

## RECOMMENDATIONS ON THE WHO GLOBAL ACTION PLAN FOR THE PREVENTION AND CONTROL OF NCDs 2013-2020

The Framework Convention Alliance (FCA) welcomes the opportunity to contribute to WHO's consultations on the revised draft Global Action Plan for the prevention and control of NCDs covering the period 2013 to 2020.

FCA congratulates WHO and the Member States for their work to develop a strong and comprehensive plan. The Alliance particularly welcomes the multi-sectoral nature of the plan and the focus on the protection of health policies from the vested interests of the industry, particularly the tobacco industry. At the same time, FCA reminds governments that a framework for multi-sectoral and comprehensive action on tobacco control already exists – the **WHO Framework Convention on Tobacco Control (FCTC)**. FCA therefore calls for an explicit recognition of the Convention and its Conference of the Parties (COP) in the plan.

In particular, FCA calls on WHO Member States and WHO to strengthen the plan by:

### 1. Explicitly recognising the FCTC COP as the governing body for global tobacco control:

The WHO Global Action Plan for the prevention and control of NCDs (2013-2020) should explicitly recognize the role of the FCTC Conference of the Parties (COP) as the primary global forum for discussions on tobacco control implementation and accountability. While the WHO Member States will be expected to implement the NCD plan during 2013-2020, tobacco control policies may be significantly advanced during this time by decisions of the COP. It is therefore important to clearly indicate that the focus of the plan in no way prevents countries from strengthening their tobacco control obligations as per the FCTC and COP decisions.

FCA recommends that **an additional paragraph** be added between paragraphs 6 (*Scope*) and 7 (*Relationship to the calls made upon WHO and its existing strategies, reform and plans*) with the following title and text:

#### *Relationship between the NCD plan and the WHO FCTC*

*The actions for Member States with regards to tobacco control as part of a coordinated response to the NCDs, as set out in this action plan, are meant to support and accelerate implementation of all provisions of the WHO FCTC. The FCTC Conference of the Parties (COP) is the primary global forum for discussions on tobacco control implementation and accountability. Member States that are Parties to the Convention should continue to fulfil the objectives of the FCTC and adapt their tobacco control policies according to decisions adopted by the FCTC COP.*

### 2. Ensuring that FCTC provisions on multi-sectoral action on tobacco control (Article 5) are fully implemented and become only strengthened through the multi-sectoral action on NCDs:

All 176 Parties to the WHO FCTC should fully implement their obligations under the FCTC Article 5 – to develop, reinforce and fund tobacco control strategies, a national coordinating mechanism, and strategies to protect tobacco control from the vested interests of the tobacco industry, as well as to strengthen international cooperation on

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tobacco control. These legally binding responsibilities should in no way be overshadowed by the recommendations of the plan to establish similar tools for NCDs. On the contrary, the NCD multi-sectoral action should promote multi-sectoral initiatives outlined in the FCTC.

FCA recommends that **paragraph 28** becomes updated and reads as follows:

**28.** *The actions listed under this objective are to assess gaps and strengthen country capacity for implementation of specific interventions that address prevention and control of noncommunicable diseases. **Specific considerations should be given to the relationship between tobacco control and NCD prevention, given the legally binding nature of the FCTC and its Article 5.***

### **3. Explicitly recognising the legally binding nature of the FCTC and its provisions:**

The WHO FCTC is the first international treaty negotiated under the auspices of WHO. It has 176 Parties, the overwhelming majority of WHO Member States, and its measures cover nearly 90% of the world population. The WHO Global Action Plan for the prevention and control of NCDs (2013-2020) should explicitly recognize that FCTC obligations (Articles) are legally binding and that the guidelines for implementation of various articles are tools to interpret the FCTC obligations.

In this regard, FCA proposes following changes in **paragraph 35 b) and c)** with respect to the specific tobacco control recommendations:

**35. b)** In order to reduce tobacco use, **it is necessary to implement** ~~encourage the implementation~~ at the highest level ~~of the following specific measures~~ **policies**, at a minimum, which include very cost effective measures for reducing tobacco use and for which guidelines produced by the WHO Framework Convention on Tobacco Control exist:

- *raise taxes and inflation-adjusted prices on all tobacco products, bearing in mind the significance of revenues gained from taxes on tobacco products, ~~In doing so, consider~~ **in accordance with the set of guiding principles and recommendations for implementation of the provisions of Article 6 (Price and tax measures to reduce demand for tobacco) of the WHO Framework Convention on Tobacco Control (FCTC) (pending adoption by the Conference of the Parties to the WHO Framework Convention on Tobacco Control), as well as the guiding principles and recommendations adopted at FCTC COP5.***
- *legislate for 100% tobacco smoke-free environments in all indoor workplaces, public transport, indoor public places and, as appropriate, other public places, ~~In doing so, consider~~ **in accordance with the provisions of FCTC the guidelines of Article 8 (Guidelines on the protection from exposure to tobacco smoke), as well as the guidelines for implementation adopted at FCTC COP2 of the WHO Framework Convention on Tobacco Control.***
- *include large, clear, visible and legible health warnings on the packaging of tobacco products and prohibit packaging that is false, misleading, deceptive or likely to create an erroneous impression, in accordance with FCTC Article 11 and Article 11 guidelines adopted at FCTC COP3.*
- *warn people about the dangers of tobacco, including through hard-hitting mass-media campaigns, ~~and large, clear, visible and legible health warnings. In doing so, consider~~ **in accordance with the guidelines of Articles 11***

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~~(Packaging and labelling of tobacco products) and~~ **the provisions of FCTC Article 12** (Education, communication, training and public awareness) **and Article 12 guidelines adopted at FCTC COP4** ~~of the WHO Framework Convention on Tobacco Control.~~

- ~~implement comprehensive bans on tobacco advertising, promotion and sponsorship,~~ **in accordance with the provisions of FCTC Article 13** (Tobacco advertising, promotion and sponsorship) **and Article 13 guidelines adopted at FCTC COP3** ~~of the WHO Framework Convention on Tobacco Control.~~
- ~~offer help to people who want to stop using tobacco,~~ **in accordance with the provisions of FCTC Article 14** (Demand reduction measures concerning tobacco dependence and cessation) **and Article 14 guidelines adopted at FCTC COP4** ~~of the WHO Framework Convention on Tobacco Control.~~
- ~~regulate the contents and emissions of tobacco products and require manufacturers and importers of tobacco products to disclose to governmental authorities information about the contents and emissions of tobacco products,~~ **in accordance with the partial guidelines of the provisions of FCTC Articles 9** (Regulation of the contents of tobacco products) **and 10** (Regulation of tobacco product disclosures) **and Article 9/10 partial guidelines adopted at FCTC COP4 and COP5** ~~of the WHO Framework Convention on Tobacco Control.~~

**35. c) The following actions are necessary for the effective** ~~In order to facilitate the implementation of measures described above, the following actions will be helpful:~~

- ~~protect tobacco control policies from commercial and other vested interests of the tobacco industry in accordance with national law.~~ **in accordance with the provisions of FCTC Article 5.3 and Article 5.3 guidelines adopted at FCTC COP3** ~~of the WHO Framework Convention on Tobacco Control.~~
- ~~monitor tobacco use and the implementation of tobacco control policies,~~ **in accordance with the provisions of FCTC Articles 20 and 21.**
- ~~establish or reinforce and finance a national coordinating mechanism or focal points for tobacco control,~~ **in accordance with the provisions of FCTC Article 5.**
- ~~establish or reinforce and finance mechanisms to~~ **implement and enforce adopted tobacco control measures** ~~policies,~~ **in accordance with the provisions of FCTC Article 26.**

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