

# **FCA 2008 Annual Report**

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## **Executive Summary**

The Framework Convention Alliance (FCA), an international alliance of over 350 non governmental organizations (NGOs) bound together to support a strong, effective and evidence based tobacco control treaty, has spearheaded the international tobacco control movement since its creation in October 1999. Representing the voice of civil society, FCA was a powerful force in the negotiations of the WHO Framework Convention on Tobacco Control (FCTC), the world's first public health treaty, which aims to stem the tide of 5.4 million tobacco-related deaths annually. To a large extent, the continued success of the Treaty, negotiated under the auspice of the World Health Organization, is due to the involvement of civil society actors.

In 2008, thanks to the efforts of civil society, 10 new countries became Parties to the FCTC bringing the total number of ratified Parties to 162, representing over 85.34% of the world's population. A total of 35 countries have also adopted 100% smokefree laws in all public places, with an additional nine countries wherein 100% smokefree regulations have been enacted at the subnational level. In addition, governments have made positive decisions through the FCTC that will help reduce tobacco consumption around the world.

The Alliance also provided leadership, technical expertise and logistical support during key FCTC negotiations and WHO meetings such as the World Health Assembly, the first and second sessions of the Intergovernmental Negotiating Body mandated to draft and negotiate a protocol on illicit trade in tobacco products, the third session of the Conference of the Parties of the FCTC, as well as regional working group and expert group meetings whose aim was to develop guidelines on implementation for specific articles of the FCTC, including: Article 11 (Labeling and Packaging), Article 13 (cross border advertising, promotion, and sponsorship), Article 5.3 (Industry interference), and Articles 9&10 (Product regulation and Disclosure). In addition, FCA contributed strategic planning, policy brief writing, campaign development, and media campaigns. Prior to and during each meeting, the FCA developed policy position papers, educational materials, and presentations that were made available to government delegates as well as NGO representatives.

Also, thanks to the strong involvement of FCA members and partners, the third session of the Conference of the Parties—the governing body of the FCTC—was a major success this year and countries made many critical decisions that will have a positive impact on the implementation of the Treaty and global public health.

Moreover, through FCA workshops and grants programs to NGOs in low income countries, civil society has been very active at the national and regional level. In 2008, the FCA organized 19 national and regional workshops that were, as appropriate, conducted in English, French or Spanish. This included the Illicit Trade Conference in New Delhi, India, a three-day event organized by WHO in collaboration with FCA and co-hosted by the Government of India, that was attended by 48 government representatives from Ministries of Custom, Finance and Revenue, Justice, and Health from countries, WHO TFI, WHO SEARO and members of civil society.

The work done by civil society has made 2008 both a productive and successful year, which will result in millions lives saved in the years to come. However, much work remains to be done in 2009 as more countries are in need of assistance in their efforts to become smoke free, and to develop and implement strong guidelines on enacting advertisement bans and effective anti-tobacco health warnings.

## Why Global Tobacco Control?

According to the World Health Organization (WHO) tobacco is the second major cause of death in the world. It is currently responsible for the death of one in ten adults worldwide and currently about 5.4 million deaths each year. At this rate, tobacco will cause some 8 million deaths each year by 2030. About 650 million people (half the number of smokers) will eventually be killed by tobacco.

Tobacco is the fourth most common risk factor for disease worldwide. The health and economic costs of tobacco are equally devastating: tobacco kills people at the height of their productivity depriving families of the breadwinners and nation of a healthy workforce. Smokers fall sick more often and therefore become less productive while alive.

Tobacco also contributes to the cycle of poverty: many studies have shown that in the poorest households in some low-income countries as much as 10% of total household expenditure is on tobacco, which means less money is spent on basic items such as food, education, and health care.

According to WHO, experience has shown that there are many cost-effective tobacco control measures that can be used in different settings and that can have a significant impact on tobacco consumption. The most cost-effective strategies are public policies, including: bans on all direct forms of tobacco advertising; tobacco tax and price increases; smoke-free environments in all public and workplaces; requirements for large pictorial health warning labels on cigarette packages; prohibition against deceptive labels such as "low" and "light"; prohibition against the sale of tobacco products to minors; and the regulation the content of tobacco products. All these measures are addressed by the provisions of the WHO Framework Convention on Tobacco Control (FCTC).

The Treaty provides a unique opportunity to stem the global tobacco epidemic. The objective of the FCTC is "to protect present and future generations from the devastating health, social, environmental and economic consequences of tobacco consumption and exposure to tobacco smoke." The Preamble of the FCTC recognizes the need for countries to give priority to their right to protect public health, the unique nature of tobacco products, and the harm the companies that produce them cause.

The Treaty entered into force on February 27, 2005 when it had been signed and ratified by 40 countries. In 2008, 10 additional countries became Parties to the FCTC: Iraq (17 Mar), Nicaragua (9 Apr), Colombia (10 Apr), Zambia (23 May), Russia (3 Jun), Italy (2 Jul), Croatia (14 Jul), Costa Rica (21 Aug), Guinea-Bissau (7 Nov), Surinam (16 Dec)—a total of 162 Parties by the end of 2008, representing over 85.34% of the world's population.

For a full list of Parties to the WHO FCTC, please consult: <http://www.fctc.org>.

## **FCA's Role in the International Tobacco Treaty (the WHO FCTC) Process**

The engagement of civil society actors in a treaty making process is a key aspect of democracy and good governance. The important role of civil society in United Nation (UN) conferences and conventions was recognized by the UN Secretary General in his 1998 report to the UN General Assembly in which he wrote, "the degree to which a world conference mobilizes the attention of NGOs and other organizations of civil society has become an important criterion for judging its success. The massive presence of NGOs... [has] increased public awareness of the conferences and the issues they dealt with and, ultimately, of the United Nations, and was a driving force for the setting of international norms and standards." The Secretary-General also remarked that "determined, knowledgeable and well-organized NGOs that are willing to form caucuses and alliances can achieve successes in advocacy and lend tremendous weight to International and United Nations-led campaigns."

The Framework Convention Alliance (FCA) is a coalition of over 350 non-governmental organizations (NGOs) representing over 100 countries around the world. The FCA was created to develop tobacco control capacity, particularly in developing countries; to support the ratification, accession, implementation and monitoring of the FCTC; and to promote and support a network for global tobacco control campaigning.

FCA representatives have participated in all six treaty negotiating sessions, as well as the two working group sessions, dozens of regional treaty meetings, several annual meetings of the World Health Assembly, the two Open-Ended Intergovernmental Working Group meetings, the 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> Conferences of the Parties, Expert Working group meetings, first and second session of the Intergovernmental Negotiating Body to draft and negotiate a protocol on illicit trade in tobacco products, and many national and regional capacity building workshops to support evidence-based tobacco control programs that are consistent with the FCTC.

The FCA's key accomplishments include:

- positively influencing the outcome of the international governmental negotiations on the Framework Convention on Tobacco Control (FCTC);
- ensuring the presence of NGOs from developing countries and experts at the FCTC negotiations, Intergovernmental Working Groups, Conferences of the Parties COPs and all FCTC working groups;
- helping obtain the signatures of 168 countries and playing a key role in getting a substantial number to ratify in record time;
- conducting strategic planning and advocacy workshops in all six WHO regions to support members' ratification of the FCTC and implementation campaigns;
- providing financial and technical resources to members in support of their ratification, implementation and monitoring campaigns;
- creating a monitoring and reporting tool to hold governments accountable to their commitments under the FCTC;
- positively influencing the development and adoption of guidelines for best practice, evidence based implementation of the Articles of the FCTC; and
- positively influencing the development of a protocol to combat the illicit trade of tobacco products.

The FCA's four strategic priorities for 2007-2009 are:

- support and monitor the implementation of FCTC;
- develop local capacity to help ensure effective implementation of the FCTC at the regional, sub regional and country level;
- increase FCA organizational capacity to enable it to meet its strategic objectives; and
- enhance FCA revenue generation and dissemination.

Currently, FCA is undertaking an international campaign to encourage more countries to become Parties to the FCTC, promote tobacco control policies and strategies and monitor governments' compliance with the Treaty, as well as to help develop guidelines based on best practice implementation and to support the development of subsequent protocols.

## **FCA Participation in FCTC Experts Group Meetings in 2008**

FCTC expert and working groups were established during the first and second sessions of the COP to carry out the preparatory work for the decisions taken at COP-2. These groups are composed of interested Parties and invited NGO representatives. In most cases, the FCA sent between two to five of its own tobacco control experts to take part in these meetings. For each of the meetings, FCA policy briefing papers were carefully prepared for their distribution to meeting participants. Oftentimes, the FCTC Secretariat relied on FCA expertise for the supporting work.

The Policy Committee coordinated FCA's policy development and advocacy on Articles 5.3, 9 and 10, 11, 12 and 13. The following FCTC Working Group or Drafting Group meetings were held on:

- Article 12: first working group meeting in Berlin, Germany - 21-23 February 2008
- Article 5.3: drafting group meeting in Brasilia, Brazil - 3-4 March 2008
- Article 11: drafting group meeting in Brasilia, Brazil 4-5 March 2008
- Articles 9 and 10: fifth working group meeting in Brasilia, Brazil - 5-7 March
- Article 13: second working group meeting in New Delhi, India 31 March - 2 April 2008

For each of the meetings, the FCA sponsored a small group of experts to attend as observers. Madeleine Heyward (Legal Researcher) and Jonathan Liberman (Policy Director) attended, respectively on behalf of FCA and as a temporary expert advisor to the Convention Secretariat.

Draft guidelines on 5.3, 11 and 13 have been elaborated and sent to all Parties for comments by 1 July 2008. The Key Facilitators considered any comments received, make any changes to the drafts they consider appropriate, and submit their final drafts to the Bureau by four months before the COP (i.e., by 17 July 2008). The drafts subsequently went to the Secretariat three months before the COP for final editing and translation. The drafts were released publicly 60 days prior to COP-3.

For Articles 9 and 10, and 12, the working groups were mandated to produce progress reports rather than draft guidelines. While the process was similar to that of a draft guideline, no changes were made to the progress reports in response to comments from Parties.

In regards to Article 14: the Secretariat, in consultation with experts, drafted a report which was submitted to the COP. This was publicly released 60 days prior to COP-3.

Ahead of COP-3, FCA also published its own technical briefing papers on Articles 5.3, 9 and 10, 11, 12, 13, 14, 15, 17 and 18, 21 and 26 of the WHO FCTC.

## **FCA Participation in FCTC Negotiation Sessions in 2008**

Civil society members, under the umbrella of the FCA have been involved at all stages of the FCTC process, from its development, adoption, the Treaty's entry into force and now implementation and development of subsequent guidelines and protocols. The FCA has participated in all six treaty-negotiating sessions, as well as two working group sessions, dozens of regional treaty meetings, several annual meetings of the World Health Assembly, the two Open-Ended Intergovernmental Working Group meetings, the First, Second and Third Conference of the Parties, the first and second session of the Intergovernmental Negotiating Body to draft and negotiate a protocol on illicit trade in tobacco products and Expert Working group meetings, and the working group meetings for the development of guidelines and protocols.

By providing expertise and ensuring the presence of civil society representatives, the FCA played a pivotal role in assuring a strong FCTC by working collaboratively with governments, providing educational materials and tobacco control expertise, and helping to shape the public climate that has provided momentum for the international regulation of the tobacco industry. As the Parties unanimously stated in Article 4.7 of the WHO FCTC "The participation of civil society is essential in achieving the objective of the Convention and its protocols." Moreover civil society continues to provide critical support in the implementation of the FCTC at the international, regional and national levels.

In 2008, the FCA provided technical assistance, expertise, funding and logistical support for all FCTC negotiating meetings and working group meetings. In addition, the FCA conducted strategic planning, authored policy and technical papers, and developed advocacy and media campaigns. Prior to and during each of these meetings, FCA policy position papers, presentations, as well as educational and advocacy materials were prepared and distributed to participating government delegates and NGO representatives.

### **The First Session of the Intergovernmental Negotiating Body to draft and negotiate a protocol on illicit trade in tobacco products – 11-15 February 2008, Geneva, Switzerland**

At INB-1, FCA was represented with a delegation of 64 members from 30 countries. The FCA activities prior and during the meeting had a strong impact on the outcomes of INB-1. The FCA pre-INB-1 campaign included the preparation and distribution of a spate of detailed position papers that were instrumental in both educating FCA members and government officials on key issues of illicit trade in tobacco products. FCA documents included policy papers and briefing documents, which were distributed to the Alliance membership, Parties of the FCTC, and other INB delegates. Additional internal non-official technical papers helped inform FCA delegates and supported their advocacy efforts. In support of the overall FCA campaign, several media documents were submitted to various news wires prior to and during INB-1. On the eve of the official opening of INB-1, FCA organized a half-day preparatory training meeting for all FCA delegates in Geneva. During the week of INB-1, the FCA organized two technical lunch briefing meetings, which provided opportunities to present on specific issues of illicit trade from the perspective of civil society. The FCA also produced and distributed a daily bulletin providing daily perspectives on the discussions and informed delegates, the press and NGOs regarding developments during INB-1.

FCA's last edition of the Bulletin ran with the heading 'So far so good' which really summed up the week. While the negotiations took place in a positive spirit, with a lot of support for a



strong protocol, the devil will be in the detail, and Parties' positions will become clearer once there is a text on the table.

Parties in attendance, WHO and civil society representatives agreed that FCA played a constructive and influential role during the first session of the INB. The positive outcomes of INB-1 were in part achieved thanks to the positive contributions made by FCA.

### **The Second Session of the Intergovernmental Negotiating Body to draft and negotiate a protocol on illicit trade in tobacco products – 20-25 October 2008, Geneva, Switzerland**

At INB-2, FCA was represented by a delegation of 63 members from 31 countries representing all six WHO regions. Alliance representatives were selected through an application process open to the entire FCA membership. Delegates were selected based on their experience and expertise on illicit trade in tobacco products as well as to reflect the regional distribution within the Alliance.

The campaign efforts undertaken by FCA consisted of a number of activities, including: the development and distribution of FCA policy papers on key issues of illicit trade in tobacco products in the run up to INB-2; a full-day pre-INB-2 preparatory training meeting for FCA delegates; the unveiling of the Death Clock; two FCA-organized technical lunch-time briefings to inform delegates on specific issues related to illicit trade; as well as daily issues of the FCA Bulletin bulletins and press releases that were instrumental in informing the public on the negotiations process and of key developments at the first second session of the INB. In addition, the FCA delegation held internal twice daily meeting whereby delegates were briefed on the each day's agenda, key messages, and various events and activities that occurred during throughout the conference.

### **The Third Session of the Conference of the Parties (COP-3) – 17-22 November 2008, Durban, South Africa**

The accredited FCA delegation to COP-3 was composed of 111 members from 62 countries. Alliance activities had a major impact on the outcomes of the conference.

FCA prepared detailed position papers that were instrumental in briefing government delegates on all of the key issues. It also distributed a daily bulletin that provided updates on the positions of the FCA, a daily perspective on the negotiation process and informed delegates, the press and NGOs of the developments during the COP. In addition, the technical briefings organized by FCA, and the WHO provided opportunities to present the FCTC from the perspective of civil society. FCA also took part in all press conferences held during COP-3.

The positive outcomes of COP-3 were in part achieved thanks to the strong contributions made by the FCA, as pointed out by the attending Parties, WHO and participating NGOs.

At COP-3, The Parties decided:

- to adopt strong evidence based guidelines on implementation of Article 11 (Labeling and Packaging of tobacco products);
- to adopt strong evidence based guidelines on implementation of Article 13 cross border advertising, promotion, and sponsorship;

- to continue the work of the Intergovernmental Negotiating Body (INB) on the elaboration of a protocol on illicit trade in tobacco products, setting 28 June – 5 July 2009, Geneva as the date and venue for its third session (INB-3);
- to mandate the working group on Article 12 (education, communication, training and public awareness) to continue its work and to submit draft guidelines to COP-4;
- to establish a working group to elaborate draft guidelines for implementation of Article 14 (demand reduction measures concerning tobacco dependence and cessation) for submission to COP-4;
- to mandate the working group on Articles 9 and 10 (regulation of the contents of tobacco products and of tobacco product disclosures) to continue its work, elaborating guidelines in a step-by-step process, and to submit a first set of draft guidelines to COP-4.
- to establish a working group on economically sustainable alternatives to tobacco growing to replace the study group previously established by the COP. The working group was mandated to perform a range of tasks, including: elaboration of policy options and recommendations for implementation of Articles 17 and 18 (provision of support for economically viable alternatives and protection of the environment and the health of persons); promotion of relevant research and exchange of information and experiences; assessment of existing sources of information; and identification and development of mechanisms and areas of cooperation with relevant intergovernmental and nongovernmental organizations. The COP requested the working group to present a progress report to COP-4, including, if possible, a first set of policy options and recommendations for implementation of Articles 17 and 18;
- in relation to Article 6 (price and tax measures to reduce the demand for tobacco), to invite WHO's Tobacco Free Initiative, through the Convention Secretariat, to develop a comprehensive technical report relating to price and tax policies for presentation to COP-4;
- to significantly increase the budget allocation for work by the Convention Secretariat on assistance to Parties in implementing the Convention;
- COP-3 decided that COP-4 will be held in Uruguay in the last quarter of 2010.

## **FCA Capacity Building Workshops**

To raise awareness about evidence-based tobacco control practices that are consistent with the WHO FCTC, the FCA held in 2008 a number of regional and national capacity building workshops in key countries around the world.

Each FCA workshop is designed around specific topics, goals, and audiences, and is tailored to meet the needs of the region in which it is being held. A needs assessment is carried out prior in the region to determine which type of workshop is appropriate. In 2008, the AMRO regional center conducted media workshops to educate journalists about tobacco control issues, the FCTC, and the illicit trade in tobacco products, along with capacity building workshops for NGOs and government delegates; while in the AFRO region, the emphasis was on capacity and network-building for NGOs to strengthen their knowledge of the Treaty and create regional networks.

Past FCA workshops adopted the “training of trainers” approach and were designed to build the capacity of NGOs to engage in sustained and effective advocacy for FCTC ratification, implementation and monitoring.

In addition to members of the tobacco control community, participants have included individuals both new and unfamiliar with tobacco control such as journalists and advocates involved in environmental and human rights campaigns. Governmental delegates and WHO representatives were, on many occasions, also invited to attend these workshops. Facilitators were national and international tobacco control experts. Trainings were conducted in English, French, or Spanish as appropriate.

Following each workshop, participants were able to identify the basic elements of a strategic plan in support of the implementation of the FCTC in their respective countries; had gained understanding of the main articles of the FCTC to improve and accelerate the implementation of the Treaty in the field; the economic and scientific rationale for its key measures and the arguments of the tobacco industry; learned to argue in favor of the FCTC and dispel the myths associated with tobacco control; developed basic advocacy skills relevant to ratification efforts and passage of effective legislation, including an understanding of how to use the media for advocacy purposes; provided recommendations based on the outcomes of the workshop; and had developed a fundable goal oriented project proposal focused on tobacco control advocacy, FCTC ratification or FCTC implementation. As appropriate, FCA subsequently made announcements regarding a grant project to assist the participants in the implementation of the strategic plans developed during the workshop.

### **First Capacity Building Workshop for Ministers of Health and Civil Society – 20-21 January 2008 – Quito, Ecuador**

In collaboration with the Ministry of Health of Ecuador, National Tobacco Control Alliance of Ecuador, Andine Health Commission, Canadian Lung Association, and InterAmerican Heart Foundation, the FCA organized a capacity building workshop for an audience of representatives of ministries of health and civil society. A total of 44 participants attended the workshop from the following 13 countries: Argentina, Bolivia, Brazil, Canada, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay, Venezuela, Honduras and Spain. In addition, 19 participants from the Ministry of Health of Ecuador and 25 civil society members were also in attendance.

### Workshop Objectives

- Assess the tobacco control status in the region and draw up a list of priority actions for the implementation and monitoring of the WHO Framework Convention for Tobacco Control;
- Develop a common working agenda between government and NGOs representatives in order to move effectively in the implementation of the FCTC in the region.

### Discussion Topics

- Tobacco epidemic;
- WHO FCTC rationality;
- Packaging health warnings;
- Smoke-free environments;
- FCTC implementation strategic planning;
- Illicit trade in tobacco products;
- Tobacco industry interference;
- Economics of tobacco;
- Smoking cessation;
- Advertisement ban.

This event was rather successful as it consisted of the first time that government and civil society representatives from the Andean Community and MERCOSUR countries came together in one workshop to achieve effective and coordinated action in promoting tobacco control laws, policies and regulations in South America. A letter was also drafted to the health ministers of the region outlining the outcomes of the group sessions and the recommendations agreed upon by the participants. Additionally, FCA representatives participated in different media interviews (press, TV and radio).

### **2008 Caribbean Tobacco Control Summit – 5-6 March 2008 – Puerto Rico**

In collaboration with the University of Puerto Rico Graduate School of Public Health and Puerto Rico Cancer Center, the Puerto Rico Health Department and local chapters of the American Heart Association-and American Cancer Society, the Center for Disease Control-USA, American Legacy Foundation, and Smoke Free Puerto Rico Coalition, FCA organized a conference for NGO representatives and government health officials. Over 100 civil society, academia and government representatives attended the conference from the following countries (and territories): Puerto Rico, United States, Colombia, US Virgin Islands, Dominican Republic, Uruguay, Honduras, Mexico, and Italy.

### Workshop Objectives

- Facilitate the sharing of successful tobacco control efforts, best practices, and effective intervention techniques;
- Provide relevant new data on tobacco use and dependence, nicotine addiction, clinical and system interventions, pharmacotherapy, education, second-hand smoke and tobacco policy changes;
- Promote and increase the development of proficiency in tobacco-related best practices among health care professionals and community leaders;
- Discuss ideas and strategies to create and enhance societal, political, and economic changes that will help reduce tobacco use and exposure.

### Discussion Topics

- FCTC and its impact in the Caribbean;
- Experiences in tobacco control in the Caribbean and Latin America;
- Capacity building and media campaigns in tobacco use prevention;

- Smokefree policies and best practice;
- Multidisciplinary approaches for smoking cessation.

Since the Caribbean is a region where FCA needs to increase its presence and support, the Tobacco Control Caribbean Summit in Puerto Rico presented an important opportunity to reach out to representatives from Ministries of Health and non-governmental organizations of many Caribbean and South American countries in order to forge lasting relationships.

### **Central American Legislative Workshop – 26-28 March 2008 – Guatemala**

The objective of this workshop was to enhance the legislative drafting capacity of non-tobacco control attorneys in the region. Invitees included two to three attorneys from each Central American country: Guatemala, Honduras, El Salvador, Nicaragua, Costa Rica, and Panama.

AMRO Regional Coordinator, Laura Salgado, was a speaker and facilitator of this workshop that was coordinated with Campaign for Tobacco Free Kids (CTFK) and a local partner NGO in Guatemala. Attorneys from Mexico, Panama and Uruguay with prior tobacco control legislative experience were available to support the work of participants.

As a result of this event, the 20 attendees had the opportunity to review tobacco control legislative drafting by country with regards to pending bills and as the need arose over the course of the workshop. While no prior tobacco control bills existed in Nicaragua, the participants, towards the end of the workshop, developed a strong draft legislative initiative to be proposed to the Nicaraguan congress.

The participants agreed to continue communicating with one another, raise issues, share experiences, and engage in mutual support. Following the workshop, several meetings in support of tobacco control efforts in Guatemala were conducted respectively with deputies, the media and tobacco control advocates from the government and non-governmental sectors.

The Central American Legislative Workshop provided the opportunity to each one of the delegations to discuss and to draft, with the help of the experts, tobacco control legislative initiatives and/or regulations.

### **Regional Workshop on Implementation of WHO FCTC Article 13 – 27-28 March 2008 – Singapore**

The Southeast Asian Tobacco Control Alliance (SEATCA), in collaboration with the Singapore Health Promotion Board, organized a regional workshop for the development of a national strategic plan for the implementation of Article 13 of the WHO FCTC on achieving comprehensive ban on tobacco advertising, promotions and sponsorship.

Through contributions from the FCA, were also able to participate, government delegates and civil society representatives from Mongolia, Tonga, Cook Islands—full scholarship—and South Korea—partial scholarship—in addition to 9 of the 10 ASEAN countries. A representative from the Japan Society for Tobacco Control was self-funded but invited through FCA coordination.

#### Workshop Background & Rationale

The growing tobacco market in the ASEAN region provides a lucrative market for the industry to maximize profits by maintaining a large smoker base while attracting new young customers. With sizeable budgets, these tactics have been perfected over the years,

allowing for continued promotional activities despite measures by governments to ban tobacco advertising and sponsorship. With the advent of the WHO FCTC (Article 13), governments now have an international instrument to draw up comprehensive legislation on tobacco advertising, promotions and sponsorship. The ASEAN region offers examples of best practices of comprehensive ban on tobacco advertising and sponsorship, as well as against other insidious forms of tobacco promotions. These experiences are valuable to countries that are the midst of developing stricter control measures. The workshop addressed how Article 13 of the WHO FCTC can be effectively implemented in the region.

#### Workshop Objectives

- Overview of current status of advertising, promotion and sponsorship practices in the Southeast Asia region;
- To discuss implementation of Article 13 of the WHO FCTC: comprehensive ban on tobacco advertising, promotion and sponsorship;
- Best practices on comprehensive ban (direct and indirect) advertising, promotion and sponsorship including at POS (Thailand and Singapore);
- Tobacco industry surveillance and monitoring evidences in sponsorship, promotion and advertising in 7 countries;
- Tobacco industry arguments against a comprehensive ban on advertising and sponsorship;
- To address cross border advertising in sports, international magazines and internet.

*Related materials: workshop report.*

#### **ASEAN Regional Workshop on Implementing WHO FCTC Article 6 – 1-3 April 2008 – Bangkok, Thailand**

SEATCA organized a workshop on taxation and research to measure illicit trade in the region. Dr. Ulysses Dorotheo (ASEAN/WPRO Regional Coordinator) and Luk Joossens (Senior Policy Advisor on Illicit Trade) attended on behalf of FCA. About 80 representatives from finance and health ministries, customs, WHO, media, and universities were in attendance from the following 7 countries: Thailand, Malaysia, Vietnam, Laos, Cambodia, Indonesia, and Philippines. Discussions included taxation and research to measure illicit trade in each of the 7 countries.

#### Discussion Topics

- Taxation and research to measure illicit trade in each of the 7 countries

As an outcome of the workshop, Luk Joossens joined the panel to present a follow up on the research projects currently being undertaken jointly by SEATCA and Duke University in the United States.

*Related materials: workshop agenda.*

#### **ASEAN Workshop on Article 11 – 20-21 May 2008 – Kuala Lumpur, Malaysia**

With partial funding from FCA, SEATCA invited representatives from ASEAN seven member-countries and Mongolia to the workshop in Kuala Lumpur. FCA expert, Kylie Lindorff from the VicHealth Center for Tobacco Control brought Australia's experience in enforcing graphic package warnings. Dr. Mary Assunta and Dr. Ulysses Dorotheo also represented the FCA at the workshop.

*Related Materials: PDF articles (2).*

### **Regional Journalist Training on Tobacco Control – 21-22 May 2008 – Cairo, Egypt**

The FCA, in collaboration with WHO Regional Office for Eastern Mediterranean (EMRO), organized a media training workshop in Cairo, Egypt. The workshop aimed to provide training for 20 scientific journalists from Arabic-speaking countries on how to launch and conduct media campaigns to motivate governments to create and enforce laws that would prohibit smoking in public places.

### **Advocacy Activities and Tobacco Control Symposium – 28-29 May 2008 – Bogota, Colombia**

In collaboration with the American Cancer Society, the Colombian National Cancer Institute, the Colombian League against Cancer, and InterAmerican Heart Foundation, the FCA organized a two-day symposium entitled: *'An international look to tobacco control in Colombia'*. The event was attended by 90 representatives from civil society, academia, government and Ministry of Health of Colombia, as well as the media.

#### Event Objectives

- Support for the WHO FCTC in Colombia
- Increasing awareness on population and policy makers
- Raising awareness on main tobacco control strategies

#### Discussion Topics

- Economic impact of tobacco control
- Importance of tobacco control policies
- Marketing strategies of the tobacco industry
- Health impact of tobacco control

In preparation for this meeting, FCA granted an interview on 16 May 2008 to *Radio Caracol* in Colombia. Expectations for this workshop were quite modest, due to the fact that Colombia faces the situation of a strong tobacco industry, and a Parliament with little understanding of the problem and few tobacco control advocates. However, the event was attended by the Ministry of Health Vice-Minister along with a senator from Colombia's main political party. Following the workshop, FCA was provided, by a Ministry of Health representative, a first glance of the draft of the National Decree to ban smoking in all public places and workplaces. The latter decree was launched by the Ministry of Health within two days of the workshop.

### **Advocacy and Media Activities and Tobacco Dependence Treatment Workshops in Ecuador – 29-30 May 2008 – Quito and Guayaquil, Ecuador**

FCA organized two individual one-day workshops for healthcare professionals in the cities of Quito and Guayaquil. 80 participants attended the workshop in Quito, while 100 participants were in attendance in Guayaquil.

#### Workshop Objectives

- Increase awareness on the tobacco epidemic and tobacco control;
- Increase awareness on tobacco addiction and tobacco dependence treatment;
- Promoting media coverage;

#### Discussion Topics

- The tobacco epidemic;
- Tobacco control;

- Tobacco addiction;
- Tobacco dependence treatment.

Ecuador is only in the early stages of its tobacco control process. However, there is the aim to introduce tobacco control measures in the new constitution currently being developed.

### **First Regional Capacity Building Workshop on Tobacco Control – 16-17 June 2008 – Tunis, Tunisia**

This first capacity-building workshop for the EMRO Region was organized by the FCA, with the collaboration of the WHO Tobacco Free Initiative (TFI), and co-hosted by the Ministry of Public Health of Tunisia. It aimed to enhance the capacity of governments and non-governmental organizations of the region in developing and implementing evidence-based tobacco control programs and measures, as well as to evaluate the challenges they face in the fight against the growing tobacco epidemic. The event provided a constructive environment to encourage cooperation amongst the countries of the Eastern Mediterranean basin, and a greater synergy of efforts in tobacco control. The workshop also aimed to provide opportunities to link government officials and civil society representatives with potential sources of funding. The two-day event brought together members of governments and civil society from the EMRO region, as well as relevant experts from international non-governmental organizations and academic institutions to share their experiences and expertise.

### **FCA Meeting with the Ministry of Health of Tunisia – 18 June 2008 – Tunis, Tunisia**

Following the EMRO Regional Workshop in Tunis (16 – 17 June), representatives of FCA were granted the opportunity to meet with the Ministry of Public Health. The one-day meeting, organized in collaboration by FCA and WHO-TFI, provided a forum for informative discussions with the Minister of Health on tobacco control issues in Tunisia, as well as resources and ways that FCA and its partners could contribute to the fight against the growing health threat from increased tobacco consumption in the region. FCA provided presentations on issues of taxation, developing tobacco control legislation, and sustainable alternatives to tobacco crops.

### **First FCA Regional Workshop on Health Communication – 22-25 July 2008 – Tela, Honduras**

FCA held a workshop with journalists and media representatives from 21 Latin American countries. Goals for the workshop include: increasing awareness among Latin American journalists about tobacco control issues, policies, and the FCTC to enable them to be more active in tobacco control; identifying barriers and winning strategies for promoting tobacco policy in order to create positive tobacco control media coverage; and developing and plans for implementing communication strategies at national and regional levels. FCA Communications Manager, Susan Cavanagh, and FCA AMRO Regional Coordination staff facilitated this workshop.

### **Costa Rica FCTC Ratification and Implementation Workshop – 31 July – 1 August 2008 – Costa Rica**

FCA held two workshops in Costa Rica, both in support of ratification and implementation of the WHO FCTC. While the first event addressed members of the Congress of Costa Rica, legislative counsels and jurists, the second workshop was attended by members of local non-governmental organizations and representatives from the Costa Rican Ministry of Health. FCA representatives and several key tobacco control experts from the AMRO region



met with members of the Costa Rican Parliament and the Minister of Health of the Republic of Costa Rica, which would ratify the FCTC on 21 August 2008.

### **Pre-INB 2 Illicit Trade Training – 13-14 August – Damascus, Syria**

FCA organized a two day illicit trade training for government officials from Syria, Egypt and Iran. FCA EMRO Regional Coordinator, Dr. Hani Algouhmani, and Senior Policy Advisor, Mr. Luk Joossens on Illicit Trade facilitated this training, which consisted of the first of a series of training courses to equip NGOs and governments with knowledge on the issue of illicit tobacco trade and how to design research on this growing problem within their respective countries.

### **FCA-African Regional Strategy Workshop for 2008 – 3-6 September 2008 – Abuja, Nigeria**

The FCA African Regional Strategy Workshop was attended by 17 participants from 17 countries of the region. For the first time, French and English served as both working languages of the three day event with the use of simultaneous interpretation.

#### Workshop Objectives

- Provide briefings to FCA membership on key issues to be discussed and agreed at COP3 so that they can work at a national level in the build up to COP3 to brief national government delegates. Key topics will include draft guidelines on Articles 11, 13 and 5.3 and the Illicit Trade Protocol negotiations.
- Discuss and develop regional level campaign and communication objectives and plans on COP3 agenda issues.
- Develop a regional action plan for sustainable development of tobacco control in the region (including roles of individuals, organizations, sub-regions, organizations, and other modes of collaboration).

#### Workshop Outcomes

- Improved knowledge of participants of Articles 5.3, 11 and 13 of the FCTC
- Development of key regional messages
- Agreement on the priority for tobacco control in Africa
- Wide media coverage achieved
- Active participation throughout the workshop recorded
- African Alliance endorsed
- Communiqué issued urging African delegates to COP 3 to endorse FCA positions on articles to be considered
- A level of awareness generated through media coverage of activities.

*Related materials: workshop report.*

### **FCA/TFI SEARO Awareness Raising Workshop on Illicit Trade in Tobacco Products and Experts Briefing on Illicit Trade in Tobacco – 15-16 September 2008 – New Delhi, India**

FCA, in coordination with WHO-TFI, held an awareness-raising workshop on illicit trade in tobacco products for SEARO countries. The workshop was held 15-16 September in New Delhi, India. Participants consisted of up to four key government officials from each invited country, including senior officials from health, customs, finance, and law enforcement ministries as well as representatives from WTO, WCO (RILO), Interpol, FATF, Egmont Group and other international and local NGOs. Conference agenda topics included: public health impact of illicit trade; economics of illicit trade in tobacco products; measures to consider in order to control the supply chain of tobacco products; and the need to curb illicit trade in

tobacco products. A press conference was also held on the final day of the conference and attended by Dr. Anbumoni Ramadoss, Minister of Health & Family Welfare, Government of India.

FCA's Press Release for this event:

[http://fctc.org/index.php?option=com\\_content&view=article&id=184:illicit-trade-in-tobacco-causes-loss-of-government-revenue-and-increases-health-problems&catid=99:illicit-trade&Itemid=209](http://fctc.org/index.php?option=com_content&view=article&id=184:illicit-trade-in-tobacco-causes-loss-of-government-revenue-and-increases-health-problems&catid=99:illicit-trade&Itemid=209)

Workshop resolution:

[http://fctc.org/index.php?option=com\\_content&view=article&id=185:the-way-forward&catid=99:illicit-trade&Itemid=209](http://fctc.org/index.php?option=com_content&view=article&id=185:the-way-forward&catid=99:illicit-trade&Itemid=209)

### **AFRO Pre-COP3 Advocacy Training Workshop – 13-14 November 2008 – Durban, South Africa**

FCA organized a two day workshop as a follow-up to the first African Regional Strategy workshop in early September in Abuja, Nigeria. The aim of the workshop was to prepare civil society from the AFRO region for COP-3 and to develop a coordinated, strategic approach for the sustainable development of tobacco control in the region. It was attended by 30 participants from 28 African countries.

Workshop outcomes

- Campaigns to support FCTC negotiation on illicit trade in tobacco products agreed.
- Improved knowledge on lobbying process achieved.
- Active participation of African governments achieved.
- Strong guidelines adopted at COP3.
- Wide media coverage achieved.
- Active participation throughout the workshop recorded.
- Election of the Executive Board of the African Alliance and adoption of its Constitution.
- Increased confidence in funders and ability to write fundable proposal achieved.
- A level of awareness generated through media coverage of activities.

*Related materials: workshop report.*

### **FCA Workshop African Journalist on building strong media partnership for effective implementation of the FCTC – 16 November 2008 – Durban, South Africa**

FCA organized a one day workshop on 16 November 2008 with the theme "FCA Workshop African Journalist on building strong media partnership for effective implementation of the FCTC". FCA sponsored 10 journalists, each from a different African country, and the Campaign for Tobacco Free kids sponsored 20 journalists from Ukraine, Russia, Indonesia, and China to attend this workshop. All the sponsored participants were also funded to stay until the end of COP-3, which followed the workshop.

The aim of the workshop was to prepare the journalists for COP-3 by briefing them on tobacco control, and the FCTC – with a focus on articles 11, 13, and 5.3. The workshop participants shared their plans after COP 3 in reporting tobacco control and suggestion on how best to strengthen the partnership with the media on tobacco control. The workshop was simultaneously interpreted in English, French, Russian, and Chinese.

### **FCA Pre-COP-3 Briefing day – 16 November 2008 – Durban, South Africa**

On Sunday, 16 November 2008, the day prior to the official opening of COP-3, the FCA organized a half-day preparatory training meeting on various issues that were going to be discussed at COP. The training, open only to FCA delegates, was intended on the one hand to provide background information on issues related COP and on the other to discuss advocacy strategies for the week of COP-3. The training was prepared by the development and distribution of a series of internal non-official technical papers to help inform FCA delegates and support their advocacy efforts. It was recognized that COP-3 also provided a great opportunity to gather and share intelligence on Parties positions on the various articles up for discussion.

After the official welcoming and short introduction of the participants, the training began with a brief outline of and what to expect from COP-3 followed by discussions. The interactive concept of the training allowed for much discussion of the participants in the development of general terms and understanding of issues. In a next step, the FCA policy position on the guidelines was explained followed by a general discussion on the preferred outcomes of Cop-3. During the training several comments and concerns have been shared from FCA representatives of different regions related to different issues faced in tobacco control. Overall the training has been very well received.

## **FCA Regional Coordination**

In addition to organizing and facilitating workshop, the Regional Coordinators also carry out tobacco control activities in their regions. A summary of the work undertaken by the FCA's regional coordinators is included below:

### **AFRO**

Mr. Adeola Akinremi was appointed to the position of FCA Regional Coordinator for the WHO AFRO Region, starting from 16 June 2008.

A journalist and campaigner, Adeola has extensive experience of working on tobacco control and development issues, having worked with media and non-governmental organizations internationally and in Nigeria. Adeola has also attended several FCTC negotiations sessions such as the COPs and the INBs and participated in several FCA events.

As FCA Regional Coordinator, Adeola will play an important role in developing communication and coordination amongst FCA membership across the region, in the lead up to COP3 in South Africa. He will also seek to facilitate regional discussions to address the key strategic issues facing the tobacco control movement in Africa.

Summary of 2008 achievements in the AFRO region:

- Organized first African Strategy workshop that achieved simultaneous communication between French and English speakers.
- Organized a successful pre-COP3 2nd strategy and Advocacy workshop which greatly impacted the successes recorded during the third conference of the parties on FCTC.
- Integration of tobacco control advocates and their works in Africa.
- Improved Communications among members with consistent monthly newsletter that provides update on current status of tobacco control in the region.
- Facilitated the strategic planning meeting of NGO coalition in The Gambia through the disbursement of NCS seed grant which produced a five year plan for tobacco control in The Gambia.
- Seed grant disbursed to Community Action for Development Programmes and Services, an NGO based in Sierra Leone is focusing on Sensitizing NGO's and Journalists on FCTC in Freetown. Sierra Leone government may deposit its instruments of ratification before the end of January 2009 as multiple sources of information indicates that the instrument has been ready since November 2008.
- Increased number of countries that acceded to FCTC from 35 in previous year to 37 in 2008.
- The formation of a continental alliance (African Tobacco Control Alliance) for tobacco control with sole vision of achieving a simultaneous, rapid and effective implementation of the FCTC and tobacco legislation in Africa.
- Strengthened NGO-Government relations on in-country projects on FCTC. Delegates who were able to attend international meetings such as COP and INBs in 2008 through FCA sponsorships have greatly enhanced their capacity through FCA briefing meetings and as well achieved a robust relationship with their country negotiators.
- The training and launching of journalists network in South Africa to provide support for tobacco control in Africa region is importantly providing new opportunities for policy change in tobacco control such as timely response to misleading or erroneous items in the media by the tobacco industry to subvert the FCTC implementation.

## **AMRO**

### **11-12 March 2008: Visit of the Head of WHO FCTC Secretariat to Uruguay**

The visit of Dr. Haik Nikogosian, Head of WHO FCTC Secretariat, to Uruguay highlighted the effective coordination and collaborative actions between the Ministry of Health of Uruguay and non-governmental actors and achievements made by the country in the last few years.

### **12-17 May 2008: Meetings in Honduras for the project: Central American Free-trade Agreement (Union Aduanera Centroamericana) and its impact on tobacco control policies: Developing effective legal arguments to support FCTC implementation in the region.**

In collaboration with the Canadian Lung Association (CLA) and APALTA-Honduras, this project intends to develop efficient arguments against the industry's claims that the FCTC constitutes a technical barrier to trade. The results of this project will benefit all the member countries of the Unión Aduanera in Central America, and will provide an important precedent for other free trade-FCTC disputes currently happening around the World.

During the months April and May, Laura Salgado and Yul Dorado (Research and Investigation Lead) have gathered information on the situation in Guatemala, Costa Rica and Honduras in the lead up to the implementation of the FCTC in the latter country; legislative initiatives in regards to tobacco control in the region; provisions of the Treaty of Union Aduanera that are relevant to tobacco and its derived products; as well as others documents used by the industry to support their claims against the FCTC.

### **16- 17 May 2008: National Congress of Psychology in Honduras**

This national meeting was attended by more than 300 psychologists in Honduras. On behalf of the FCA, Laura Salgado, AMRO Regional Coordinator, attended and provided a presentation on the WHO FCTC "The impact of the Public Policies and the FCTC on the tobacco epidemic". Factsheets authored by the FCA and the Global Smokefree Partnership were also provided to participants of this meeting.

### **19-24 May 2008: Meetings in Washington**

Laura Salgado, AMRO Regional Coordinator, was recently awarded the first annual Judy Wilkenfeld Award for International Tobacco Control Excellence for her leadership in the fight against tobacco use in Latin America and around the world.

During her visit to Washington, D.C. to receive this award, she held meetings with board and staff members of the Campaign for Tobacco-Free Kids (CTFK) to discuss the present situation of tobacco control in Latin-America. She also discussed coordinating their efforts and developing a strategic plan (along with PAHO) to promote stronger implementation of the FCTC in Honduras, as the lobby efforts by the tobacco industry may result in the passing on 27 May 2008, in the Honduran congress, of a weak tobacco control draft bill in that country.

Laura also participated in a breakfast meeting with the 2008 Youth Advocates of the Year Awards to coordinate possible actions to promote youth advocacy in Central America. In she attended internal FCA meetings on regional coordination and future workshops in AMRO; campaign efforts in preparation for INB-2 and COP-3; and discussions on the current political climate and illicit trade situation in Paraguay.

**26-31 May 2008: Honduras Strategic to move forward with a strong implementation of the FCTC.**

- 26 May: Workshop with the CONAPROCTA Committee, an interagency Commission involving both governmental and no-governmental actors, to monitor the FCTC implementation. About 30 participants worked to assess current draft bill provisions against the FCTC.
- 27 May: Press Conference organized by APALTA with support of TFK, focused on the development of a draft bill and the WHO FCTC. Speakers included Laura Salgado and representatives of IHADFA, the Ministry of Education and two deputies. Interviews and appearances were made on different television and radio programs during the week to promote the launch of the Tobacco Control Program as well as in celebration of World No Tobacco Day and to call for strong FCTC implementation.
- 29 May: Capacity building workshops on FCTC implementation for National Institute of Youth employs.

**26 May 2008: Publication Launch Meeting in Uruguay: “Uruguayan Medical Doctors and the Tobacco Epidemic”.**

The purpose of this meeting—organized by the FCA and CIET—and publication is to increase commitment from medical organizations to tobacco control and to publicly support the National Tobacco Control Law regulation that will be presented on May 30, during the World No Tobacco Day celebration by the Ministry of Health.

The meeting coincided with a number activities held in Uruguay in relation to the 2008 World No Tobacco Day:

- 26 May: Launch meeting for the publication: *Uruguayan Medical Doctors and the Tobacco Epidemic*.
- 28 May: Nationally broadcast one hour television interview by Channel 4 of Dr. Juan C. Paullier (CIET) on tobacco control in Uruguay and tobacco and youth.
- 30 May: World No Tobacco Day official ceremony at the Ministry of Health of Uruguay. Presentations on national tobacco control law regulation and new packaging warning labels.
- 31 May: WNTD Civil Society Celebration with activities developed by youth movement including over 300 young people in attendance. The event and exhibitions at the Obelisk of Montevideo attracted significant media attraction.

**30 May 2008: World No Tobacco Day** official ceremony at the Ministry of Health of Uruguay. Presentations on national tobacco control law regulation and new packaging warning labels

**28-29 May 2008: ‘An International Look into Tobacco Control in Colombia’ – Bogota, Colombia**

Eduardo Bianco and Laura Salgado from the AMRO region attended this workshop along with members from civil society, academia, media and the Ministry of Health and legislators from Colombia.

Workshop Objectives:

- Setting the basis for adjusting the National and Local Tobacco Control Regulations to the FCTC dispositions
- Discussing myths and facts on Tobacco Control with Government, legislators and civil society
- Empowering the public to implement effective actions to support tobacco control

In addition to these objectives, all the international speakers participated of a significant number of media interviews

### **26 June 2008: Tobacco Control Workshop for Journalists – Buenos Aires, Argentina**

Dr. Eduardo Bianco and Laura Salgado participated as speaker in the first Latin American media summit for journalists in Buenos Aires, Argentina coordinated by the American Cancer Society. The objective was to build cancer awareness and debunk myths about the disease. The event drew 38 journalists from Argentina and Chile and provided an interactive forum for speakers and journalists to discuss ways in which cancer reporting in the region can be improved.

Presentations at the conference focused on debunking the five main cancer myths in Latin America. In one panel discussion, four Argentine journalists and Gloria Rodríguez Mulloy, a journalist from CNN *en Español* based in Atlanta, described their experiences covering health and medical stories. Several Latin American survivors spoke to help demonstrate the importance of sharing survivor experiences in media reports. In addition to the media summit, the American Cancer Society convened a five day training during the week of June 23 that focused on fundraising and volunteerism for 14 cancer nongovernmental organizations (NGOs) from six Latin American countries as part of the Latin America Regional Health Grants Program. CNN *en Español* and several leading Argentine and Chilean newspapers covered the media summit and the NGO training.

### **EMRO**

The FCA's program in the Eastern Mediterranean (EMRO) region was initiated on 1<sup>st</sup> January 2008 when Dr. Hani Algouhmani began his full time employment as the FCA EMRO Regional Coordinator. In early February, Dr. Algouhmani relocated with his family to Cairo, Egypt where he heads the FCA EMRO Regional Center. Dr Algouhmani has negotiated the hosting of the EMRO Center within the recently opened Cairo office of the International Union against Tuberculosis and Lung Disease (the Union). Dr Algouhmani has also made arrangements with the Youth and Development Consultancy Institute (YDCI) in Cairo to serve as host and act as FCA's legal entity while undergoing the formal registration process in Egypt.

FCA is also exploring the possibility of establishing its own legal structure with official government recognition, but has been advised by the Egyptian charity legal counsel that such a process would span a minimum period of 18 months. The agreement with YDCI is far more efficient in terms of cost and necessary to avoid critical time delays. YDCI provides an administrative structure including an accounting department and financial services, office space, and necessary operational services to the FCA Regional Coordinator and staff. The FCA EMRO Regional Coordinator has employed a full-time executive assistant to provide administrative support and assist with logistical aspects of the coordination of activities in the region.

Dr. Algouhmani has been in talks for a partnership agreement with the Executive Board of the Health Ministers' Council for Gulf Cooperation Council states. A meeting with the General Director in Riyadh into finalize the agreement of partnership is planned in the coming weeks. The draft of this agreement is currently under translation. He also secured an appointment with the League of Arab States to discuss further collaboration in the region and establish a partnership agreement with the FCA.

### **World No Tobacco Day Activities in Egypt - 31 May - Cairo, Egypt**

### **Media Training – 21-22 May 2008 – Cairo, Egypt**

WHO-EMRO and the World Federation of Science hosted a media training for journalists on key tobacco control topics. Over 20 scientific and medical journalists from the Arab region took part in this workshop training on developing and launching media campaigns aimed at governments in support of the creation and enforcement of tobacco control legislation, in particular laws to prohibit smoking in public spaces.

The workshop curriculum included information on developing media campaigns, examples of recent successful public health media campaigns, methods for effectively evaluating the impact as well as necessary follow-up actions to these campaigns. Following the workshop training, the participating journalists developed plans for media campaigns for their respective countries.

In addition to the media-specific segment of the training, journalists were briefed on the psychology of smoking, the harmful effects of second-hand smoke exposure as well as current status of tobacco control and smoke-free laws and their enforcement in the Arab region.

In order to provide further outreach to civil society in the region, the EMRO Regional Coordinator is working with central FCA communications staff to develop an Arabic language section of the FCA website to encourage regional NGOs to take an active role in tobacco control initiatives and the FCTC treaty process. The website will serve as a key resource on tobacco control activities and the FCTC for the Arabic-speaking media, governments and the public. FCA events and workshops as well as funding opportunities (mini grants programs, etc.) available to NGOs will be posted on the site as well.

In addition to the website, the Regional Coordinator is working to encourage local NGOs to regularly submit articles to the FCA Bulletin in Arabic in order to further improve dissemination of key information to a greater number of Arabic-speaking NGOs in the region.

### **SEARO and WPRO**

In early March 2008, Dr. Ulysses Dorotheo (ASEAN/WPRO Regional Coordinator) was allowed to participate, as a member of the Philippine government delegation, in the working group meetings in Brasilia to draft the guidelines for Article 5.3 and Article 11. This was an important opportunity to gather intelligence during the Article 5.3 working group discussions—which were open only to governments—as well as to promote FCA's positions in relation to the guidelines, in particular Article 11.

As part of SEATCA's consultancy in the Bloomberg Initiative grants process, Dr. Dorotheo participated in the site visits to two grantees in the Philippines—respectively in February and March 2008—both of which have a major focus on implementing smokefree environments.

The application of Dr. Dorotheo (as FCA Regional Coordinator based in SEATCA) for an ACS-CRUK-FCA regional coordination grant submitted in January was approved in March 2008. Arrangements are being made for final awarding, transfer of funds, and commencement of the proposed 3-year project.

In line with the SEATCA advocacy plan, Dr. Dorotheo participated in the Philippines-focused meetings to provide technical assistance to and build capacity for in-country advocates:



- 29 January: Department of Health (DOH)-led multi-sector meeting – Manila, Philippines;
- 22 February: site visit for DOH Bloomberg project on smokefree metro – Manila, Philippines;
- SEATCA works as a consultant for the Campaign for Tobacco-Free Kids for review, negotiation, and provision of technical assistance in the Bloomberg Initiative grants program.
- 11 March: WPRO meeting with pro-lead faculty regional tobacco control training – Manila, Philippines. This was a brainstorming meeting to provide input into collecting resources and providing WHO-sponsored regional training for tobacco control focal points in WPRO countries.
- 19-20 March: site visit for the Bloomberg project of the University of the Philippines College of Law Faculty Development Foundation on tobacco control law enforcement – Manila, Philippines.

**SEARO** – Mr. Shailesh Vaite, of India, was appointed to the position of FCA Regional Coordinator for the WHO SEARO Region, starting from 10 November 2008 in India.

Shailesh Vaite is an experienced Public Health Advocate who has produced research on tobacco and poverty, and delivered campaigns on HIV/AIDS and specifically dealing with HIV/AIDS in the workplace. After completion of his Masters Degree in Medical and Psychiatric Social Work, Shailesh worked with Oxfam Indian Trust, HealthBridge India and Population Services International on various health and development issues.

As an FCA Regional Coordinator, his primary role will be to develop, strengthen and support the network of civil society organizations in WHO SEARO region, and the SAARC countries, to promote the ratification and implementation of the Framework Convention on Tobacco Control (FCTC) and the development of its protocols and guidelines at the national and regional level. He will work in consultation with the FCA members in the region and in close coordination with his colleagues, the regional coordinators for ASEAN/WPRO and EMRO to support FCA's membership.

## **Grants to Partners in Low Income Countries**

FCA has developed a small grant program to sponsor strategic tobacco control initiatives by civil society organizations in low and middle-income countries. These projects focus on capacity-building, public education, policy analysis, media advocacy and related work necessary for successful implementation and monitoring of the FCTC. Data collection in low and middle-income countries for the FCA FCTC Monitor, released at COP-2 in June 2007, was also financed through this grants program.

The small grant programs have demonstrated that there is a great need for continuing funding focused on providing resources to tobacco control efforts in low and middle-income nations.

FCA has identified promising local organizations and is able to distribute funds at minimal cost. To help identify prospective grantees, FCA relies on the "capacity-building workshop" and its network of volunteer advisors. Grants allocated are often tied to the strategic plans developed during workshops in support of ratification, implementation and monitoring of the WHO FCTC.

Projects are selected strategically to build on past FCA experience and successes with strengthening tobacco control.

### **Ghana Workshop Seed Grants**

Following the regional workshop in Ghana, the FCA made available some seed money to fund projects related to the workshop recommendations. A total of USD \$10,000 was available to the grant project and two projects were selected.

#### List of Grantees

*The Gambia – NGOS – CSO Network on Tobacco Control* for a project entitled 'The Gambia Strategic Planning Workshop' that aimed to organize a workshop to develop a strategic plan for tobacco control in The Gambia.

*Sierra Leone – Community Action for Development Programmes & Services* for a project that aimed to organize a ratification workshop in Sierra Leone.

### **DRC Workshop Seed Grants**

Following the regional francophone workshop in the Democratic Republic of the Congo, the FCA made available some seed money to fund projects related to the workshop recommendations. A total of USD \$23,000 was available to the grant project and five projects were selected.

#### List of Grantees

*Burundi – Aime NDANINA* from Burundi from the Association Burundaise de Lutte Contre le Tabagisme (ABULUTA), for the project entitled 'Advocate Administrative Authorities on the FCTC'. This project plans to educate policy decision makers about the WHO FCTC through the organization of an FCTC debate conference/workshop.

*DRC – Patrick MUSAVULI* from the Lutte Contre le Tabagisme en Afrique (LUCTAF) for the project entitled 'Organisation of a workshop on advocacy and sensibilization for decision makers for the implementation of Article 8 of the FCTC in the province of Katanga'. This

project aims to mobilize the policy decision makers and legislators to implement Article 8 of the WHO FCTC and Article 5 of the Ministerial Decree in the Katanga province by organizing an advocacy and sensitization workshop for 30 policy makers; by obtaining a political engagement under the form of a declaration; and by developing a timeline of activities for the implementation of the above articles.

*Gabon – Thanguy NZUE OBAME* from the People's Health Movement (PHM) for the project entitled 'Organisation of sensitization workshop on the FCTC for parliamentarians, members of the government and all tobacco control advocates/stakeholders in Libreville, Gabon'. This project aims to bring Gabon to ratify the WHO FCTC by conducting an FCTC workshop targeting Senate and Congress members, and all government representatives and tobacco control advocates on 29-31 May 2008; series of articles on tobacco control and tobacco situation in Gabon.

*Republic of Congo – Celestin ZOUMA* from the Organisation Internationale de Developpement et d'Action Humanitaire (OIDAH) for the project entitled 'Capacity Building Workshop for NGO Leaders belonging to Congo Tobacco control NGO Network for the Implementation of the FCTC'. This workshop aims to strengthen the capacity of the NGO leaders who are part of the Congo tobacco control network for the implementation of the FCTC. This project would like to develop a national NGO strategy for a stronger implementation of the FCTC and strengthen the coordination amongst civil society.

### **FCTC Special Opportunity Grants**

FCA in collaboration with ACS and CRUK launched the FCTC Special Opportunity Grants that are intended to support unforeseen tobacco control and FCTC related "special opportunities". This program is aimed toward tobacco control advocates all around the world with the goal to provide financial assistance to advocates' participation in activities supporting development, adoption, and implementation of strong FCTC guidelines and protocols. The typical grant award will be a one-time payment of USD \$5,000. Up to five grants were awarded during this grant period.

#### **List of Grantees**

- Carlos Farias (Peru)
- Ke-An Wang (China)
- Reina Roa (Panama)
- Rahman Ehsanur (Bangladesh)
- Daniel Livingston (Laos)

## FCA FCTC Monitor Project

### FCA FCTC Monitor

FCA is currently reevaluating the FCA Shadow Monitoring Report with members of the monitoring steering committee prior to commencement of data collection and chapter drafting for the second edition of *The Monitor*. Following this evaluation, the FCA will immediately begin the recruitment process for the position of FCA Monitor Project Manager.

### Article 11 Report Card

The *Cigarette Package Health Warnings: International Status Report*, released on November 22, 2008 at the Third Conference of the Parties, provides an international overview that ranks 140 countries based on the size of warnings for cigarette packages. It also lists those countries that have finalized requirements for picture-based warnings. Regional breakdowns are also included in the report.

Under Article 11 of the FCTC, package warnings “should be 50% or more of the principal display areas but shall be no less than 30% of the display areas”, which for most cigarette packs applies to the front and back. Pictorial warnings may be also used. Parties have a three-year deadline to implement this obligation.

The report provides a concise summary as to what Parties and non-Parties have actually accomplished. Information obtained as of October 31, 2008 was included in the report and country information was only included in the report once the necessary legal requirements were finalized and no further approval steps were needed. 25 countries have fully met the requirements for picture-based warnings on cigarette packs and 25 countries have required warnings that cover at least 50 percent of the pack. Seven states – Australia, New Zealand, Cook Islands, Belgium, Switzerland, Kyrgyzstan and Finland – already require warnings larger than 50 percent. Many other countries are in the process of strengthening their pack warnings.

The report, published by the Canadian Cancer Society and funded by the Framework Convention Alliance is currently being translated by the Campaign for Tobacco-free Kids into Arabic, Chinese, French, Portuguese, Russian and Spanish.

The release of the report coincided with the Article 11 Guidelines being submitted to the plenary of the Conference of the Parties for adoption. These guidelines will prove to be of enormous assistance to Parties when implementing package warnings and other labelling measures. Well-designed package warnings are an effective means to increase awareness of the health effects of tobacco use and to decrease consumption.

## **FCA New Website and Logo**

FCA launched its new website, which consolidates all of the Alliance's information on the WHO FCTC, on 28 August 2008. Features of the new site include: FCA's latest news and media releases; updated content on each of the FCTC's measures, FCA's most recent policy papers, an enhanced membership directory; the latest country ratification status; information on upcoming events; and archives of FCA's bulletins from each international negotiating meeting.

The Bulletin, up until 2008 published only during FCTC negotiations, will now be published bi monthly on the FCA's website and disseminated to the FCA membership. The Bulletin, which will keep the membership and other stakeholders informed of important FCTC developments between negotiating sessions, will have articles and information published in English, French and Spanish with content submitted by the FCA membership and staff team. The redesigned Bulletin will incorporate some of its original features including the highly regarded Orchid and Ashtray awards.

In 2008, the FCA underwent a comprehensive rebranding process including the release of a new logo, redesign of all promotional materials and production of a complete style guide that will streamline all of the FCA's public materials.

## Major FCA Campaigns in 2008

In 2008, the FCA's two main priorities with regards to the WHO FCTC included the second session of the Intergovernmental negotiating Body (INB-2) and third session of the Conference of the Parties (COP-3) where parties voted on crucial decisions and adopted resolutions that will greatly contribute to the achievement of the objective of the Convention. Therefore, FCA developed two different campaigns surrounding these events.

### **Second session of the Intergovernmental Negotiating Body (INB-2)**

FCA developed a comprehensive illicit trade campaign plan prior to INB-2 (20-25 October 2008) and hired, as a consultant, Andrew Kerr to draw up a Political Strategy roadmap for the illicit trade campaign. Media strategies and an advocacy toolkit have been developed to support illicit trade advocacy activities. The FCA Policy Committee conducted research and drafted relevant policy and technical papers for distribution to Parties and other key stakeholders prior to INB-2. Luk Joossens, FCA Senior Policy Advisor on Illicit Trade, produced several articles for publication including: "Scale of Illicit Trade" and "Changes to Illicit Trade in Europe." Outreach efforts to relevant stakeholders, both NGOs and IGOs were carried out prior to INB-2.

### **Third session of the Conference of the Parties (COP-3)**

In the intersession period leading to COP-3, FCA's campaign efforts included sending experts to the FCTC expert group meetings, the development of the draft guidelines letters for friendly parties, and additional campaigns surrounding the draft guidelines:

- **Article 13 3<sup>rd</sup> Working Group Meeting**

FCA sent four experts to the third meeting of the working group on Article 13, 31 March-2 April 2008, New Delhi, India. Laurent Huber, FCA Policy Director attended the meeting as a temporary advisor to the Convention Secretariat. *The briefing paper is available upon request.*

- **Study Group on Economically-sustainable Alternatives to Tobacco Growing – 17-19 June 2008 – Mexico City, Mexico**

FCA sent four experts to the second meeting of the working group on the subject of economically-sustainable alternatives to tobacco growing, as called for by Articles 17 and 18 of the WHO FCTC.

- **Dissemination of the letters for Draft Guidelines for Articles 11, 13, and 5.3**

In order to encourage 'friendly' parties to provide positive comments on the draft guidelines for articles 11, 13, and 5.3 of the FCTC, FCA's Campaigns Team forwarded a series of letters, authored by the FCA Policy Committee, explaining the Alliance's position regarding the draft guidelines (highlighting the strength and weaknesses) and the FCA to potentially supportive Parties. A total of 35 Parties, including Uruguay, Venezuela, Cameroon, Burundi, Egypt, Oman, EU, UK, Philippines, India, Sri Lanka, South Africa, Finland... etc, were contacted with regards Article 11, 33 Parties regarding Article 13, and 38 Parties for article 5.3.

The FCA worked to effectively influence Parties' comments on draft guidelines in accordance with FCA's policy positions on Articles 5.3, 11 and 13, including preparation and distribution of briefing papers and other relevant advocacy materials.

## **FCA's Presence at Major Conferences**

### **4<sup>th</sup> European Stakeholder Conference "General Practitioners and the Economics of Smoking Cessation" – 27-28 March 2008 – Barcelona, Spain**

This conference consisted of the final event of an international, multidisciplinary consultation procedure organized by the General Practitioners and the Economics of Smoking Cessation Project. The objective of this event was to discuss and adopt evidence-based policy recommendations and practice-oriented implementation strategies to increase smoking cessation interventions by general practitioners in Europe. Presentations included scientific evidence from a 27 country study on factors that hinder and promote general practitioners' smoking cessation intervention; the results of an economic study on the health and economic benefits of policies to increase general practitioners' use of smoking cessation interventions; and best practice examples from across Europe. Dr. Eduardo Bianco, Martin Raw, Dr. Al Munzer, and Laurent Huber represented FCA at this event.

### **5th Meeting of Tobacco Independence Global Policy Advisory Board – 8-10 May 2008 – Beijing, China**

FCA Regional Coordinators, Dr. Ulysses Dorotheo and Dr. Eduardo Bianco, and FCA Director, Laurent Huber represented the Alliance at this important event in Beijing. The three-day meeting was attended by Pfizer partners, nine advisors in a variety of disciplines related to tobacco control public policy, as well as invited experts on tobacco control in China and Japan (including representatives from the Center for Disease Control-China and Ministry of Health).

The purpose of this meeting was to analyze and discuss the tobacco control situation in China and the City of Beijing. The meeting was chaired by Ken Warner from the University of Michigan School of Public Health. The objective of the Advisory Board is to help Pfizer ensure alliance between its initiatives and trends in tobacco independence public policy particularly in China and Japan.

Incredibly, official delegates were opened to NGOs, and raised the need for cooperation with Chinese non-governmental organizations, which presents a window of opportunity for the FCA.

### **World Cardiology Congress – 19-20 May 2008 – Buenos Aires, Argentina**

FCA AMRO Regional Director, Dr. Eduardo Bianco co-chaired the World Heart Federation Workshop on Tobacco and Youth, which was attended by cardiologists from different regions worldwide. The focus of this meeting was on youth involvement as tobacco control advocates. Young advocates from the countries of Colombia, Uruguay and Argentina were also present for the workshop that also consisted of a press conference on the second day.

Links to media articles related to FCA participation in this Congress:

[http://www.lanacion.com.ar/archivo/nota.asp?nota\\_id=1013502](http://www.lanacion.com.ar/archivo/nota.asp?nota_id=1013502)

[http://www.lanacion.com.ar/archivo/nota.asp?nota\\_id=1013504](http://www.lanacion.com.ar/archivo/nota.asp?nota_id=1013504)

[http://www.lanacion.com.ar/edicionimpresa/cienciasalud/nota.asp?nota\\_id=1014342](http://www.lanacion.com.ar/edicionimpresa/cienciasalud/nota.asp?nota_id=1014342)

[http://www.lanacion.com.ar/cienciasalud/nota.asp?nota\\_id=1014352](http://www.lanacion.com.ar/cienciasalud/nota.asp?nota_id=1014352)

### **Caribbean Regional Workshop on the Implementation of the FCTC – 13-15 August 2008 – Kingston, Jamaica**

This workshop was planned in collaboration with the Pan American Health Organization/World Health Organization (WHO-PAHO), the Convention Secretariat of the WHO FCTC (CSF) and the Canadian Lung Association (CLA). The aim of the workshop was to increase national capacity, among Caribbean States, in the implementation of FCTC. The focus was on packaging and labeling of tobacco products (Article 11), protection from secondhand smoke by establishing 100% smoke-free environments (Article 8), price and tax measures to reduce the demand for tobacco (Article 6), and elimination of illicit trade in tobacco products (Article 15). The meeting was aimed towards governmental tobacco control focal points within the Ministries of Health, Finance the Bureau of Standards or agency with responsibility for packaging and labeling standards and PAHO/WHO Country focal points. Josef Verovic, FCA Campaign Manager, represented FCA at this meeting.

### **American Cancer Society Regional Workshop – 19-20 June 2008 – Tunis, Tunisia**

Laurent Huber (FCA Director), Dr. Hani Algouhmani (FCA EMRO Regional Coordinator), and Josef Verovic (FCA Campaign Manager) represented FCA at this workshop organized by ACS on Article 8 of the FCTC protection from exposure to tobacco smoke.

**Global Health Partnerships Workshop: 26- 27 August 2008.** Laurent Huber (FCA Director), Alison Cox (FCA Project Director), Elizabeth Furgurson (FCA Chief of Operations) and Dr. Hani Algouhmani (FCA EMRO Regional Coordinator) attended this workshop that brought together all grantees as part of the Global Health Partnership Project. Participants received training in areas communications and media relations, as well as on reporting and evaluation processes associated with the project.

**UICC World Cancer Congress – 27-29 Geneva.** FCA Director, Laurent Huber, participated in the World Cancer Congress a plenary speaker and delivered a presentation entitled 'Movement for a Global Treaty to Control Tobacco: The FCTC and Beyond and the Role of Civil Society'.

### **TFI-WPRO Regional Workshop on Sustaining Action on the FCTC – 20-22 August 2008**

### **TFI-WPRO Training on Tobacco Control Policies and Programmes – 25-27 August 2008**

The Alliance was represented at both TFI WPRO-organized meetings by the FCA WPRO Regional Coordination staff.



## **FCA Excellence and Awards**

### **SEDET Presents Excellence Award to FCA – 9 May 2008 – Burgos, Spain**

In April 2008, the *Sociedad Española de Especialistas en Tabaquismo* (SEDET) granted the FCA the Society Prize of 2008 in recognition of its excellent work in the field of tobacco control through its vigilance, promotion and development of the WHO FCTC. Pascal Diethelm, FCA Geneva Representative, accepted the award on behalf of the Alliance at the ceremony held in Burgos, Spain.

### **Judy Wilkenfeld Award for International Tobacco Control Excellence – 20 May 2008 – Washington, D.C.**

Laura Salgado, FCA AMRO Regional Coordinator, was awarded the first Annual Judy Wilkenfeld Award for International Tobacco Control Excellence for her leadership in the fight against tobacco use in Latin America and around the world. Laura was flown from Honduras to Washington D.C. and presented with the award at the Campaign for Tobacco Free Kids' annual Youth Advocates of the Year Awards Gala on May 20, 2008. She also received a monetary award as a part of this honor.

*Related materials: press release.*

## **FCA 2009 Strategic Planning**

### **Strategic Review and Planning**

The FCA staff is currently reviewing the 2007-2010 strategic plan in order to evaluate accomplishments to date and monitor progress on other goals that were set from the inception of the plan. The FCA team conducted a follow-up SWOT (strengths, weaknesses, opportunities and threats) analysis as part of the revision to the plan. Final modifications to the document are underway, and an updated version should be available by early August.

As part of the strategic review, the internal operational plan is also under evaluation to determine progress on specific tasks and objectives and as necessary to reassign responsibilities to appropriate departments. The plan will be revised to coordinate with key program areas as defined in the FCA Strategic Plan (A. Campaigns; B. Communications; C. Regional Development; D. Organisational Development; and E. Fundraising).

## **FCA Upcoming Events in 2009**

March 2009: World Conference on Tobacco or Health, Mumbai, India

8-12 March 2009: World Conference on Tobacco or Health (WCoTH) - Mumbai, India

28 June - 5th July 2009: Third session of the Intergovernmental negotiating Body (INB-3) - Geneva, Switzerland

### **AFRO**

24-26 June 2009: 17th Union Africa Region Conference - Ouagadougou, Burkina Faso

### **AMRO**

11-29 May 2009: PAHO/USF Course "Salud en las Américas" (Health in the Americas) – Tampa, FL, USA

1-4 November 2009: 6th National Conference on Tobacco or Health - Montreal, Canada

### **EMRO**

TPCRC-Iran workshop on Illicit Trade and Research I in EMRO - Kish Island or Tehran, Iran

### **EURO**

27 April-1 May 2009: 12th World Congress on Public Health – Istanbul, Turkey

13-14 May 2009: 5th Annual World Health Care Congress Europe 2009 – Brussels, Belgium

18 June 2009: Scottish Tobacco Control Alliance Annual Meeting - Edinburgh, UK

### **SEARO**

26-27 February 2009: SEATCA Workshop on Article 5.3 - Bangkok, Thailand

7 March 2009: Nurses and Tobacco Control Pre-conference Workshop – Mumbai, India

8 March 2009: Tobacco Dependence Treatment: From Science to Global Dissemination – Mumbai, India

9 March 2009: Effective Implementation of FCTC Policies – Mumbai, India

7-8 April 2009: TOBACCON 2009 (National Conference on Tobacco) - New Delhi, India

### **WPRO**

21-25 September 2009: WHO WPRO Regional Committee Meeting - Hong Kong, China

### **Globalink and Other NGOs**

7-9 December 2009: 40th Union World Conference on Lung Health – Cancun, Mexico