

SUCCESSSES

FCA has:

- » Supported countries' efforts to become Parties to the FCTC, making it one of the most successful treaties within the UN system.
- » Provided technical expertise to government representatives involved in the FCTC process.
- » Positively influenced sessions of the FCTC COP, resulting in adoption of guidelines on: a comprehensive ban on tobacco advertising, promotion and sponsorship; the use of large, pictorial tobacco warnings, and on protection from second-hand smoke. Also advocated for the COP to create a process to examine barriers to FCTC implementation and potential ways to overcome them.
- » Ensured the presence of NGOs from across the world at all FCTC-related negotiations and meetings, including with grants for participants from low and middle-income countries.
- » Created a monitoring and reporting tool to hold governments accountable for their FCTC commitments.



CAMPAIGNS

- » **FCTC: Action Now!** Ensuring that FCTC implementation and global tobacco control become international health and development priorities.
- » **Shadow Reporting:** Supporting FCA members to monitor the efforts of FCTC Parties to implement the measures agreed in the FCTC.
- » **Illicit Trade:** Fighting the illicit tobacco trade, which damages public health globally by making cheaper cigarettes available. It also threatens law and order.
- » **Tobacco taxation:** We encourage governments to increase tobacco taxes: they reduce tobacco use and discourage young people from starting to smoke. They also boost governments' bottom lines.

MAJOR DONORS

FCA is supported by a diverse group of member NGOs, foundations and others. For a complete list, please visit fctc.org.

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To donate online please visit our website.

fctc.org



WORKING TOGETHER

to free the world from the devastating health, social, economic and environmental consequences of tobacco and tobacco use.



WHO WE ARE

The Framework Convention Alliance (FCA) represents the voice of civil society in support of the world's first modern-day public health treaty – the WHO Framework Convention on Tobacco Control (FCTC). The treaty requires Parties to adopt a full range of measures to reduce and prevent the devastating impacts of tobacco.

Founded as an alliance in 1999, FCA provides a platform for nearly 500 organisations from more than 100 low, middle and high-income countries to fully engage in FCTC processes. As of June 2014, 177 countries and the European Community were Parties to the FCTC, accounting for nearly 90 percent of the world's population. FCA is a non-government organisation registered in Switzerland.



MISSION

FCA's mission is to help strengthen the WHO FCTC and support its full and accelerated implementation worldwide. We work to integrate the FCTC into broader international health and development efforts, and seek novel strategies to free the world from tobacco-caused harms.

VALUES

- » **Societal change:** We are dedicated to serving the public interest by campaigning to improve the health and development of society.
- » **Action oriented:** FCA is results-oriented, responsive, innovative and creative. We strive to constantly learn and to seek ways to improve our work and impact.
- » **Diversity:** FCA strives to be inclusive, diverse, representative and gender sensitive.
- » **Collective approach:** FCA values unity, cooperation and collaboration based on collective trust. We believe every FCA member organisation has something to contribute; all members are respected and have equal rights.



- » **Democratic:** FCA strives for consensus in decision making, valuing a participatory and inclusive approach.
- » **Accountable:** FCA believes in transparency and accountability.
- » **Avoiding conflict of interest:** We believe that there is a fundamental and irreconcilable conflict between the tobacco industry's interests and public health policy interests.

PRIORITIES

- » Promote and support global health by ensuring the development and implementation of the FCTC, by strengthening processes of the treaty's Conference of the Parties (COP) and by encouraging whole-of-government and whole-of-society (excluding the tobacco industry) engagement in FCTC implementation.
- » Further position the tobacco epidemic as a global public health and development priority, and promote the FCTC as the best means to address the epidemic.
- » Mobilise and strengthen global, regional and national civil society capacity in support of the FCTC.
- » Monitor the implementation of the FCTC.
- » Ensure that the FCTC remains relevant and responsive to global changes that affect tobacco use, in particular changes in the strategies, tactics and behaviour of tobacco companies.

"FCA played a key role in filling a void that would have been fatal for Africa, particularly Senegal, if civil society had not been supported in the anti-tobacco struggle."

- Dr Oumar Ndao, Tobacco Control Focal Point, MOH Senegal