



10th Anniversary of the WHO Framework **Convention** on Tobacco Control

S A V I N G L I V E S F O R A D E C A D E



FCTC 10
WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL **years**
2005-2015



What is the WHO FCTC?

- The WHO Framework Convention on Tobacco Control (WHO FCTC) is the world's only legally-binding public health tool. It aims to save lives through preventing and controlling the use of tobacco products – 179 countries and the European Union have so far become Parties to the Convention, demonstrating how important they believe it to be.
- The WHO FCTC combines comprehensive measures to decrease public demand for tobacco products with those to reduce their supply, for example by reducing the amount of tobacco grown around the world, as well as the manufacture and trade of tobacco products.
- The WHO FCTC requires all relevant government departments to support its implementation, and intergovernmental agencies and civil society should also contribute if its objective is to be achieved.
- Due to the irreconcilable conflict between tobacco industry (including state tobacco monopolies) interests and public health, the Convention obliges Parties to protect their tobacco control policies from interference by the tobacco industry.

*In its 10 years of existence,
the WHO FCTC has
succeeded in keeping
tobacco control high on
the global agenda, while
saving lives and improving
global health.*



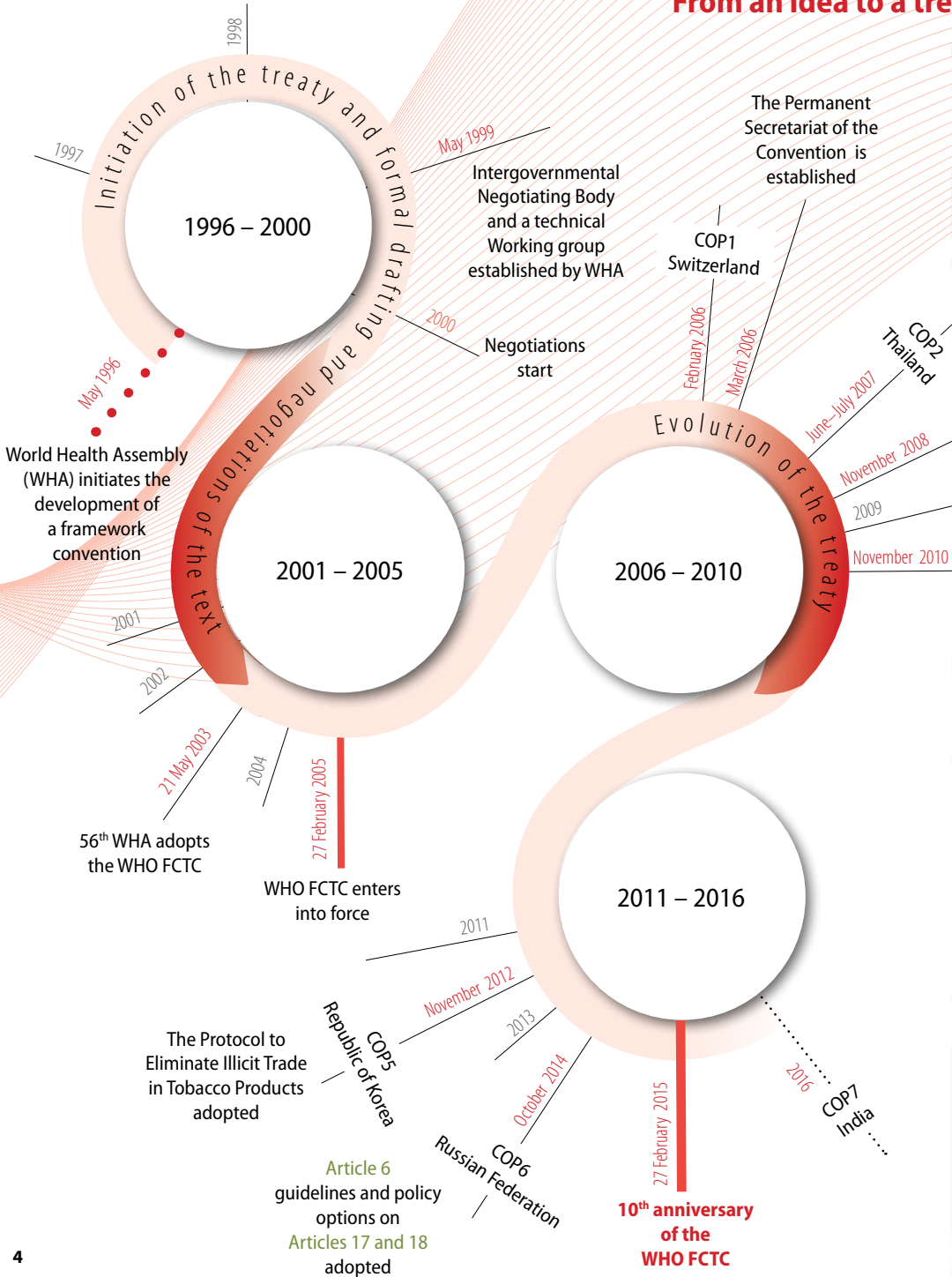
How is the tobacco control treaty governed?

- The **Conference of the Parties (COP)** is the WHO FCTC's governing body, made up of all Parties to the Convention. States that are not Parties and observer organizations (intergovernmental and nongovernmental) also participate in its meetings.
- The **Convention Secretariat** is a permanent body to support Parties to implement the Convention. WHO hosts the Secretariat at its Headquarters in Geneva, Switzerland.

By implementing FCTC-compliant legislation, many Parties have seen significant declines in their current smoking prevalence. For example, in Turkey and Uruguay smoking prevalence declined by 22% and 25% respectively, in 10 years.

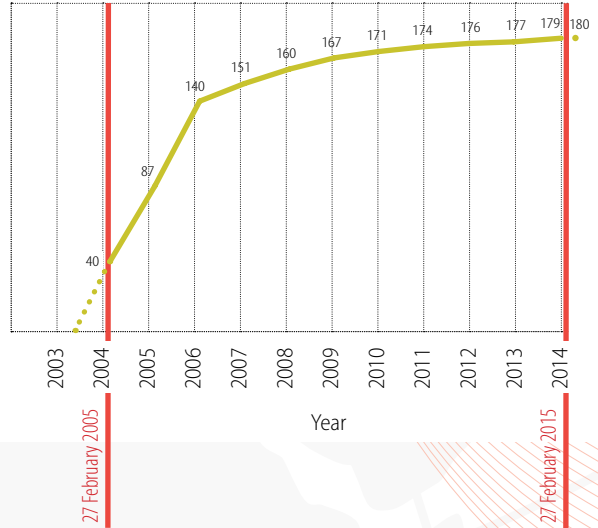


From an idea to a tree



Party with 180 Parties

Number of Parties 2003–2015



Article 8 guidelines adopted

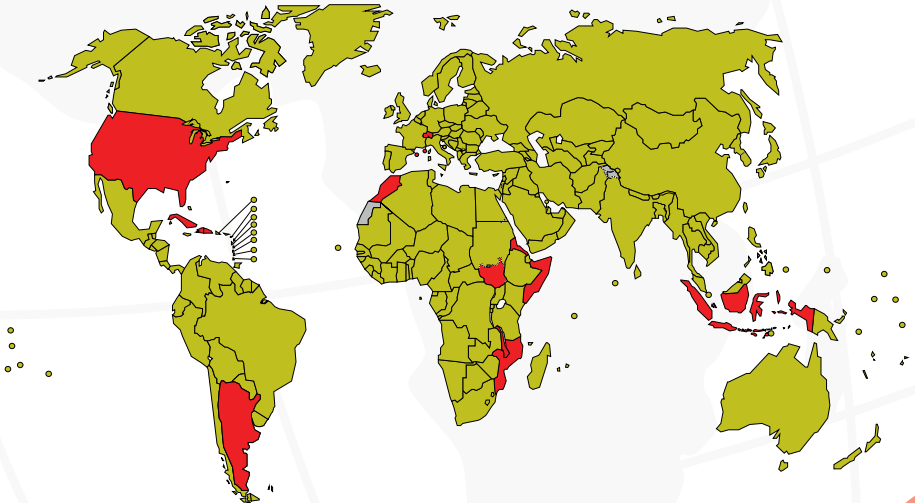
Article 5.3, 11 and 13 guidelines adopted

South Africa
COP3

Article 12 and 14 guidelines and partial guidelines on Articles 9 and 10 adopted

Uruguay
COP4

Parties to the WHO FCTC



■ Parties
 ■ Non-Parties
 ■ Not applicable

Article 5.2

80% of the Parties have strengthened their existing or adopted **new tobacco control legislation** after ratifying the Convention.

Article 5

Parties have made significant progress in adopting **new tobacco control legislation** and action plans, and establishing multisectoral bodies to coordinate national tobacco control efforts.

Article 6

Many Parties have **increased taxes to decrease tobacco consumption**. The average price of a packet of cigarettes has increased by almost 150% in the past five years around the world. More than 40 Parties use tobacco tax earmarking to support public health and tobacco control programmes.

Article 8

In 2005, only **5 Parties** had imposed a complete **ban of smoking** in all public places, workplaces and public transport. As at 31 December 2014, **48 Parties** had adopted legislation towards this end, an almost 10-fold increase since 2005.

Article 5.3

An increasing number of Parties are taking steps through laws or by other means to **prevent tobacco industry interference**, such as preventing the industry from participating in the development of legislation or sponsoring sporting events.

Article 8

Many Parties have introduced **smoking bans** in indoor public places, such as restaurants, cafés and other workplaces. More and more Parties are also banning smoking in outdoor areas, like beaches, bus stops, public parks, playgrounds and markets. To increase the protection of children, some Parties have prohibited smoking in private cars carrying children.

ies in the last 10 years

Article 9

Some Parties have **banned additives in tobacco products**, such as menthol, sugar and flavourings, which are all designed to make the taste of tobacco products more attractive. Another important development in this area is the establishment of new standards for **reduced ignition propensity cigarettes**, which have been shown to reduce deaths caused by smoking-related fires.

Article 13

In addition to **banning** traditional forms of **advertising** (e.g. print media and billboards), several Parties have banned the **display of tobacco products at points of sale**. Instead, tobacco products are stored in non-transparent, locked containers.

Article 16

The **legal age to buy tobacco products** has been set or increased in several Parties to 21 or 20 years of age in recent years.

Article 11

In 2005, only **6 Parties** required large (more than 50%) and rotating **pictorial health warnings**; most countries only had text warnings. At the end of 2014, **43 Parties** request warnings with the same characteristics, a more than 7-fold increase since 2005.

Article 17 and 18

More and more countries are successfully promoting **alternatives to tobacco growing**. Replacement crops include bamboo, beans, corn, cane, fruits, safflower and soy.

Article 11

Many Parties require **large graphic health warnings** on all tobacco packaging, some of them after overcoming legal challenges posed by the tobacco industry. Plain packaging of tobacco products (with no branding, colours, imagery, corporate logos or trademarks) is another area to which Parties are paying more attention.

Article 14

Quit lines have traditionally been used to assist tobacco users, and operate in almost one quarter of the State Parties. New and innovative approaches to **tobacco cessation** are proving effective, including cell-phone text messaging, Internet-based behavioural support and smartphone applications.

Achievements since the WHO FCTC's entry into force

Evolution of the Convention as an international treaty

- The Protocol to Eliminate Illicit Trade in Tobacco Products, the WHO FCTC's first protocol, was adopted on 12 November 2012. The Protocol is a new international treaty open to all Parties to the WHO FCTC, and aims to tackle smuggling and other kinds of illicit trade which are a grave danger to public health.
- The COP has adopted eight guidelines for implementation of key demand-reduction measures and preventing tobacco industry interference. Policy options and recommendations on economically sustainable alternatives to tobacco growing have also been adopted by the Parties.

One in every ten cigarettes
and many other tobacco
products
consumed in the world are
illegal

**Protocol to Eliminate
Illicit Trade in
Tobacco Products**

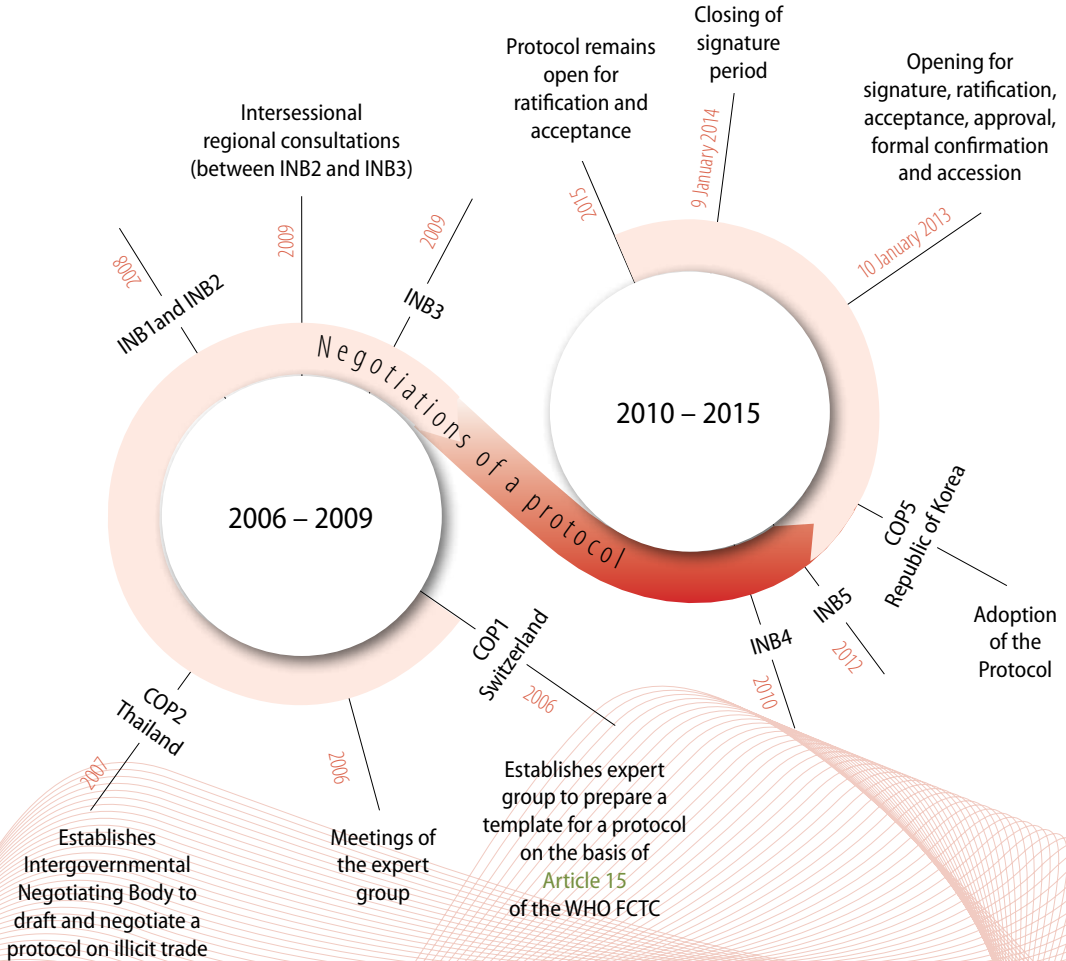
**It ought to
be law!**



FCTC

WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL

A second treaty created by the Parties



Visions for the future

- Some Parties are aiming to reach less than 5% prevalence of tobacco use, including Finland, Ireland and New Zealand, while the Pacific island countries are aiming to become “tobacco-free islands” by 2025.
- The WHO FCTC’s full implementation would support global commitments to achieving a 25% reduction in premature deaths from noncommunicable diseases by 2025, including a 30% reduction in the prevalence of tobacco use in persons aged 15 years and over.

Challenges ahead

- The tobacco industry’s strategies to counteract, delay or dilute measures to implement the WHO FCTC are evolving. They include the use of front groups (e.g. tobacco growers), promoting “corporate social responsibility”, circumventing advertising bans by using media not covered in existing legislation, and lobbying of decision-makers. Legal actions in national and international forums, as well as trade and investment agreements, are used by the tobacco industry and its allies to hinder tobacco control measures.
- The growth in the use of new products, such as electronic nicotine delivery systems, and of existing products in new settings, such as waterpipes, is alarming. Addressing new and emerging tobacco products will be vital to the success of future tobacco control efforts.



For more information:

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