

# FCA CAMPAIGNS

## Put tobacco control at the heart of global health and development

IT IS ESTIMATED THAT TOBACCO USE could kill one billion people in the 21st century\*. In contrast, during the last century tobacco use accounted for 100 million deaths. As the epidemic shifts to the developing world, the number of its victims is soaring. Tobacco use is the one risk factor common to the major non-communicable diseases (including cancer, cardiovascular disease, chronic respiratory disease and diabetes) that kill 35 million people a year, 80 per cent of them in low and middle income countries.

In 2003 the world's governments decided it was time to tackle the tobacco epidemic. They agreed a global treaty (the Framework Convention on Tobacco Control), which is one of the most ratified international

treaties (172 Parties as of February 2011). The FCTC sets out specific steps for governments addressing tobacco use, including to:

- Adopt tax and price measures to reduce tobacco consumption;
- Ban tobacco advertising, promotion and sponsorship;
- Create smoke-free work and public spaces;
- Put prominent health warnings on tobacco packages;
- Combat illicit trade in tobacco products.

### Long-term investment in the FCTC

Despite having been ratified by governments representing 87 per cent of the world's

**“LET ME PROPOSE A CRITICAL PRIORITY: TOBACCO, TOBACCO, TOBACCO ... I'VE NEVER SEEN ANYTHING THAT IS ALLOWED TO KILL ITS CONSUMER LIKE TOBACCO.”**

WHO Director-General Margaret Chan at the World Economic Forum, Davos, 27 January 2011

population, the FCTC – and tobacco control in general – is grossly under-resourced. FCA is supporting the proposal that implementation of the global tobacco treaty become part of the international development agenda, and fully integrated into the United Nations framework, including the UN Development Assistance Framework (UNDAF) process. That would result in governments and donors including tobacco control in their development planning, making it a long-term commitment.

Specifically, FCA and its partners are lobbying for FCTC implementation to be reflected in any successors to the Millennium Development Goals (MDGs). We are also advocating for recognition at the UN Summit on NCDs, scheduled for 19-20 September 2011, of the important role that tobacco control can play in development. The Summit's Outcomes Statement should include specific commitments to rapid and effective implementation of the FCTC, recognising that it provides the framework for international cooperation.

At the national level, FCA members are teaming up with health and development partners to urge their governments to recognise that it is vital to include FCTC implementation in their development planning, and to illustrate their commitment by having their head of government attend the NCD Summit.

*\* Report on the Global Tobacco Epidemic, 2008, World Health Organization.*

If left unchecked, tobacco use will kill 8 million people a year by 2030, 70% of them in developing countries. FCA is working to change this. We are more than 350 organisations from over 100 countries that support the global control tobacco treaty, the Framework Convention on Tobacco Control (FCTC). See how you can support our work at [www.fctc.org](http://www.fctc.org).

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