

FCA CAMPAIGNS

FCA Monitoring Global & national shadow reports

ONCE PARTIES SIGN ONTO THE WHO's Framework Convention on Tobacco Control (FCTC), it's crucial that they are monitored to ensure that they actually implement and enforce the treaty.

Through its shadow reporting programme, FCA acts like a 'watch dog', monitoring Parties' compliance.

Our *Tobacco Watch* report complements the official reporting to the FCTC Secretariat by looking beyond legislation to enforcement and compliance, and by independently verifying the accuracy of information submitted by governments.

We do this with the assistance of our member organisations. FCA members gather data in their countries to verify

legislation and FCTC enforcement and compliance. They use this data to produce national reports.

In developing FCA's global *Tobacco Watch* report, we work closely with experts to create sound data-gathering methodologies that track and compare FCTC implementation over time and throughout different countries.

During the Fourth Conference of the Parties (COP-4) in Uruguay, in November 2010, we released the first issue of *Tobacco Watch*. The report focused on the first 49 Parties to ratify the FCTC and on three key Articles of the Convention:

- Article 8 (smoke-free air);
- Art. 11 (package warnings);
- Art. 13 (tobacco marketing).

“ THE SHADOW REPORT THAT WE PRODUCED IN GHANA, WITH THE SUPPORT OF THE FCA, ALLOWED US TO SHOW OUR GOVERNMENT AND CITIZENS THE WORK THAT STILL NEEDS TO BE DONE TO CURB THE TOBACCO EPIDEMIC. “

Issah Ali, Vision for Alternative Development

In 2011, *Tobacco Watch* will expand to also focus on:

- Article 6 (taxation);
- Article 5.3 (industry interference).

National shadow reports

In 2010 we provided national reporting grants to 12 FCA members from low and middle income countries in all six WHO regions. Members were encouraged to get creative with their reports.

For example, the Coalition for a Tobacco Free Palau, in the Pacific Islands, used its grant to produce a TV public service announcement (PSA) urging citizens to pressure the government to implement the FCTC.

In 2011, FCA plans to support roughly 10 national reports from countries included in the 2011 *Tobacco Watch*.

Media and other impacts

To be considered successful, shadow reporting must stimulate change. Sometimes this occurs via direct advocacy with government officials but often it happens indirectly.

FCA-funded shadow reporting is more than producing glossy reports. Planning for each report's release includes a media campaign, to maximise the report's impact on policy-makers, media and the public. Each report is tailored to address a set of issues specific to each country.

While it is impossible to know the relative impact of one report, examples of political movement following the release of

national shadow reports include:

PALAU – A comprehensive tobacco control bill was finally sent to Parliament for consideration, after years of stalling;

PERU – Congress passed an Act making all public and workplaces 100 per cent smoke-free;

GHANA – After seven years of lobbying, the Minister of Health presented a national tobacco control bill to Parliament;

INDIA – Legislation was passed mandating large pictorial warnings on tobacco packages.

In addition to their advocacy value, the production of national shadow reports is an important capacity building tool for our national NGO partners. FCA provides them technical assistance and training materials on research methodology, media, advocacy and other skills.

Important links

For the latest on FCA Monitoring, go to www.fctc.org.

WHO web page:

<http://www.who.int/fctc/reporting/en/>.

If left unchecked, tobacco use will kill 8 million people a year by 2030, 70% of them in developing countries. FCA is working to change this. We are more than 350 organisations from over 100 countries that support the global tobacco control treaty, the Framework Convention on Tobacco Control (FCTC). See how you can support our work at www.fctc.org.

Framework Convention Alliance
Rue Henri-Christine 5,
Case Postale 567, CH-1211
Geneva 4, Switzerland
www.fctc.org