



FCTC 2030



Successful tobacco control in action



FCTC

WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL

SECRETARIAT



Since 2016, the **FCTC 2030** initiative has provided catalytic funding and essential technical assistance to support national tobacco-control action in over 30 countries. So much has been achieved in these nine years – and so much more would be possible with further funding to 2030 and beyond.

— **Andrew Black**
Secretariat of the WHO FCTC

Why is tobacco control so important?

Tobacco takes a staggering toll on health worldwide, killing up to half of its users who don't quit – resulting in over 7 million deaths a year. According to a new WHO global tobacco trends report, the number of tobacco users was estimated to be 1.2 billion in 2024, the vast majority of whom live in low- and middle-income countries. As well as noncommunicable diseases such as lung cancer, smokers are more vulnerable to infectious diseases: tobacco use reduces the effectiveness of HIV drugs and increases susceptibility to complications of diseases including tuberculosis and coronavirus disease (COVID-19).

The indirect repercussions of tobacco use are insidious, going beyond even

the devastating effects of second-hand smoke. Money spent on tobacco is money that could have been used to buy food, to keep children in school or to access health care. Discarded cigarette butts are a major source of environmental litter. Crucially, tobacco use undermines national economies: in 2022 alone, it was responsible for social and economic losses of US\$ 1.7 trillion – the equivalent of 1.7% of global gross domestic product.

Tobacco control addresses this vast and wholly preventable health crisis. It can save millions of lives and benefit future generations.



What is FCTC 2030?



The WHO Framework Convention on Tobacco Control – or WHO FCTC – came into force 20 years ago, in 2005. It was the very first international treaty on a specific health issue, and is an urgent call to governments in all countries to take strong, sustained action to reduce tobacco use. Since then, however, in many countries the challenges of tobacco control have proved intractable in the face of mounting tobacco industry interference and declining resources at the national level. And 2030 is an important year for global health and development: it is the date by which the Sustainable Development

Goals – to which all governments committed – are to be achieved, including a specific target to strengthen implementation of the WHO FCTC.

The pioneering FCTC 2030 initiative was established in 2016, with funding from the Government of the United Kingdom of Great Britain and Northern Ireland for an initial five years, before being extended to 2026. This has been put to powerful and effective use, catalysing action at the national level. It provides exceptional value for money, improving population health and bolstering economic development.





Who is involved in FCTC 2030's success?

Partnership is at the heart of FCTC 2030. The project is administered by the Secretariat of the WHO FCTC, an entity hosted by the World Health Organization at its headquarters in Geneva, Switzerland. The project has, to date, received the majority of its funding from the governments of the United Kingdom, Norway

and Australia. Working closely with national governments involved in the project is essential in understanding each country's context and needs – in other words, where resources can best be directed to best improve lives. Programmes are also delivered by governments, with regular reporting on progress.

Where is FCTC 2030 making a difference?

To date, more than 30 countries across all six WHO regions have benefited directly from the support offered by FCTC 2030. Governments from countries eligible to receive overseas development assistance are encouraged to apply. Following an initial needs assessment, they receive intensive technical assistance and/or capacity-building support.

FCTC 2030's impact has spread beyond the beneficiary countries themselves. Some have now become leaders in tobacco-control policies, demonstrating successes to countries in their region and globally. FCTC 2030 funding has also been dedicated to the development of a set of "global public goods" on tobacco control, which take the form of toolkits and other resources with worldwide applicability.

FCTC 2030 project countries

Phase 1

Cabo Verde
Cambodia
Chad
Colombia
Egypt
El Salvador
Georgia
Jordan
Madagascar
Myanmar
Nepal
Samoa
Sierra Leone
Sri Lanka
Zambia

Phase 2

Armenia
Costa Rica
Eswatini
Fiji
Lao People's Democratic Republic
Mozambique
Serbia
Suriname
Tunisia

Phase 3

Bhutan
Burkina Faso
Ghana
Iran (Islamic Republic of)
Mongolia
Montenegro
Panama
Timor-Leste
United Republic of Tanzania

How

does FCTC 2030 benefit in-country tobacco control?

FCTC 2030 focuses on five priority areas, each of which draws on requirements set out in Article 5 of the WHO FCTC. Support can be provided across some or all of these areas, according to national priorities.

- **Building good governance**

This has included developing new national policy and legislation on tobacco control (including as part of economic development strategy), improving data gathering and extending enforcement capacity.

- **Strengthening tobacco taxation**

In many countries, tobacco taxes fall short of the level recommended in the WHO FCTC, so assistance has been provided to establish or tighten the tax system. In some cases, the revenue raised has been ringfenced for improving universal health coverage, providing a double dividend for health.

- **Creating smoke-free environments**

Under this focus area, legislation has been developed to ban smoking in public spaces, including in workplaces and on public transport.

- **Establishing health warnings on tobacco packaging**

In some countries, this support has involved designing health

warnings; in others, it has also led to mandatory plain packaging of tobacco products, which is considered best practice.

- **Advancing restrictions on promotion and sales**

This has included regulation of tobacco sales, including to children (with accompanying compliance-building activities, such as signage), and prohibitions of advertising, promotion and sponsorship.

One of the benefits of this project has been the fact that it has allowed countries to tackle the tobacco epidemic through a multisectoral approach. Working together increases dialogue between ministries and sectors on how best to reduce tobacco use and also helps to counter interference in policy-making and in enforcement of legislation by the tobacco industry.

FCTC 2030 has shown how even relatively small investments in a country's tobacco-control efforts can make a tangible difference – and governments are in no doubt of its benefits.

“Thanks to your multiple supports, Chad is today cited as a model in the WHO African Region in terms of tobacco control.” – Minister of Public Health, Chad

“The FCTC 2030 project has been extremely helpful to start off the work on tobacco control quite intensively, and also to seize the moment!” – Head of Tobacco Control Group, National Centre for Disease Control and Public Health, Georgia

“The FCTC 2030 project has been vital for countries like ours to advance our policies and implementation of the same. It is because of its support and the assistance we have got that we have moved forward to take effective measures in combating this crisis.”
– Director, International Health, Management Development Planning Unit, Ministry of Health, Sri Lanka

“The FCTC 2030 project has been significantly supportive for Suriname by providing technical and strategic support to strengthen tobacco-control laws, develop a comprehensive national strategy, and implement cost-effective measures that are projected to save lives, reduce healthcare costs, and avert over SRD 1 billion in economic losses over 15 years.” – Director of Health, Suriname

“Eswatini expresses deep appreciation to the Secretariat of the WHO FCTC for its invaluable support in advancing tobacco-control efforts. Through this support, the country has developed an investment case, established a National Coordinating Mechanism, and is in the process of amending the Tobacco Products Act of 2013 to strengthen public health policies. These efforts have significantly contributed to protecting citizens from the harmful effects of tobacco and promoting a healthier future. Eswatini looks forward to continued collaboration with the FCTC 2030 project in achieving long-term tobacco-control goals.” – Director of Health Services at Ministry of Health, Eswatini

“Thanks to the WHO FCTC Secretariat through the FCTC 2030 project, the Western Balkans, under the leadership of Montenegro, have come together around a shared commitment to combat illicit tobacco trade – strengthening economies, protecting public health and advancing the region’s EU integration goals.” – Minister of Finance, Montenegro

For more information, visit <https://fctc.who.int/convention/development-assistance/fctc-2030>

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