

25 January 2015

Dr. Matshidiso Moeti
WHO AFRO Director

Dear Dr. Moeti,

We, at the Framework Convention Alliance (FCA) for Tobacco Control, would like to take this opportunity to formally congratulate you on your appointment as the World Health Organization's Regional Director for Africa.

For over 35 years you have provided policy and strategic advice to WHO, UNICEF, UNAIDS and the Botswana Ministry of Health on a range of regional and global public health issues. We particularly admire your significant contributions in guiding countries to develop strategies that address country specific health priorities. During your leadership, Botswana was among the first countries to introduce a tobacco control law. The most recent progress in Botswanan tobacco control, an introduction of a 30% tobacco levy and preparation of an FCTC compliant legislation, builds off of your past stewardship.

We are delighted that you will spearhead the WHO's efforts in Africa to support countries in strengthening the health of their populations. We look forward to working hand-in-hand with you in enhancing Africa's response to a growing epidemic of tobacco use.

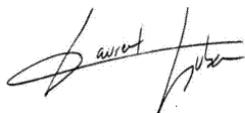
As you are aware, tobacco use is the single greatest cause of preventable death globally. It is the one risk factor common to the main groups of non-communicable diseases (NCDs). If no concerted attempt is made to prevent tobacco use in Africa, by 2030, the health effects of tobacco use could constitute a significant proportion of the 46 percent of all deaths projected to be due to NCDs in the region.

FCA is an alliance of nearly 500 members in over 100 countries working to free the world from the devastating health, social, economic and environmental consequences of tobacco and tobacco use. On the Continent, FCA has facilitated capacity building in advocacy and research in tobacco control in several countries including Botswana. We are proud to share with you that through our support, many African countries are now reforming their tobacco control laws to meet the requirements of the WHO Framework Convention on Tobacco Control (FCTC).

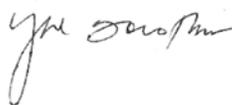
The global and African tobacco control community looks forward to your continued leadership to help achieve the goals of the WHO FCTC, the world's first legally-binding global public health treaty.

Congratulations, once again, to you, Dr. Moeti, and to Botswana for your appointment which marks yet another significant step toward improving health and wellbeing in Africa.

Sincerely,



Laurent Huber
Director



Edgardo Ulysses N. Dorotheo
Chairman