



Tobacco control in the Americas: what has changed since 2005?

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In the 1990s

Growing consensus on the need for
an international binding treaty
outside and within WHO

“ (By the 90s), Propelled by a multinational industry driven by the extremely profitable nature of tobacco manufacture and trade and fostered by the addictiveness of nicotine, the (tobacco) epidemic spread rapidly from the developed to the developing world” [WHO]

“The traditional public health methods (tobacco control in the hands of health practitioners) for reducing tobacco use were **no match for the tobacco industry’s** power, transnational reach and formidable resources. (...) it was time to change the rules of the game.” [WHO]

1999-2003 FCTC Negotiations by WHO Member States

*“The WHO FCTC is fundamentally flawed and will not achieve its objectives. The number of cultural, sectoral and geographic interests with a stake in the future of tobacco is diverse. Consequently an **agreed set of (nonregulatory) principles** freed from the constraints of the binding format proposed by the WHO represents **the only workable basis** for the worldwide development of policies.”*

--British American Tobacco

Feb 27, 2005



FCTC Parties in the Americas



FCTC 10
years
2005-2015
WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL

*30 of 35
countries in the
Americas have
ratified the FCTC*



FCTC 10
años
2005-2015
CONVENIO MARCO DE LA OMS
PARA EL CONTROL DEL TABACO

*30 de 35 países
en las Américas
han ratificado
el Convenio*

#TobaccoControl #ControldeTabaco
www.paho.org/tobacco



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What is the FCTC?

- 180 Parties in the world
- Legally binding. Ratification approved by Congress or equivalent.
- It constitutes a new approach in international health cooperation:
 - Traditional methods no match for the tobacco industry's power and transnational reach
 - Evidence-based strategies to decrease demand rather than only focusing on the supply.



FCTC - Mandates

http://www.who.int/fctc/text_download/en/

DEMAND

- **Art. 6.** Price and tax measures
- **Art. 8.** Effective legislation to protect people from exposure to tobacco smoke in indoor workplaces and public places
- **Art 9 and 10.** Regulation of contents of tobacco products and disclosure of contents/emissions
- **Art. 11.** Mandatory regulation on packaging and labelling of tobacco products
- **Art 12.** Education, communication, training and public awareness
- **Art. 13.** Ban of tobacco advertising, promotion and sponsorship.
- **Art 14.** Cessation

SUPPLY

- **Art 15.** Eliminate Illicit trade (***New Protocol!***)
- **Art. 16** Sales to and by minors. Prohibition of sale of cigarette individually or in small packages
- Art 17. Support for economically viable alternative activities

GENERAL MANDATES:

- **Art 2.** FCTC as global minimum standard
- Art.5. 2. Set up a multisectorial national coordinating mechanism
- **Art 5.3:** Protect policies from commercial and other vested interests of the tobacco industry
- **Art 20.** Surveillance
- **Art 21-22.** Reporting, Int. cooperation



What has been accomplished by PAHO Member States since 2005?



**Ten years ago, very few countries
in the Region of the Americas had
effective policies on tobacco
control in place. Today...**



17 countries in the Americas establish smoke-free areas in indoor workplaces and public places



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FCTC 10
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17 countries require tobacco packaging to display large graphic health warnings



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FCTC 10
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**6 countries have banned
advertising, promotion and
sponsorship**



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11 countries have raised tobacco taxes



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Monitor tobacco use and prevention policies, 2015

Status of tobacco surveillance systems in the Region of the Americas



Source: WHO Report on the Global Tobacco Epidemic 2013: Enforcing bans on tobacco advertising, promotion and sponsorship. Data available for PAHO Member States as of December 2012.

Protect people from tobacco smoke, 2015

Implementation of Article 8 of the WHO FCTC in the Region of the Americas



Source: WHO Report on the Global Tobacco Epidemic 2013: Enforcing bans on tobacco advertising, promotion and sponsorship. Data available for PAHO Member States as of December 2012.

Offer help to quit tobacco use, 2015

Status of the availability of tobacco dependence treatments and coverage of cost



Source: WHO Report on the Global Tobacco Epidemic 2013: Enforcing bans on tobacco advertising, promotion and sponsorship. Data available for PAHO Member States as of December 2012.

Warn about the danger of tobacco use, 2015

Status of implementation of Article 11 and characteristics of health warnings



Source: WHO Report on the Global Tobacco Epidemic 2013: Enforcing bans on tobacco advertising, promotion and sponsorship. Data available for PAHO Member States as of December 2012.

Enforce bans on tobacco advertising & promotion, 2015

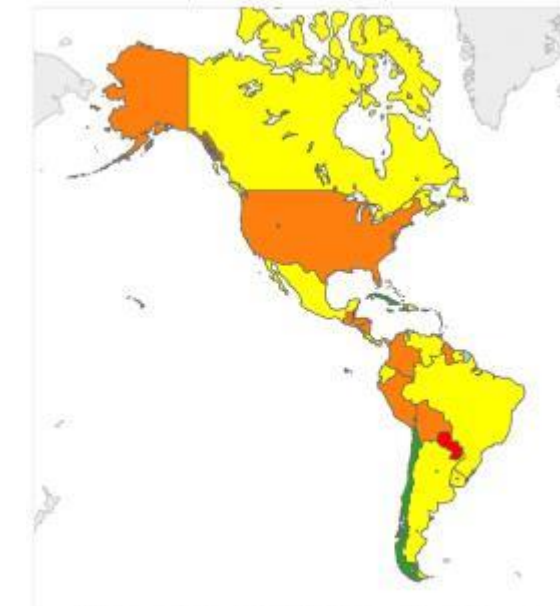
Implementation of Article 13 of the WHO FCTC in the Region of the Americas



Source: WHO Report on the Global Tobacco Epidemic 2013: Enforcing bans on tobacco advertising, promotion and sponsorship. Data available for PAHO Member States as of December 2012.

Raise taxes on tobacco, 2015

Status of tobacco taxes in the Region of the Americas

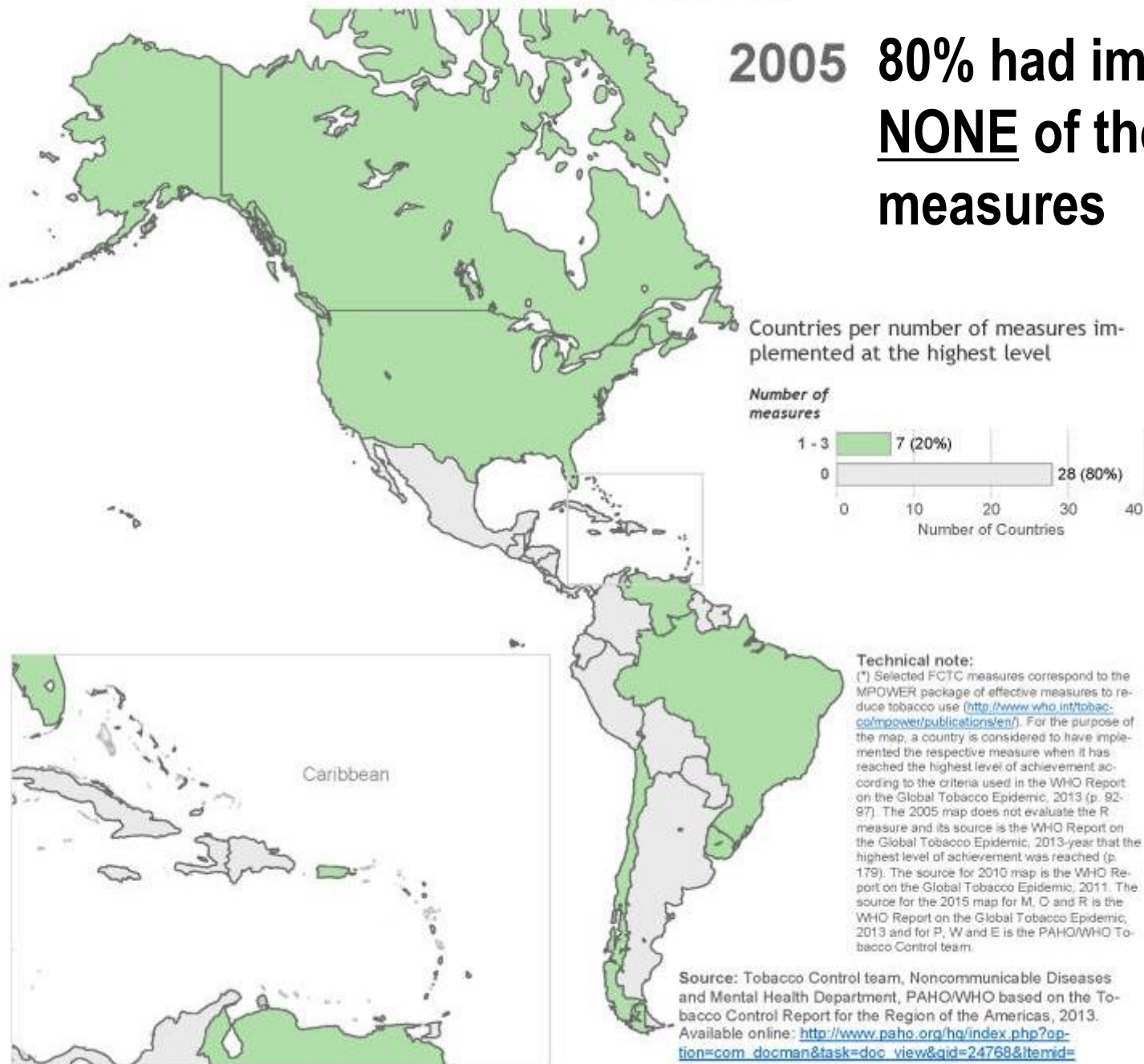


Source: WHO Report on the Global Tobacco Epidemic 2013: Enforcing bans on tobacco advertising, promotion and sponsorship. Data available for PAHO Member States as of December 2012.

**Progress is significant but
...much, much more
remains to be done**

Implementation of a selected group of FCTC measures* in the Region of the Americas

**2005 80% had implemented
NONE of the six
measures**



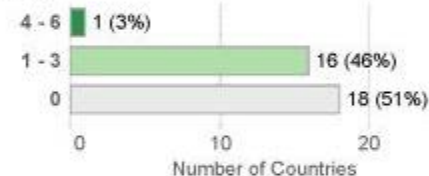
Implementation of a selected group of FCTC measures* in the Region of the Americas

2010

**% of countries with
ZERO measures goes
down to 51%.
46% implements 1 to 3.
PAN implements 4**

Countries per number of measures im-
plemented at the highest level

Number of
measures



Caribbean

Technical note:

(*) Selected FCTC measures correspond to the MPOWER package of effective measures to reduce tobacco use (<http://www.who.int/tobacco/mpower/publications/en/>). For the purpose of the map, a country is considered to have implemented the respective measure when it has reached the highest level of achievement according to the criteria used in the WHO Report on the Global Tobacco Epidemic, 2013 (p. 92-97). The 2005 map does not evaluate the R measure and its source is the WHO Report on the Global Tobacco Epidemic, 2013-year that the highest level of achievement was reached (p. 179). The source for 2010 map is the WHO Report on the Global Tobacco Epidemic, 2011. The source for the 2015 map for M, O and R is the WHO Report on the Global Tobacco Epidemic, 2013 and for P, W and E is the PAHO/WHO Tobacco Control team.

Source: Tobacco Control team, Noncommunicable Diseases and Mental Health Department, PAHO/WHO based on the Tobacco Control Report for the Region of the Americas, 2013. Available online: http://www.paho.org/hq/index.php?option=com_docman&task=doc_view&qid=24768&Itemid=

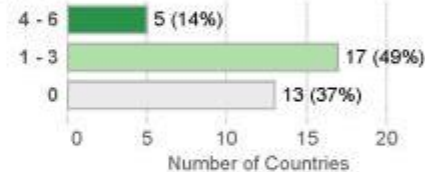
Implementation of a selected group of FCTC measures* in the Region of the Americas

2015

**BRA, CAN, CHI, PAN &
URU implement at least 4
measures. BUT 13
countries (37%) remain
with no measures* in place**

Countries per number of measures im-
plemented at the highest level

Number of
measures



Technical note:

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**11 of them
are FCTC
Parties**



When?

One in every ten cigarettes
and many other
tobacco products
consumed in the world
are illegal

**Protocol to Eliminate
Illicit Trade in
Tobacco Products**

**It ought to
be law!**



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Saving lives for a decade



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