

Success Stories of the Framework Convention on Tobacco Control (FCTC)

Since it entered into force in 2005, the FCTC has been embraced around the world. Ratified by 172 Parties (as of 10 May 2011), representing 87 per cent of the world's population, it is one of the most successful United Nations treaties. As outlined below, implementation of particular FCTC measures have spearheaded a global 'revolution' in tobacco control, so full implementation of the treaty by all Parties would massively reduce deaths caused by tobacco. FCA is calling on UN member states to endorse accelerated FCTC implementation at the NCD Summit, 19-20 September 2011.

Ukraine latest to adopt pictorial warnings

In 2000, Canada was the first country to introduce pictorial warnings. As of May 2011, there were at least 41 countries/jurisdictions that had finalised picture warning requirements, with many more in progress.



Ukraine warning label

Ukraine is among those 41. In October 2012, cigarettes sold in that country will have to carry picture-based warnings, as mandated by the FCTC. (Ukraine ratified the FCTC in June 2006). They will replace the current text warnings and cover 50 per cent of the back of packages; a Smoking Kills text will cover 50 per cent of the front.

Research shows that effective warning labels increase knowledge about risks associated with smoking and can influence future decisions about smoking. Large and graphic warning labels can motivate smokers to quit, discourage non-smokers from starting, and keep ex-smokers from starting again. In addition, they are inexpensive for governments to implement and tobacco companies pay the costs of printing them.

Smoke-free in Chandigarh

Since 2005, smoke-free laws have also blossomed, and today more than 60 countries have enacted strong or comprehensive smoke-free laws at the national or local level.

On 15 July 2007, the administration of the Union Territory of Chandigarh declared it the first smoke-free city in India, although the Cigarettes and Other Tobacco Products Act passed four years earlier had included smoke-free provisions.

Civil society led an active campaign in Chandigarh to get the provisions in the Act enforced. It adopted the twin strategy of raising public awareness and taking legal action to push local authorities to act.

A few months before the declaration, civil society joined with the city administration to outline the final steps, including: authorising police to issue citations on the spot, ensuring warning signs were displayed in public places and

Uruguay's leading labels attacked

Uruguay has some of the strongest tobacco control laws in the world. These include graphic health warnings covering 80 percent of cigarette packages. The impact of these policies was one of the sharpest declines in prevalence of tobacco smoking ever reported, from 33% of adults in 2006 to 25% in 2009.

In 2010 tobacco giant Philip Morris International (PMI) challenged Uruguay's proposed warning labels, and other tobacco control measures, claiming they violated the 1988 investment protection treaty between Uruguay and Switzerland (where PMI is based).

In November 2010, the Conference of the Parties to the FCTC, meeting in Uruguay, adopted the Punta del Este Declaration, noting "their concern regarding actions taken by the tobacco industry that seek to subvert and undermine government policies on tobacco control."

setting up the Chandigarh Tobacco Control Cell (CTCC). With representation from the administration, police, civil society and the media, the CTCC was assigned to supervise, monitor and implement tobacco control policies.

Caught off-guard, the tobacco industry tried to overturn the Declaration, but widespread support for the move helped prevent a reversal. In 2009, civil society found nearly 94 per cent compliance with the ban on smoking in enclosed public areas and 82 per cent compliance with the ban on smoking in any public space. For more information, go to [Smoke-Free Chandigarh](#) or see The Union’s [case study](#).

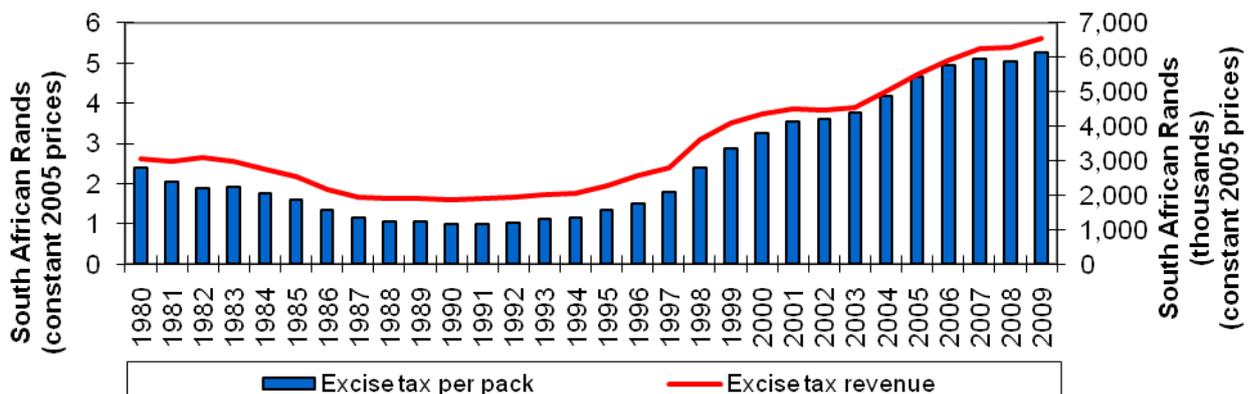
Exposure to second-hand smoke caused 603,000 global deaths in 2004, according to academic and WHO researchers¹. Numerous studies have found evidence suggesting a link between children’s exposure to second-hand smoke and ear aches, including one in 2006 by the US Surgeon General.

In January 2011, researchers at the Harvard School of Public Health and the Research Institute for a Tobacco Free Society in the Republic of Ireland found that children living in homes where parents or others smoke have a higher risk of developing middle-ear infections than kids in smoke-free houses.

South Africa profits from tobacco taxes

Good tobacco tax policies have enormous potential to encourage quitting amongst tobacco users, prevent young people from starting – and simultaneously generate considerable tax revenue. Of all the available tobacco control measures, taxation may well be the single most effective method of quickly reducing tobacco consumption.

Take the case of South Africa. As the chart below illustrates, between 1980 and 1991, tobacco taxes in the country declined in real (inflation-adjusted) terms, and tax revenues decreased. However, since 1991 the Government of South Africa has introduced policies that resulted in a hike in tobacco taxes. Consequently, tax revenues have grown steadily, more than doubling from their 1991 levels.



Studies commissioned by the Bloomberg Initiative to Reduce Tobacco Use show equally spectacular results. For example, in China an increase that pushed tax incidence on cigarettes to 68 per cent could save as many as 13.7 million lives, and would be worth at least US\$16 billion per year – more than the entire gross domestic product of at least 80 countries.

¹ *Lancet*. 2011 Jan 8;377(9760):139-46.