

Global overview on tobacco control

Secretariat of the WHO Framework Convention on Tobacco Control



F C T C

WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL

 **Secretariat**

182 Parties covering 90 % of the world's population

- One of the most widely embraced treaties



FCTC

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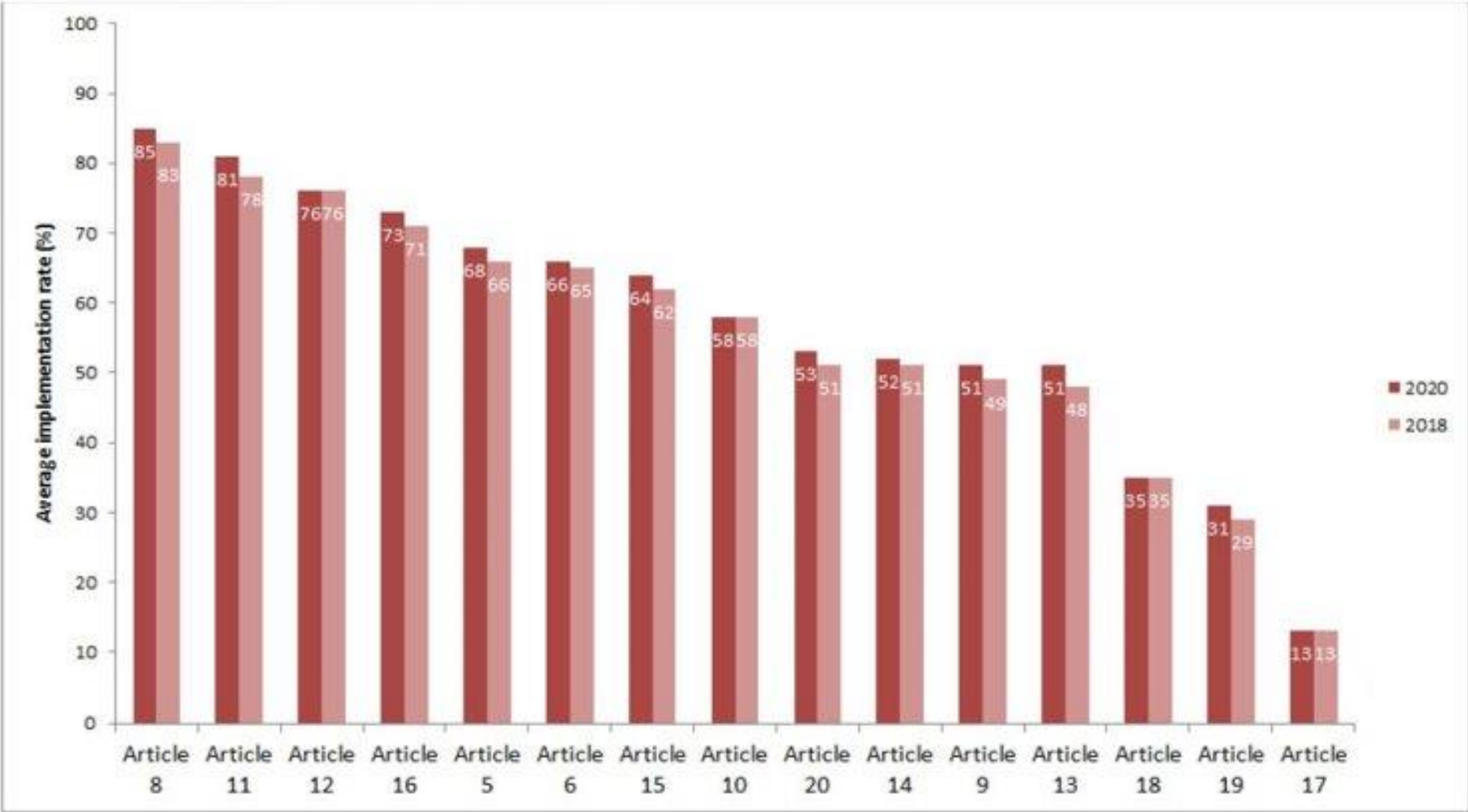
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PARTIES
STATE NON-PARTY

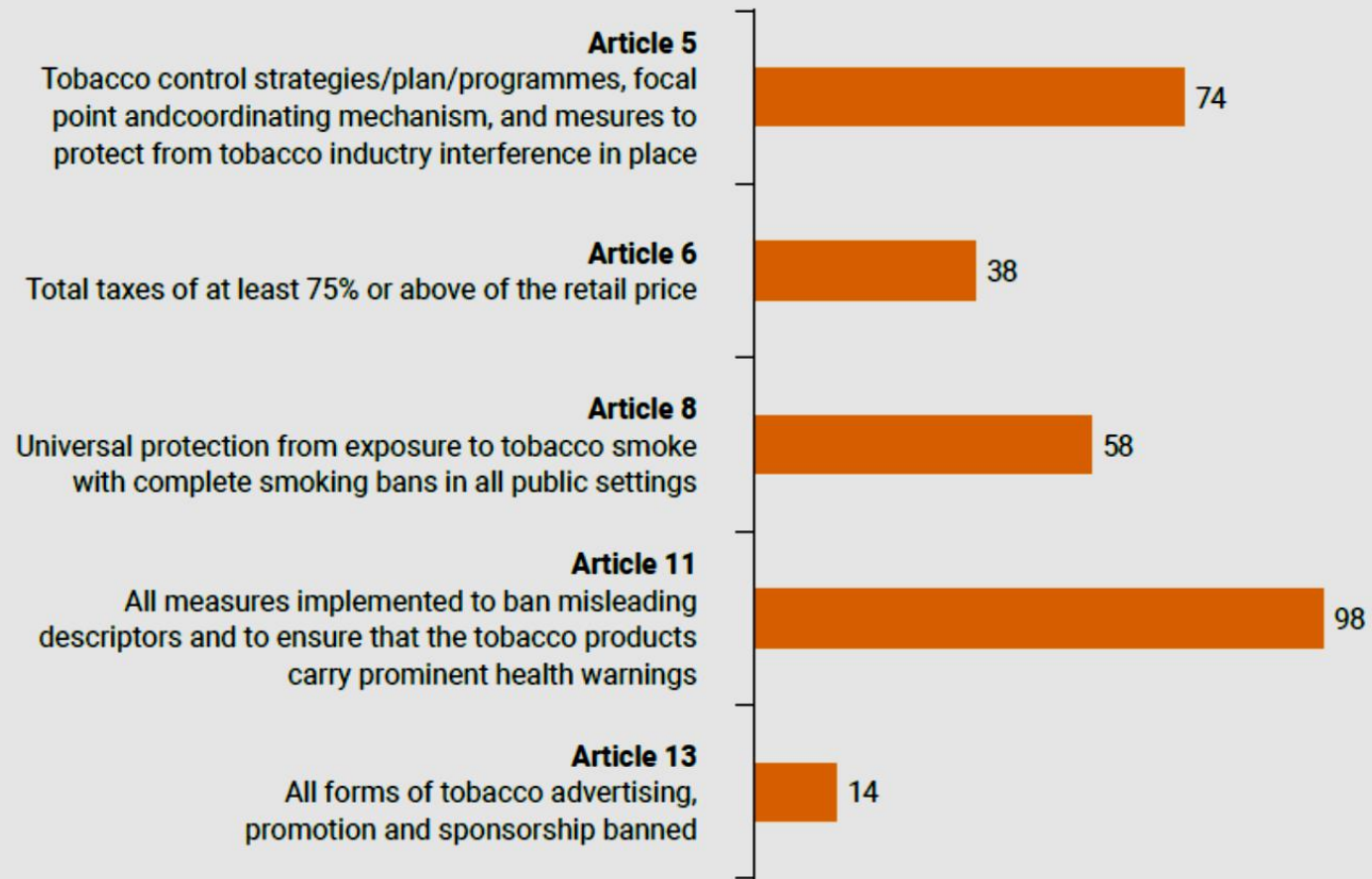
The average implementation rates slightly improved as compared to 2018 for most of the Articles of the WHO FCTC

Fig. 1. Average implementation rates of substantive articles among all 181 Parties in 2018–2020*



*Note: Rates for Articles 17 and 18 were calculated among tobacco-growing Parties (84 in 2018, 87 in 2020).

Fig. 2. Number of Parties that have reported implementing all the key measures under Articles 5, 6, 8, 11 and 13 by 2020 (n=181)*



* Note: The included key measures are described in detail in the respective article chapters.

Although implementation rates of individual measures are high, a much lower percentage of Parties have implemented the most advanced measures of those articles in a comprehensive manner by implementing all key measures. The comprehensiveness of the implementation varies greatly among the articles prioritized in the [Global Strategy to Accelerate Tobacco Control 2019-2025](#).

Impact of the WHO FCTC

FACT: the WHO FCTC is a lifesaving treaty that protects and saves lives from the harms of tobacco globally



In developed countries with many previous tobacco control measures, the WHO FCTC has clearly facilitated to **strengthen tobacco control**



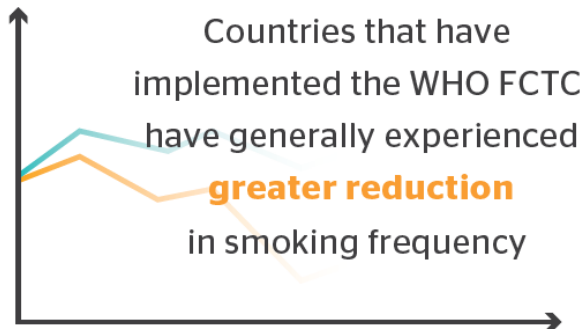
Low and middle-income countries that had weak tobacco control, after ratifying the WHO FCTC have introduced **effective tobacco control**



The WHO FCTC has played an important role in **curbing** the global tobacco epidemic



The WHO FCTC has provided a global roadmap for policies and a catalyst for action for **stronger tobacco control**



The WHO FCTC has been instrumental to legal defenses against the tobacco industry and have **increased awareness** of tobacco industry interference

 [Impact assessment \(who.int\)](https://www.who.int/impact-assessment)

The WHO FCTC WORKS

The **facts** speak for themselves:

2005 = global tobacco
prevalence = **29.5%**



Absolute number of
tobacco users: **1.358M**



2020 = global tobacco
prevalence = **22.3%**



Absolute number of
tobacco users: **1.298M**



Do not forget that:

- The population is growing:

if in **2020** we would still have the prevalence of **29.5%** then
we would have **1,721M** smokers

**The WHO Framework Convention
on Tobacco Control works**



Implementation of the Convention **continued to modestly improve** in the **2018–2020 period**, BUT:
Parties need to strengthen addressing many of the Articles in a more comprehensive manner.

The most reported **priorities** are the ones that fall under objectives of the Global Strategy, most importantly under Article 5 (General obligations).

Reaching the tobacco use target by 2025



Only one in three Parties are likely to achieve the **tobacco use target by 2025**, therefore, most Parties need to accelerate tobacco control activities in order to reach it, and subsequently, the respective NCD target



Tobacco control progress despite the COVID-19 pandemic in 2020-2021




  Kenya: Ratified the Protocol / Andorra: ratified the WHO FCTC


 Costa Rica: regulates use and taxation on ENDS, ENNDS, HTP

    Finland/Mexico/New Zealand/Tunisia:
Strengthened Article 11 regulations

  Denmark / Georgia: plain packaging legislation adopted

 Netherlands: End the sale of tobacco in supermarkets, gas stations; plain packaging implemented

 Ethiopia: landmark bill to increase tobacco taxes

 EU: Ban on flavored tobacco products/new markings on tobacco product filters containing plastics

  India: ban on e-cigarettes and HTPs / Mexico: ban on importation of e-cigarettes and HTPs

 Pakistan: extension of tobacco advertising ban

  Bolivia / Paraguay: 100% smoke-free

 Myanmar: strengthened Article 5.3

     Cabo Verde / Ukraine / Botswana / Kyrgyzstan / Kazakhstan: new tobacco control laws adopted



Ban on waterpipe smoking in indoor and outdoor public places in 15 EMRO countries

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Masks

[Anna Gilmore and Mary Assunta](#)

Big Tobacco Is Donating Ventilators for Coronavirus. Seriously.

STRANGE DAYS |

Early evidence suggests smokers are more likely to suffer a severe form of the disease stemming from the novel coronavirus than non-smokers.



The Bureau Of Investigative Journalism | Published Mar. 30, 2020 4:43AM ET

Ventilators

[Link](#)

Tobacco industry “Corporate Social Responsibility” & COVID-19

“ Smokers face 50%
higher risk of
developing severe
disease, death from
COVID-19 “



© Photo: PAHO WHO/WHO

Tobacco Industry Investments

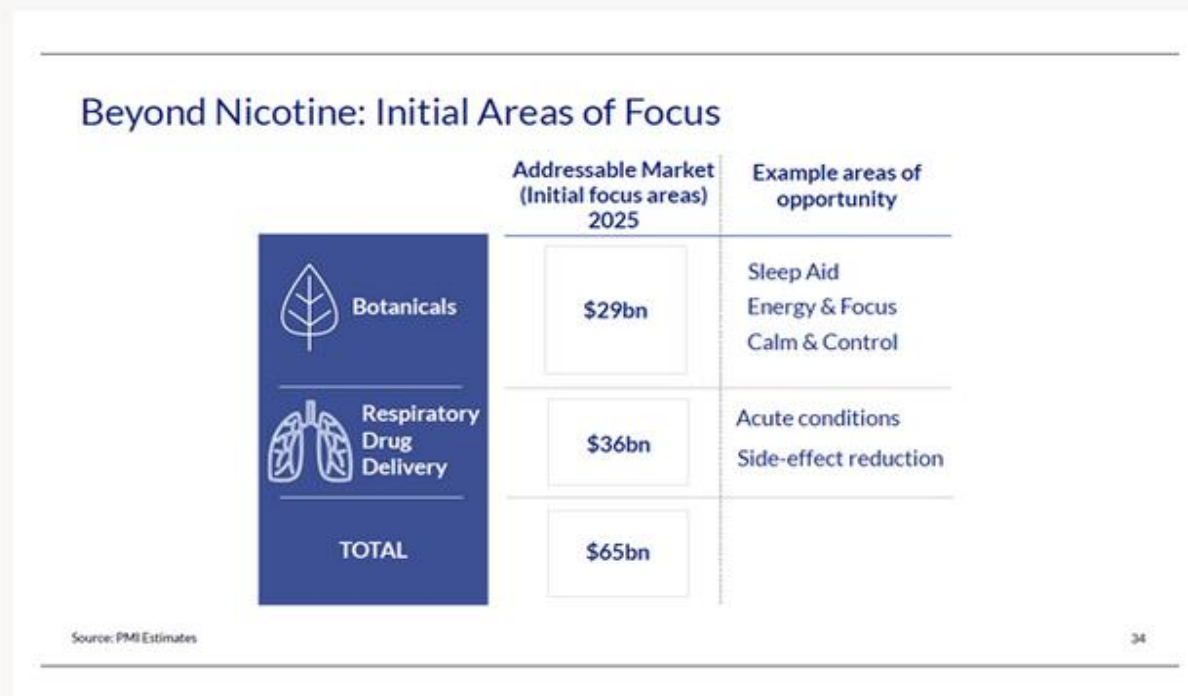
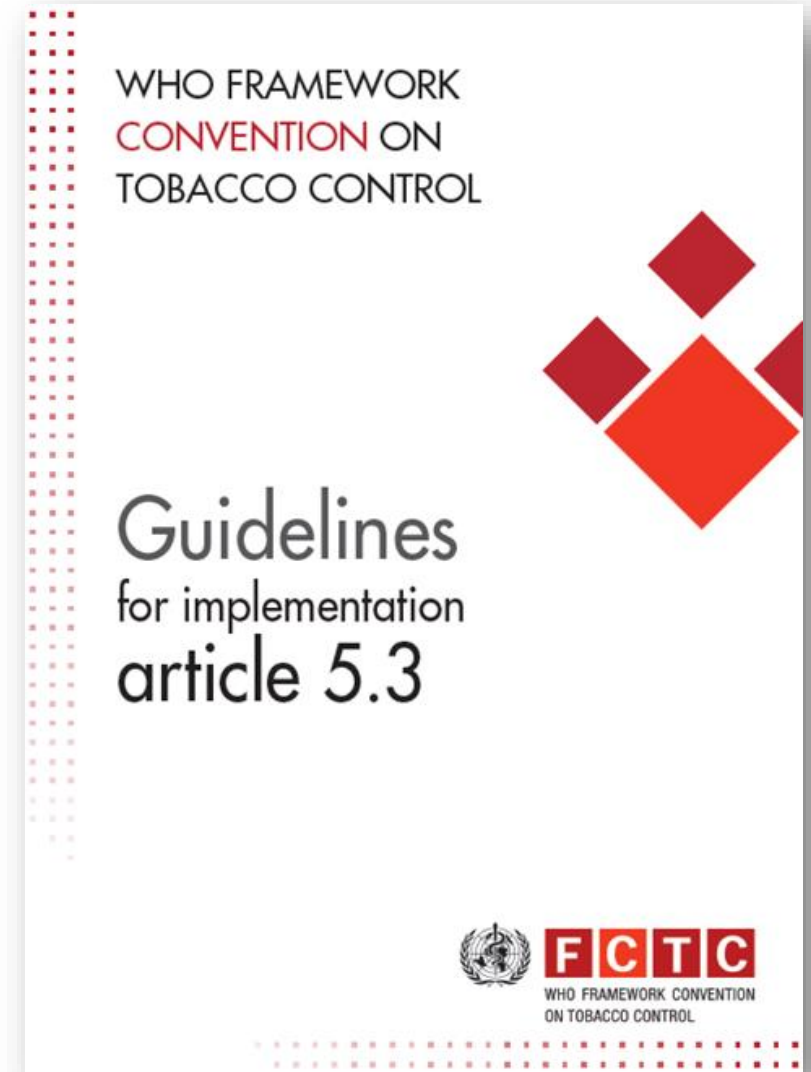


Image 1: Slide from BAT presentation to investors (Source: British American Tobacco, Deutsche Bank Global Consumer Conference, 9 June 2021)

Image 2: Slide from PMI presentation to investors, 10 February 2021. (Source PMI website)

WHO FCTC

- **Article 5.3:** Parties must act to protect their public health policies with respect to tobacco control from commercial and other vested interests of the tobacco industry
- **Article 5.3 Guidelines for implementation:**
 - Guiding Principle 1: "There is a fundamental and irreconcilable conflict between the tobacco industry's interests and public health policy interests."
 - Recommendation 3: "Reject partnerships and non-binding or non-enforceable agreements with the tobacco industry"
 - "The tobacco industry should not be a partner in any initiative linked to setting or implementing public health policies, given that its interests are in direct conflict with the goals of public health."
 - Recommendation 6: "Denormalize and, to the extent possible, regulate activities described as 'socially responsible' by the tobacco industry, including but not limited to activities described as 'corporate social responsibility'."



COP 9 Declaration on WHO FCTC and recovery from the COVID-19 pandemic



COP 9

Geneva, Switzerland

Tobacco control during a global health emergency
8-13 November 2021



CALLS ON the Parties:

(a) to take appropriate measures to prevent tobacco industry interference and involvement in COVID-19-related public health policies and actions, in accordance with Article 5.3 of the WHO FCTC and its Guidelines for implementation;

(b) to include actions to achieve SDG Target 3.a on implementation of WHO FCTC and SDG Target 3.4 on NCDs as an integral component of national recovery from the COVID-19 pandemic, including in national SDG plans;

(c) to the extent possible, explore health system adaptations to support alternative service delivery options, such as e-health and telemedicine consultations, for tobacco dependence and cessation services consistent with Article 14 of the WHO FCTC;



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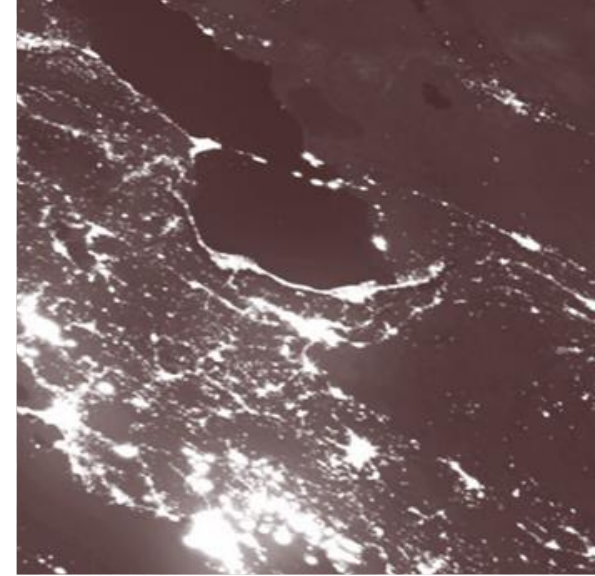
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Any treaty is only as strong as the enactment of its obligations at the country level.

The overview of the tobacco control situation around the world shows considerable disparity both in the implementation and enforcement of **WHO FCTC**-recommended measures.



- **WHO FCTC** and the Protocol are the ultimate solution for the "tobacco pandemic".
- Tobacco control can be defended as a **human rights and sustainable development issue**.
- It is **key** to **locate tobacco control as a priority in the national agenda** and raise/utilize political will and momentum to strengthen it.
- Importance of **comprehensive and coordinated implementation of the Convention**, reinforcing effect of individual measures.
- **Parties need to identify their own priorities**, based on their particular circumstances, in order to tailor their interventions.
- Key role of civil society.



Thank you!



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