



# The Framework Convention on Tobacco Control (FCTC)

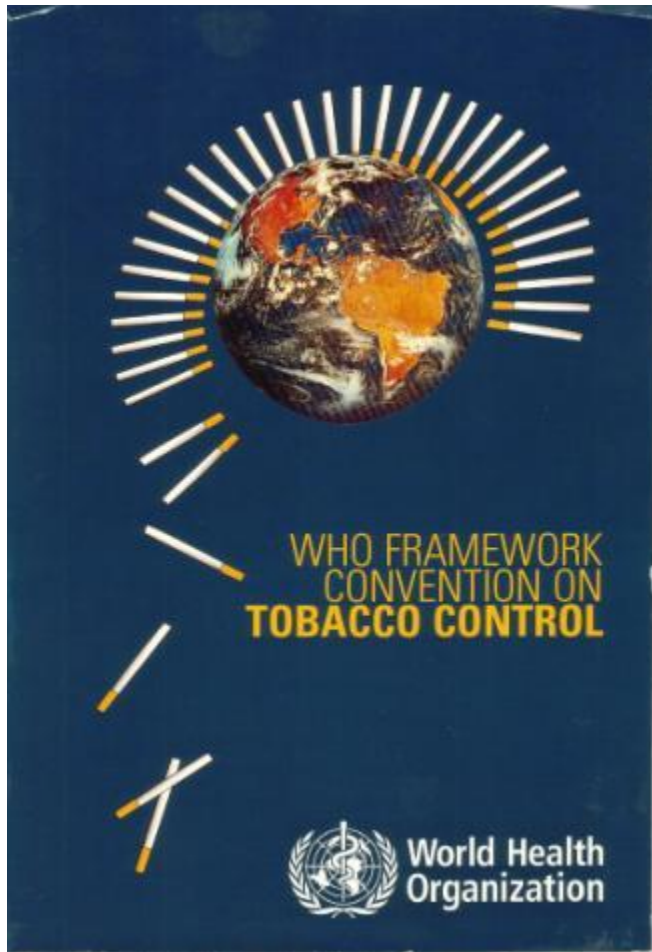
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**The Campaign for Tobacco-Free Kids, Washington DC**

Brasilia: 16<sup>th</sup> April 2010

# The Framework Convention on Tobacco Control (FCTC)



- The world's **first public health treaty**
- The first **coordinated global effort** to reduce tobacco use



**World Health Organization**

# History I

- **Decades of work** by committed tobacco control advocates around the world, including in Africa
- World Health Assembly Resolution in **May 1995**
- **1999** – new WHO Director-General, Dr Gro Harlem Brundtland, established a technical working group
- **October 2000**: First Session of the Intergovernmental Negotiating Body (INB)

# Intergovernmental Negotiations: Geneva



# History II

- **Six sessions** of the INB within 2.5 years
- **May 2003:** FCTC unanimously adopted by World Health Assembly
- **Feb 2005:** The treaty entered into force with 40 ratifications

WHO FRAMEWORK CONVENTION ON TOBACCO CONTROL

It is law!!



منظمة الصحة العالمية  
World Health Organization  
Organisation mondiale de la Santé  
Organización Mundial de la Salud  
Organizzazione mondiale di Sanità



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The WHO FCTC is one of the most rapidly embraced UN treaties



# Beyond the text ...

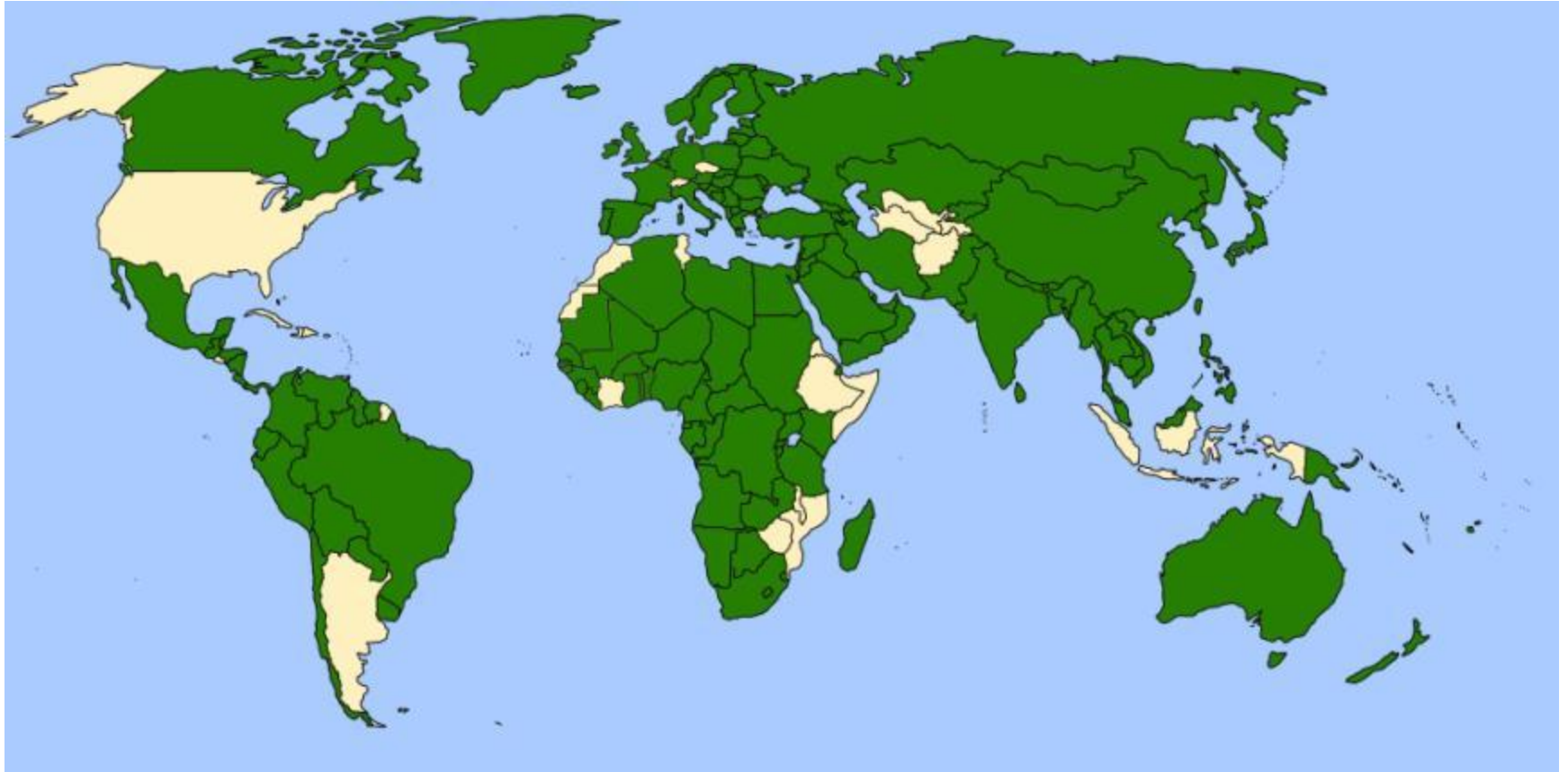
**Director General of WHO:  
Dr Gro Harlem Brundtland**

*“The FCTC is no ordinary convention. It is potentially a public health movement.”*

**1999**



# April 2010: 168 out of 193



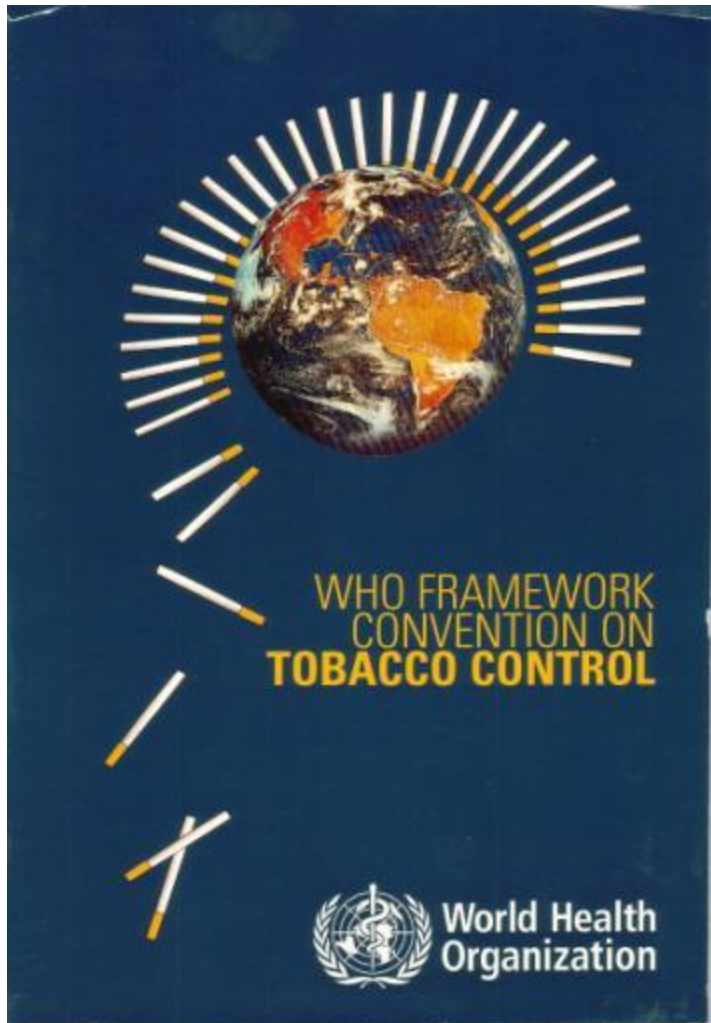
# Coverage

Approximately

**86.5%**

of the world's people  
could be protected

# Significance



It has **political legitimacy**

It has the force of  
**international law**

It sets **minimum standards**

Provisions are incorporated  
into **domestic policy** and  
**law**

# Objective

*“To protect present and future generations from the **devastating,** health, social, environmental and economic consequences of tobacco consumption and exposure to tobacco smoke ...”*

# Guiding Principles

- Every person should be ***informed*** of dangers of tobacco use: addiction, illness & death
- Strong ***political commitment*** is necessary at national, regional and international levels
- International and regional ***cooperation***, including technical and financial assistance to tobacco growers is necessary
- ***Civil society*** participation is necessary

# General Obligations: Article 5

1. Develop and implement a ***national tobacco control strategy***
2. - Establish a tobacco control ***focal point***  
- Implement tobacco control ***legislation***
3. Shall ***act to protect*** its policies and legislation from tobacco industry influence

# Obligations: Reducing **demand** for tobacco products

- **Price & tax**
- **Protection from exposure to second hand smoke (SHS)**
- **Packaging and labelling**
- **Advertising, promotion & sponsorship**
- **Public awareness**

# Smoke-Free Places



**2003:**

**Less than 10 countries**

**2010:**

**More than 35 countries**

**7 in South & Latin America**

**Colombia, Guatemala, Panama,  
Paraguay, Peru, Trinidad &  
Tobago, Uruguay**

# Smoke-Free Places

## Sub-national laws

Sao Paulo  
Mexico City  
Hong Kong  
Rosario



**NO SMOKING**

**IT IS AGAINST THE  
LAW TO SMOKE IN  
THESE PREMISES**

# Pack Warnings



**2003:**

**2 countries  
Canada & Brazil**

**2010 – 2011:**

**35 countries**

# Advertising Bans

2010

**26 countries have  
comprehensive  
bans**

**76 countries have  
moderate bans**



# Reducing **supply** of tobacco products

- **Illicit trade**
- **Sales to and by minors**
- **Economically viable alternatives for tobacco workers, growers & sellers**

# Other aspects ...

- Technical and scientific **co-operation**
- Exchange of **information**

# Article 30: No Reservations



**All provisions  
must be  
adopted and  
implemented**

# Beyond the Treaty Provisions



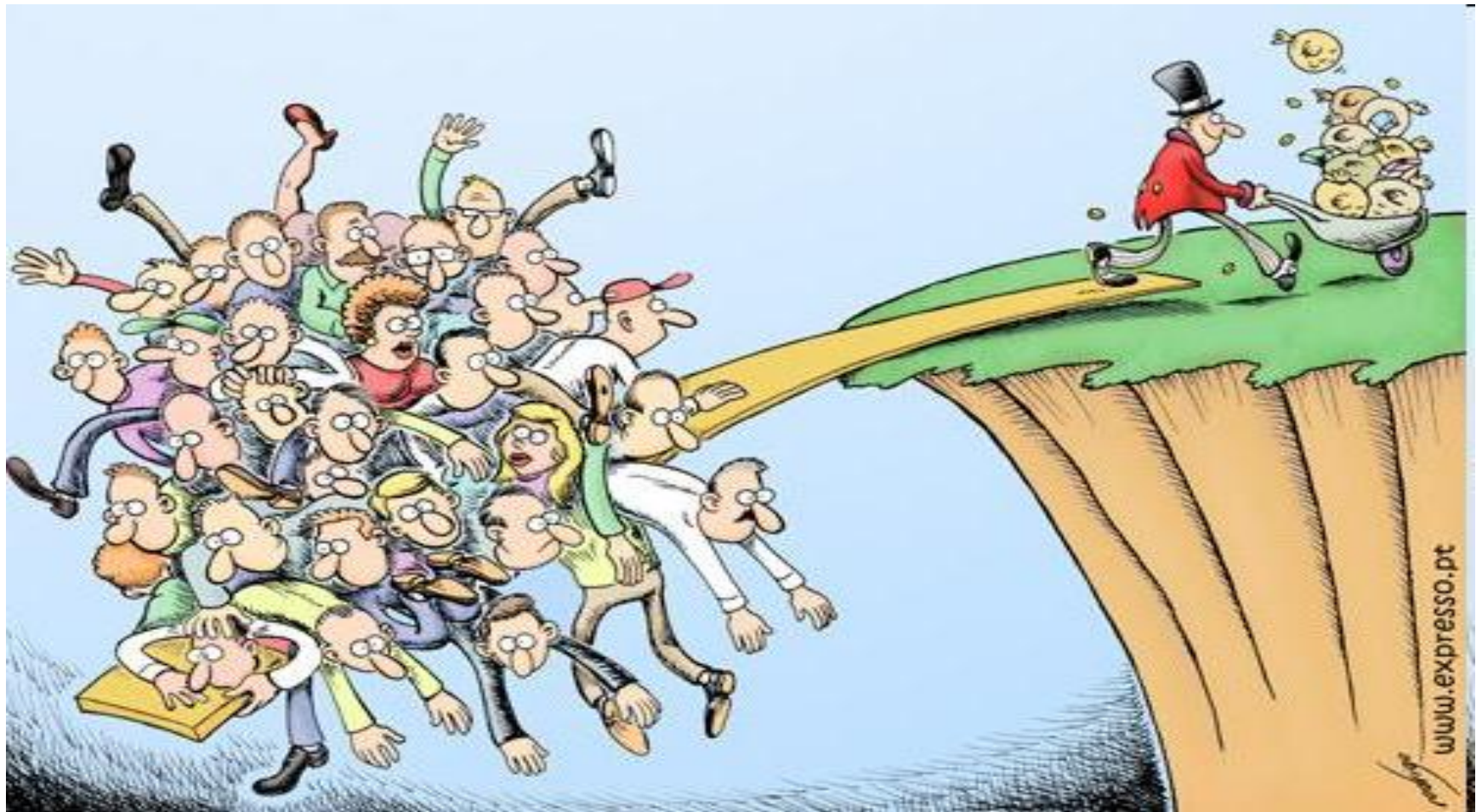
- **Minimal requirements are in the FCTC**
- **Parties are encouraged to go beyond the treaty measures**

**Article 2.1**

# The Power Dynamic



# Political Will



# The Key Components for Success



**Political will**

**Well-crafted  
legislation**

**Strict enforcement of  
all laws**

# With Civil Society ...



**Speak truth to  
those who have  
power**



# For Our Children ...



Thank you

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