specifically refer to tobacco control?
No
- 3) If yes, please specify:

4) Does your organization have regional branches to enhance activities in different regions or groups of countries?

No

5) If yes, please provide details:

6) Does your organization regularly convene meetings or conferences for its membership?

Yes

7) If yes, is tobacco control covered in these meetings?

Yes

8) If yes, please provide details:

The 2014 World Cancer Congress was held in Melbourne, Australia, and brought together 2 700 representatives to participate in discussions on the most effective strategies for cancer control and prevention under the title 'Joining forces - accelerating process'. Participants were made up of clinicians, practitioners, government agencies, NGOs, patient-care providers and advocates, researchers, behavioural

scientists and public health experts who came together to examine how to transform the latest cancer control knowledge into strategies that countries, communities, institutions and individuals can employ to reduce the cancer burden.

- Track 1 of the WCC programme was dedicated to prevention and early detection with a focus on tobacco control measures. This

track included a number of plenaries and abstract presentations by participants from across the world on the development, implementation and impact of tobacco control policies as well as common challenges which have come up. These sessions offered an opportunity for participants to share best practices and learn from the successes and challenges, both logistic and legal, that these policy changes

had encountered. The aim of the congress was to facilitate active interaction between speakers and the audience and so sessions were followed by extensive and meaningful debates in which ideas were further explored and adapted.

Track 1 highlights

- How to leverage the power of digital media to drive social mobilisation behind tobacco control and how advocates are currently using social media within their campaigns. It also looked at strategies used by tobacco companies and mechanisms to counteract these.
- One session was dedicated to Article 12 of the FCTC and the power of mass education programmes in rural India, Russia and Turkey. This was prefaced by an overview of Article 12 which looked at how parties can comply with requirements.
- A number of sessions were held on legal challenges to policy

implementation including how to achieve and defend world precedents in plain packaging for tobacco control. This drew on experiences from Australia in order to try and identify best practices and using examples from challenges in Uruguay. Another session also looked at innovative tobacco control measures under international trade agreements and drew out key

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lessons from Australia, Canada and Uruguay.

- Two sessions were held on the impact of plain packaging and retail reform for tobacco control. In particular they focused on the evidence base for the effectiveness of these measures in a number of countries as a template for other countries developing similar legislation

- Sessions were also held on technological developments and how these could potentially be leveraged to help tobacco cessation through mHealth type programmes

- A lively 'Big Debate' was held on e-cigarettes which raised a number of key issues around their role as a cessation tool vs. mechanism for increasing nicotine addiction, particularly amongst younger individuals

- There were also a number of poster exhibitions focused on raising awareness of the need to reduce global tobacco consumption and the personal risks posed by tobacco consumption.

- Side session with BUPA to explore the role of the private sector, the focus of which was on making the business case for

cancer control in the workplace through actions like smoke free environments and launching the BUPA Quit app to support smoking cessation.

- The World Cancer Leaders Summit is an annual one day high-level meeting which aims to bring together key decision makers in cancer to debate emerging issues in cancer.

- 2015

- Building on the success of including references to NCDs and tobacco control into Agenda 2030 the theme of WCLS 2015 was effective international collaboration, with a focus on how to translate international agreements into meaningful action on the ground

- The Minister for Health of Turkey highlighted the need to ensure that tobacco control along with health diets and physical activity becomes a social norm, rather than being the

confine of the health sector. This was a recurrent theme in the following discussions with cancer community leaders

- Challenges around international collaboration for tobacco control were recognised, as was the value of Governments and NGOs working together to successfully develop and implement tobacco legislation. The panel and audience highlighted the importance of consortia including academia, clinicians, analysts and the legal profession to the success of tobacco control initiatives by providing a comprehensive evidence base

and drawing on development and implementation experience. This

drew on experiences from a number of countries, including Australia and the McCabe centre.

- 2014

- The theme of the WCLS was making the economic case for cancer control as a key evidence base needed for governments to ensure that cancer control is at the centre of national health strategies and that tobacco control is a central element of this. The speakers and audience recognised that much of the data required is missing for this case to be effectively made; however existing research into the economic case for tobacco control, particularly measures like tobacco taxation, are leading the way. The speakers and audience agreed on the need to take evidence collection forward, and recognised the value of tools like the ICCP portal for doing this

- Breakout session 1 focused on the economic case for investment in tobacco control. Discussions reviewed the

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compelling arguments for various public health interventions to reduce tobacco control including taxation. Strategies on how to foster public and government demand for demand mechanisms which go beyond the health sector, were developed and centred on the broader economic costs of smoking such as work absenteeism.

Participation in WHO FCTC meetings and contributions to other tobacco control related events

1) Please indicate the meetings organized by the Convention Secretariat at which your organization was represented (sessions of the Conference of the Parties, meetings of intersessional groups, NGO meetings, etc.):

Title and date

- The McCabe Centre co-organised with the Convention Secretariat, and moderated, a lunchtime session at the 6th session of the Conference of the Parties, held in Moscow, Russian Federation, 13 to 18 October 2014, on 'Legal challenges to tobacco control', which included presentations from 8 WHO FCTC Parties faced with legal challenges to implementation of tobacco control measures.
- The McCabe Centre Director attended the meeting on South-South and triangular cooperation to promote implementation of the WHO FCTC, co-organised by the Convention

Secretariat and UNDP, held in Montevideo, Uruguay, 29 September – 1 October 2015.

- The McCabe Centre Regional Coordinator for the Pacific attended a Pacific workshop on the implementation of the WHO FCTC and regional action plan for the Tobacco Free Initiative in the Western Pacific (2015-2019), held in Nadi, Fiji, 17 – 19 November 2015.
- The McCabe Centre Regional Coordinator for Asia participated

in the First meeting of the expert group to review reporting arrangements under the WHO FCTC, held in Geneva, Switzerland, 7 – 9 December 2015.

2) Please list any other meetings or conferences with a focus on tobacco control attended by your organization:

Title and date

- Dr Adams presented at a meeting 'Dialogue on how to strengthen international cooperation on NCD in framework of North-South, South-South, and Triangular Cooperation, Mobilizing international cooperation on NCDs' held in Geneva, 30 November – 1 December 2015.
- 16th world Conference on Tobacco and Health, March 2015. Dr Adams presented on 'Building a civil society movement on NCDs and tobacco control' in his role as the chair of the NCD Alliance. As a founding member UICC has been pressing for tobacco control to be included within the sustainable development goals (SDGs) and the need for concerted action through a mobilised civil society was the core of the speech given. Building this national capacity and international collaboration is a major area for work for the NCD Alliance moving forwards building on the inclusion of Target 3.4 and Means of Implementation 3.A into the SDGs.
- Dr Bronwyn King was Guest speaker 'Global Nexus Youth Summit', New York July 2015 Report – October 2015 8

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• Dr Bronwyn King was speaker: Principles for Responsible Investment Conference, London, September 2015

Your organization's activities to support implementation of the WHO FCTC:
Has your organization conducted any work/activity in relation to the following provisions of the WHO FCTC?

1) Article 5 (General obligations)?
Yes

2) If yes, please provide details:

- UICC, as part of the International Cancer Control Partnership (ICCP), has been promoting the role of tobacco control in National Cancer Control Plans through the ICCP Portal (www.iccp-portal.org). This compendium of national plans aims to bring together expertise and best practices to help create effective policies to reduce tobacco consumption as a key cancer risk factor. As part of the work of the ICCP, UICC has been involved in International Cancer Control Partnership Fora for East Africa in July 2014, Western Pacific in December 2014, Latin America in September 2015, and Central Europe in September 2015. These included a focus on Tobacco control strategies as a key element of cancer control plans, the work of the FCTC and policy strategy development.
- The McCabe Centre conducted a wide range of activities in support of Article 5 through its functions as a WHO FCTC knowledge hub (details to be provided through the McCabe Centre's Knowledge Hub reporting to the Convention Secretariat). As a knowledge hub, the McCabe Centre supports the Convention Secretariat to facilitate the exchange of information and cooperation between WHO FCTC Parties, and provides technical support to parties in relation to legal challenges to implementation of the WHO FCTC.
- The McCabe Centre maintained a WHO FCTC knowledge hub website that outlines relevant obligations under the WHO FCTC, WTO Agreements and investment agreements; legal relationships between obligations under the WHO FCTC, WTO Agreements and investment agreements; dispute settlement processes under WTO Agreements and investment agreements; current and completed WTO and investment cases; and domestic challenges to tobacco control measures.
- The McCabe Centre conducted a number of training activities:
 - o In collaboration with the Convention Secretariat and WHO Headquarters, conducted a one-week workshop from 8 - 12 December 2014 in Melbourne, Australia aimed to equip participants to coordinate and deliver training on law and cancer prevention, treatment, supportive care and research, including the WHO FCTC, in their own countries and regions. Participants included representatives from 8 WHO FCTC parties.
 - o The McCabe Centre conducted two 3-week Intensive Legal

Training courses in February and September 2015, in Melbourne,

Australia, primarily for government lawyers from low- and middle-income countries. The course builds capacity in the use

of law to prevent and control cancer and other non-communicable diseases (NCDs) particularly in the context of developing coherence between health, trade and investment laws, policies and sectors. The course focuses, in particular,

on tobacco control and the WHO FCTC. Participants included government, intergovernmental organization and NGO representatives and academic experts from 23 WHO FCTC parties.

o The McCabe Centre, in collaboration with WHO AFRO, conducted a capacity building workshop from 25 - 28 May 2015 in Nairobi,

Kenya on promoting coherence between health, trade and investment in the prevention and control of non-communicable diseases in the East African Region. The workshop examined obligations under the WHO FCTC and under international trade and investment agreements, and noted the centrality of health to sustainable development, and the importance of effective WHO FCTC implementation for both health and sustainable development. The workshop brought together participants from 4

WHO FCTC parties from the East African Region.

o The McCabe Centre, in collaboration with the Norwegian Ministry of Health and Care Services and the Norwegian Cancer Society, held a workshop from 15- 17 June 2015 in Oslo, Norway

on legal issues relating to the implementation of plain (or standardised) tobacco packaging in Europe. Participants discussed the power of the WHO FCTC in developing and implementing legislation and defending legal challenges to plain packaging. The workshop included government officials, NGO and academic experts from 10 WHO FCTC parties, the WHO FCTC Convention Secretariat and WHO representatives.

3) Article 6 (Price and tax measures to reduce demand for tobacco)?
Yes

4) If yes, please provide details:
• The McCabe Centre's two 3-week Intensive Legal Training Programs in February and September 2015, in Melbourne, Australia included training sessions on Article 6 and Price and Tax Measure to reduce the demand for tobacco.

5) Article 8 (Protection from exposure to tobacco smoke)?
Yes

6) If yes, please provide details:
• UICC actively promotes World No Tobacco Day on the 31st May across our global membership. In preparation for this UICC's quarterly membership newsletter produced a special edition highlighting the global challenges and opportunities in tobacco control. The edition shone a spotlight on examples of the diverse work that is taking place across UICC membership including the work of the McCabe centre for law and cancer, UICC and BUPA's toolkit for promoting tobacco control in the workplace as well as research being undertaken by Cancer

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Research UK and the Israel Cancer Association.

- The newsletter also included a survey on what members are doing to reduce tobacco use in their country enabling UICC to start creating a network of members which can share resources,

expertise and explore the potential for collaboration globally

in order to protect the general public from exposure to tobacco smoke. Read more at:

<http://us1.campaign-archive1.com/?u=b98a51d937c3cf79cb3a37ed8&id=f28ec33978>

- The McCabe Centre's WHO FCTC knowledge hub website includes a specific page on domestic challenges to implementation of the WHO FCTC in the context of Article 8.

- The McCabe Centre covered Article 8 of the WHO FCTC in training sessions conducted during the one-week training workshop from 8 - 12 December 2014 in Melbourne, Australia, two 3-week Intensive Legal Training Programs in February and September 2015 in Melbourne, Australia and the capacity building workshop from 25 - 28 May 2015 in Nairobi, Kenya.

7) Article 9 (Regulation of the contents of tobacco product) and/or Article 10 (Regulation of tobacco product disclosures)?

Yes

8) If yes, please provide details:

- The McCabe Centre's WHO FCTC knowledge hub website includes a specific page on domestic challenges to implementation of the WHO FCTC in the context of Articles 9 and 10 and relevant application in the context of international WTO case law.

- The McCabe Centre covered Articles 9 and 10 of the WHO FCTC and relevant application in the context of international WTO case law in training sessions conducted during the one-week training workshop from 8 - 12 December 2014 in Melbourne, Australia, two 3-week Intensive Legal Training Programs in February and September 2015 in Melbourne, Australia and the capacity building workshop from 25 - 28 May 2015 in Nairobi, Kenya.

9) Article 11 (Packaging and labelling of tobacco products)?

Yes

10) If yes, please provide details:

- The McCabe Centre's WHO FCTC knowledge hub website includes a specific page on domestic challenges to implementation of the WHO FCTC in the context of Article 11.
- The McCabe Centre covered Article 11 of the WHO FCTC and its

relevance in the context of international WTO and investment treaty case law in training sessions conducted during the one-week workshop from 8 - 12 December 2014 in Melbourne, Australia, two 3-week Intensive Legal Training Programs in February and September 2015 in Melbourne, Australia, the capacity building workshop from 25 - 28 May 2015 in Nairobi, Kenya and the workshop from 15- 17 June 2015 in Oslo, Norway.

11) Article 12 (Education, communication, training and public awareness)?

Yes

12) If yes, please provide details:

- Each year UICC marks World Cancer Day on the 4th February, and each year a key element of the event is the need to raise awareness about the risks associated with tobacco use and second hand smoke.
- 2015
- Theme for 2015 was 'not beyond us' which focused on the effective implementation of prevention strategies in order to reduce the global cancer burden. One of the common themes was the need for enhanced tobacco control measures to help reduce a key cancer risk factor exposure. Where action had been taken

on tobacco control events were used to help maintain this momentum, particularly where the tobacco industry was challenging actions, or build momentum in countries with a high burden of tobacco related cancers.

- There were 10.7bn opportunities to see, hear and read about cancer prevention implementation in the 715 events registered with UICC across 117 countries
- Key examples of WCD actions
- Public conference was held in Lyon on the 12 ways to prevent

cancer by IARC as part of the new European Code against Cancer

which calls for the avoidance of tobacco as a key strategy. This built calls for universal smoke free environments as well

as graphic pictorial warnings and the momentum for plain packaging legislation in some EU countries

- Cancer Awareness Run organized in Gujarat with plays about the importance of tobacco cessation and tobacco related cancers. Community health teams also distributed information about the importance of tobacco cessation at workplaces and major transport nodes
- INCA & SESC set up stands to highlight the political influence and conflicts with the tobacco industry in Brazil as

the government takes steps to reduce tobacco consumption alongside providing information about the dangers of smoking and current tobacco control legislation.

- Read the full report at <http://www.worldcancerday.org/wcd2015-campaign-report>

- 2014
- Theme for 2014 was 'dispelling myths' which sought to challenge common misconceptions around cancer. 2014 WCD sought

to inspire and coordinated activities focused on cancer prevention and risk factor reduction at the individual, community and national level. Tobacco control was a central risk factor highlighted within the WCD materials and activities.

- 674 events took place in 123 countries with 8.7bn opportunities to see, hear and read about cancer prevention and control
- Key examples of WCD actions:
- Pledge by PAHO countries to strengthen tobacco control policies in order to reduce the burden of NCDs by 19% by 2019 and 25% by 2025.

Information about cancer risk factors and prevention distributed across all of the metro stations in Mexico city which serve approx. 5m people daily by UICC members in partnership with the Secretary for health in Mexico city. These leaflets included information tobacco as a key risk factor.

- Launch of National Cancer Control Committee in Ethiopia to coordinate concerted action in conjunction with UICC member.

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- Read the full report at <http://www.uicc.org/world-cancer-day-2014-report>

13) Article 13 (Tobacco advertising, promotion and sponsorship)?
Yes

14) If yes, please provide details:

- The McCabe Centre's WHO FCTC knowledge hub website includes a specific page on domestic challenges to implementation of the WHO FCTC in the context of Article 13.
- The McCabe Centre covered Article 13 of the WHO FCTC and its

relevance in the context of international WTO and investment treaty case law in training sessions conducted during the one-week workshop from 8 - 12 December 2014 in Melbourne, Australia, two 3-week Intensive Legal Training Programs in February and September 2015 in Melbourne, Australia, the capacity building workshop from 25 - 28 May 2015 in Nairobi, Kenya and the workshop from 15- 17 June 2015 in Oslo, Norway.

- Global Taskforce for Tobacco Free Portfolios (GTFTFP) was formally launched at the 16th world Conference on Tobacco or Health in Abu Dhabi. In the run up to and since the official launch Dr Bronwyn King has held meetings with 9 national and international banks and 16 pension funds in the UK, USA and Australia. This has resulted in approximately \$1.5bn Australian dollars being divested from the tobacco industry, and with further divestment to be publically announced. Dr King has also held meetings with 16 further international organisations including wealth management companies, health insurance, investment management, financial consultants and asset management corporations to highlight the financial and reputational risks around tobacco investment.

- Over this period Dr King has also made presentations detailing GTFTFP goals, strategies, and opportunities for engagement 7 major conferences in Australia including Financial Service Council, Superannuation Funds association, and Australia Broadcasting Corporation. As Guest Speaker at the Global Nexus Youth Summit in 2015 Dr King introduced the work of the taskforce to the next generation of wealth and social entrepreneurs. This introduced the idea that tobacco is

not and will never be a sustainable investment financially or socially and highlighting the high profile divestment announcements from key Australia superannuation funds. Throughout 2015 Dr King also presented at the Principles for Responsible Investment Conference, the IMF, the World Cancer Leaders' Summit and the Swiss Embassy in Washington. Notably Dr King was invited back to speak at a Principles for Responsible Investment Roundtable in November 2015 which drew together leading financial institutions to discuss the business, social and environmental case for tobacco divestment

as part of a viable long-term investment portfolio.

- Dr King is currently working with UICC members to expand the

GTFTFP team to include representatives to take forward this work in the major financial hubs alongside the existing Australian based team

15) Article 14 (Demand reduction measures concerning tobacco dependence and cessation)?

No

16) If yes, please provide details:

17) Article 15 (Illicit trade in tobacco products)?

Yes

18) If yes, please provide details:

- UICC marked World No Tobacco Day 2015 by highlighting through social media and our membership newsletter the burden of the illicit trade in tobacco products. As part of the NCD Alliance, UICC promoted 3 fact sheets produced by the Framework Convention Alliance on the urgency of raising tobacco taxes, the upcoming Illicit Trade Protocol and the potential role of Tobacco Industry tracking systems for reducing illicit trades.
- Access these resources at:
<http://uicc.org/sunday-31st-may-world-no-tobacco-day-2015>

19) Article 16 (Sales to and by minors)?

No

20) If yes, please provide details:

21) Article 17 (Provision of support for economically viable alternative activities) and/or Article 18 (Protection of the environment and the health of persons)?

Yes

22) If yes, please provide details:

The McCabe Centre provided an overview of Article 17 and the provision of support for economically viable alternative activities in the capacity building workshop held from 25 - 28 May 2015 in Nairobi, Kenya.

23) Article 19 (Liability)?

Yes

24) If yes, please provide details:

- The McCabe Centre covered Article 19 of the WHO FCTC in training sessions conducted during the one-week workshop from 8 - 12 December 2014 in Melbourne, Australia, two 3-week Intensive Legal Training Programs in February and September 2015, in Melbourne, Australia, and a capacity building workshop from 25 - 28 May 2015 in Nairobi, Kenya.

25) Article 20 (Research, surveillance and exchange of information)?

Yes

26) If yes, please provide details:

- The McCabe Centre conducted activities in support of Article 20 through its functions as a WHO FCTC knowledge hub. The

McCabe Centre facilitated the exchange of legal information by

maintaining a WHO FCTC knowledge hub website, conducting the one-week workshop from 8 - 12 December 2014 in Melbourne, Australia, two 3-week Intensive Legal Training Programs in February and September 2015 in Melbourne, Australia, the capacity building workshop from 25 - 28 May 2015 in Nairobi, Kenya and the workshop from 15- 17 June 2015 in Oslo, Norway and providing technical support to WHO FCTC parties in relation to legal challenges to implementation of the WHO FCTC.

- UICC co-founded the International Consortium for Action and Research on Tobacco in 2014 with the aim of furthering research into evidence-based tobacco control. The key priority

for the consortium is to meet the acute need for high-quality locally relevant research which responds to the unique situations in low- and middle-income countries.

27) Article 22 (Cooperation in the scientific, technical and legal fields and provision of related expertise)?

Yes

28) If yes, please provide details:

- The McCabe Centre conducted activities in support of Article

22 through its functions as a WHO FCTC knowledge hub. The McCabe Centre facilitated the development, transfer and acquisition of knowledge, skills, capacity and expertise relating to the WHO FCTC, and established and fostered networks of knowledge-sharing and support by maintaining a WHO

FCTC knowledge hub website, conducting the one-week workshop from 8 - 12 December 2014 in Melbourne, Australia, two 3-week Intensive Legal Training Programs in February and September 2015 in Melbourne, Australia, the capacity building workshop from 25 - 28 May 2015 in Nairobi, Kenya and the workshop from 15- 17 June 2015 in Oslo, Norway and providing technical support to WHO FCTC parties in relation to legal challenges to implementation of the WHO FCTC.

Other relevant activities to support the work of the WHO FCTC

1) Please provide any other relevant information:

- The McCabe Centre provided a report on the impact of the WHO

FCTC, as an international legal instrument, in protecting Parties' tobacco control measures from the legal challenges brought against such measures to the first meeting of the expert group on impact assessment of the WHO FCTC, held in Geneva, Switzerland, 10-11 August 2015, at the WHO Headquarters.

- The McCabe Centre drafted a technical document pertaining to Articles 11 and 13 of the WHO FCTC in October 2015, for use by the Convention Secretariat to support a WHO FCTC party facing litigation in relation to tobacco control measures restricting

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advertising and promotion on tobacco packaging and labelling.

- 2) Please attach any other relevant file(s)
GTFTFP Annual Report.pdf

Declarations

1) Please confirm that your organization does not receive, has not received and will not receive in the future, either directly or indirectly, any financial or other contributions or assistance from the tobacco industry or its affiliates. Please also confirm that neither your members nor your partners are affiliated directly or indirectly with the tobacco industry or its affiliates or those furthering the interests of the tobacco industry.

Yes

2) By electronic signature I confirm that the above information is accurate and completed to the best of our abilities.

Signature by head of organization and date
Cary Adams 21.01.2016

3) Please confirm that the activities of your organization are in conformity with the 17th and 18th preambular paragraphs and Article 5.3 of the WHO FCTC.

Yes