

Sustainable measures to mobilize whole-of-government implementation of the FCTC

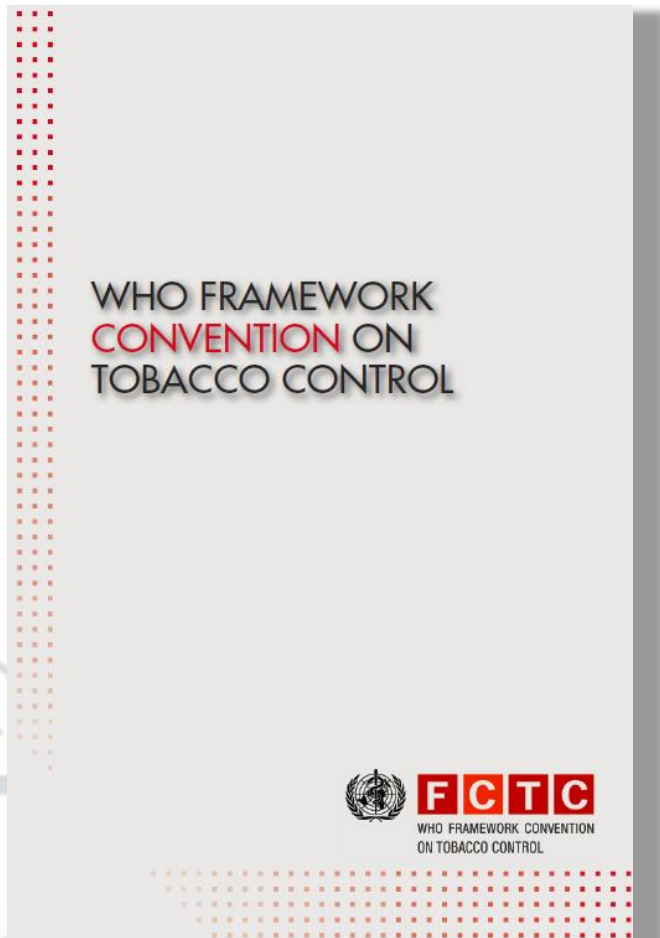
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Strong political commitment is key

Article 4.2 (Guiding Principle)

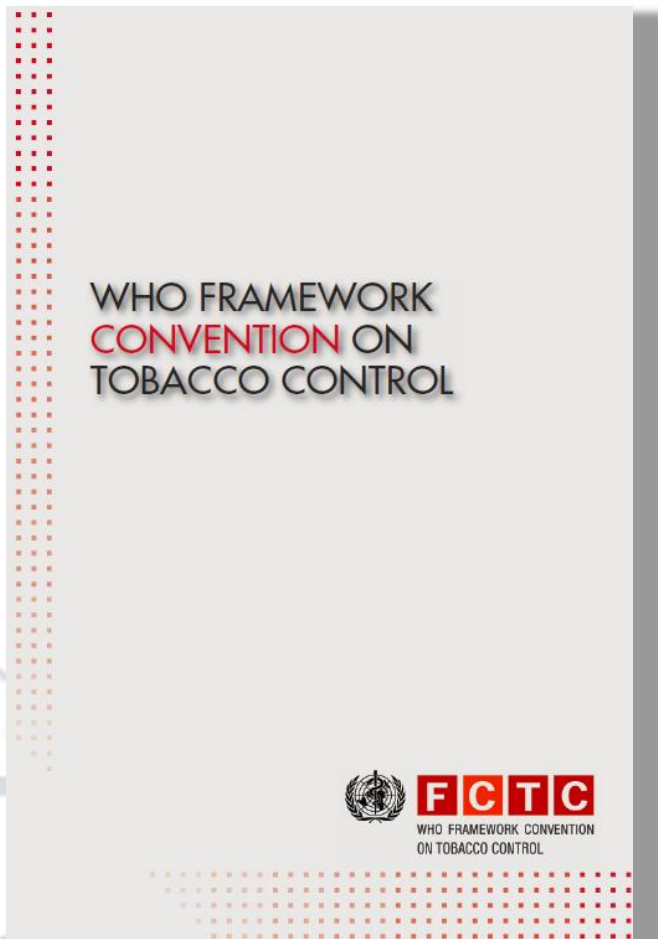
Strong political commitment is necessary to develop and support at the national, regional, and international levels, comprehensive multisectoral measures and coordinated responses ...



Formalize coordinated response

Article 5.2 (General obligation)

*Each Party shall, in accordance with its capacities, **establish or reinforce and finance a national coordinating mechanism or focal points for tobacco control.***



2012

How far we have gone?

UN Secretary-General report to Member States on FCTC implementation (E/2012/70)

*The challenges that the Parties face at the national level relate to the effective **functioning of national coordination mechanisms**, legislative, administrative and regulatory frameworks.*

*This is particularly relevant **when some of the important measures and provisions** relating to the taxation of tobacco, education, broadcasting, combating illicit trade and so forth **are not within the realm of the health ministry.***

FCTC working group on sustainable measures

- Established in November 2012 (at COP5)
- Composed by FCTC Parties (= governments)
- **Key objective** – discuss practical issues of FCTC implementation and identify strategies to improve:
 - International cooperation
 - Resource mobilization
 - Multisectoral coordination

FCTC working group findings

- Demonstrating **economic costs of tobacco epidemic** will help generate whole-of-government commitment and coordination.
- Clarity on the cost of implementation of the WHO FCTC and **returns on investments in tobacco control** will contribute to mobilizing resources.
- Governments need **guidance** on how to establish a functioning national multisectoral coordination.

Steps taken at COP6

- The FCTC working group on sustainable measures was tasked to “develop options for the establishment of functioning national multisectoral coordination mechanisms”.
- The FCTC Secretariat, WHO, World Bank and UNDP were asked to continue to develop various economic tools that can be used at country level.


FRAMEWORK CONVENTION ALLIANCE

**GETTING THE PRICE TAG:
COSTING ACTION AND INACTION
ON TOBACCO CONTROL**

FACT SHEET

Tobacco control efforts are directly aimed at reducing tobacco use and the associated disease and early deaths, but tobacco use also imposes enormous indirect and opportunity costs impacting country economies.

There is a common misperception that reducing tobacco use is solely the responsibility of Ministries of Health whereas, in reality, a whole-of-government and whole-of-society approach is essential for tobacco control to be successful.

An effective strategy is to get the attention of all units of a government to calculate the cost to the economy associated with the tobacco epidemic and compare this figure with the cost of implementing policies and programmes to address it.

Having clear and reliable answers to the following questions helps to make the case for tobacco control as a national priority:

- How is tobacco use affecting our country's economy and economic growth?
- How much does it cost for good faith implementation of the FCTC?

The costs of the tobacco epidemic

The economic toll of tobacco use is devastating at global, national and household levels. The most obvious costs are for treating the diseases caused by tobacco: cancers, heart and lung diseases and myriad other non-communicable diseases (NCDs). However, these direct costs of increased healthcare expenditure are only part of the picture.

In addition, there are the indirect costs of the lost productivity due to illness and premature death, fire damage, environmental damage and the intangible suffering of the victims and their families. Finally, there are the opportunity costs, as every household and society gives up the opportunity to buy something important when valuable resources are spent on tobacco.

Quality data on how much tobacco use currently costs national economies is important. This data should be accompanied with projected future costs should current trends in tobacco use continue and no action is taken to curb it.

These projected estimates are particularly important for settings where the tobacco epidemic is spreading fast, such as Asia and Africa, and in countries where the government is taking on increasing responsibility for health care costs.

COP6 DECISION 17

In October 2014, the Convention Secretariat, WHO, UNDP and the World Bank were requested:

- (i) to continue to develop comprehensive tools to cost WHO FCTC implementation and make them available to Parties to be used at country level, adapted to the national context;
- (ii) to develop and make available a methodological tool to assess the economic impact of tobacco use on the disease burden and health systems, as well as other related social, environmental and economic costs affecting poverty and development, including the health and economic costs of not controlling tobacco consumption;



Conclusions

- Strong political commitment, effective multisectoral coordination and sufficient resources are essential elements of successful tobacco control.
- Globally, progress on generating these essential elements have been slow and insufficient.
- The task of the FCTC working group is to work with countries which have succeeded and identify best practices and lessons learned.
- The FCTC regular meetings are a best place to discuss strategies to advance implementation of the FCTC.

THANK YOU

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