


Making Tobacco Control a Development Priority

Campaign introduction

[insert the name
of the presenter]

Outline

1. Rationale for the campaign
 2. Campaign goals & objectives
 3. Campaign steps
 4. Support materials
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Rationale for the campaign



Tobacco use and health

- The impacts of tobacco use on health are well recognized → FCTC
 - Widely adopted treaty
 - Numerous detailed guidelines developed
 - Strong global tobacco control movement

...so should we be concerned ?

Tobacco use and health

- The impacts of tobacco use on health are well recognized → FCTC
- FCTC implementation at the national level is seriously underfunded



Current tobacco control spending

- high-income countries:
\$ 167.57 per capita
- middle and low-income countries:
\$ 0.013 - \$0.001 per capita

... yet 80% of all smokers are in the middle- or low-income countries

Investment in tobacco control

According to WHO, \$ 0.11 per capita each year for next 15 years in middle- and low-income countries would:

- ✓ *result in accelerated implementation of key provisions of FCTC*
- ✓ *save millions of lives*

Investment in tobacco control

So why don't governments in middle- and low-income countries invest in tobacco control?

They claim they don't have money...



Investment in tobacco control

... and it might be true that the national health budget is small...

... but we know donors recognize the link between health and poverty...



Investment in tobacco control

... and we also know that donors have increased development assistance for health tremendously in past years ...

... so donors are a strong potential source of funding for FCTC implementation.

Investment in tobacco control


*The impacts of tobacco use on health
are well recognized...*

*... but tobacco has also negative
development impacts...*

*... and governments are not fully
aware of them...*


Investment in tobacco control

... let's make sure governments and donors understand:

- ✓ *link between tobacco use and poverty*
 - ✓ *negative impact of tobacco on development*
 - ✓ *cost-effectiveness of tobacco control*
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Investment in tobacco control

*Let's make sure
governments and donors
increase their investment
in tobacco control*




Campaign goals & objectives



Campaign goals

- A. Get money for FCTC implementation from development funding
- B. Enhance capacity of FCA members in international development field

Campaign objectives

- A. Remind governments about the costs of tobacco use
 - B. Network with people in development field
 - C. Promote tobacco control in national health and development plans
 - D. Submit tobacco-poverty project proposal for funding
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Campaign steps



A. Remind governments about the development costs of tobacco use

- Develop country specific tobacco and poverty advocacy materials (flier, presentation, fact sheet)
- Publish an opinion article (op-ed) on tobacco and poverty in national newspaper
- Organize workshop(s) on tobacco and poverty and engage media

All these activities can be done adapting FCA's materials developed for UN NCD Summit

B. Network with people in development field

- Contact United Nations, development banks, bilateral donors country offices and set up a meeting to introduce yourself and the tobacco-poverty concept
- Network with NGOs that receive development funding and gain better understanding how they attract donors
- Meet with government officials at the planning divisions and development ministries to introduce yourself and the tobacco-poverty concept

C. Promote tobacco control in national health and development plans

- Collect available information on national development and health planning (timelines, responsible departments and personnel, consultation dates and formats)
- Be part of formal (and informal) discussion of plan renewals = attend meetings, network, keep in touch with people that matter
- Make sure tobacco control is on agenda of all national health and development discussions

D. Submit tobacco-poverty project proposal for funding

New information, contacts, events will result in new opportunities = take an advantage of them:

- Approach donor partners and apply for a small grant for your tobacco-poverty work in 2012
- Offer assistance to your health department with tobacco/NCD national efforts
- Enter into partnerships with NGOs that work in development field

Support materials



Tobacco & poverty/development

▪ FCA

Campaign factsheet: <http://fctc.org/images/stories/1-pager%20tobacco%20control%20for%20global%20health%20and%20development%20EN.pdf>

▪ NCD Alliance

FCTC and development factsheet:

http://fctc.org/images/stories/NCDs_and_tobacco_Development.pdf

▪ WHO / TFI

Systematic review of the link between tobacco and poverty:

http://www.who.int/tobacco/publications/syst_rev_tobacco_poverty/en/index.html

FCA can assist you in developing your country specific materials

- Provide advice on sources of relevant information
- Review your materials and provide suggestions
- Assist with design and layout

