

# Reaccreditation report of NGO observers to COP11

## Survey response 1

Date submitted
2025-02-28 18:59:07

### A. Contact details

A1. Name of organization
NCD Alliance
A6. Website of organization
<a href="https://ncdalliance.org">https://ncdalliance.org</a>

### B. General information

B1. Please indicate if your organization would like to retain its status as observer to the Conference of the Parties
Yes
B2. Does your organization's mission statement specifically refer to tobacco control?
No
B4. Does your organization have regional branch(es) to enhance activities in different regions or groups of countries?
Yes
B5. If yes, please provide details
NCD Alliance has a network of over 70 national and regional NCD alliances. The regional alliances are however independent organizations, not branches of the NCD Alliance.
B6. Does your organization regularly convene meetings or conferences for its membership?
Yes
B7. If yes, is tobacco control covered in these meetings?
Yes
B8. If yes, please provide details
The NCD Alliance regularly organizes advocacy webinars and thematic calls for its members. Some of our member NCD alliances are also part of the Advocacy Institute, which offers specialized training for these alliances. Additionally, NCD Alliance hosts an in-person event, the Global NCD Alliance Forum, with the most recent Forum held from 13-15 February 2025 in Kigali, Rwanda. These meetings provide key policy updates and focus on coordinating advocacy efforts within the framework of WHO and UN processes, specifically addressing NCD prevention, care, financing and community engagement, including an emphasis on tobacco control. Tobacco use remains a leading risk factor for noncommunicable disease (NCD) mortality and morbidity, making these discussions critical to our collective effort.

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

C1. 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.)
FCTC COP10, 5-10 February 2024 20th Anniversary celebration of the WHO FCTC, 27 February 2025

C2. Please list any other meetings or conferences with a focus on tobacco control attended by your organization
Forward-looking tobacco control policies in an age of political uncertainty, World Cancer Congress, 17-19 September 2024 (Alison Cox, Policy & Advocacy Director at NCD Alliance was a speaker) Priority interventions for reducing the burden of chronic lung disease and other tobacco-related health problems, Global NCD Alliance Forum, 13-15 February 2025 (Alison Cox, Policy & Advocacy Director at NCD Alliance was a speaker)

## D. Your organization's activities to support implementation of the WHO FCTC

D1. Article 5 (General obligations)?
Yes
D2. If yes, please provide details
<p>Addressing the commercial determinants of health (CDOH), including industry interference in policy development and implementation, is a central focus of the NCD Alliance's prevention efforts. This includes building on the principles of FCTC's Article 5.3. For example, as part of our Peer Learning Advocacy Network (PLAN) on Prevention, the NCD Alliance convened a virtual session in July 2024 to discuss the latest policy developments on CDOH. This session, informed by WHO updates and The Lancet series on CDOH, aimed to identify actionable next steps for the NCD community—including tobacco control advocates—in the lead-up to the fourth UN High-Level Meeting on NCDs and Mental Health in September 2025.</p> <p>Additionally, the NCD Alliance's policy report Getting Fiscal Policies Right (<a href="https://ncdalliance.org/resources/getting-fiscal-policies-right-lessons-and-recommendations-across-ncd-risk-factors">https://ncdalliance.org/resources/getting-fiscal-policies-right-lessons-and-recommendations-across-ncd-risk-factors</a>), launched in September 2024, highlighted industry tactics used to obstruct policymaking and implementation, including for tobacco fiscal measures. The report aims to raise awareness about these challenges among policymakers while offering recommendations for stronger policy design. It also provides counterarguments to debunk industry myths surrounding health taxes, supporting the adoption of effective policies.</p> <p>The NCD Alliance is also a partner in an Australian Research Council Linkage project, collaborating with the Australian National University and other universities to explore civil society engagement in regulating CDOH. In 2024, we focused on promoting research that examines the strategies used by NGOs to influence policy and governance in addressing CDOH, including determinants driven by the tobacco industry (<a href="https://ncdalliance.org/resources/a-framework-of-ngo-inside-and-outside-strategies-in-the-commercial-determinants-of-health">https://ncdalliance.org/resources/a-framework-of-ngo-inside-and-outside-strategies-in-the-commercial-determinants-of-health</a>).</p>
D3. Article 6 (Price and tax measures to reduce demand for tobacco)?
Yes
D4. If yes, please provide details
<p>In September 2024, the NCD Alliance published the policy report Getting Fiscal Policies Right (<a href="https://ncdalliance.org/resources/getting-fiscal-policies-right-lessons-and-recommendations-across-ncd-risk-factors">https://ncdalliance.org/resources/getting-fiscal-policies-right-lessons-and-recommendations-across-ncd-risk-factors</a>). This document provides clear recommendations on the most common fiscal policies aligned with NCD prevention across risk factors, with a particular focus on highly effective measures, such as tobacco excise taxes. It calls on policymakers to ensure fiscal policy coherence and implement well-designed health taxes on tobacco products and other unhealthy commodities. The report summarizes key lessons learned, offers recommendations on policy design, and outlines strategies to overcome implementation challenges, including industry interference. Additionally, it explores how fiscal measures for NCD prevention can generate funding to support NCD action, including further tobacco control efforts.</p> <p>The report was presented at the World Cancer Congress during its launch. It has served as the foundation of NCD Alliance's advocacy efforts to secure commitment from FCTC Parties and WHO/UN Member States to invest in well-structured health taxes and to acknowledge the revenue potential of such taxes to support tobacco control and other NCD action areas, especially in the lead up to the UN High-Level Meeting on NCDs and Mental Health in September 2025.</p> <p>For the second International Dialogue on Sustainable Financing for NCDs and Mental Health, co-hosted by WHO and the World Bank in June 2024, the NCD Alliance played a key role in advocating for these issues. Prior to the meeting, NCDA prepared an executive summary of the report as it was unpublished at the time (<a href="https://ncdalliance.org/resources/executive-summary-getting-fiscal-policies-right">https://ncdalliance.org/resources/executive-summary-getting-fiscal-policies-right</a>) and ensured that recommendations on tobacco taxation were included in NCDA's priorities for the meeting (<a href="https://ncdalliance.org/resources/financing-solutions-for-ncds-and-mental-health">https://ncdalliance.org/resources/financing-solutions-for-ncds-and-mental-health</a>). The outcomes of this process have underscored the critical role of health taxes for both NCD prevention and financing.</p>
D5. Article 8 (Protection from exposure to tobacco smoke)?
Yes

D6. If yes, please provide details
In preparation for the UN High-Level Meeting on NCDs and Mental Health in September 2025, the NCD Alliance is developing an advocacy plan focused on air pollution. This strategy aims to strengthen the integration of air pollution action within the broader NCD response, addressing the slow progress in prioritizing air pollution as a public health issue. Despite the recognition of air pollution as a major risk factor for NCDs in the 2018 Political Declaration of the UN High-Level Meeting on NCDs, further action has been limited. The strategy will include targeted policy recommendations and follow-up actions, including in relation to tobacco control, as tobacco smoke is a significant contributor to air pollution.
D7. Article 9 (Regulation of the contents of tobacco product) and/or Article 10 (Regulation of tobacco product disclosures)?
No
D9. Article 11 (Packaging and labelling of tobacco products)?
Yes
D10. If yes, please provide details
In 2024, the NCD Alliance has continued to promote its 2023 Warning Against Harm policy brief ( <a href="https://ncdalliance.org/resources/warning-against-harm-lessons-and-recommendations-to-advance-labelling-policy-across-risk-factors-for-noncommunicable-diseases">https://ncdalliance.org/resources/warning-against-harm-lessons-and-recommendations-to-advance-labelling-policy-across-risk-factors-for-noncommunicable-diseases</a> ) through social media, events and meetings with FCTC Parties and WHO/UN Member States. The brief explores lessons learnt and recommendations to advance labelling policy across NCD risk factors, including tobacco use. It emphasizes the importance of implementing tobacco health warnings in line with the FCTC, along with other critical calls to action. It includes a section on large pictorial health warnings and other labelling considerations for tobacco products, drawing attention to lessons learned from industry tactics and offering key insights on effective policy design. This document is also instrumental in our advocacy towards the UN High-Level Meeting on NCDs and Mental Health in September 2025 to get commitment from countries on comprehensive and effective labelling policies.
D11. Article 12 (Education, communication, training and public awareness)?
No
D13. Article 13 (Tobacco advertising, promotion and sponsorship)?
Yes
D14. If yes, please provide details
In 2024, the NCD Alliance has continued to promote its 2023 Selling a Sick Future policy report ( <a href="https://ncdalliance.org/resources/selling-a-sick-future-countering-harmful-marketing-to-children-and-young-people-across-risk-factors-for-ncds">https://ncdalliance.org/resources/selling-a-sick-future-countering-harmful-marketing-to-children-and-young-people-across-risk-factors-for-ncds</a> ) through social media, events and meetings with FCTC Parties and WHO/UN Member States. Co-developed with young people, the report offers 10 recommendations and a call to action for policymakers to protect young people against the promotion of harmful products, including tobacco. In January 2025, the NCD Alliance published a blog highlighting the need to protect sports environments from tobacco marketing and sponsorships ( <a href="https://actonnncds.org/stories/blogs/20250107-stop-selling-sick-future-harmful-marketing-major-sporting-events">https://actonnncds.org/stories/blogs/20250107-stop-selling-sick-future-harmful-marketing-major-sporting-events</a> ), as part of our campaign leading up to the UN High-Level Meeting on NCDs and Mental Health: Time to Lead.
D15. Article 14 (Demand reduction measures concerning tobacco dependence and cessation)
No
D17. Article 15 (Illicit trade in tobacco products)?
No
D19. Article 16 (Sales to and by minors)?
No
D21. Article 17 (Provision of support for economically viable alternative activities) and/or Article 18 (Protection of the environment and the health of persons)?
Yes
D22. If yes, please provide details
The NCD Alliance's policy report Getting Fiscal Policies Right ( <a href="https://ncdalliance.org/resources/getting-fiscal-policies-right-lessons-and-recommendations-across-ncd-risk-factors">https://ncdalliance.org/resources/getting-fiscal-policies-right-lessons-and-recommendations-across-ncd-risk-factors</a> ), launched in September 2024, offers valuable insights on the importance of fiscal policy coherence for NCD prevention. The report highlights the need to address direct subsidies to tobacco farming, noting that such subsidies are inconsistent with FCTC Article 17. It underscores the necessity of health-promoting subsidy reforms and a more cohesive fiscal approach to support public health goals. These key messages are being central to our advocacy efforts leading up to the UN High-Level Meeting on NCDs and Mental Health in September 2025, as well as other critical events, including the Fourth International Conference on Financing for Development.
D23. Article 19 (Liability)?
No

D25. Article 20 (Research, surveillance and exchange of information)?
Yes
D26. If yes, please provide details
In 2024, the NCD Alliance has actively participated in research collaborations to support tobacco control efforts and NCD prevention more broadly, including the Australian Research Council Linkage project on civil society engagement in regulating CDOH, previously mentioned. Additionally, the NCD Alliance was a partner in the SPECTRUM Research Consortium, which focuses on CDOH and health inequities (funded by the UKPRP) ( <a href="https://spectrum.ed.ac.uk">https://spectrum.ed.ac.uk</a> ). We also serve on the Project Advisory Board for the study Navigating Trade Challenges at the World Trade Organization to Prevent Non-Communicable Diseases and Promote Better Health for All (funded by NIHR) ( <a href="https://fundingawards.nihr.ac.uk/award/NIHR204663">https://fundingawards.nihr.ac.uk/award/NIHR204663</a> ).
D27. Article 22 (Cooperation in the scientific, technical and legal fields and provision of related expertise)?
No

## E. Other relevant activities to support the work of the WHO FCTC

E1. Please provide any other relevant information
<p>Tobacco control is a key focus of our advocacy for the UN High-Level Meeting on NCDs and Mental Health in September 2025. As part of our efforts, we are engaging with FCTC Parties and WHO/UN Member States in the lead-up to the meeting. The NCD Alliance's advocacy priorities for the High-Level Meeting (<a href="https://ncdalliance.org/resources/ncd-alliance-advocacy-priorities-4th-high-level-meeting-of-the-un-general-assembly-on-the-prevention-and-control-of-ncds-in-2025">https://ncdalliance.org/resources/ncd-alliance-advocacy-priorities-4th-high-level-meeting-of-the-un-general-assembly-on-the-prevention-and-control-of-ncds-in-2025</a>), published in September 2024, are structured around five main priorities: accelerate implementation, break down siloes, mobilize investment, ensure accountability, and engage communities.</p> <p>For example, under accelerate implementation, we call for the adoption of the NCD "best buys" (including tobacco control) and the full implementation of the FCTC and its Protocol, free from tobacco industry interference. We also urge non-signatory countries to join the FCTC. In terms of mobilizing investment, we are advocating for the optimal use of fiscal measures for health, such as tobacco excise taxes in line with best practices, and for the phasing out of subsidies for unhealthy commodities. These actions can be part of a broader strategy to generate revenue for NCD prevention, care, and health system strengthening. Additionally, we are encouraging the NCD Alliance's network—including the tobacco control community—to develop more specific advocacy asks in alignment with these five priorities.</p> <p>As part of NCD Alliance's Time to Lead campaign for the High-Level Meeting, we have also launched the Call to Lead—an open letter to world leaders urging governments to fulfill their commitments to tackle the NCD burden. The letter specifically calls for governments to increase sustainable health funding by adopting measurable financing targets for NCD strategies and maximizing the benefits of health taxes and other fiscal measures.</p> <p>Our broader advocacy on NCD financing is also crucial for advancing the implementation of the FCTC, ensuring that adequate resources are allocated to tobacco control policies and programmes. In 2024, we partnered with the Global Alliance for Tobacco Control to produce a report tracking development assistance flows for tobacco control and alcohol policy (<a href="https://ncdalliance.org/resources/tracking-ncd-funding-flows-urgent-calls-and-global-solutions">https://ncdalliance.org/resources/tracking-ncd-funding-flows-urgent-calls-and-global-solutions</a>). This was done based on the new specific source codes introduced in the OECD Development Assistance Committee (DAC) Common Reporting Standard (CRS) database. The research informed a set of recommendations for the second International Dialogue on Sustainable Financing for NCDs and Mental Health (June 2024).</p>
E2. Please attach any other relevant file(s)
filecount - E2. Please attach any other relevant file(s)
0

## F. Declarations

F1. 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, I confirm

---

F2. By electronic signature I confirm that the above information is accurate and completed to the best of our abilities.
Katie Dain, 28 February 2025

F3. 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, I confirm