

FCA 2009 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 auspices of the World Health Organization, is due to the involvement of civil society actors.

In 2009, thanks to the efforts of civil society, 6 new countries became Parties to the FCTC, bringing the total number of Parties to 168, representing 86.44% of the world's population. A total of 19 countries have also adopted 100% smokefree laws in all public places, with 100% smokefree regulations enacted at the subnational level in an additional 15 countries; 9 countries have passed smokefree legislation and are working on implementation; and 5 countries are making good progress toward passing strong smokefree legislation. In addition, governments have moved positively in other FCTC issue areas 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 second and third sessions of the Intergovernmental Negotiating Body mandated to draft and negotiate a protocol on illicit trade in tobacco products. FCA also participated in regional working group and expert group meetings whose aim was to develop guidelines on implementation for specific articles of the FCTC, including: Articles 9 & 10 (Regulation of the contents of tobacco products and Regulation of tobacco product disclosures), Article 12 (Education, communication, training and public awareness), Article 14 (Demand reduction measures concerning tobacco dependence and cessation), and Articles 17 & 18 (Working group on economically sustainable alternatives to tobacco growing). In addition, FCA conducted strategic planning, wrote policy briefs, and developed advocacy and media campaigns. Prior to and during each meeting, FCA developed policy position papers, educational materials, and presentations that were made available to government delegates as well as NGO representatives.

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 2009, FCA organized 10 national and regional workshops that were, as appropriate, conducted in English, French or Spanish.

The work done by civil society has made 2009 both a productive and a successful year, which will result in millions lives saved in the years to come. However, much work remains to be done in 2010 as more countries are in need of assistance in their efforts to become smokefree, and to develop and implement strong guidelines on enacting advertising 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 was responsible for the death of one in eight adults worldwide in 2004¹ 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. According to a new WHO report published in 2009, tobacco use is responsible for 9% of deaths globally, about 71% of lung cancers, 42% of chronic respiratory disease, nearly 10% of cardiovascular diseases, 12% of male deaths and 6% of female deaths².

The economic costs of tobacco are equally devastating: tobacco kills people at the height of their productivity, depriving families of breadwinners and nations of a healthy workforce. Smokers fall sick more often and therefore become less productive while alive. 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 the 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; prohibitions against deceptive labels such as "low" and "light"; prohibitions against the sale of tobacco products to minors; and the regulation of 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 2009, 5 additional countries became Parties to the FCTC: the Republic of Moldova (3 Feb), Gabon (20 Feb), Sierra Leone (22 May), Bosnia and Herzegovina (21 July), Liberia (18 Sep), and the Bahamas (3 Nov)—a total of 168 Parties by the end of 2009, representing 86.44% of the world's population.

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

¹ Global health Risk – http://www.who.int/healthinfo/global_burden_disease/GlobalHealthRisks_report_full.pdf

² Global health Risk – http://www.who.int/healthinfo/global_burden_disease/GlobalHealthRisks_report_full.pdf

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 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 1st, 2nd, and 3rd Conferences of the Parties, Expert Working group meetings, 1st, 2nd, and 3rd sessions 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 intergovernmental 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 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 2010-2013 are:

- Promote and support tobacco control through the development and implementation of the FCTC, its protocols and guidelines as a global health priority.
- Strengthen and influence the FCTC process.
- Mobilize and strengthen the regional and local civil society capacity in support of FCTC.
- Monitor the implementation of the FCTC, its guidelines and protocols.
- Strengthen FCA institutional capacity to enable it to meet the strategic priorities.

FCA continues to undertake 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 Expert Group Meetings in 2009

In order to assure development of the strongest possible FCTC guidelines, FCA continued to participate and support the FCTC expert working groups approved by COP-3 to work on guidelines of Articles 9 & 10, 12, 14, and 17 & 18. The expert working groups were composed of interested Parties and invited NGO representatives, who met once for each of the Articles in 2009 to work on and submit draft guidelines for adoption to COP-4, to be held in November of 2010. FCA sent its own tobacco control experts to take part in each of these meetings. For each of the meetings, FCA policy briefing papers were carefully prepared and in some cases translated for distribution to meeting participants. Oftentimes, the FCTC Secretariat relied on FCA expertise in support of these meetings.

The FCA Policy Committee coordinated FCA's policy development and advocacy on the development of the guidelines on Articles, 9 & 10, 12, 14 and 17 & 18. The Secretariat held the following working group meetings in 2009:

- Articles 9 & 10: fifth working group meeting in Amman, Jordan – 20-22 October
- Article 12: second working group meeting in Istanbul, Turkey – 18-20 November
- Article 14: first working group meeting in Seoul, Korea – 2-4 September
- Article 17 & 18: first working group meeting in New Delhi, India – 16-18 September

Two more working group meetings on Articles 14 and 17 & 18 are scheduled to be held in 2010 before COP-4.

For each of the meetings, the FCA sponsored a small group of experts to attend as observers, some as representatives of the FCA, others on behalf of FCA member organizations who are also in official relations with the FCTC Conference of the Parties. FCA produced detailed policy briefs for each meeting, which were shared with Parties through each group's protected share point website, as well as distributed in hard copy at the meetings.

In the case of the Article 9 and 10 working group, substantial progress was made towards recommendations on some aspects of product regulation and disclosure, but guidelines were not yet finalized by the end of 2009.

The situation was similar in the Article 12 working group: draft guidelines had not been finalized by the end of the year, but FCA observers were working with Key Facilitators and interested Parties to ensure the work is completed in time for COP-4. FCA's focus is to achieve guidelines that are useful in low-resource settings, e.g. various types of free and low-cost media approaches.

In the Article 14 working group, the first meeting allowed Parties to make substantial progress in scoping out the issue. At year end, the FCA policy committee was debating policy recommendations for the second meeting of the working group, to be held in February 2010. FCA's focus is ensuring that guidelines are not narrowly framed clinical practice guidelines, but rather policy recommendations that cover the full range of measures to promote cessation: population-wide policy measures like tax increases and smoke-free regulations, minimal interventions in clinical settings, quitlines, specialized cessation services etc.

The mandate of the Article 17/18 working group is to produce policy recommendations for the Conference of the Parties, rather than formal guidelines. Good progress was made at the first meeting in September 2009, but substantive drafts are not expected until shortly before the second meeting (April 2010). FCA observers are members of the Friends of the

Key Facilitators grouping. FCA's focus is ensuring that the plight of tobacco growers does not become an obstacle to effective tobacco control; that countries focus on measures to help marginal growers exit the sector and to remove artificial incentives for farmers to take up tobacco growing.

FCA Participation in FCTC Negotiation Sessions in 2009

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 Conferences of the Parties, the first, second, and third sessions 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, 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 2009, 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 Third Session of the Intergovernmental Negotiating Body to draft and negotiate a protocol on illicit trade in tobacco products – 28 June – 5 July 2009, Geneva, Switzerland

FCA was represented by a delegation of 86 members from 31 countries at INB-3. FCA continued to play a constructive and influential role both before and during the third session of the INB. In preparation for the negotiations, FCA was represented and provided a short overview of its position on the Chairperson's text at each of the six regional consultation meetings organized by the Convention Secretariat. Further campaign efforts included the preparation and distribution of a series of detailed policy position and technical briefing papers that were used to inform and guide both tobacco control advocates and government officials of Parties to the FCTC on key issues with regards to illicit trade in tobacco products. FCA also developed a number of internal non-official technical papers and resource materials to further inform the FCA delegates and support their advocacy efforts. The Alliance delegates to the INB also benefitted from a full-day preparatory training meeting organized by FCA on the eve of the conference.

The FCA continued its traditional activities surrounding FCTC negotiations by organizing the following: 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-3 briefing 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 and press releases that were instrumental in informing the public on the negotiations process and of key developments at the previous sessions 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 the conference.

INB-3 worked through a revised Chairperson's text, the resulting document from the intersessional work and regional consultation meetings carried out by Parties since INB-2. It highlighted a range of issues on which further work will be required before a draft protocol on illicit trade in tobacco products can be completed for presentation to the COP. A fourth session of the INB will be held in March of 2010, with the aim of agreeing on a draft Protocol that can be submitted to the COP for consideration and adoption at its fourth session on 15 to 20 November 2010 in Punta del Este, Uruguay.

FCA Capacity Building Workshops

To raise awareness about evidence-based tobacco control practices that are consistent with the WHO FCTC, in 2009 the FCA held 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 in the region to determine which type of workshop is appropriate. In 2009, the AMRO regional center conducted media workshops to educate journalists about tobacco control issues, the FCTC, and illicit trade in tobacco products, along with capacity building workshops for NGOs and government delegates. 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; understood 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.

Illicit Trade Protocol Workshop and Training 31 January – 1 February – Kish Island, Iran

This sub-regional workshop brought together 26 government officials from customs and health ministries, research institutes and civil society organizations from 5 countries in the EMRO region (Syria, Saudi Arabia, Qatar, Bahrain and Iran). A discussion was held on the policy content of the on-going negotiation of a protocol on illicit trade. Presentations on research on illicit trade were provided by participants from Lebanon, Syria, and Iran, as well as a presentation from FCA’s Senior Policy Advisor on Illicit Trade on methods for conducting illicit trade research. During skill-sharing discussions, research proposals for each represented country were developed and will be followed-up in 2009. This type of workshop is crucial in building awareness and understanding of the severity of the problem of illicit trade in tobacco products within the region. These meetings provide government officials and civil society with information and discussions on key illicit trade policy issues

that are critical to building their capacity for participation in the negotiations of an effective Protocol.

Illicit Trade in Tobacco Products Workshop

April – Panama City, Panama

FCA held an illicit trade capacity building workshop for customs officials, law enforcement officials, prosecutors and other others from Panama, Costa Rica, El Salvador, Nicaragua, Honduras, Guatemala, Mexico and Colombia.

The workshop met the following objectives:

- Increase awareness on the tobacco illicit trade problem and its impact on health
- Increase awareness and commitment to the illicit trade protocol
- Inform/Educate on the tobacco illicit trade international situation; share successful national experiences and strategies
- Share regional information on Illicit Trade in tobacco products in Central America
- Facilitate discussion on cooperation between countries and among different sectors
- Brief participating countries for next Regional Intercessional Meeting (Mexico, June 2009) and INB 3 (Geneva, June/July 2009)

Workshop to promote FCTC Implementation

19-22 April – Paraguay

FCA held a national level workshop for NGOs to promote the FCTC implementation in Paraguay and to engage civil society in the process. The workshop was coordinated by FCA and the Paraguayan Ministry of Health National Program of Tobacco, in collaboration with INWAT, the Union, PAHO and Vida Saludable from Paraguay.

FCA EMRO Tobacco Media and Communication Training

2-3 June – Cairo, Egypt

Sixteen journalists representing 10 countries participated in this workshop with the goal of strengthening the FCA's link with the media in the region and ensuring that media is informed of international and regional tobacco control issues. Participants created a partnership to develop a media strategy for tobacco control in the region.

Outcomes of the workshop include:

- Participant's follow up recommendations for FCA media work;
- Articles published in Syria, Yemen, Palestine and Lebanon;
- Regional media professional's network to be developed for further awareness about tobacco control efforts, FCTC and FCA;
- Regional media watchdog organization established to monitor media releases on the tobacco industry and tobacco control activities. Provide technical support, with collaboration from FCA and TFI EMRO, to the regional media network and provide press releases from various international and regional activities. The organizations that launched the watchdog organization, El Sharq, and an Arab gulf agency will fund this organization.

Capacity building workshop on legislation for lawyers on Regional workshop on FCTC implementation in South America

11-13 June – Santiago, Chile.

FCA partnered with CTFK and the IUATLD to hold this workshop with the objectives of further increasing tobacco control capacity in South American countries, assisting with the

legislative process and implementation of the FCTC in their respective countries, creating a regional network to facilitate and support national level legislation and other efforts, and developing and promoting a method to support litigation as a tool for tobacco control. A total of 45 participants from 11 countries of South America and Panama attended the workshop as well as key authorities from Ministries of Health, PAHO, universities and civil society at the inauguration ceremony to express their support for tobacco control in Chile. Following the workshop for lawyers, FCA coordinated a one day national tobacco control workshop for Chilean NGOs to promote tobacco control in Chile.

Central American Capacity Building Workshop 27-28 August - Panama

The FCA, in collaboration with the Panamanian Ministry of Health and the Union, hosted a tobacco control capacity building workshop for government representatives and NGOs from Guatemala, Honduras, El Salvador, Costa Rica, Nicaragua, Costa Rica and Panama.

Key objectives included:

- Discussion on legislative progress for mandates within the FCTC with emphasis on the application of Articles 8 (secondhand smoke) and 11 (packaging and labeling)
- Sharing of regional experiences and priorities for implementation and monitoring FCTC for the States Party and ratification of the Non-Parties
- Discussion of strategies used by industry to undermine and prevent the ratification and / or implementation of the FCTC
- Develop a common TC working agenda between government and civil society representatives from participating countries.
- Regional update on Illicit Trade Protocol and the progress at INB 3

Workshop for Latin American Journalists 24-26 September – Rio Janeiro, Brazil

FCA, in collaboration with CTFK, coordinated a workshop for Latin American Journalists.

Key objectives included:

- Update information on the status of the tobacco epidemic and TC in Latin America
- Highlight successful TC achievements in the region
- Hold dialogues with international tobacco control experts on critical TC issues and the FCTC
- Strengthen the regional network of journalists covering TC and public health issues

2nd Regional Workshop on the Implementation of the FCTC Guidelines of the Articles 8 and 11 26-27 October - Damascus, Syria

38 participants from 10 countries, mainly from Gulf Cooperation Council countries, attended the 2 day workshop about the implementation of the FCTC guidelines of Articles 8 and 11. Attendees included 24 from civil society, 10 from government and four journalists.

The workshop, which was organized in cooperation with the WHO/TFI EMRO Regional Office and with the support of CTFK, WLF and GSP, provided a forum for both government tobacco control focal points and civil society representatives of the Eastern Mediterranean region to raise the awareness of best practice implementation of Articles 8 and 11 of the FCTC, to share experiences and to formulate strategies to further best practice. In addition

participants discussed issues of enforcement and compliance, examples of best practice implementation, and developed strategies for improvement of implementation.

Also, the workshop aimed at creating a conducive environment amongst government and civil society representatives in order to bridge gaps between them and to establish sustained working relationships. At the end of the workshop, participants developed different recommendations to be implemented and followed up. They advocated for the establishment of national and regional alliances for Tobacco control and cooperation between civil society and government.

Third Regional Workshop on FCTC Implementation

2-4 December – Tunis, Tunisia

12 participants representing 4 countries were present at this francophone workshop. Government and civil society representative worked together and contributed to the following outcome:

- Developed strategies of Smoke free policies in the participants' countries
- Developed strategies of implementation of health warnings
- Assured that tobacco control laws include comprehensive provisions on health warnings in order to prohibit cigarettes packs without warning labels in the domestic market
- Developed an understanding of the FCTC guidelines on Articles 8, 11 and 15)
- Raised the understanding about necessary changes to be brought about in the existing laws and regulations in accordance with the Article 8 guidelines
- Increased focus on the implementation of tobacco free legislations
- Raised the importance of pictorial health warnings
- Built capacity of the NGOs and government officials on the International Trade Protocol and trained them on how to conduct research on the issue
- Introduced international experience from outside the Provided and distributed materials on Articles 8, 11, and 15 and other materials to provide best practices examples and support the understanding of the guidelines

South East Asia Workshop on FCTC Guidelines

15-17 December – Kathmandu, Nepal

10 out of 11 countries from the South East Asia Region (excluding Indonesia) have ratified the FCTC and as part of their obligation to the treaty they have to ensure speedy and proper implementation of FCTC Articles 5.3, 8, 11 and 15 using the guidelines. This requires thorough review of the existing legal provisions in each country and necessary changes in the laws and rules.

With the intention of providing a platform for this in-depth analysis, the South East Asia Workshop on FCTC Guidelines was organized in Nepal from 15th to 17th December, 2009 in Kathmandu, Nepal.

Government Representatives from 7 SEARO Countries, 16 NGO representatives from 6 SEARO countries, 1 journalist and 3 FCA staff members attended this workshop. Four experts on the FCTC were invited as resource persons.

The objectives were:

1. Take stock of the current situation in each country of the Region in implementing the FCTC

2. Provide an opportunity to the government delegates and FCA members to understand the scope and obligations under the guidelines
3. Provide examples of best practice strategies on the implementation of Articles 5.3, 11 and 13 based on the guidelines adopted by the Parties
4. Identify the necessary changes in the existing national laws and regulations to give effect to the best practices enshrined in the guidelines and formulate strategies on how to introduce those changes based on the experiences of other countries in the Region.

FCA Regional Coordination

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

In 2009, the FCA AFRO regional office:

- Awarded small seed grants to seven NGOs in the region;
- Released six monthly bi-lingual newsletters to membership providing a summary of events, achievements and FCTC news;
- Held a strategy meeting with FCA members in Ghana on a way forward for Ghana's tobacco control legislation and implementation of Article 11;
- Organized and funded several advocacy trips of experienced TC advocates to address specific in-country issues with key stakeholders;
- Developed a strategy on how to address issues in identified countries in the AFRO region that have fallen behind in the TC process;
- In June participated in a coordination meeting of ATCA, ATCRI and FCA in London and funded by ATSA. The purpose of the meeting was to develop a coordinated approach to each organization's role and operations in the region. The participants have agreed to pursue a coordinated response to the Bill & Melinda Gates Foundation announcement of requests for Letters of Interest for up to \$7 million over five years for tobacco control in the region. A full project proposal has been developed and submitted by the proposed Consortium.
- Compiling an evaluation report of its 2009 program;
- Plans are being made to award small seed grants to some targeted projects;
- Plans are being made to organize a regional conference on illicit trade in 2010.

In 2009, the FCA AMRO regional office:

- Sent Dr. Bianco to Costa Rica (April 23-24) to support the President of Uruguay's official visit where Dr. Tabare Vazquez gave a lecture on Uruguay's tobacco control program at the University of Costa Rica;
- Launched a regional mini grant program in July 2009;
- Held a strategic coordination meeting with all NGO initiatives in the AMRO region on 18th October in Mexico.

In 2009, the FCA EMRO regional office:

- Launched the second round of small seed grants for national NGOs;
- Provided leadership and support to establish several national TC alliances including in Jordan, Egypt and Syria;
- Strengthened government capacity and support of tobacco control to deliver increased action to implement the Treaty in the region by meeting government representatives from Jordan, Syria, and Egypt;
- Met with Syrian Parliamentarians (Damascus, 25 October 2009): 33 members of the Syrian parliament attended a one day workshop about FCTC guidelines implementation. The meetings aimed to create awareness about FCTC articles among parliamentarians and to present the role of the parliamentarians to advocate for new legislation. Dr. Hamdy el Syed, the head of health committee in the Egyptian Parliament, gave a presentation on the progress of Egyptian. He covered the challenges they face to create new legislation. Ms. Patricia Lambert, Director of the International Legal Consortium, gave a global overview of Tobacco Control Legislation.

In 2009, the FCA SEARO regional office:

- Developed and disseminated a regional strategy for SEARO with the FCA membership;
- Reached out to civil society organizations in SEARO countries where there are no TC activists;
- Compiled a regional report on the implementation of Article 11 which was launched at the FCA South East Asia Workshop on FCTC Guidelines amongst Parties and NGOs in the region;
- Created a resource database on TC for civil society in the region.

In 2009, The FCA ASEAN and WPRO regional office:

- Hired Annabel Lyman, funded by a one-year grant from the Australian government, as the new Regional Coordinator for Pacific Islands Countries;
- Contributed to a series of SEATCA regional workshops, including on Article 5.3 on 27-28 February in Bangkok, on FCTC on 27-30 April in Manila, and on research dissemination on 7-9 June in Bangkok;
- Carried out several activities in collaboration with SEATCA in the last quarter of 2009 including: the launch of a fellowship program, development of Art. 5.3 advocacy materials and a regional status report card on FCTC implementation.

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.

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 its capacity-building workshops and its network of volunteer advisors. Grants allocated are often are 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.

AFRO Seed Grant Program

- The seed grant progress report is spread out in an excel format (attached).
- Seven Seed Grants were awarded to organizations in Ghana, Cameroon, Nigeria, Togo, Gabon, Benin and the African Tobacco Control Alliance (ATCA).
- The in-country seed grants awarded were aimed at specific campaigns on FCTC implementation, while the grant to ATCA helped the ATCA board to meet and formulate direction and programmes for the organization.
- The reports of the seed grants have been received and indicate successful outcomes. For Instance, In Ghana the seed grant awarded was used to campaign for presentation of a draft tobacco control bill in the Parliament. The bill has successfully being presented to the Cabinet by the Ghana Ministry of Health. In addition the Vision for Alternative Development (VALD), which received the grant, has attracted a 2 year grant from the Bloomberg Initiative to continue the campaign now that the bill is in cabinet for approval.
- In Nigeria, there is a new initiative by states governments to legislate on tobacco control in support of the National Bill currently before Nigeria's National Assembly. The organization awarded the grant, Campaign for Tobacco Free Youths, Nigeria has improved the understanding of State legislators on FCTC and its provisions in order to build support for state laws on tobacco control in Nigeria.
- The program designed by the ATCA Board at its meeting in Kenya has provided a gateway to a development grant to ATCA by the IDRC and an on-going discussions with the Gates Foundation regarding a grant of 7 million US dollars for tobacco control activities on the continent.
- FCA offered further technical assistance to ATCA to deliver a report on their membership survey by providing services for translation of survey materials and

reports to enhance communication among its membership. This has strengthened collaboration in the region and has enhanced progress of work among ATCA, ATCRI and FCA.

AMRO Seed Grant Program

UATA, Argentina

Promote ratification of the FCTC at the National Congress. Request and complete individual interviews with the head of each political party in the Senate and the Chamber of Deputies.

- 2) Provide clear and precise bibliographical material about the benefits of ratifying the FCTC and positive experiences in countries that have ratified.
- 3) Disseminate by media the results of each of the interviews.
- 4) Create and disseminate a quantitative synthesis with qualitative data on the outcome of the interviews during the course of the project.

EPES Foundation, Chile

Place the issue of public policies for tobacco control on the candidates' programmatic platforms and the public agenda, following the presidential elections in Chile held December 13, 2009 and advocate for the implementation of FCTC guidelines.

EPES foundation, Chile

The general objective of this proposal is to "support the first meeting for the formation of a broad alliance in Chile (Chilean Alliance for Tobacco Control, AChCT) to support the implementation of the FCTC.

EXFUSAL, El Salvador

Ratification and implementation of the Framework Convention on Tobacco Control in El Salvador.

1. Raise Awareness of officials from the new government and members of civil society about the importance of ratification and implementation of the FCTC.
2. Generated two documents with findings and recommendations on mechanisms to ratify and implement the FCTC.

APALTA, Honduras

Promote work-site environments that are free from tobacco through the implementation of decree number 180-2006. Promote awareness among executives of public institutions on the damage that can be caused by consumption and exposure to tobacco smoke through scientific evidence and the experience of other countries. Train representatives of public institutions in 10 focus groups in order to implement decree 180-2006. Promote the Regulation of Decree 180-2006.

CIET, Uruguay

- 1) Ensure implementation of effective laws on tobacco control in Uruguay. Provide training in tobacco control laws to lawyers, judges and prosecutors in order to proceed in cases against the tobacco industry.
- 2) Highlight the possibility of using litigation as a tool for tobacco control
- 3) Identify / promote a group of legal resources and trained tobacco control advocates, to be used to support the implementation of the national tobacco control.

Trinidad and Tobago Cancer Society, Trinidad and Tobago

The Breathe Project and advocacy campaign aims to educate the hospitality sector on the cost effectiveness of smoke free policies and the population of Trinidad and Tobago on the

dangerous nature of tobacco smoke in enclosed public spaces. The proposed project, Breathe, will look at promoting smoke free spaces in areas where the public is more inclined to “light up”; namely, clubs, bars and restaurants. The Breathe Project will encourage bars, clubs and restaurants to go smoke free for one night a week to demonstrate that such a move will be financially beneficial. This will ensure that the public becomes acquainted with the concept of smoke free spaces. Furthermore, it will encourage smokers to cut down on consumption and non smokers to exercise their rights to smoke free spaces.

EMRO Seed Grant Program

Youth and Development Consultancy Institute (YDCI), Egypt

YDCI specializes in developing and disseminating community development methodologies, especially those relating to youth development. In relation to tobacco control, YDCI's long-term goal is to achieve a tobacco-free environment and increase the enforcement rates of Egypt's implementation of the FCTC treaty. The goal of the FCA seed grant application was to provide capacity building for YDCI to support the development of the NGO Federation for Tobacco Control in Egypt. The Egyptian federation was launched at the WHO Regional Office in Cairo, 31st May, and consists of 11 NGOs across the Egyptian governorates.

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.

Alliance Nationale des Consommateurs et de l'Environnement (ANCE-Togo)

The overall objective is to promote public health, national economy and sustainable development in Togo and Benin through the promotion of appropriate legislative measures to combat illicit trade in tobacco.

Fundación InterAmericana del Corazón – Argentina

The overall objective is to unveil tobacco industry interference against effective tobacco control policies and to increase public awareness of their youth prevention corporate responsibility program in Latin American countries.

Health Justice, Philippines

The overall objective is to set up mechanisms to protect tobacco control policies from tobacco industry interference. The Article 5.3 guidelines are an important tool that can prevent and reduce such interference, but they have yet to be translated into policies applicable to the government bodies that contribute to tobacco control.

HRIDAY, India

The primary objective of the proposal is to study the level of illicit trade in tobacco products in the specified region of India. The results of this pilot study would give a scope for a larger national level study to gauge the actual level of burden faced by the country and the loss incurred thereof. This result would bring evidence to support the FCTC protocol on illicit trade in tobacco products.

Azerbaijan Public Health Association, Azerbaijan

The overall objective is to evaluate FCTC implementation with regard to exposure to SHS and promote FCTC enforcement and the implementation of smoke-free environments through information raising campaigns.

Heart & Stroke Foundation of Barbados Inc., Barbados

The overall objective is to ensure a comprehensive and enforceable ban on tobacco advertisement, promotion, and sponsorship.

Centro Investigación Epidemia Tabaquismo, Uruguay

The overall goal is to pave the way to make Paraguay a Smoke Free Country in 2010, in a collaborative effort between Paraguay and Uruguay.

Cambodia Movement for Health (CMH), Cambodia

The project aims to advocate for effective implementation of the FCTC and the passage of the Law on Tobacco Control.

HealthBridge, India

The project seeks to improve FCTC implementation in South Asia, with special focus on India.

Dhaka Ahsania Mission-AMIC, Bangladesh

Project objectives include:

1. Promote and raise public awareness on tobacco control issues.
2. Lobby lawmakers on illicit trade, tax, packaging, elimination of duty-free sale, etc.
3. Establish a network of NGOs, government agencies, community groups, and private organizations not associated with the tobacco industry to develop and implement programs and strategies to control smuggling.

FCA FCTC Monitor Projects

Civil Society Shadow Monitoring of the FCTC – FCA Monitor

One of the elements of FCA's mission is to 'perform the watchdog function for the WHO FCTC'. In order to perform this function, FCA is committed to ensuring the undertaking of effective 'shadow reporting' – i.e. civil society reporting on the compliance of FCTC Parties with their obligations.

As the international alliance of NGOs that helped shape the FCTC, and now works to support its further development and effective implementation, FCA is uniquely positioned to monitor its implementation.

Effective shadow reporting on implementation of the FCTC is not easy. The FCTC is a detailed treaty – with some of the standards it sets further elaborated by very detailed implementation guidelines. A number of Articles require Parties to enact legislation, which is usually complex and will differ significantly between Parties, often in subtle ways. In a number of Parties, some elements of FCTC implementation are carried out at the sub-national level (state/province, municipal/local government), and there may be many such sub-national jurisdictions. The FCTC also includes obligations, for example those with respect to international cooperation, in relation to which it may be very difficult to obtain information.

The FCTC has a large number of Parties – 168 as of 1 January 2010. Not only is this a large number of Parties to be monitoring, but significant challenges are posed by the different languages used across these Parties, and by the many different approaches to law-making and policy implementation, which often cannot be appreciated by those without local knowledge.

COP reporting

FCTC Parties are required under Article 21 of the Convention to submit periodic reports on implementation. COP-1 requested the Secretariat to provide feedback to each reporting Party and to provide an annual analysis of the progress being made internationally in implementation of the Convention, seeking to:

- reflect international and regional progress;
- highlight significant achievements; and
- reflect the spirit of shared learning.

FCA does not know what kind of feedback the Secretariat has been providing. The Party reports have not been of much value and have not attempted at all to identify Parties that are falling short in implementation. This is perhaps not surprising given that it is not the Secretariat's role to 'name and shame' Parties.

First reports (Group 1) are required to be submitted within two years of entry into force for each Party. Under the arrangements agreed by the COP, further reports are to be submitted after five years (Group 2) and after eight years (Group 3). Because countries become Parties at different times, they are required to report at different times. The dates by which Parties are required to submit Group 1 reports are available at http://www.who.int/fctc/reporting/who_fctc_party_reporting_timeline/en/index.html. The Group 2 reports are due 3 years later, the earliest on 27 February 2010.

Reports are compiled by completing a questionnaire, with the assistance of a step-by-step instructions booklet. The Group 2 questions and step-by-step instructions booklet have now been adopted. FCA regards these as not being of high quality, but notes that the COP's expectation was that the comprehensiveness of reporting would be enhanced over time, recognizing that implementation will take time.

Under the Monitor approach, Parties' reports will be closely examined and assessed against supporting documentation submitted, and against any other useful material or information. This will include not only formal documents but also information about compliance in practice (for example, field trips might be made, interviews conducted, etc). The project would require people based in, or with excellent knowledge of, the Party (informants), working with guidance or assistance from people in the project's 'head office'. 'Head office' (which could be virtual) would ideally include a person / people with expertise on each particular Article, rather than, for example, one or two people working across areas as different as taxation, advertising, promotion and sponsorship, protection from secondhand smoke, illicit trade, cessation, product regulation etc. These people could work with the informants, offering guidance, answering queries and providing assistance.

Under this approach, the timing of the preparation of FCA shadow reports will necessarily be tied to the timing of report submission by Parties. Although there will not be a single 'shapshot' of all Parties' implementation, there will be specific shadow reports for individual Parties. The project aims to ensure that all Parties (or as many as possible, recognizing that there may be some Parties in which we cannot find a suitable informant or obtain enough information) are included in such a group report over the next three years.

Tying shadow reports to the COP reporting process performs a very important function that is not being performed by anyone else – the provision of close, critical responses to Parties' own assessments of their progress in implementing the FCTC.

The FCA plans to release a global Monitor report at the Fourth Conference of the Parties in November 2010, based on the Group 2 Party responses. This will likely be on one or a limited number of key articles, rather than on all obligations under the FCTC. A number of national reports will be produced and released concurrently.

SEARO Article 11 Report Card

As per the regional priorities identified by the Framework Convention Alliance (FCA) members from the South East Asia Region, FCA developed a status report on the implementation of Article 11 of FCTC, which focuses on Packaging and Labeling of Tobacco Products.

10 out of 11 countries from South East Asia have ratified the FCTC. According to the three year time period provided for the implementation of Article 11, all these countries have crossed the time limit except Nepal, which passes the three year time limit 05 February 2010. The objective of this report was to find out the status of implementation of Article 11, identify gaps in implementation and use this report as an advocacy tool with the governments. Information for this report was collected from the Ministry of Health of each country or from civil society organizations working on tobacco control in those countries. Despite our best efforts information from DPR Korea, Timor-Leste and Indonesia could not be obtained.

Summary of findings:

1. In the South East Asia region implementing Article 11 has been slow and some of the countries are behind the timeframe recommended by the FCTC.
2. In those countries who have taken initiatives to implement Article 11 the focus has been on implementing minimum requirements of the provisions.
3. There is no country in the region which has mandated health warnings to cover more than 50% of the principle display area of cigarette packages.
4. In many countries several tobacco products, like Bidi and chewing tobacco, have been exempted from health warnings.
5. Many countries continue to have health warnings on the lower part of the panel
6. Only two countries have used pictorial health warnings while the others continue to use text warnings.
7. Use of deceptive and misleading terms like "low tar", "light", "ultra-light" or "mild" on tobacco products continues in most countries.
8. Information on help to quit the consumption of tobacco products is not provided on health warnings except in Thailand.

The report recommends that the countries from South East Asia use the FCTC Guidelines on Article 11 as a standard for packaging and labeling of tobacco products and implement provisions under Article 11 of the FCTC on an urgent basis.

FCA Website and Intranet

The FCA intranet has been developed informed by a membership survey, and was launched in May. This internal password protected site has a networking section based on social-networking sites such as *Facebook*, which is becoming increasingly common in intranet development. This part of the site promotes development of tools, such as postings and discussions, which can be driven by any member. Given the document-heavy nature of FCA core work, the intranet has a separate document section which has a file structure based on the way FCA works in practice. It has access only by permission with three core areas of Board, FCA members and staff. Other parts of the site allow for uploading of photos, PowerPoints and other types of files for shared use by members. In addition, there are pages for the different regions driven by the regional coordinators with blogs, calendars and resources. We have capacity for French and Spanish in blogs and documents, and considering an Arabic site driven by the design and web skills of the EMRO regional coordinator. There are also blogs for key staff – director, project director, policy director, illicit trade campaign manager and communications manager.

In July and August the Communication team have taken stock and reviewed the use of the intranet. They are now in the process of developing a content management plan to encourage people to use the site and to make it more functional. This will include new features like an e-newsletter which will send out regular site updates via email to encourage people to return to the site to view updated content and materials.

FCA Major Campaigns in 2009

Negotiations on an Illicit Trade Protocol

FCA has campaigned on illicit trade in tobacco products throughout the period, with the emphasis on negotiations for a Protocol on illicit trade, under the Framework Convention. Ian Willmore was employed by FCA as Illicit Trade Protocol Campaign Manager from January 2009.

FCA had a strong presence at the third Intergovernmental Negotiating Body, which met from 28th June to 5th July 2009 in Geneva, Switzerland. Prior to the INB, FCA supported publication of research from Joossens, Merriman, Ross and Raw on the scale of illicit trade and its cost to Governments in terms of lost revenue³, published research from Alejandro Ramos and others on the extent of illicit trade in the MERCOSUR group of countries, Eben Blecher on the relation between tax, price and illicit trade in South Africa, and supported research on the involvement of the industry in negotiations on the Protocol produced by Corporate Accountability International. A daily FCA Bulletin was published during the INB. Through its Policy Committee, FCA produced detailed policy papers on key issues in the negotiations and a side by side commentary on the Chair's Text for INB 3. A pre-meeting was held for civil society representatives at INB 3, to help prepare for lobbying and advocacy work at the INB.

FCA representatives also participated in subsequent intersessional meetings organized by the FCTC Secretariat to discuss detailed issues under the Protocol. FCA is now preparing for the fourth and final INB meeting, to be held in Geneva between 14th and 21st March.

³ Joossens L, Merriman D, Ross H, Raw M. How eliminating the global illicit cigarette trade would increase tax revenue and save lives. Paris: International Union Against Tuberculosis and Lung Disease; 2009.

FCA's Presence at Major Conferences

Congreso Nacional de Prevención y Tratamiento del Tabaquismo 19 February – Cordoba, Spain

FCA gave a presentation on the next steps in the development of the Illicit Trade Protocol to government and civil society representatives.

American Cancer Society University Smoke-free Workplaces Training 23-25 February – Manila, Philippines

FCA presented to advocates from Indonesia, Nepal, Philippines, South Korea, and Sri Lanka.

14th World Conference on Tobacco or Health 8-12 March – Mumbai, India

FCA chaired and provided speakers at several plenary sessions and multiple sessions at WCTOH. FCA held a brief meeting to provide updates following the COP to the FCA membership and to discuss other specific regional issues.

The FCA produced an Alliance Bulletin (http://fctc.org/dmdocuments/Bulletin_86_March_09.pdf) and a policy booklet to promote FCTC guidelines for implementation of Articles 5.3, 11, 13 and 15 (http://fctc.org/dmdocuments/FCA_guidelines_booklet.pdf) prior to the conference.

Symposium on Tobacco control and smoking cessation for Central America 25 March – Costa Rica

Ancillary meetings were held with the Costa Rica Ministry of Health, National Congress and civil society. Representatives discussed a strategic plan to promote comprehensive tobacco control legislation drafted.

Council on Tobacco Control Conference - Kuala Lumpur 8-9 August

Implementation workshop for FCTC Articles 5.3, 11, 13 Pacific Islands – October 2009

FCA 2010-2013 Strategic Review and Planning

In 2009, the FCA conducted a comprehensive strategic review to shape its direction for the next three year period.

The FCA Board of Directors, staff and membership came together to deliver key strategic planning and operational management activities. FCA membership was actively involved throughout the process, participating in several surveys, live interviews as well as open meetings to discuss strategic direction.

Utilizing the data collected from the evaluation including activities and governance surveys, interviews with many members and various stakeholders, the Board and staff reviewed accomplishments and priorities, and adopted a revised Vision, Mission, Values and Strategic Priorities of the FCA. The FCA staff has set measurable goals and objectives in line with these new strategic priorities and is poised to implement subsequent operational plans in its pursuit of this new vision.

NEW FCA Vision, Mission, Values and Strategic Priorities

Vision: A world-free from the devastating health, social, economic and environmental consequences of tobacco and tobacco use.

Mission: The FCA is a civil society alliance whose mission is to help develop and implement the FCTC as the basis for effective global tobacco control.

Values:

- **Societal Change**
We are dedicated to serving the interest of the public, campaigning to change society.
- **Action Oriented, Valuing Effectiveness**
We believe in being results oriented, responsive, innovative, and creative in achieving the FCA mission. We strive to constantly learn and to seek ways to improve our work and impact.
- **Diversity**
We strive to be inclusive, diverse, representative and gender sensitive
- **Collective Approach**
We value unity, cooperation, and collaboration based on collective trust; where everyone is respected and has something to contribute and every member organization has equal rights.
- **Consensus Building and Democratic**
We strive for consensus in decision making, valuing a participatory and inclusive approach.
- **Accountability**
We believe in transparency and accountability

The Board agreed to the following Strategic Priorities:

- a) Promote and support tobacco control through the development and implementation of the FCTC, its protocols and guidelines as a global health priority
- b) Strengthen and influence the FCTC process

- c) Mobilize and strengthen the regional and local civil society capacity in support of the FCTC
- d) Monitor the implementation of the FCTC, its guidelines and protocols
- e) Strengthen FCA institutional capacity to enable it to meet the strategic priorities.

Upcoming FCA Events in 2010

Second meeting of the Working Group on Article 14, 17-19 February in Auckland, New Zealand

Regional Workshop for the South East Asia and Western Pacific Regions on the implementation of the WHO Framework Convention on Tobacco Control, 22-24 February in Singapore

Fourth session of the INB on illicit trade, 14-21 March 2010 in Geneva, Switzerland

Second meeting of the Working Group on Articles 17 and 18, 21-23 April in Accra, Ghana