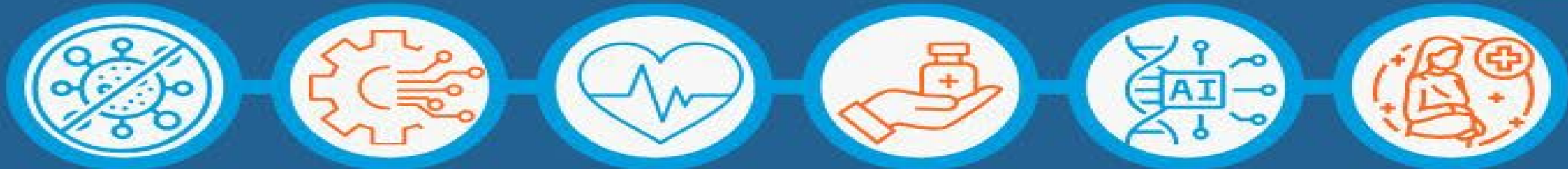


Synergies for Universal Health:  
Leveraging PAHO's Flagship Initiatives and  
the Role of PAHO/WHO Collaborating Centres



9-10 September 2025

Official Title of Collaborating Centre and Ref #: WHO Collaborating Centre on Tobacco Control Policy Development (USA-302)

Department/Division, Institution: Center for Tobacco Control Research and Education, UCSF Cardiovascular Research Institute, School of Medicine University of California  
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How the Collaborating Centre is contributing or can contribute in the future to the achievement of the PAHO Flagship Initiative

- The Flagship Initiative most closely aligned with the UCSF Collaborating Centre is “Better Care for NCDs”
- The Collaborating Centre focuses on the activities of the tobacco industry, and strategies to protect public health, directly impact the prevention of tobacco and nicotine products use, and inform the development of evidence based tobacco control policies, including those that support strengthening the implementation of the WHO Framework Convention on Tobacco Control.
- Additional activities by the Collaborating Centre focus on other commercial determinants of health, which impact NCDs prevention and care.
- Going forward, the Collaborating Center looks forward to additional opportunities to build capacity of Member States’ representatives, as well as PAHO personnel, on impact and use of the industry documents library to support research and public health programs and policies.

Main Deliverables (period of 2022-present, as per the Workplan)

- Key deliverables most relevant to PAHO’s Flagship Initiative focusing on the tobacco industry and policies to counter the industry’s effort to undermine public health, include:
1. Finalized reports on
    - a) “Flavours in Heated Tobacco Products (HTPs)”
    - b) “Challenges posed by a classification of novel and emerging tobacco products” for COP10,
    - c) “Nicotine Pouches: Drivers of a Rapidly Growing Global Market”
    - d) Participated at the Global Consultation on Novel and Emerging Nicotine and Tobacco Products, Geneva (2023)
    - e) Participated in the 10<sup>th</sup> Conference of the Parties of the WHO FCTC, (2024)
    - f) *Menthol in tobacco products: Case Studies.*
  2. Supported work on the 9<sup>th</sup> Edition of the WHO Report on the Global Tobacco Epidemic (GTCR-9)
  3. Finalized chapter on “*Internet, influencer and social media marketing of tobacco and non-therapeutic nicotine products and associated regulatory considerations*” for the “WHO study group on tobacco product regulation.
  4. Reviewed draft paper on “Role of Advertising in the Viral Popularity of ZYN Nicotine Pouches Among Adolescents & Young Adults”
  5. Presented on, and provided technical assistance for, policies to address flavors in tobacco and on implementation of Article 5.3 for WHO Member states

General Scope (Terms of Reference)

1. To support WHO in evaluating the impact of media promotion of nicotine and tobacco products, including tobacco messaging in social and digital media
2. To support WHO in the analysis of policy issues related to Electronic Nicotine Delivery Systems (ENDS), at the request of WHO
3. Under WHO’s leadership to support WHO in the analysis of policy issues related to heated tobacco products (HTPs) and other novel tobacco products and in building intelligence on these products, as requested
4. To support WHO in monitoring and countering tobacco industry tactics to influence tobacco control policies, at the request of WHO
5. At the request of WHO, to support WHO in disseminating tobacco related WHO publications
6. At the request of WHO, to support WHO in providing training to WHO identified Member State representatives in the use of tobacco industry documents

Key Recommendations to improve the collaboration among CCs and PAHO/WHO

1. Engage with CC early when developing implementation plans for PAHO strategies – this will allow for intentionally developing partnerships that support PAHO
2. Create opportunities for CCs in similar areas to work together in support of PAHO’s initiatives
3. Engage with CCs in developing capacity building strategies and provision of technical assistance to Member States.

