TOBACCO WILL KILL ONE BILLION PEOPLE THIS CENTURY UNLESS ACTION IS TAKEN
THE PROBLEM:

- tobacco use is the single most preventable cause of death in the world
- tobacco use is the second major cause of death in the world
- tobacco use is responsible for one in ten adult deaths worldwide, killing 5.4 million people annually
- tobacco is the fourth most common risk factor for disease worldwide
- tobacco kills up to one in every two users
- tobacco kills people at the height of their productivity, depriving families of their breadwinners and the nation of a healthy workforce
- it is expected that by 2030, the death toll will exceed 8 million a year, with more than 80% of the deaths occurring in the developing world
- tobacco will kill one billion people this century unless action is taken and
- in the poorest households in some low-income countries as much as 10% of total household expenditure is on tobacco.

THE SOLUTION:

The most cost-effective strategies are public policies, including:

- bans on all forms of tobacco advertising, promotion and sponsorship;
- tobacco tax and price increases
- smokefree environments in all public and workplaces
- requirements for large pictorial health warning labels on cigarette packages
- prohibition against deceptive labels such as “low and light” and of the sale of tobacco products to minors.

All these measures are addressed by the provisions of the World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC).
HIGHLIGHTS OF THE YEAR

Ten new countries became Parties to the FCTC, In total, 156 countries are now ratified Parties as we go to print.

A total of 11 countries adopted 100% smokefree laws in all public places and an additional four countries enacted 100% smokefree regulations at the subnational level.

In addition, governments have made positive decisions through the FCTC that will help reduce tobacco consumption around the world.

Over 350 non governmental organizations are now members of the FCA.

The FCA provided leadership, technical expertise and logistical support during key WHO FCTC negotiating meetings and WHO meetings such as the World Health Assembly; the second session of the Conference of the Parties of the FCTC; and regional FCTC and working group meetings whose aim was to develop guidelines on implementation for specific articles of the FCTC, including: Article 13 (advertising, promotion, and sponsorship), Articles 9&10 (Product regulation and Disclosure), Article 5.3 (Industry interference), and Article 11 (Packaging and Labelling).

The FCA also provided strategic planning, policy brief writing, campaign development, and media campaigns. Prior to and during each meeting, the FCA prepared position papers, educational materials, and presentations that were made available to government delegates and to NGO representatives.

Due to the strong involvement of FCA members and partners, the second session of the Conference of the Parties—the governing body of the FCTC—was a major success this year and countries made many critical decisions that will have a positive impact on the implementation of the Treaty and global public health.
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FROM LAURENT HUBER, DIRECTOR, FRAMEWORK CONVENTION ALLIANCE ON TOBACCO CONTROL (FCA)

International agreement to save lives from the ravages of tobacco has moved ahead apace in 2007. As we go to press Zambia becomes the latest Party to the WHO Framework Convention on Tobacco Control (FCTC), bringing the total to 156.

The past year has also been one of growth with many successes for the FCA.

With the membership now at more than 350 non-government organisations from more than 100 countries, it is clear that civil society now occupies a position of strength in the FCTC negotiations.

The FCA’s unique place at this level of negotiations has developed over the years as the Alliance has provided rigorous policy advice and been on-hand to inform and assist in the FCTC process.

This resulted in critical decisions made by Parties to the FCTC which will have a positive impact on the implementation of the treaty and global public health, such as the adoption of guidelines for 100% smokefree public places and agreeing to negotiate a protocol aimed at curbing the illicit trade in tobacco products.

The strength of the FCA’s membership has also made the monitoring of the implementation of the FCTC a key element in the FCA’s watching brief.

With an increasingly more active FCA membership, as well as a much-welcomed boost in support from our funders and an increase in staffing at both the core and regional levels, we look forward in 2008 to moving ever closer to our vision of a world free from the death and disease caused by tobacco.

Laurent Huber
Director
TOBACCO USE IS THE SINGLE MOST PREVENTABLE CAUSE OF DEATH IN THE WORLD
GOVERNMENTS LOSE $40–$50 BILLION EACH YEAR FROM ILLICIT TOBACCO
INTRODUCTION

The Framework Convention Alliance (FCA) was founded in 1999 and is now made up of more than 350 organizations from more than 100 countries working on the development, ratification, and implementation of the international treaty, the Framework Convention on Tobacco Control (FCTC). The FCTC is the world’s first global public health treaty, and requires parties to adopt a comprehensive range of measures designed to reduce the devastating health and economic impacts of tobacco.

The treaty requires ratifying countries to:

- enact comprehensive bans on tobacco advertising, promotion and sponsorship
- ban the use of misleading and deceptive terms such as “light”, “low-tar” and “mild”
- undertake comprehensive bans on tobacco advertising, promotion and sponsorship
- require the placement of rotating health warnings on tobacco packaging that cover at least 30% (and should cover 50% or more) of the principal display areas and may include pictures or pictograms
- ban the use of misleading and deceptive packaging and labelling of tobacco products, including use of terms such as “light” and “mild”
- protect people from exposure to tobacco smoke in indoor workplaces, public transport and indoor public places
- adopt or maintain taxation policies aimed at reducing tobacco consumption
- and combat illicit trade in tobacco products, including by requiring markings of origin and destination on packs, monitoring, documenting and controlling the movement of products, and enacting legislation with appropriate penalties and remedies.

The FCTC entered into force in February 2005, was signed by 168 of the 192 WHO Member States and 156 WHO Member States have become Parties to the Convention. Momentum must be maintained by supporting the development of effective guidelines and protocols; assisting and monitoring governments’ ratification activities; ensuring effective tobacco control legislation and policy; and monitoring and reporting on the implementation of the treaty.
VISION, MISSION AND VALUES

VISION
The FCA vision is a world free from the death and disease caused by tobacco.

MISSION
The FCA mission is to perform the watchdog function for the WHO FCTC; to develop tobacco control capacity – particularly in developing countries; to support the development, ratification, accession, implementation and monitoring of the FCTC; and to promote and support a network for global tobacco control campaigning.

VALUES
The FCA:
- is democratic, responsive to the needs of the organizations, members and stakeholders involved with FCA
- is a consensus–based organization where all opinions are valued
- is an alliance, not an individual organization; members share a sense of ownership of the alliance through contributing time and energy
- offers free membership
- ensures the presence of civil society from both high and low income countries at all FCTC-related meetings
- is internationally diverse and representative of all WHO regions
- strives for unity, cooperation and trust between FCA members through collaborating on a common goal
- is willing to take risks and raise the bar in the FCTC process
- values transparency and inclusiveness
- continually seeks improvement.
ONE BILLION PEOPLE ARE PROJECTED TO DIE FROM TOBACCO USE THIS CENTURY
EXECUTIVE SUMMARY

OVERVIEW

In 2007 a strategic plan was developed to maintain a balance between growth needed to effectively carry out the mission of the organization and the organizational ethos that has underpinned its success.

SUMMARY OF ACHIEVEMENT

The FCA has:

> helped obtain the signatures of 168 countries and played a key role in getting a substantial number to ratify in record time

> assisted in the development and adoption of effective evidence-based guidelines on implementation of the FCTC, in particular on Article 8 (protection from secondhand smoke)

> positively influenced the 2nd COP process resulting in the commencement of negotiations on a Protocol to curb the illicit trade of tobacco products

> enhanced the ability of FCA members to actively influence FCTC protocols and implementation guidelines

> ensured the presence of NGOs from across the world at all FCTC-related meetings

> provided grants to enable participants from low income countries to be actively involved in all FCTC activities

> created an organization that is founded on the principles of diversity, gender balance and equality, and has worked successfully within this ethos

> developed an organization that has been (and continues to be) largely run by volunteers, who display enormous commitment to tobacco control and the FCA, sometimes at great personal/financial sacrifice

> delivered highly respected position papers, news bulletins and other advocacy material

> created a monitoring and reporting tool to hold governments accountable for their commitments under the FCTC

> successfully kept civil society, government officials and the media fully informed about the FCTC process

> created and funded a process that enabled the FCA to move from being a loose coalition of existing NGOs into a legally structured entity that comprises organizations from over 100 countries
> developed strong working relationships with Governments and established an official relationship with WHO, as well as achieved high levels of credibility with funders.

> created a successful international organization that is establishing staff posts around the world and recruiting based on ability, rather than location.

> received awards recognising its accomplishments.
TOBACCO IS THE FOURTH MOST COMMON RISK FACTOR FOR DISEASE WORLDWIDE
ACHIEVEMENTS

FCA PARTICIPATION IN FCTC NEGOTIATION SESSIONS AND WORKING GROUP MEETINGS IN 2007

Civil society members, under the umbrella of the FCA, have been involved at all stages of the FCTC process, from its development, adoption, its entry into force and now the implementation and development of subsequent guidelines and protocols. The FCA has participated in all six treaty-negotiating sessions, as well as two working group sessions, dozens of regional treaty meetings, several annual meetings of the World Health Assembly, the two Open-Ended Intergovernmental Working Group meetings, the First and Second Conference of the Parties and Expert group meetings, and the working group meetings for the development of guidelines and protocols.

By providing expertise and ensuring the presence of civil society representatives, the FCA played a pivotal role in assuring a strong FCTC by working collaboratively with governments, providing educational materials and tobacco control expertise, and helping to shape the public climate that has provided momentum for the international regulation of the tobacco industry. As the Parties unanimously stated in Article 4.7 of the WHO FCTC, “The participation of civil society is essential in achieving the objective of the Convention and its protocols.” Moreover civil society continues to provide critical support in the implementation of the FCTC at the international, regional and national levels.

In 2007, the FCA provided technical assistance, expertise, funding and logistical support for all FCTC negotiating meetings and working group meetings. In addition, the FCA conducted strategic planning, authored policy and technical papers, and developed advocacy and media campaigns. Prior to and during each of these meetings, FCA prepared and distributed position papers, presentations, and educational and advocacy materials to participating government delegates and NGO representatives.

Meeting of Ad Hoc Study Group on Alternative Crops
27–28 February 2007, Brasilia, Brazil

The FCA organized the presence of civil society at this first meeting of the Ad Hoc Study Group on agricultural diversification and alternative crops to tobacco—a body established by the decision of the first Conference of the Parties to the FCTC. Civil society was united in its support for measures to find alternatives to tobacco culture and usage (i.e. not for human consumption). A small minority favoured outright bans on the growing of tobacco, while most called for further research and policy changes aimed at helping growers find alternative livelihoods.

60th World Health Assembly (WHA)
14–23 May 2007, Geneva, Switzerland

A small strategic FCA delegation attended the sixtieth session of the WHA in Geneva. The FCA presence was aimed to brief country delegates on the priorities of the second Conference of the Parties (COP-2); to establish relationships with representatives of Ministries of Health; gather intelligence; and explain the legal, technical, and financial resources that are available to the national implementation of the FCTC. In preparation
for the WHA, policy papers were developed and translated to be distributed to government delegates. In addition, letters were sent to all the permanent missions in Geneva by post and email in order to request meetings with Health Ministers and country representatives attending of WHA. The FCA met with government delegates and Health Ministers from 18 different countries.

WPRO Pre-COP Regional Meeting
4–6 June 2007, Manila, Philippines

In light of COP-2, the WHO Tobacco Free Initiative Regional Office for the Western Pacific (TFI-WPRO), with representation from TFI headquarters, organized two pre-conference workshops: for Asian countries on 4–5 June and for Pacific Island countries from 7-8 June in Manila. These events were well-attended by WHO member states, as well as by resource persons from the VicHealth Centre for Tobacco Control, consultants Allen & Clarke, and other members of civil society (including FCA, SEATCA, and BGI). A summary of COP-1 outcomes was presented with reference to the work that had been undertaken since and in preparation for negotiations at COP-2. Civil society representatives were invited to make comments and suggestions during the discussions, and made short formal presentations on “opportunities for technical assistance, funding and other support”. In addition to other Alliance members present—as resource persons and observers—the FCA Regional Coordinator for ASEAN countries and Western Pacific region officially represented and made presentations on behalf of the FCA at these workshops. The FCA’s various policy papers were also made available to workshop participants, and Alliance representatives were able to engage a number of government delegates and draw support for its positions.

AMRO Pre-COP Regional Meeting
June 2007, Rio de Janeiro, Brazil

The pre-conference meeting was coordinated by WHO/Pan American Health Organization (PAHO) for Ministry of Health focal points of Latin American Parties to the FCTC. The meeting emphasized the country monitor report that each Party was to present at COP-2 and delegates were provided a first look at the FCA FCTC Monitor Report. Representatives from Bolivia, Chile, Ecuador, Guatemala, Honduras, Mexico, Panama, Paraguay, Peru, Uruguay and Venezuela participated in the meeting.

The Second Conference of the Parties (COP-2)
30 June–6 July 2007, Bangkok, Thailand

The FCA delegation to COP-2 was composed of 197 members from 67 countries. Alliance activities had a major impact on the outcomes of the conference. The FCA, in collaboration with the Royal Thai Government, organized an International NGO Forum, on the eve of COP-2, to present government delegates with examples of best practice implementation of the FCTC from around the world, and released the first report of FCA FCTC Monitor Project, a civil-society-based approach to monitoring the implementation of the treaty.
The FCA prepared detailed position papers that were instrumental in educating government delegates on all of the key issues. It also distributed a daily bulletin that provided updates on the positions of the FCA, a daily perspective on the negotiation process which informed delegates, the press and NGOs of the developments during the COP. In addition, the technical briefings organized by the FCA and WHO provided opportunities to present the FCTC from the perspective of civil society. The FCA also took part in all press conferences held during COP-2.

The positive outcomes of COP-2 were in part achieved thanks to the strong contributions made by the FCA, as pointed out by the attending Parties, WHO and participating NGOs. Among the successes of the conference, the governing body of the FCTC decided to:

> adopt strong evidence-based guidelines on implementation of Article 8 of the Convention (protection from exposure to tobacco smoke) that stipulates 100% smokefree public places and workplaces

> begin negotiating a protocol to combat the illicit trade in tobacco products which undermines public health policies by providing inexpensive cigarettes

> prioritize and move forward with the development of guidelines on the implementation of Articles 11 (packaging and labelling of tobacco products); prioritize and move forward with the development of guidelines on the implementation of Article 13 (advertising, promotion and sponsorship)

> continue the work on the development of guidelines on Articles 9 (regulation of the contents of tobacco products) and 10 (regulation of tobacco product disclosures) that the COP had initiated at COP-1 and produce a progress report by COP-3; and

> commence work towards the development of guidelines on Articles 5.3 (protection of public health policies from tobacco industry interference), 12 (education, communication, training and public awareness) and 14 (demand reduction measures concerning tobacco dependence and cessation).

FCA Survey Post COP-2

Following COP-2, the FCA conducted a survey to gather feedback from Alliance members in order to better evaluate the effectiveness of the services and coordination provided by the FCA during the conference. This feedback will be used to help inform FCA’s services to its membership and its coordination of activities at COP-3 in 2008.

The overall responses from the respondents were positive. All were very grateful for the position papers, logistical support provided for attending COP-2, FCA briefings during COP-2, the FCA FCTC Monitor Report, as well as the twice-daily meetings for the FCA delegation. Over three-fourths of respondents described their experience at COP-2 as very positive.
FCTC Working Group Meetings

FCTC working groups were established during the first and second sessions of the COP to carry out the preparatory work for the decisions taken at COP-2. These groups are composed of interested Parties and invited NGO representatives. In most cases, the FCA sends between two to five FCA experts to take part in these meetings. For each of the meetings, FCA policy briefing papers are carefully prepared for their distribution to participants. The FCTC Secretariat often relies on FCA expertise for the supporting work.

Expert/Key Facilitator Meeting – Advertising, Promotion and Sponsorship (art. 13)
17–18 September 2007, Geneva, Switzerland

Working Group Meeting to develop guidelines for Articles 9 and 10 of WHO FCTC (Product Regulation and Disclosure)
26–28 September 2007, Brussels, Belgium

Guidelines Working Group Meeting – Packaging and Labelling (art. 11)
7–9 November, Manila, Philippines

Working Group Meeting on advertising, promotion, and sponsorship (art. 13)
27–29 November 2007, Helsinki, Finland

Working Group Meeting on industry interference (art.5.3)
12–14 December 2007, The Hague, Netherlands

FCA CAPACITY BUILDING WORKSHOPS

To raise awareness about evidence-based tobacco control practices that are consistent with the WHO FCTC, the FCA held a number of regional and national capacity building workshops in key countries around the world.

Every FCA workshop has specific topics, goals, and audiences, and is tailored to meet the needs of the region in which it is being held. A needs assessment is carried out in the region to determine which type of workshop is appropriate. In 2007, the AMRO regional centre conducted workshops for journalists about tobacco control issues, the FCTC, and illicit trade of tobacco products, along with capacity building workshops for NGOs and government delegates; while in the AFRO region, the emphasis was on capacity building for NGOs and government officials to strengthen their knowledge of the Treaty and create regional networks.

Past FCA workshops adopted the “training of trainers” approach and were designed to build the capacity of NGOs to engage in sustained and effective advocacy for FCTC ratification, implementation and monitoring.

In addition to members of the tobacco control community, participants have included individuals new or unfamiliar with tobacco control, such as journalists and advocates involved in environmental and human rights campaigns. Governmental delegates and WHO representatives were, on many occasions, also invited to attend these workshops. Facilitators were national and international tobacco control experts. Trainings were conducted in English, French, or Spanish as appropriate.
Following each workshop, participants were able to identify the basic elements of a strategic plan to get the FCTC implemented in their countries; had gained knowledge of the main articles of the FCTC to improve and accelerate the implementation of the Treaty in the field; had gained knowledge on the economic and scientific rationale for its key measures and on the arguments of the tobacco industry; had learned to argue in favour of the FCTC and dispel the myths associated with tobacco control; had developed basic advocacy skills relevant to ratification efforts and passage of effective legislation, including an understanding of how to use the media for advocacy purposes; had provided recommendations based on the outcomes of the workshop; and had developed a fundable goal-oriented project proposal focused on tobacco control advocacy, FCTC ratification or FCTC implementation. When appropriate, the FCA subsequently made announcements regarding a grant project to assist the participants in the implementation of the strategic plans developed during the workshop.

Society for Research on Nicotine and Tobacco (SRNT)
21–24 February 2007, Austin, Texas, United States

Pre-Conference Workshops – Wednesday, February 21, 2007

Pre-conference training workshops were held on the eve of the 13th Society for Research on tobacco and Nicotine Annual Meeting. The workshops were geared towards practitioners, researchers, policy makers, experts and funders. The workshops covered issues such as: building capacity for web-assisted interventions and technology-enabled tobacco control; the global network for tobacco control and the role of the Society for Research on Tobacco and Nicotine; addressing barriers to the use of evidence-based treatment; and advances in e-health and e-technology for health services research. Laurent Huber, Director of FCA, served on the policy board and opened the pre-conference forum alongside representatives of the WHO and other notable panel guests.

Workshop for Health Ministers
6–9 March 2007, Lima, Peru

The FCA, in collaboration with the InterAmerican Heart Foundation, organized a two-day regional capacity building workshop on FCTC implementation and monitoring for Ministries of Health from countries of the Andean Community: Bolivia, Columbia, Chile, Ecuador, Peru, and Venezuela. In addition, a one-day training workshop was organized by the FCA for civil society representatives.

Second InterAmerican Workshop on Research in Tobacco Control in Colonia de Sacramento
22–25 March 2007, Uruguay

The second Inter-American workshop featured among its participants 30 key researchers and activists in tobacco control from Latin America and the Caribbean, government delegates, members of non-government organizations as well as attendees representing a wide range of professions and disciplines—economists, lawyers, journalists, nurses, physicians, psychologists, anthropologists, sociologists, political scientists, among others.
The workshop emphasized the following research topics: smokefree environment, tobacco economics, industry strategies to block the FCTC proposed policies, tobacco cultivation, tobacco and poverty in Latin America and the Caribbean.

**National Capacity Building Workshop on FCTC Implementation and Monitor for Civil Society in Panama**  
*29–30 March 2007, Panama City, Panama*

The FCA developed a two-day event for representatives of the Coalición Panameña Contra Tabaquismo and its partner institutions. Representatives from the Ministry of Health not a party to this focal group were also invited as observers.

The two-day training event was attended by 20 representatives from NGOs and the Ministries of Health of Guatemala, Honduras, El Salvador, Costa Rica, Panama, Dominican Republic and Mexico. Participants also met with the Chamber of Deputies of the Panamanian Congress, the First Lady of Panama and members of the media. The workshop aimed to increase the knowledge and capacity of civil society to support implementation of effective evidence-based tobacco control practices and monitoring of FCTC implementation in Panama. In addition, an action plan for the implementation and monitoring of the FCTC was developed for the years 2007–2008.

**International NGO Forum**  
*June 30 2007, Bangkok, Thailand*

In the spirit of collaboration, the FCA and the Royal Government of Thailand organized an NGO Forum that took place immediately preceding the second session of the Conference of the Parties (COP-2). The purpose of this forum was to present government delegates at COP-2 with the extensive work and findings the FCA has contributed to tobacco control over the past year. The Forum featured presentations from the following FCA speakers: Deborah Arnott and Dr. Eduardo Bianco on the smokefree experience respectively in the United Kingdom and Uruguay; Shoba John on best practices; David Hammond on labeling; Dr. Ahmed Ogwell on the illicit trade problem in Africa; Luk Joossens on global illicit trade in tobacco products; Bungon Ritthiphakdee on health warnings; Natasha Jategaonkar and Frances Stillman on the FCA FCTC Monitor Report; Ross Hammond on new tobacco control funding; and Laurent Huber on the key issues during the COP-2 week.

**The Economics of Tobacco in Mexico: From Research to Advocacy Workshop**  
*27–28 August 2007, Cuernavaca, Mexico*

This workshop aimed to demonstrate to tobacco control advocates and government officials how to use research results and scientific data in their work and activities. In addition to the tobacco economics primer, the workshop highlighted data in new studies related to public perceptions of smokefree policies, industry strategies in Latin America, and the monitoring of implementation of the WHO FCTC in Mexico. FCA representatives both served on the planning committee and faculty of this workshop.
Global Campaign Capacity Building Workshop  
3–7 September 2007, Rio de Janeiro, Brazil

The Global Dialogue for Effective Stop Smoking Campaigns consists of a collaborative initiative among 15 non-profit, public and private partner organizations, focused on increasing the impact of stop smoking campaigns through the application of international lessons learned.

First Regional Meeting on Tobacco Control in the Americas  
25–28 September 2007, Santo Domingo, Dominican Republic

In collaboration with PAHO, the FCA conducted a capacity building workshop for Ministry of Health focal points and representatives of WHO/PAHO local offices from AMRO countries. Held in the Dominican Republic, the workshop was an excellent opportunity to promote and engage the support of key sectors for tobacco control.

West African Tobacco Control Workshop  
25–27 October 2007, Accra, Ghana

FCA organized a workshop for NGOs and government officials from Nigeria, Sierra Leone, Gambia, Liberia, and Ghana, where participants met to reinforce their knowledge of the FCTC, and to strengthen their capacity to implement tobacco control measures consistent with the WHO Treaty. The workshop focused on key FCTC provisions, strategic planning, messages about tobacco control targeting the government officials, media and the public, alliance-building, and country action plans.

The participants also engaged in round table discussions to share national FCTC implementation experience and ideas on active youth participation in tobacco control, in order to identify strategies and areas of possible synergy in the implementation of the Treaty and create ways to encourage youth activists to be actively involved in tobacco control. All participants reinforced their concern that the tobacco industry is moving gradually from the developed countries to Africa in order to benefit from the weak legal framework in place in the region.

Central American Tobacco Control Workshop for NGOs and Civil Society  
1–2 November 2007, San Jose, Costa Rica

The FCA-organised workshop was designed to increase the knowledge and the capacity of members of civil society to support FCTC implementation and monitoring on a national and regional level for Central America and Caribbean Countries (or ratification if the case Costa Rica).

Regional Conference on Illicit Trade in Tobacco Products  
5–6 December 2007, Montevideo, Uruguay

FCA joined with the Government of Uruguay, the European Anti Fraud Office (OLAF), PAHO and WHO to hold an awareness-building workshop and briefing on illicit trade in tobacco products for the Americas. 125 customs, law enforcement, revenue/finance, and health officials and NGOs from 22 countries in the AMRO region participated in the event in Montevideo, Uruguay. The main purpose of the workshop
THE MAIN PURPOSE OF THE WORKSHOP WAS TO RAISE AWARENESS ABOUT THE ILLICIT TOBACCO TRADE AND PRESENT SOLUTIONS

was to raise awareness about the illicit tobacco trade and present solutions to combat this growing problem. The workshop afforded solutions to curb the problem of illicit trade by providing government officials with educational information and the opportunity to collaborate and share intelligence, previous challenges and current best practices.

All of the objectives, identified prior to the workshop, were met by the end of the two-day event. The program and presentations ensured that participants were able to take away an overall improved understanding of the issue as well as knowledge of the elements needed in a protocol on illicit trade, including the requirements necessary to ensure the effectiveness of such a protocol. Enhanced regional intergovernmental co-operation in efforts to curb illicit trade in tobacco products in the region are likely to take place following this event.

Following the event, a briefing with expert participants was held for journalists from major Uruguayan media outlets as well as journalists from Brazil, Argentina, Paraguay, and Peru. As a result of the media event, the participating journalists showed interest in publishing more stories regarding illicit trade in tobacco products as well as in developing a proposal for a future regional media workshop on further tobacco control issues.

Central Africa Francophone Workshop on the Framework Convention on Tobacco Control
12–14 December 2007, Kinshasa, Democratic Republic of Congo

NGOs and government officials representing Burundi, the Central African Republic, Cameroon, the Republic of Congo, the Democratic Republic of Congo, and Gabon came together to engage in education and discussion on the FCTC with a focus on evidence-based tobacco control measures included in the Treaty.

The key steps in the treaty process were emphasised, such as the first meeting of the INB on the protocol on illicit trade in tobacco products and the COP—in particular the idea of the significance of the third COP being held in Africa and the impact on tobacco control in the region. The workshop also focused on developing national and regional capacity on particular issues for implementation of evidence-based tobacco control measures. Time was devoted to assess the current situation in the implementation of the FCTC in the participating countries. All participants were encouraged to share experiences and information on the status of implementation of the FCTC in their countries and to build networks to further develop relationships to advance tobacco control in the Central African region.

OTHER 2008 FCA WORKSHOPS

> Caribbean Regional Workshop – March, San Jose, Costa Rica
> Colombian Workshop for KOLs and media action – 11 March, Colombia
> EMRO Regional FCTC Capacity Building Workshop – April, Algiers, Algeria
> Horn of Africa Tobacco Control Workshop, April, Addis Ababa, Ethiopia
> Workshop on FCTC for NGOs and government representatives – April, Maghreb region
Workshop and Media activities – April, El Salvador
Second Colombian Workshop for KOLs and media action – May, Colombia
Workshop and Media activities – June, Bolivia
EMRO Regional illicit trade Workshop – June, Tunis, Tunisia
Panama Regional Workshop on Illicit Trade for Custom’s Officers – July, Panama
Workshop for MOH Network and Civil Society in Central America – August
Pre-INB 2 illicit trade workshop – August, Riyadh, Saudi Arabia
Regional Workshop for journalist in Honduras – September
Tobacco Control Workshop – December, Cairo, Egypt

THE FCTC MONITOR: CIVIL-SOCIETY MONITORING OF THE FCTC

The FCA FCTC Monitor project is a civil-society-based approach to monitor and evaluate the implementation of the FCTC and to hold governments accountable for their legal obligations under the FCTC. An independent civil society report is pivotal to ensure adequate, impartial and credible monitoring of the FCTC. Working with non-governmental organizations in countries around the world, the FCA Monitor team has been gathering data in order to assess Parties’ progress in implementing key articles of the treaty.

The FCA FCTC Monitor data collection system was developed in partnership with the Institute for Global Tobacco Control (IGTC) of the Johns Hopkins Bloomberg School of Public Health (JHSPH), and with assistance from international experts. It is an Internet-based system that allows data collectors—who are also tobacco control advocates and members of the FCA—to input directly, into a single database, information regarding the implementation of FCTC provisions in their respective countries. Each data collector receives a unique username and password in order to access the database and enter information which can be responses to multiple-choice questions, brief descriptions in the data collectors’ own words, and supplemental documents (such as copies of legislation or photos of tobacco product packaging and labelling). The data is reviewed and analyzed by the JHSPH team with input from FCA, and the results are sent to leading tobacco control experts given the responsibility to author specific chapters about key sections of the FCTC.

The first edition of the FCA FCTC Monitor report was released at the second session of the Conference of the Parties (COP-2) in Bangkok, Thailand. This report includes data from 27 of the first 41 countries that ratified or acceded to the FCTC. The 2007 edition assessed policies regarding price and taxation (article 6); protection from exposure to tobacco smoke (article 8); packaging and labelling of tobacco products (article 11); tobacco advertising, promotion, and sponsorship (article 13); treatments for tobacco dependence (article 14); and illicit trade of tobacco products (article 15). Data are also reported regarding other FCTC articles and about extra-governmental factors that may influence FCTC implementation.
Following the release and broad dissemination of the first report, the FCA FCTC Monitor project underwent an evaluation process in September 2007, which highlighted both the successes of the report as well as areas for further improvements. The questionnaire is currently being refined, based on feedback from contributors to the 2007 project as well as on input from an independent team of legal experts. In particular, key features of the second edition of the report will include: increased focus on subnational legislation, enforcement of policies, and industry interference; expansion to include a greater number of participating countries; and augmentation of the project communications/release strategy.

Like the first report, the second edition of the FCA FCTC Monitor will contain a rich collection of examples, illustrations and anecdotes from countries around the world that bring to the fore the need for strong and detailed policies, programs, and legislation to reflect FCTC commitments and save lives. The FCA FCTC Monitor project continues to be a unique mechanism for civil society to highlight gaps and successes in FCTC implementation and provide recommendations for how best to move forward in tobacco control. The Monitor report will remain a primary reference for advocates, researchers and legislators as a greater number and, eventually, all Parties to the WHO FCTC will be included in future editions.

GRANTS TO PARTNERS IN LOW INCOME COUNTRIES

The FCA has developed a small grant program to sponsor strategic tobacco control initiatives by civil society organizations in low and middle-income countries. These projects focus on capacity-building, public education, policy analysis, media advocacy and related work necessary for successful implementation and monitoring of the FCTC. Data collection in low and middle-income countries for the FCA FCTC Monitor, released at COP-2 in June 2007, was also financed through this grants program.

The small grant programs have demonstrated that there is a great need for continuing funding focused on providing resources to tobacco control efforts in low and middle-income nations.

The FCA has identified promising local organizations and is able to distribute funds at minimal cost. To help identify prospective grantees, the FCA relies on the “capacity-building workshop” and its network of volunteer advisors. Grants allocated are often tied to the strategic plans developed during workshops in support of ratification, implementation and monitoring of the FCTC.

Projects are selected strategically to build on past FCA experience and successes with strengthening tobacco control.

In 2007, the FCA distributed grants to NGOs in Benin, Burkina Faso, Indonesia, Niger, Nigeria, and Kenya. Reports from the grantees will be due in 2008. Through civil society’s hard work in Tanzania, the Parliament endorsed ratification of FCTC on February 5, 2007 and Tanzania officially ratified the treaty on April 30, 2007.

In 2008 the FCA, in a joint project with the American Cancer Society and the Cancer Research UK, will provide grants to NGOs in Argentina, Bangladesh, Armenia, Azerbaijan, Cameroon, Chile, Congo, Gambia, Ghana, Honduras, India, Nigeria, Georgia, Pakistan, Panama, Sierra Leone and Tanzania.
MAJOR FCA CAMPAIGNS IN 2007

2007 Commonwealth Business Forum Campaign

A biennial event, the 2007 Commonwealth Business Forum was held from 20 to 22 November 2007 in Kampala, Uganda, organized by the Commonwealth Business Council (CBC) with the cooperation of the Government of Uganda and Private Sector Foundation Uganda. The three-day forum gathered together heads of government, Ministers of Finance, Trade and Development, as well as business and industry leaders from over 21 Commonwealth countries.

In a clear violation of the FCTC—both the hosting country and several Commonwealth states also being Parties to the Treaty—forum organizers selected representatives of British American Tobacco (BAT) as a key note speaker and as event chair – respectively Mr. Jeremy Pike, who is Chief Executive Officer of BAT, and Mr. James Mulwana, who is both Board Chairman of BAT Uganda and Chairman of the Private Sector Foundation Uganda, which is a key party of the event Steering Committee.

In response, the FCA organized a mass letter campaign consisting of sending two individual letters relating the incongruity of the actions of forum organizers—that of accepting BAT funds and allowing Mr. James Mulwana to chair this important event—and calling for an end to BAT sponsorship of CBC events. These letters were received by representatives of the CBF Steering Committee, Commonwealth Business Council, 24 sponsoring companies and governments, as well as Council member companies from over 21 countries.

Furthermore, Alliance members and affiliated NGOs were encouraged to make use of both letters to press their government representatives to take the necessary actions against the tobacco industry’s participation in the event, which ran contradictory to several key FCTC provisions—in particular articles 5.3, 12 and 13.

In large part owing to the support and resolve of FCA-affiliate, Action on Smoking and Health UK, the CBF campaign culminated in the Right Honorable Gordon Brown, Prime Minister of the United Kingdom of Great Britain and Northern Ireland, to annul his attendance of the Commonwealth Business Forum, in protest of the tobacco industry’s strong presence and role in the event.

Global Smokefree Partnership

Since January 2007, FCA and the American Cancer Society (ACS) have hosted the Global Smokefree Partnership which aims to mobilize NGO support for best-practice smokefree air laws; to raise awareness of smokefree issues in the media; to build support among policy-makers for strong and effective Article 8 Guidelines; and to support country-level implementation of comprehensive smokefree air laws in accordance with the Article 8 Guidelines. The GSP has over 332 members from over 60 countries. Members represent organizations as well as individuals.

The Global Voices for a Smokefree World Campaign (GVC) aimed to work with nongovernmental organizations (NGOs) around the globe to build support among policy makers for strong and effective Article 8 guidelines. To mobilize support for best practice smokefree air laws both among governments and within civil society, the GVC also aimed to raise awareness of smokefree issues in the media.
The campaign succeeded in generating global support for the guidelines among nongovernmental organizations and government delegations. By collecting signatures of support, the Global Voices campaign received support from 548 organizations from over 100 countries, including several global federations, many national smokefree coalitions, and several hundred local and regional organizations involved in smokefree issues around the globe. Additionally, over 750 individuals signed up to support the Global Voices campaign.

The result was the unanimous adoption at the Conference of the Parties of strong Article 8 smokefree guidelines that will serve as a model for smokefree initiatives around the globe.

On 1 October 2007, GSP launched the “Global Voices for a Smokefree United Nations” campaign. The objective of the campaign is to encourage governments around the world to support a resolution pending now in the UN General Assembly which calls on the UN to make all its facilities 100% smokefree worldwide.

A U.N. smokefree policy would meet the best practice guidelines of Article 8 of the Framework Convention on Tobacco Control, to which a majority of the United Nations members are Parties. By adopting a smokefree policy, the United Nations will set an example for all governments to protect workers and the public from the proven harmful effects of secondhand smoke. All employees deserve to breathe smokefree air in the workplace. The United Nations should be no exception.

GSP and its allies are now engaged in planning a year-long campaign for passage of strong smokefree policy throughout the UN in 2008.

Other GSP activities:

- the GSP awards were established to recognize outstanding leadership and excellence by individuals and organizations in promoting effective smokefree policies
- Smokefree website which includes the GSP E-Newsletter
- material development – the GVC Toolkit was developed and translated into Spanish, French, Portuguese, Farsi and Arabic. An Article 8 technical briefing paper has been developed and disseminated at the World Health Assembly, various conferences and meetings, and at COP-2. Each of the FCA regional coordinators took part in the GSP initiative which led to the release of the Global Voices report on 31 May 2007.

World Bank

In March 2007, the World Bank organized a seminar and invited as the main speaker Huub Savelkouls, Director of Fiscal Affairs of Philip Morris International, who had previously stated that: “Countries around the world increasingly use tobacco fiscal policy to achieve both revenue and public health objectives. As tax levels increase, possible weaknesses in the structure of tax become more evident.” The FCA strongly protested the presence of Mr. Savelkouls at this meeting, as a result of which the World bank cancelled its invitation.
VITAL AIR JOURNALISM AWARD

In 2007, the FCA co-sponsored its first journalism contest in Latin America. The contest highlighted important media projects that address the tobacco epidemic, which kills thousands of people everyday across Latin America. The submitted news pieces addressed the WHO FCTC, or related topics such as tobacco advertising bans, protective measures to avoid exposure to cigarette smoke, control of smuggled tobacco products, health and economic repercussions of tobacco. Journalists from the print media, Internet, radio and television who had reported on tobacco/smoking during 2006 were invited to submit their stories. Works were presented by participants from Argentina, Brazil, Chile, Colombia, Mexico and Peru. A prize was awarded in each of the following categories: general category, print journalism prize, radio prize, and local prize.

FCA’S PRESENCE AT MAJOR CONFERENCES

African Union Conference of Ministers of Health
9–13 April 2007, Johannesburg, South Africa

The 3rd ordinary session of the African Union Conference of Ministers of Health convened in Johannesburg, South Africa, providing an opportunity for African Health Ministers and partners to discuss various health issues, share experiences and best practices on how to improve the health situation in the region. Dr. Ahmed Ogwell, FCA AFRO Regional Coordinator, took part in this event on behalf of the FCA. Outcomes of this meeting were a Health Strategy for Africa and a Declaration on Health System Strengthening in Africa for Equity and Development.

Study on Tracing and Tracking System
16–24 May 2007, Brazil

This event gathered a small group of experts to study the tracing and tracking system put in place by Brazil. Luk Joossens, FCA Senior advisor on Illicit Trade, presented a summary report on the different tracking and tracing systems for tobacco products.

Johns Hopkins University
June 2007, Baltimore, United States

FCA Director, Laurent Huber, served as a guest lecturer at the Johns Hopkins Bloomberg School of Public Health. He lectured on the role of national and international NGOs in the FCTC process.

European Parliament Meeting
20 June 2007, Strasbourg, France

On June 20, the FCA organized a lunch debate on the Framework Convention on Tobacco Control (FCTC) and the need for a smuggling protocol, in collaboration with the SmokeFree Partnership (European Respiratory Society, Cancer Research UK and the Institut National du Cancer), and the European Public Health Alliance/Action for Global Health. The debate was co-hosted by Dutch MEP Jules Maaten (ALDE) and German MEP Frithjof Schmidt (Greens). Luk Joossens, FCA Senior Advisor on
Illicit Trade served as a moderator for this meeting. Dr. Ahmed Ogwell, FCA AFRO Regional Coordinator, had the opportunity, during the lunchtime briefing, to address the Members of the European Parliament on the issue of illicit tobacco trade in Africa and the importance for the MEPs to support the adoption of a protocol on illicit trade under the auspices of the Conference of the Parties to the WHO FCTC.

African Region Ministers Committee – 27–31 August 2007, Addis Ababa, Ethiopia. The 57th session of the World Health Organization (WHO) Regional Committee for Africa took place in Addis Ababa, Ethiopia from 27–31 August 2007. The Regional Committee, which is WHO’s governing body at the Regional level, comprises of Health Ministers from the 46 Member States which constitute the African Region of WHO. Issues such as strengthening the health systems and cancer prevention and control in the African region were key discussion themes of this conference. The FCA AFRO Regional Coordinator, Dr. Ahmed Ogwell attended this meeting on behalf of the FCA.

First SRNT Latin America and 2nd Iberoamerican conference on Tobacco Control
5–7 September 2007, Rio de Janeiro, Brazil

The conference was attended by more than 300 professionals from Latin America: public health professional, clinicians, tobacco and media advocates, decision-makers, members of governmental and non-governmental organizations, women’s right groups, and journalists. This presented a good opportunity to liaise with leading advocates from the region, and coordinate actions at national and sub regional levels, as well as to forge alliances with key governmental and non-governmental organizations to provide technical cooperation in promoting the FCTC.

The FCA participated in two workshops preceding the conference:

> The Campaign Development Workshop, organized by Global Dialogue for Effective Stop Smoking Campaigns on 3–4 September 2007
> Women and Tobacco, organized by INWAT on 5 September 2007.

4th European Conference Tobacco or Health 2007
11–13 October 2007, Basel, Switzerland

The main objectives of the conference were to analyze the current situation of tobacco control in Europe, assess what has been achieved and next steps towards a smokefree Europe. The event was addressed to health organizations, tobacco control stakeholders and healthcare professionals working on prevention. Laurent Huber, FCA Director, and Alison Cox, FCA Project Director, represented the FCA at the 2007 conference. Laurent Huber provided a presentation on the FCTC process.

Visit to promote smokefree environments in support of the “Decreto 3309”
16 October 2007, Guatemala

Dr Bianco participated in a full and intensive visit to Guatemala, coordinated by FCA, PAHO’s local representative, the Ministry of Health and local NGO movement. The main objective was to promote smokefree environments in support of the Decreto 3309 which has to be discussed by the National Congress.
National capacity meeting for policy makers
17–18 October 2007, Honduras

This meeting aimed to demonstrate the need tobacco control legislation in Honduras, to encourage policy makers to pass such legislation, and to build capacity in regards to FCTC implementation and tobacco dependence for health professionals. The meeting was attended by more than 130 health professionals and gained coverage by all sectors of the news media.

Asia Pacific Conference on Tobacco or Health
17–20 October 2007, Taipei, Taiwan

The triennial conference is an initiative of the Asia Pacific Association for the Control of Tobacco (APACT). Dr. Ulysses Dorotheo, SEARO/WPRO Regional Coordinator, took part in the 2007 conference on behalf of the FCA and presented on smokefree movies as part of the symposium organized by SEATCA on this topic. The illicit trade symposium also featured as speakers Luk Joossens, Senior Policy Advisor on Illicit Trade, and other FCA consultants.

Sub-Regional Meeting on Tobacco Control for Civil Society in Central America and Caribbean countries
1–2 November 2007, Costa Rica

The FCA, in cooperation with the Ministry of Health of Panama, organized and hosted this meeting for non-governmental organizations in concordance with the regional health ministers’ meeting in Panama. The main objective of this meeting was to increase the knowledge and capacity of civil society to support and monitor FCTC implementation (or ratification) on a national and regional level.

APHA: American Public Health Association

The 135th annual meeting of the American Public Health Association was attended on behalf of the FCA by Laurent Huber and Natasha Jategaonkar, FCA FCTC Monitor Manager. The latter made presentations respectively on the role of civil society in the FCTC process, and the FCA Monitor as a tool for civil society to monitor FCTC Implementation.

FCAP 100% smokefree advocacy training
11–12 December 2007, Manila, Philippines

The FCTC Alliance-Philippines organized an advocacy training workshop for local government and NGO representatives with regards to the legislation and implementation of 100% smokefree environments at the subnational and local level. Current national law in the Philippines currently allows for designated smoking rooms. Dr. Ulysses Dorotheo, WPRO Regional Coordinator, invited as a resource person, provided an informative presentation on the evidence and benefits of going 100% smokefree as per the Article 8 guidelines, and countering tobacco industry interference.
Regional Workshop on WHO FCTC Implementation and Reporting  
18–20 November 2007, Alexandria, Egypt

This workshop was organized by the WHO Regional Office for the Eastern Mediterranean to assist member-states of the region in implementing and reporting on the WHO FCTC. The main discussion points of the workshop included: the status of implementation at national level; necessary steps for a reporting process; needed steps to involve other sectors in the reporting mechanism; and the elaboration of guidelines for the implementation of Article 11 of the WHO FCTC on packaging and labeling of tobacco products.

1ST Intergovernmental Negotiating Body Meeting on Illicit Trade Protocol

The first session of the Intergovernmental Negotiating Body established to negotiate and draft a protocol on illicit trade was held in Geneva on 11–15 February 2008.

All of the main elements for an effective protocol called for by the FCA are still being considered by the Parties, including licensing of manufacturers and other participants in the tobacco business; ‘Know Your Customer’ procedures; tracking and tracing; duties upon manufacturers not to facilitate illicit trade in their products; record keeping; anti-money laundering measures; bans on internet and mail order sales; and a range of law enforcement and international cooperation measures.

The Chair of the INB, Ian Walton-George of the European Commission will draft a text based on the first session discussions. The Chair’s text, which is expected to be released in mid-summer of 2008, will subsequently be negotiated upon by the Parties at the second session of the Intergovernmental Negotiating Body (INB-2), which is likely to be held at the end of October 2008. The final decision on the date for INB-2 will be made in April 2008.

REGIONAL COORDINATION

It is clear from FCA experience that coordination by highly-regarded “champions” at the regional and national levels is crucial to advance the tobacco control movement. These “champions” are able to identify national/regional opportunities while collaborating with the international experts. The FCA has already appointed several Regional Coordinators in corresponding WHO regions who work with all stakeholders—with the exclusion of the tobacco industry and its allies—to promote effective tobacco control efforts in their individual regions.

AFRO Regional Coordinator: Dr. Ahmed Ogwell (Kenya)

In 2007, FCA set up an African (AFRO) regional office in Nairobi, Kenya, with Dr. Ogwell serving as its Coordinator.

AMRO Regional Coordinators: Dr. Eduardo Bianco (Uruguay) and Laura Salgado (Honduras)

Both Dr Eduardo Bianco and Laura Salgado serve as regional coordinators for the Americas (AMRO). Laura Salgado is responsible for the regional coordination in the region, while Dr. Bianco acts as the Regional Director, providing official representation.
for the FCA at workshops and official governmental events in all countries of the AMRO region.

**EMRO Regional Coordinator: Dr. Hani Algouhmani (Syria)**

Dr. Algouhmani has been hired on a part-time basis as Regional Coordinator for the Eastern Mediterranean (EMRO) region. A regional center for EMRO will become fully operational in 2008 and will be located in Cairo, Egypt.

**SEARO/WPRO Regional Coordinator: Dr. Ulysses Dorotheo (Philippines)**

A regional coordination center for ASEAN countries was set up within the headquarters of the Southeast Asia Tobacco Control Alliance (SEATCA) in Bangkok, Thailand. Dr. Dorotheo serves as center coordinator while based in the Philippines.

The FCA will establish other regional centers and employ sub regional coordinators around the world.

The Regional Coordinators have facilitated mobilization and regional networking, initiated NGO action and were essential in identifying opportunities to promote the FCTC through existing networks and projects in the region. Regional Coordinators acted as liaisons between far-flung NGOs and the FCA working groups to promote treaty ratification and implementation activities within their own regions and countries.

Building on the model and successes of the FCA’s past experiences, the regional coordination centers were responsible for:

> developing, coordinating and administering activities/campaigns to strengthen and support a network of civil society organizations in their region to promote the ratification and implementation of the Framework Convention on Tobacco Control (FCTC) at the national and regional level

> reaching out to new partners and recruiting new NGOs to participate in the Treaty process

> developing and/or promoting key information on tobacco control and the FCTC to NGOs, media, government and the public

> assisting national advocates with the creation of workshops, public education, policy analysis, media advocacy and other activities in support of FCTC ratification and implementation

> encouraging and promoting collaboration and the exchange of information, skills and experience in the region

> identifying opportunities to promote tobacco control and FCTC ratification in the region

> helping national advocates monitor FCTC implementation

> assist in the monitoring process of the FCTC by helping the FCA Monitor team to identify in-country partners and disseminating results regionally

> facilitating mobilization and national/regional/global networking on the FCTC

> and organizing workshops and events.
TOBACCO USE IS RESPONSIBLE FOR 1 IN 10 ADULT DEATHS WORLDWIDE
STRATEGIC PRIORITIES

The strategic planning process has helped crystallize a number of key strategic priorities and objectives to ensure that FCA can continue to effectively support and assist with development of the FCTC process and the monitoring and implementation of the FCTC.

The FCA’s four strategic priorities over the next three years will be to:

> support the FCTC process, including the development of implementation guidelines for the FCTC, protocol negotiations and other topics addressed by the Conference of the Parties of the FCTC
> support and monitor implementation of FCTC
> develop regional and local capacity to help ensure effective implementation of the FCTC at the regional, sub regional and country level
> develop regional and local capacity to help ensure maximum involvement by membership in the FCTC process, including guideline development, guideline adoption, protocol negotiations and COP participation
> increase FCA organizational capacity to enable it to meet its strategic objectives
> enhance FCA revenue generation and dissemination.

In 2006, the FCA identified that it would have successfully implemented its 2007–2010 strategic plan if the following had been achieved:

> 90% (174) of all WHO member states have become Parties to the FCTC by 2010
> 75% of all countries which have become Parties to the FCTC have implemented a comprehensive ban on tobacco advertising, promotion and sponsorship or, in the case of constitutional limitations, applied restrictions by 2010
> COP 2 will have adopted an effective and evidence-based guideline on Article 8 (protection from secondhand smoke)
> 90% of all countries which have become Parties to the FCTC have taken measures to protect their citizens from involuntary exposure to tobacco smoke by 2010
> 90% of all countries which have become Parties to the FCTC have implemented tax policies to reduce tobacco consumption by 2010
> all parties have conformed to their obligations to put health warnings on packets within three years of the FCTC’s entry into force for that party.
  50% of all Parties to the FCTC have implemented measures requiring that large, pictorial health warnings covering 50% or more of the principal display areas are displayed on all tobacco products by 2010
> the template for the illicit trade protocol is adopted at the second Conference of the Parties and it is agreed that the development of the protocol should commence forthwith.
> an evidence-based comprehensive illicit trade protocol is adopted by COP-4, including tracking and tracing, licensing of the supply chain with strict compliance and anti-money laundering requirements; enforcement measures and legally enforceable sanctions

> all Parties conform to the requirements of Article 21 in reporting to the COP on their implementation of the FCTC

> the FCA will have recruited an additional 100 NGOs in target countries by December 2008

By April 2008 the following targets had been met:

> COP 2 adopted an effective and evidence-based guideline on Article 8 (protection from secondhand smoke)

> the template for the illicit trade protocol was adopted at the second Conference of the Parties and it has agreed to the development of a protocol to combat the illicit trade of tobacco products

The FCA will have successfully implemented its 2008–2010 strategic plan if the following has been achieved:

> 90% (174) of all WHO member states have become Parties to the FCTC by 2010

> 75% of all countries which have become Parties to the FCTC have implemented a comprehensive ban on tobacco advertising, promotion and sponsorship or, in the case of constitutional limitations, applied restrictions by 2010

> 90% of all countries which have become Parties to the FCTC have taken measures to protect their citizens from involuntary exposure to tobacco smoke by 2010

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> all parties have conformed to their obligations to put health warnings on packets within three years of the FCTC’s entry into force for that party.

> 50% of all Parties to the FCTC have implemented measures requiring that large, pictorial health warnings covering 50% or more of the principal display areas are displayed on all tobacco products by 2010

> an evidence-based comprehensive illicit trade protocol is adopted by COP-4 including tracking and tracing, licensing of the supply chain with strict compliance and anti-money laundering requirements; enforcement measures and legally enforceable sanctions

> all Parties conform to the requirements of Article 21 in reporting to the COP on their implementation of the FCTC

> the FCA membership will have reached 400 NGOs in more than 120 countries by December 2010

> COP 3 adopts strong, evidence-based guidelines on implementation of the following 2 Articles: 11 (packaging and labeling of tobacco products) and 13 (tobacco advertising, promotion and sponsorship).
SURVEY AND INTERVIEW RESULTS AND ANALYSIS

Results from the 2006 survey and one-on-one interviews showed that the FCA is highly thought of. 83% of respondents to the online survey indicated that they believe FCA makes a ‘very good’ or ‘excellent’ contribution to tobacco control efforts. Respondents were given the option to state that the FCA makes a ‘very poor’ or ‘poor’ contribution and no participant selected these options. 92% saw their membership in FCA as either ‘somewhat useful or ‘very useful’, only one respondent out of 102 felt that FCA membership was ‘not useful’. The online survey results show that stakeholders think that the strengths of FCA are that, amongst other things, it is an effective and efficient organization that is independent and inclusive and successfully disseminates information on a global level.

The one-to-one interviews reflected the results of the online survey. Interviewees felt that the range of information provided by the FCA was helpful and it is successful at mobilising effective lobbying. Interviewees were asked to comment on FCA’s strengths: as well as mentioning its global reach and effective management of information, its members were viewed as professional, the organization has credibility with funders and its structure is flexible enough to enable rapid decision making.

Online survey respondents were asked to list some of FCA’s weaknesses. This was a free text response question – respondents were asked to list the top three weaknesses. 169 specific answers were given. For analysis purposes, the answers were grouped into broad areas of concern. The three most frequently sited issues were based on organizational strategy and development, communication and financing. Specifically, respondents noted that the FCA undertakes most of its communication electronically, that it suffers from a lack of funding and that, as an organization, membership is fairly loose. Respondents reported that there is a need to build capacity to achieve its objectives and to improve communications with members and that it is facing the challenge of adapting its structure to be effective as it grows in size.

Broadly, the one-to-one interviews highlighted similar areas of concern to the online results. As well as mentioning lack of staff capacity and funding, interviewees noted that the FCA has been growing rapidly and to be successful it needs to have clear strategic objectives, particularly as it is entering a new phase of development.

It is reasonable to suggest that the comments about weaknesses are unsurprising in an organization that has limited funds and is trying to have a global reach. Electronic communication is much more cost effective than dissemination of hard copies, for example, and insufficient numbers of staff is usually also connected to under-funding. FCA faces the challenge of communicating effectively in multiple languages to various cultures and within countries at different stages of development. This is a complex issue for any organization, not just FCA. However, to maintain its current level of success, FCA must incorporate these challenges into its planning.
TOBACCO RELATED DEATHS REACH 5.4 MILLION PER YEAR: ONE EVERY 5.84 SECOND
FINANCES

To ensure a broad and diverse global representation membership to the FCA is free to all of its members.

To ensure that FCA membership continues to be free the Framework Convention Alliance draws revenue from a diverse mix of private and public funding and relies heavily on in kind donations from many of its membership NGOs and volunteers.

In 2007 the FCA received direct contributions from the Swedish International Development Agency, the Norwegian Cancer Society, Cancer Research United Kingdom, Open Society Institute, Institut National du Cancer, the American Cancer Society, the Campaign for Tobacco Free Kids, Action on Smoking and Health US and the Australian Cancer Society.

In 2007, the FCA received 1,208,645CHF in restricted contributions and grants. FCA’s expenses totaled 867,503CHF in 2007 and 341,142CHF were allocated to 2008 activities.

FCA operates with minimal administrative costs to ensure that its funds are effectively and efficiently expended on FCTC programs. The FCA relies on in-kind donations to support the Alliance’s management, development and administration thus allowing most of the FCA’s funds to go directly to supporting FCTC centered programs such as FCTC advocacy and education, FCA workshops and trainings, and support to our regional coordination centers. In 2007, FCA’s funds expended on general operating expenses and administration accounted for only 5% of the FCA’s total expenses allowing the majority of funds to directly support FCTC related programs and initiatives.

The FCA’s 2007 financial statements report a healthy financial position. The FCA is audited annually by the independent Swiss accounting firm, BDO Visura who express an unqualified or “clean” opinion on these statements. Since its incorporation in 2003, the FCA has consistently received audits with no findings or qualifications. Copies of audited financial statements are available upon written request to FCA Secretariat.
The FCA also draws heavily from in kind support from some of its member organizations. This support and funds associated with this support do not appear on the FCA’s audited statements, but this support is critical to the success of the FCA. A big thank you to all the organizations that have and continue to provide support to the FCA. The FCA would not exist without this support.

The FCA will look to diversify its sources of funding, whether through direct funding or via member organizations, in order to achieve long term sustainability for the FCA’s programmes, with particular emphasis on its regional coordination centers and most importantly to continue to ensure the presence of civil society throughout the entire WHO FCTC treaty process. The FCA also draws heavily from in kind support from some of its member organizations. This support and funds associated with this support, including Bloomberg Initiative support among others, do not appear on the FCA’s audited statements, but this support is critical to the success of the FCA. A big thank you to all the organizations and funders that have and continue to provide support to the FCA. The FCA would not exist without this support.