

The NCD Alliance

Putting non-communicable diseases
on the global agenda



PRODUCTO
TOXICO

THE FCTC — AN EVIDENCE-BASED TOOL TO REDUCE THE BURDEN OF DISEASE

Tobacco use causes one of every six deaths from non-communicable diseases (NCDs), and leading health experts agree that reducing tobacco use is the single most important solution to the rising prevalence of NCDs.

The WHO Framework Convention on Tobacco Control (FCTC) — the world's first treaty to address a public health crisis — provides a blueprint for countries to address the tobacco epidemic.

Since its adoption at the World Health Assembly in 2003, the FCTC has played a major role in accelerating the adoption of effective tobacco control policies around the world.

As a result of the FCTC and its Guidelines, 172 countries, plus the European Union, have committed to implementing a series of internationally negotiated, legally binding and evidence-based tobacco control policies and programmes.

The objective of the FCTC is “to protect present and future generations from the devastating health, social, environmental and economic consequences of tobacco consumption and exposure to tobacco smoke by providing a framework for tobacco control measures to be implemented by the Parties at the national, regional and international levels in order to reduce continually and substantially the prevalence of tobacco use and exposure to tobacco smoke.” This legally binding treaty includes a range of measures to reduce the devastating health and economic impacts of tobacco.

Key measures in the FCTC

These are some of the key tobacco control measures that Parties have committed themselves to implement:

- Establish a national coordinating mechanism for tobacco control (*Article 5*);
- Prevent the tobacco industry from interfering in the setting of public health policies (*Article 5.3*);
- Consider increasing tobacco taxes as a means of reducing tobacco consumption (*Article 6*);
- Protect citizens from exposure to tobacco smoke in workplaces, public transport and indoor public places (*Article 8*);
- Regulate the contents of tobacco products and disclosure of information about contents (*Articles 9 and 10*);
- Require large, preferably graphic, health warnings on tobacco packaging (*Article 11*);
- Prohibit the use of misleading and deceptive terms such as ‘light’ and ‘mild’ on tobacco products (*Article 11*);
- Promote public awareness of tobacco control issues, including the impact on health, using all available communications tools (*Article 12*);
- Enact comprehensive bans on tobacco advertising, promotion and sponsorship (*Article 13*);
- Include tobacco cessation treatment in national health programmes (*Article 14*);



International
Diabetes
Federation

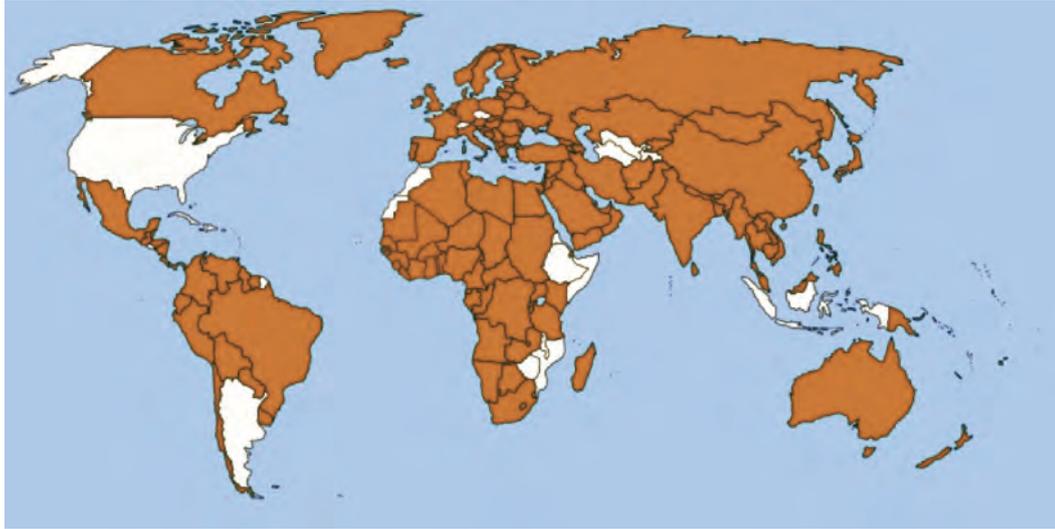


International Union Against
Tuberculosis and Lung Disease
Health solutions for the poor



WORLD HEART
FEDERATION®

- Implement specific measures to combat tobacco smuggling including pack markings to identify country of sale (*Article 15*);
- Support economically viable alternatives to tobacco growing (*Article 17*);
- Cooperate in the scientific, technical and legal fields, particularly to assist developing countries (*Article 22*);
- Encourage regional and international intergovernmental organizations, and financial and development institutions, to provide assistance to developing countries to meet their FCTC obligations (*Article 26*).



As of May 2011, 173 parties had ratified the FCTC, representing 87% of the world's population.

Remarkable progress

Many countries have moved quickly to honour their treaty obligations and have made remarkable progress in tobacco control.

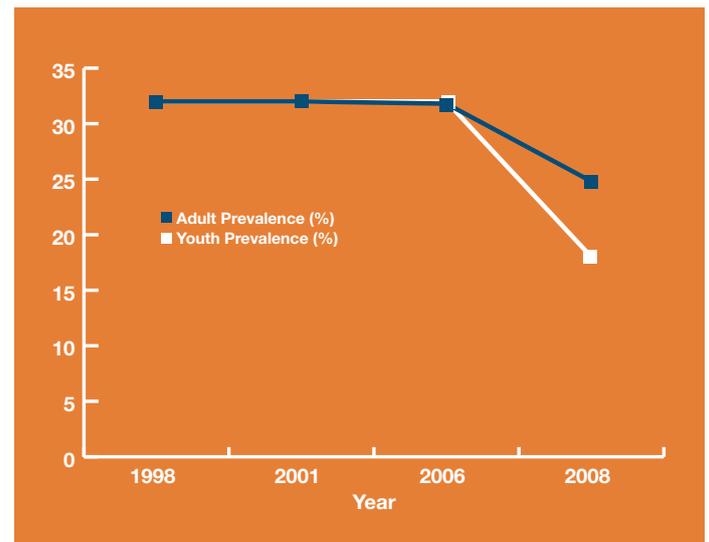
A prime example is Uruguay, which has achieved astonishing success in bringing down smoking prevalence by implementing key elements of the FCTC.

Uruguay ratified the FCTC in September 2004. Since then it has:

- Become the first country in the Americas to legislate for smoke-free workplaces and other public places;
- Increased tobacco excise tax to make up 66% of the retail price;
- Implemented a comprehensive tobacco advertising, sponsorship and promotion ban;
- Required large (80% of the front and back pack surfaces) picture pack warnings;
- Increased the availability of stop smoking services.

The result has been one of the sharpest declines in smoking ever recorded. Between 2006 and 2008, smoking prevalence among adults fell from about 32% to 24.8% and youth smoking prevalence fell from 32% to 18.6%.^{1,2,3}

Tobacco use is the one risk factor common to the main groups of NCDs. Accelerated implementation of the FCTC is an essential way to tackle NCDs and save lives.



Uruguay smoking prevalence, 1998-2008

1 Junta Nacional de Drogas. *Encuesta periódica en estudiantes de secundaria*.

2 Junta Nacional de Drogas. *Encuesta de Consumo de Hogares*.

3 Centers for Disease Control and Prevention (CDC). *Global Adult Tobacco Survey Fact Sheet: Uruguay*. CDC, WHO; 2009.

Available from: http://www.cdc.gov/tobacco/global/gats/countries/amr/fact_sheets/uruguay/2009/pdfs/uruguay_2009.pdf.

