

FCA 2010 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 negotiation 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.

In 2010, we marked the fifth anniversary of the FCTC, with 4 new ratifications bringing the total number of Parties to 172, representing over 87.3% of the world's population. Governments have enacted myriad FCTC-related legislation to reduce tobacco consumption around the world. For example, there are a total of 26 countries who have adopted 100% smokefree laws in all public places, with an additional 5 countries in which most of the population is protected by 100% smokefree regulations at the local level.

The Alliance also provided leadership, technical expertise and logistical support during 2010 for key FCTC negotiations and WHO meetings such as the Fourth Conference of the Parties, the World Health Assembly, the fourth session of the Intergovernmental Negotiating Body on a protocol on illicit trade in tobacco products, 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: 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). FCA also contributed in other ways, such as 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.

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 2010, the FCA organized 7 national and regional workshops that were, as appropriate, conducted in English, French and/or Spanish.

The work done by civil society has made 2010 both a productive and successful year, which will result in millions of lives saved in the years to come. However, much work remains to be done in 2011 as more countries are in need of assistance in their efforts to become smokefree, and to develop and implement strong guidelines on tax policies and tobacco product regulation.

Why Global Tobacco Control?

Tobacco use is an epidemic that gathered speed throughout the 20th century and is set to kill one billion people in the 21st century according to current World Health Organization (WHO) projections. Over 70% of those deaths are expected to be in low- and middle-income countries. In 2003, the World Health Organization unanimously adopted the Framework Convention on Tobacco Control (FCTC) in response to this threat. To date, the treaty has been ratified by 172 Parties (171 countries plus the European Union) representing over 87% of the world's population. Already, the FCTC has provided the impetus for the implementation of tobacco control measures that will save millions of the world's poorest people from the devastating health, social, economic and environmental consequences of tobacco and tobacco use.

Tobacco is the fourth most common risk factor for disease worldwide. According to a 2009 WHO report, 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 deaths¹. According to a new research study published in November 2010 in the world's leading medical journal, *The Lancet*, 1.8 billion non-smokers are exposed to second-hand smoke (SHS) which translates into 600,000 deaths per year world wide – 165,000 of those deaths are among children².

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 nations of a healthy workforce. Smokers fall sick more often (increasing the cost to the health care system) 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 WHO, experience has shown that there are many cost-effective tobacco control measures that can be used in different settings that can have a significant impact on tobacco consumption. The most cost-effective strategies include: bans on all forms of tobacco advertising, promotion and sponsorship; 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 of the contents 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 2010, 4 additional countries became Parties to the FCTC: Tunisia (7 Jun), Afghanistan (13 Aug), Cote d'Ivoire (13 Aug), and Saint Vincent and the Grenadines (29 Oct)—a total of 172 Parties by the end of 2010, representing over 87.3% 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 Worldwide burden of disease from exposure to second-hand smoke: a retrospective analysis of data from 192 countries - http://www.who.int/quantifying_ehimpacts/publications/smoking.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) was founded in 1999 and is a coalition of over 350 non-governmental organizations (NGOs) representing over 100 countries around the world. The FCA was created to develop the tobacco control capacity of regional and local civil society, and to support the ratification, implementation and monitoring of the FCTC as the basis for effective global tobacco control.

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 1st, 2nd, 3rd and 4th Conferences of the Parties, Expert Working group meetings, the 1st, 2nd, 3rd and 4th sessions of the Intergovernmental Negotiating Body on 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 ratification of 172 Parties 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 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.

Currently, 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 is also looking to include tobacco control in the Non-Communicable Disease agenda as a sustainable source of funding for tobacco control implementation.

FCA Participation in FCTC Negotiation Sessions in 2010

Civil society members, under the umbrella of the FCA, have been involved at all stages of the FCTC process, from its development, adoption, 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, third and fourth sessions of the Conference of the Parties, the first, second, third and fourth sessions of the Intergovernmental Negotiating Body on a protocol on illicit trade in tobacco products, 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 2010, 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 and presentations, as well as educational and advocacy materials, were prepared and distributed to participating government delegates and NGO representatives.

The Fourth Session of the Intergovernmental Negotiating Body on a protocol on illicit trade in tobacco products – 14-21 March 2010, Geneva, Switzerland

The INB convened its fourth session from 14-21 March 2010, again in Geneva, Switzerland. The session was attended by representatives from 142 Parties and 10 non-Parties of the FCTC. Three intergovernmental and eight nongovernmental organizations, including the Framework Convention Alliance (FCA), attended the meeting as accredited observers. Representatives of Parties at INB-4 included a mixture of officials from ministries of health, customs, law enforcement and finance, permanent missions in Geneva, and all important stakeholders in quelling illegal tobacco trade. However, a trend in which many Parties, especially from developing countries, were mainly represented by health ministry officials continued at INB-4.

As a leading representative of civil society in the area of tobacco control, FCA continued to play a constructive and influential role both before and during the fourth session of the INB. 94 FCA members from 42 countries represented the Alliance at INB-4. In preparation for the negotiations, FCA organized and provided a short overview of its positions on key issues of the Chairperson's text at the FCA AFRO and EMRO Regional INB-4 Pre-Meetings and a sub-regional pre-meeting for the Pacific Islands. 17 government representatives from the AFRO region, 10 from the EMRO region and 11 from the Pacific Islands region participated in the pre-meetings organized by FCA. 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. 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-4; a full-day pre-INB-4 briefing meeting for FCA delegates; the unveiling of the Death Clock; one FCA-organized technical lunch-time briefing to inform delegates on specific issues related to illicit trade; daily FCA Bulletins 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 meetings whereby delegates were briefed on each day's agenda, key messages, and various events and activities that occurred during the conference.

INB-4 worked through a substantial portion of the draft protocol, working from the final INB-3 text as well as the results from two intersessional drafting groups. A report from INB-4 was presented to the Conference of the Parties at its fourth session from 15 to 20 November 2010 in Punta del Este, Uruguay. This included a draft text of the Protocol, representing the state of negotiations so far.

The FCTC INB-4 documents are available at:
http://apps.who.int/gb/fctc/PDF/it4/FCTC_INB-IT4_REC1-en.pdf

The FCA INB-4 report is available upon request.

The Fourth Session of the Conference of the Parties – 15-20 November 2010, Punta del Este, Uruguay

The Conference of the Parties (COP) to the FCTC, which is the governing body of the FCTC and is comprised of all Parties to the Convention, convened its fourth session from 15-20 November 2010 in Punta del Este, Uruguay. This session was attended by representatives from 135 Parties and 7 non-Parties of the FCTC. Also, 5 intergovernmental and 9 NGOs, including the FCA, attended the meeting as accredited observers to the COP. Representatives of Parties at COP-4 included a mixture of officials from ministries of health, finance and trade, and other key stakeholders working in tobacco control.

The large presence of Alliance representatives (nearly 200 people) and activities at COP-4 contributed to the generally positive outcomes of the conference. Out of the nearly 200 civil society representatives, 130 from 54 countries were actually accredited under FCA and the rest under some of the other NGOs that are officially accredited under the COP. The Alliance representatives were a mix of tobacco control advocates and experts, representing more than 60 countries from all six WHO regions. FCA provided sponsorship to 25 tobacco control advocates and 7 tobacco control experts from 24 countries. FCA also sponsored two journalists from the Latin American region to cover COP-4 negotiations during the week.

FCA continued to play a constructive and influential role both before and during COP-4. In preparation for the meeting, FCA developed and disseminated a series of policy positions and technical briefing papers addressing all key issues to be negotiated, directed both at tobacco control advocates and representatives of Parties to the COP. On 14 November

2010, FCA organized and provided an overview of its position on COP-4 key issues at a half-day FCA briefing meeting to all Alliance representatives. On the same day, FCA also organized a short orientation and advocacy training for NGO newcomers to the COP.

Other FCA activities during the COP included: a FCA breakfast briefing meeting for government representatives from the Pacific Islands; a press launch event for the FCA 'Tobacco Watch', a civil society shadow report on Parties' FCTC performance; a FCA lunchtime technical seminar to brief delegates about civil society views on the development and implementation of the FCTC; a FCA/TFI co-hosted evening event on gender, women, and the tobacco epidemic; a second evening event on getting tobacco control on the non-communicable diseases (NCDs) agenda; and daily FCA Bulletins, which provided a civil society perspective on the discussions and developments throughout the negotiations.

Despite an elaborate public relations campaign by the tobacco industry, particularly through tobacco industry affiliated tobacco growers associations, prior to and during the week-long international negotiating meeting, the COP adopted many critical decisions that will have a positive impact on the implementation of the FCTC and thus global public health. Parties decided, *inter alia*:

- to adopt partial guidelines for implementation of Articles 9 & 10 (regulation of contents and disclosure of tobacco products),
- to adopt guidelines for implementation of Article 12 (education, communication, training and public awareness),
- to adopt guidelines for implementation of Article 14 (demand reduction measures concerning tobacco dependence and cessation),
- to continue work on a draft protocol to eliminate illicit trade in tobacco products (ITP) as a priority and to convene a final meeting of the Intergovernmental Negotiating Body (INB) in early 2012 in Geneva, Switzerland,
- to begin work on developing guidelines for implementation of Article 6 (price and tax measures), and
- to continue work on Articles 17 & 18 (support for economically viable alternatives and protection of the environment and the health of persons), and 19 (liability).

In addition, Parties made some progress on issues of financial resources and assistance to developing countries and countries with economies in transition. Lastly, the COP decided to hold its fifth session in the last quarter of 2012 in South Korea.

The FCTC COP-4 documents are available at:

http://apps.who.int/gb/fctc/PDF/cop4/FCTC_COP4_DIV6-en.pdf

The FCA COP-4 report is available upon request.

FCA FCTC Monitor Project

FCA Tobacco Watch 2010

One of the primary functions of the Framework Convention Alliance is to monitor implementation of the FCTC by governments. Rather than gathering primary information on every aspect of the treaty, FCA verifies the information being provided by governments to the FCTC Secretariat as part of the official reporting process, focusing on one or a few key Articles for each global report. In addition to periodic global reports, FCA supports the creation of national implementation reports to support advocacy at the country level.

In 2010, Parties began submitting their responses to the group 2 questionnaire developed by the FCTC Secretariat. The FCA shadow report verified and responded to these reports, concentrating on enforcement and compliance. The global report focused on Article 13 (tobacco advertising, promotion and sponsorship), since the 5-year deadline for implementation of a comprehensive ban coincides with the official Party reporting deadline. While the global report included information on other issues, including Articles 8 and 11, primary observational data was gathered only on Article 13 at the country level.

The global report was released at the Fourth Conference of the Parties in Uruguay in November. The intention was to reveal Parties that are not living up to their treaty obligations, to highlight those that are, and offer constructive criticism to those that have made progress but are falling short. The report included information on Parties due to submit group 2 responses by March 31, 2010, which encompassed 49 Parties.

FCA relied on NGO partners within individual countries to aid in gathering observational data and other tasks. FCA offered mini-grants to NGOs in low- and middle-income countries in order to facilitate the work. NGO's were selected through an informal process involving the FCA Regional Coordinator and the shadow reporting Program Manager. NGO partners were asked to:

- Gather observational data on Article 13 implementation using a set protocol;
- Check official Party reports for obvious errors or omissions;
- Act as reference for limited questions on other Articles; and
- Be willing to help update information in future years.

Training was provided to NGO partners on the methodology of the data collection instrument. Separate funding allowed this training to be in-person for the AFRO region. For the other five WHO regions, an online module was developed allowing partners to access the training at any time.

The gathered data was compiled and used to form a "snapshot" of FCTC implementation among the earliest Parties to ratify. Common problems and challenges were identified and models highlighted for others to follow. The information gathered was uniform, defensible, and repeatable across countries and in future years.

National partners entered their data gathering findings into a central database, which was then used to generate the global report. Data gathering took place between May and July, 2010.

NATIONAL REPORTS

FCA also supported a small number of national shadow reports in 2010 from among low- and middle-income Parties included in the global report. Any NGO partner involved in

gathering data for the global report was eligible for a small grant for this purpose. Unlike the data for the global report, national reports need not be harmonized, and were intended to facilitate advocacy goals and strategies in each individual country. The final product was owned by the national NGO or NGO coalition, and was meant to be a part of a larger campaign and media strategy.

Those NGOs interested in receiving a grant to produce a national report submitted an application detailing their strategic plan and how a national implementation report fit in with their advocacy goals.

NGOs were selected on the basis of the importance of the strategy within the country, and its relevance and timeliness to regional and global strategies. Selected NGOs worked with the shadow reporting Program Manager, the FCA Policy Director, and the FCA Communications Director to develop their report and campaign plan. National reports were released between November 2010 and January 2011. The reports took several forms, including public service announcements aired on local television and more traditional printed copies.

FCA *Tobacco Watch* can be found at: www.fctc.org.

FCA Major Campaigns in 2010

Sustainable Funding for the FCTC

FCA called on its members to urge their governments to support a special UN session (UNGASS) on non-communicable diseases (NCDs). The call is part of the FCA's campaign for sustainable funding for the Framework Convention on Tobacco Control (FCTC) implementation. Through the campaign, the FCA wants to see tobacco control gain access to new, larger and more sustainable streams of funding as soon as possible.

The success of this campaign relies on aid agencies in donor countries and governments of low-income countries prioritizing tobacco control when they draw up national plans and requests for development assistance.

Unfortunately, governments do not always treat tobacco control as a stand-alone issue because they tend to group tobacco control with programs about drug and alcohol, healthy lifestyle or chronic disease prevention.

Since the World Health Assembly adopted its Global Strategy on the Prevention and Control of Non-communicable Diseases (NCDs) in 2000, followed by the adoption of the 2008-2013 Action Plan on NCDs, aid agencies have begun placing tobacco control alongside diet, physical activity and alcohol in their programming.

First Global Forum of NCDNet

On 24 February 2010 the first Global Forum of NCDnet took place in Geneva, Switzerland at WHO headquarters. This meeting united government and non-government agencies involved in the prevention and control of NCDs.

Meeting delegates recognized tobacco control as an important priority and after the meeting an informal gathering of civil society organizations (including the FCA) met to share campaigning expertise and discuss tobacco control key priorities.

The group agreed the most urgent priority was to encourage the UN to pass a resolution to hold a Special Session of the General Assembly on NCDs in September 2011.

The resolution to hold a global summit on non-communicable diseases has been adopted by the UN General Assembly. FCA was present at the United Nations Millennium Development Goals Review Summit in New York, United States 20-22 September 2010. FCA's objectives were to achieve recognition at the MDG Review Summit in that NCDs and tobacco control are important influences on achieving current MDG and to ensure that tobacco control is agreed as a priority for action at the UN NCD Summit in September 2011.

The summit in September 2010 provided an opportunity for a comprehensive review of the MDGs. According to a letter sent by the President of the UN General Assembly, the President will invite, in consultation with member states, certain civil society and private sector representatives to participate in events of the Summit in 2011.

FCA is working with key NGOs around the world to ensure that tobacco control is included as a key outcome of the UN Summit in 2011.

FCA Capacity Building Workshops

To raise awareness about evidence-based tobacco control practices that are consistent with the WHO FCTC, the FCA held in 2010 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 2010, 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 EMRO region, the emphasis was on capacity and network-building for NGOs to strengthen their knowledge of the Treaty.

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.

Central American Advocacy Workshop

22-24 February – El Salvador

and

Strategic Workshop on Argentina Ratification of the FCTC

22-23 February – El Salvador

There were two simultaneous capacity building workshops held for government and NGO representatives from Central America to promote engagement in sustained and effective advocacy for FCTC ratification.

After these workshops, each Central American country drafted and discussed a strategic plan to implement the FCTC in their countries and discussed strategies to enforce the Central American coalition for tobacco control.

South American Workshop for Civil Society on the FCTC Process and Strategy for COP 4
10-11 May – Buenos Aires, Argentina

The main objective of this meeting was to discuss key strategic priorities for South America as part of the fourth Conference of the Parties (COP 4). This workshop was an opportunity to promote the campaign for ratification of the FCTC in Argentina to the national congressional experts in attendance.

Twenty-three representatives attended from the following countries: Argentina, Brazil, Colombia, Chile, Ecuador, Peru, Paraguay, Venezuela and Uruguay. The main outcomes were:

- Each country received feedback from other countries and experts according to each country's situation, difficulties and necessities.
- Representatives developed draft communication strategies.
- Representatives explored ways to increase the participation of national NGOs in the regional and international objectives of the FCA and during COP 4.
- Representatives developed a list of potential funding sources.

After the workshop, the participants met with the Argentinean Legislator from the Congress of the Argentine Nation to promote ratification.

Regional Workshop on the Implementation of FCTC Guidelines of Articles 6, 8, 14
7-8 June – Amman, Jordan

The workshop aimed to facilitate effective implementation of FCTC Articles 5.3, 6, 8, and 14 in the EMRO Region. Thirty participants from 12 countries participated in discussions of articles 6 & 14 and delivered best practices. The workshop was an opportunity for the governmental delegates and FCA members to review adopted guidelines and examples of evidence based strategies on their implementation.

Second Technical Legal Workshop on Tobacco Control for South American Countries
23-25 June – Bogota, Colombia

FCA in collaboration with Campaign for Tobacco Free Kids and the Union conducted the second workshop for lawyers from South American countries, covering legislative and litigation issues.

During the workshop, participants:

- Evaluated the implementation status of Articles 8, 11 and 13 in the region
- Better understood the tobacco industry's strategies, tactics and arguments to weaken, defeat and challenge strong tobacco control policies in the region
- Discussed the use of constitutional, FCTC and human rights treaty support for strong tobacco control policies and laws.
- Discussed how to build on legislative and litigation successes in the region and how to preempt the tobacco industry's strategies.

The event was attended by 22 participants from the following countries: Argentina, Brazil, Colombia, Chile, Ecuador, Peru, Paraguay, Venezuela, Bolivia, Uruguay, Mexico and Guatemala. The new website for the network of lawyers was launched and will be administrated by CTFK.

**Regional Legislative Workshop
28 June – 1 July – Beirut, Lebanon**

FCA, The Tobacco Control Research Group - hosted by the Center for Research on Population and Health of the Faculty of Health Sciences at the American University of Beirut (AUB), the Syrian Center for Tobacco Studies (SCTS), The Campaign for Tobacco Free Kids and the Society for Research on Nicotine and Tobacco (SRNT) co-hosted a workshop on FCTC policies and their implementation in Arab Countries. Participants included policy makers, public health practitioners, and researchers.

Objectives included:

- To identify the most recent evidence on interventions related to FCTC guidelines
- To specify the main research methods needed for the monitoring and evaluation of FCTC policies
- To discuss the application of FCTC interventions in Arab countries
- To share experiences from FCTC guideline implementation
- To develop a plan of action for participant countries

**Third Regional Workshop for Journalists
29-30 September – Mexico DF, Mexico**

CTFK, ACS, The Union and local NGOs co-hosted over 30 journalists from 14 Latin American countries at this workshop. Its aim was to inform and educate attendees on COP 4-related issues, to strengthen regional tobacco control media networks and to discuss joint actions for the future. Laura Salgado (FCA), Eduardo Bianco (FCA), and Marina Carter (CTFK) led the workshop, and Francis Thompson (FCA) lectured.

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 the FCA's regional coordinators in 2010 is included below:

FCA's AFRO regional office

In 2010, FCA joined African Tobacco Control Regional Initiative (ATCRI), the African Tobacco Control Alliance (ATCA) and three international organizations³ in the African Tobacco Control Consortium (ATCC) to implement a five-year capacity building and campaigning program to deliver progress in tobacco control on the continent. FCA provided technical assistance and seed grants support for civil society organizations in AFRO. FCA AFRO Regional Coordinator:

- Planned and prepared for civil society engagement in COP4
- Provided support to the four regional grantees engaged in the data collection for the Shadow Report
- Participated in the planning and development of other elements of the ATCC program including: the development of the Resource Centre, organization of the Research Committee, participation in first round of the ATCC Grants and attendance at one of the national media training workshops
- Continues technical support to existing FCA sub-grantees
- Aided the successful ratification campaign for Cote d'Ivoire
- Supported the consortium small-grant program
- Participated in four workshops and acted as a resource person during those meetings
- Support the ATCC research department
- Participated in various steering committee meetings for ATCC

The work of FCA's AMRO regional office:

- COP 4 provided a unique opportunity for Uruguay and most of the Latin America and Caribbean region to increase awareness of and commitment to tobacco control.
- Three more countries introduced graphic health warnings for a total of twelve countries: Brazil, Venezuela, Uruguay, Chile, Mexico, Panama, Peru, Colombia, Bolivia, Paraguay, Honduras and Nicaragua.
- Four countries adopted 100% smoke-free legislation or decrees in all public places for a total of nine countries: Uruguay, Panama, Guatemala, Colombia, Peru, Trinidad & Tobago, Honduras, Paraguay and Barbados, and four countries have enacted 100% smoke-free legislation at the sub-national level: Mexico, Brazil, Venezuela and Argentina.
- One country passed legislation including a comprehensive ban of advertising, promotion and sponsorship of tobacco products. Panama and Colombia have a complete ban and six others have legislation including a comprehensive ban that only excludes points of sale or the Internet: Brazil, Venezuela, Chile, Uruguay, Trinidad & Tobago and Honduras.
- Over 10 new NGOs are now members of the FCA.
- The FCA provided leadership, technical expertise and logistical support during INB 4, COP 4 and other regional/international meetings.
- In coordination with international and national organizations, FCA held the third regional workshop for Journalist and communicators. Two sub regional workshops: One

³ American Cancer Society, Campaign for Tobacco Free Kids, and International Union against Tuberculosis and Lung Disease

a strategic planning meeting for South American countries and the other the Second South American Workshop for Lawyers.

- FCA provided technical supported to specific networks development (media, lawyers and a Health Care professional). In addition, directed support to NGO coalition building at national level.
- FCA received 25 projects from Latin-American and Caribbean countries, and granted 10 strategic seed grant proposal.
- FCA facilitated Regional Delegates to participate at the Tobacco Illicit Trade Protocol- INB 4 in Geneva and to the Conference of the Parties- COP4 in Punta del Este, Uruguay.
- Meeting in Buenos Aires, Argentina- on Argentina's FCTC ratification. January, 13
- Steering Committee Meeting of Regional Coalition for tobacco dependence treatment. Argentina, January, 15-16. A Working group of expert met together to determined the future of the Latin-American Coalition to promote tobacco dependence treatment.
- Successfully supported Uruguay in the legal case against Philip Morris.

The Work of FCA EMRO regional office:

- Smokefree Alexandria Initiative – including a meeting held the 25th of May with the Ministry of Health and the International partners.
- Egyptian Parliament approved an increase in tobacco products including 40% increase on cigarettes, Shisha, and smokeless tobacco. All collected tax is dedicated to the MOH only.
- MOH of Egypt signs decree to implement 1997 tobacco control law which totally bans smoking in the Governmental buildings, health facilities, education facilities, clubs, and youth centers.
- Support Jordan's FCTC implementation efforts.
- Fund raising initiatives for the next 3 years
- Rolled out FCA EMRO Internship program: 5 interns joined, 3 from USA, 1 from France and 1 from Yemen/Russia.
- Several outreach meetings and participating at major conferences.
- FCA RC provided technical assistance for a workshop in Syria about articles 6 &8. The workshop was attended by MOH and WHO Country Office. Syria will apply taxation legislation by 2011. Two official meeting was held with Syrian NGOs and WHO country director. During the meeting Syrian media had two interviews with RC published in two of the most widely newspaper in Syria. One TV interview was broadcasted in the Syrian Stateliest channel.
- Preparation and advocacy for COP-4.
- Support FCA shadow report program in the region.

FCA SEARO regional office:

- Dialogue was initiated with the Maldives government to be part of the plain packaging informal group. The group, consisting of Maldives, Thailand and Singapore, met in Singapore in March 2010. This meeting further culminated in a lunch time presentation on plain packaging at COP4 in Punta Del Este.
- Coordination of FCA members during INB4 and COP4 including advocacy prior to each.
- An abstract was prepared based on the 'Report on Implementation of Article 11 of FCTC in South East Asia Region' for the Asia Pacific Conference on Tobacco or Health. The abstract was selected for oral presentation.
- As a follow up to the 'SEARO workshop on implementation of FCTC Guidelines', which took place in December 2009, FCA members continued working with the respective delegates. As a result of the follow up Nepal has completed the drafting of its tobacco

control law, and it will be tabled as soon as the parliament convenes. Maldives adopted a tobacco control law in August 2010.

- Technical support was provided to the Maldives Government during drafting of tobacco control law of Maldives, especially on the smokefree law. The new Tobacco Control Law was passed by the parliament on 19th August 2010.
- Coordinated advocacy efforts with SEARO governments to vote for a United Nation's Special Assembly on Non-communicable Diseases. India, Bangladesh, Maldives, Thailand and Sri Lanka voted in support of the UNGASS.
- FCA members from India, Bangladesh and Sri Lanka participated in the global FCA shadow report. Members from India, Bangladesh and Sri Lanka were also selected for National Reports monitoring FCTC implementation.
- Regional Communication Strategy was finalized and its implementation has been started, including increased coordination with and between members.
- Jeevaka Foundation, an FCA member from Sri Lanka, prepared a translation of FCTC into Sinhalese. Technical assistance was provided for this project.
- The Third Global Tobacco Networking Forum – a tobacco industry event - took place in Bangalore, India in October 2010. The event was initially supported by the Tobacco Board, an Indian government agency. Indian NGOs, who worked against this meeting, were supported by the RC. Eventually, the government agency withdrew its support for the event.
- Support was provided to the Canadian Cancer Society for its global report on tobacco health warnings.
- The RC has been advocating actively with the Sri Lankan government through FCA members for the adoption of pictorial health warnings. Technical support, including pictorial health warnings from other regions, manuals and guidelines on adoption of pictorial health warnings, and a draft gazette notification announcing pictorial health warnings have been provided over a period of time to the National Authority on Tobacco and Alcohol Sri Lanka.
- Technical assistance was provided to members from India, Bangladesh, Sri Lanka and Nepal on various issues such as preparation of project proposals, technical review of the reports and implementation of various FCTC articles.
- 8 new members joined FCA during this year from SEARO.

FCA ASEAN regional office:

- Disseminated FCA advocacy materials to members and government delegates in the region.
- Carried out several activities in collaboration with SEATCA in 2010 including: Articles 5.3 (Industry Interference), 8 (Exposure to Secondhand Smoke) and 13 (Promotion and Partnership).
- Participated in various regional meetings such as APACT.

FCA Pacific Island Countries (PIC) regional office:

- PIC RC and civil society played an active role in maintaining the region's support for continued development of the FCTC through the shadow reporting program, serving as an expert to WHO TFI.
- Development and promotion of key information on tobacco control.
- Built capacity for NGOs in the region.
- Developed and delivered communications strategy.
- Increased regional membership and active involvement
- Developed FCA PIC regional coordination capacity and performance through technical assistance on various FCTC articles.
- Secured funding to deliver regional coordination.

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 program has demonstrated that there is a great need for continued 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 capacity-building workshops 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 in strengthening tobacco control.

AMRO Seed Grant Program

FCA launched a second round of seed grants. We received 25 project proposals from Latin American and Caribbean countries, and provided 10 strategic seed grants to conduct small projects at the national level. These projects focused on capacity-building, policy analysis, media advocacy and related work necessary to successfully implement and monitor the FCTC.

Fundación Boliviana Contra el Cáncer, Bolivia

The Project aims to monitor smoke pollution in workplaces area in six Bolivian cities.

Fundación EPES, Chile

The aim is to prepare and promote the Shadow Report on the implementation of Chile's 5 year commitment to FCTC implementation.

Colegio de Periodistas de Chile y Círculo de periodistas de Salud, Chile

The project intends to draw media coverage and calls for municipalities to monitor non-smoking areas by starting with municipalities of Santiago and the principals of the capital.

Colegio de Médicos de El Salvador, El Salvador

Support for ratification of the FCTC in El Salvador.

Fundación Venezolana del Corazón, Venezuela

Journalist workshop on FCTC.

The Heart Foundation of Jamaica, Jamaica

Media campaign to sensitize the public of the importance of smokefree environments.

Asociación Nacional Antitabaco de Nicaragua, Nicaragua

The Anti-Tobacco National Workshop aims to strengthen tobacco control in Nicaragua through civil society.

COALICION PANAMEÑA CONTRA EL TABAQUISMO (COPACET), Panama

This project aims to motivate television and radio journalists to take a more active role in prevention and consumer protection of Panama's population. Provides training on the role they have as journalists in communicating about the damage that smoking causes.

Círculo de Periodistas de Salud de Chile, Chile

Journalist workshop on FCTC.

Interamerican heart Foundation- Argentins, Argentina

Journalist workshop on FCTC ratification.

FCTC Special Opportunity Grants

In 2010, FCA, in collaboration with ACS and CRUK, continued its support to 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 for tobacco illicit traffic control.

Fundación InterAmericana del Corazón – Argentina

The overall objective is to unveil tobacco industry interference to block 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 policy issuances 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 will give scope for a larger national level study to gage the actual level of burden faced by the country and the loss incurred from illicit trade. This will provide 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 a total ban on smoking in public places. The project will also promote observation of FCTC provisions through information raising campaigns with decision makers and the media.

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 was to pave the way to make Paraguay a Smokefree 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

Some project objectives include:

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

FCA Website, Intranet and Social Media

In late 2010 the Communications Manager (CM) created an FCA page on the social media site Facebook, as well as an FCA account on the social media site Twitter. Most of the content being posted on these sites is material also posted on the FCA website; however, some original content is being posted to the Facebook page. To date, 130 individuals are 'following' that page while 7 people are following FCA on Twitter. Both accounts are being administered by the CM.

The website (www.fctc.org) is being updated regularly, 1-2 times weekly on average. There was a slight increase in traffic to the site in 2010 compared to 2009.

The intranet is also being updated regularly, by forwarding news updates from the website to the intranet. It is also being used by FCA staff, board members, and occasionally FCA members, to post documents.

FCA's Presence at Major Conferences

Latin American Health Care Coalition Meeting

10-11 April – Guadalajara, Mexico

FCA continued supporting this regional effort to expand tobacco control to Health Care Organizations from the region. At the same time some actions in Mexico were developed: media articles and meetings with the Director of the Tobacco Control Program from the Mexican Government. More than 150 health care professionals from most Latin American countries met for updating and discussing tobacco dependence treatment and tobacco control development in Latin America.

Consultative Meeting on the Draft Regional Action Plan 2010-14 for WHO TFI

27-30 April – Manila, Philippines

FCA ASEAN Regional Coordinator served as a resource person.

12th World Congress on Public Health

27 April-1May – Istanbul, Turkey

FCA EMRO regional coordinator represented FCA at this event.

IX Meeting of the Smoking Cessation Specialists Spanish Association

14-15 May – Barcelona, Spain

Dr. Bianco and former President of Uruguay, Dr. Tabaré Vázquez attended this conference and also developed media interventions in support of Smokefree Environments.

"Tobacco control law and its impact on Chilean public health" National Journalist Workshop

15 May – Santiago, Chile

FCA funded the participation of two FCA members to attend this national journalist workshop. During this workshop the international speakers had a meeting with Senator Guido Girardo, President of the Health Commission of the Senate of Chile. The Parliament has indicated their willingness to form a board of parliamentarians against tobacco at the regional level.

63rd World Health Assembly

17-22 May – Geneva, Switzerland

The FCA Director participated at the 63rd WHA promoting FCTC implementation, sustainable funding for implementation, and the COP-4 agenda.

World Congress of Cardiology

16-19 June – Beijing, China

Dr. Bianco participated as Lecturer in 2 Symposiums: one related to FCTC, and the other on Cardiologists and Tobacco Control. Dr. Bianco also participated in the Global Smokefree Partnership's film on ETS and cardiovascular health. This film and paper highlight the key facts and the role cardiologists can play in transmitting them to patients, the public, and policymakers.

National Workshop for Smokefree Venezuela

5-6 August – Caracas, Venezuela

The main objective was to encourage and to integrate civil society around tobacco control to draft a strategic plan to get a smokefree Venezuela. FCA sponsored 3 speakers to support the National Workshop for Smokefree Venezuela. At the end, the participants launched a Declaration supporting FCTC and requesting a smokefree country. The Minister of Health prepared a decree to declare Venezuela a smokefree country.

**UICC World Cancer Congress
18-21 August – Shenzhen, China**

The 2010 World Cancer Congress was a unique opportunity to display and present our posters entitled “FCA Strategies to Implement the FCTC in The Latin America Region”, “Tobacco Control and the Global Development Agenda” and “FCTC Implementation – The Role of Civil Society in Monitoring” to 3,222 participants from 92 different countries. Six FCA staff participated in this meeting.

**South American Cardiology Society Congress
23-25 September – Montevideo, Uruguay**

With the slogan “A smokefree South America,” more than 1,200 participants from ten South American countries and specialists from around the world met in the first smokefree country in Latin America. The main objective was to increase South American Cardiologist Societies’ awareness and commitment to tobacco control. They shared experiences and learned about different tobacco control issues. The presidents of the cardiologist association from each South American country declared their support for the FCTC and rejection of the tobacco industry.

**CIFCOT III
25-28 September – Niamey, Niger**

FCA was present at CIFCOT-III, the francophone conference held in Niger for Government and NGO representatives from 23 of 26 French-speaking African countries.

National and international experts call on Spanish Parliament to make all enclosed spaces 100% smokefree

21 September – Barcelona, Spain

Laura Salgado participated as speaker at a successful press conference coordinated by the Global Smokefree Partnership and the National Committee for Smoking Prevention (CNPT) in Barcelona. The national and international experts urged the Spanish Parliament to pass legislation to make all enclosed public places in Spain completely smokefree. More than 40 people and 10 national and international organizations worked to put together a common/agreed press release and press conference. This event was covered by press and disseminated in three different continents.

The event was mentioned on several key media outlets from Barcelona including: the TVE (Spanish national TV), TV3 (Catalan TV), BTV (Barcelona TV), El Pais, La Vanguardia, Colpisa, Europa Press, Radio Nacional Espagnola, Catalunya radio, Cadena Cope, Rac1, Coru Radio, Onda 0, Intereconomia, La Gaceta de los Negocios, Agencia Catalana de Noticias.

**Asia Pacific Conference on Tobacco or Health (APACT)
6-9 October – Sydney, Australia**

FCA was represented by both the ASEAN and PIC regional coordinators. This was a good opportunity to advocate for the COP-4 agenda.

**Development of Tobacco Control Legislations for GCC States
11-17 October – Cairo, Egypt**

FCA EMRO regional coordinator participated and served as a resource person at this meeting. The conference covered taxation, pictorial warnings and illicit trade. FCA RC gave technical assistance to working groups. The participants from GCC countries developed a regional work plan.

**National Journalist Workshop
14-15 October – Kinshasa, DRC**

FCA AFRO RC attended the DRC meeting held in Kinshasa on 14 to 15 October 2010 and made a presentation on FCTC and briefed journalists on the COP 4 agenda.

**EMRO Regional Meeting for Parties
29-30 October – Cairo, Egypt**

FCA was represented at the EMRO Regional Meeting for Parties organized by TFI and the Secretariat, Cairo, Egypt on 29-30 Oct 2010.

**FCTC Workshop for Argentina and Chile
1-4 November – Buenos Aires, Argentina**

Over 20 government representatives (mainly Ministers of Health), civil society and media attended, as well as PAHO's representatives. The workshop, organized by the Union, was focused on the importance of Argentinean ratification and how to overcome barriers.

Also, the following issues were discussed:

- National Tobacco Control situation
- A national strategy on how to better implement FCTC Articles 8 (ETS protection), Art 6 (Taxes and Prices policies), Art 11 (Packaging warning labels) and counteracting tobacco industry interference (Art 5.3).

Dr. Bianco was a lecturer and key facilitator.

**International Forum on Tobacco Control Policies Implementation
9-10 November - Colombia**

The event was organized by Sergio Arboleda's University (Bogota) and the Department of Health of the Municipality of Bogota. The main objective was to share experiences between Mexico, Panama, Uruguay and Colombia, and to help Colombia better implement its national tobacco control law. Exposure to tobacco smoke protection and tobacco taxes and prices were the main issues. The event was aimed at parliamentarians, health authorities, health care professionals and media representatives. Over 60 people attended, included Senator Dilian Toro, Ministry of Health, and Dr General Dr Ramirez, Municipality of Bogota Health Director. Dr. Bianco represented FCA at this meeting.

**Secondhand Smoke Meting
November – Athens, Greece**

FCA EMRO RC gave the opening speech and facilitated the SHS workshop. The congress was attended by Egypt, Syria, Lebanon, Kuwait, Jordan, the Palestinian Authority, Turkey, Cyprus and Greece. One of the most important outcomes of the congress is to establish a regional research center, EMRAC, for tobacco control.

**Tobacco Dependence Treatment Leadership Forum
22-25 October – Lisbon, Portugal**

Over 60 smoking cessation experts from around the world met to discuss how to increase smoking cessation effectiveness and educate health care providers on that matter. Dr Bianco participated as lecturer and working group facilitator.

**National Journalist Training
6-7 December – Addis Ababa, Ethiopia**

FCA AFRO RC made a presentation on FCTC and encouraged Ethiopian activists (NGOs and Journalists) to unite their efforts for treaty ratification during the journalist training.

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 and 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.

FCA's New 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 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.

FCA is currently implementing the 2010-2013 strategic plan.

Personnel

Patrick Musavuli was hired in June as FCA Regional Coordinator – AFRO region. Patrick is currently based in the Democratic Republic of Congo, but will relocate to Lomé, Togo to be based with the ATCA team.

Marty Logan was hired as FCA Communications Manager and began work in mid- July 2010. Marty is based at HealthBridge in Ottawa, Canada.

Yvona Zika was recruited as FCA Policy Officer and began work on 26 July. She is also based in Ottawa at HealthBridge.

Upcoming FCA Events in 2011

17-22 January: WHA Executive Board, Geneva

26-30 January: WEF, Davos

23-25 February: WHO NCD Consultation AMRO: Mexico

14-17 February: WHO NCD Consultation SEARO: Dakar

7-9 March: Regional Summit on NCDs, Latin America: Buenos Aires

24-25 March: WHO NCD Consultation WPRO: Seoul

27 March: WHO NCD Net meeting: Moscow

28-29 March: Health Ministers NCD Conference: Moscow

15 May: Commonwealth Health Ministers Meeting: *NCDs: A Commonwealth Priority*

16-21 May: WHA, Geneva

31 May: World No Tobacco Day. Theme: FCTC Implementation

13-17 June: Global Health Council Conference

June: ECOSOC, Geneva

19-20 September: UN Summit on NCDs, New York