



MEDIA BRIEFER

Forward-looking tobacco control measures

(in relation to Article 2.1 of the WHO FCTC)

This document focuses on the upcoming discussion at COP10 of forward-looking tobacco control measures, in relation to Article 2.1 of the WHO Framework Convention on Tobacco Control.

Background

The Convention is often characterized as the floor for tobacco control efforts, and not a ceiling. This is highlighted in Article 2.1, which provides that “In order to better protect human health, Parties are encouraged to implement measures beyond those required by this Convention and its protocols, and nothing in these instruments shall prevent a Party from imposing stricter requirements...”. This supports the implementation, at the discretion of Parties, of policies and measures that may not be specified in the Convention, but which are geared towards the objective of continually and substantially reducing tobacco use and exposure to tobacco smoke.

The way forward

Parties to the WHO FCTC have reported that they have implemented forward-looking tobacco control measures or measures that expand or intensify approaches to tobacco control. The inclusion of this item in the agenda of COP10 further reflects the growing interest of Parties in measures under Article 2.1 of the WHO FCTC.

Parties to the WHO FCTC will further benefit from additional information on forward-looking tobacco measures, which could be in the form of an overview of the experience of Parties and a literature review of relevant tobacco control policies. A better understanding of the landscape of forward-looking measures may be achieved under the guidance of the COP to enable Parties to scale greater heights in their tobacco control efforts.

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