

The future of Tobacco Control.

**2020 FCA STRATEGY
ENDGAMES SOLUTIONS**

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Tackling the tobacco epidemic

1. Accelerating WHO- FCTC implementation
2. Endgame solutions for tobacco control



1. Why and how to accelerate FCTC implementation?

2020 FCA Strategy



The WHO FCTC



- **BROAD ACCEPTANCE:** ratified 2005, now has 180 Parties = about 90% of world's population
- **COMPREHENSIVE:** detailed implementation guidelines on key Articles: lastly taxation - 2014.

The WHO FCTC Global recognition

- FCTC implementation included in WHA targets to reduce tobacco use/ fight NCDs; also in Sustainable Development Goals (SDGs)



SDG3. Ensure healthy lives and promote well-being for all at all ages

3.a. Strengthen the implementation of the World Health Organization Framework Convention on Tobacco Control in all countries, as appropriate

Role of civil society

- FCTC text recognises role for civil society
- FCA created in 1999 to help design the treaty; evolved to become voice of civil society on the WHO FCTC
- FCA has participated in all sessions of FCTC COP and subsidiary body and also in WG to prepare Guideles for implementation.
- FCA offered policy recommendations on all COP agenda items



WHY- to accelerate implementation FCTC?

It is very slow

- *Nearly 80% FCTC Parties adopted or strengthened TC legislation after ratifying*

BUT

- Progress uneven = implementation rates of articles vary from less than 20% to greater than 75%.
- E.g. Tobacco taxation: far from good implementation.

Tobacco epidemic is on going...

- Deaths caused by tobacco use will increase from 100 million (20th Century) to 1 billion (21st C) if trends unchanged
- Epidemic shifting from high-income to low-mid-income countries
- Tobacco industry turning to global platforms, eg WTO, to fight governments' tobacco control (TC) measures

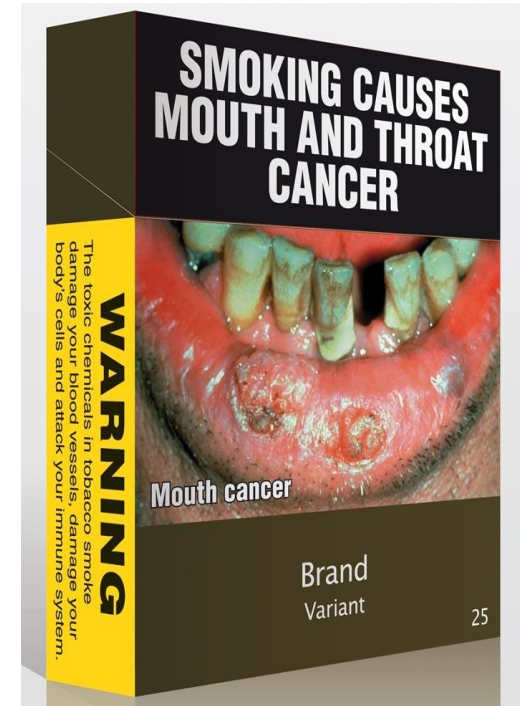
We know what the major obstacles (LMIC)

- Lack of political will
- Lack of investment in tobacco control.
- The tobacco industry interference



We know how To accelerate FCTC

- Integrate FCTC to national health and development plans (UNGA, 2014).
- A multisectorial/whole of government approach.
- An action plan with 2020 and 2025 goals.
- A national tobacco taxation policy aimed to public health goals, with earmarking.
- plain packaging.
- Approve and apply ITP
- Apply dispositions to prevent Tobacco Industry interference .
- A strategy to help vulnerable populations to quit.



HOW FCA...

FCA's future direction:

- Improve structure and resource the COP
- to take on a new and focused role:
systematically promoting FCTC implementation
- including by mobilising new sources of funding
and technical assistance.

HOW FCA...

- ✓ **governments agreed to a tobacco use prevalence target , WHO/ FCTC Secretariat mandated to report to each COP on progress .** Political impact: if there are consequences to meeting them (or failing) .
FCA: Leaders and media are aware of the target and the ambitious actions required .

- ✓ **Parties legally bound and are obliged to provide detailed reports every two years on FCTC implementation.** No consequences if failed.
FCA: There is a need for an organised system to review and follow up on the reports – an effective compliance mechanism .

HOW FCA...

- ✓ **A COP WG to analyse and suggest improved mechanisms to deliver assistance will report back to COP7 - opportunity to give the COP a stronger role in mobilising global resources and commitments.**

FCA: support that WG to develop effective recommendations and plan to COP7 and its approval.

- ✓ **The FCTC and tobacco control are now recognised in global development documents.**

FCA SUPPORT FCTC integration into international systems, with a focus on development priorities

Pillars of FCA 2020

OUR VISION

A world free from the devastating health, social, economic and environmental consequences of tobacco and tobacco use.

OUR MISSION

To strengthen the WHO Framework Convention on Tobacco Control and support its full and accelerated implementation worldwide.

OUR 2020 STRATEGY:

Secure long-term gains from, and investment in, strengthened FCTC implementation

BUILD

political pressure in and between countries for swift action, making political necessities of national and global tobacco prevalence targets

HOLD

governments accountable, through the development and implementation of an effective FCTC compliance mechanism

EMBED

support and cooperation in the FCTC within the mechanisms of assistance currently under development

DEEPEN

FCTC integration into international systems, with a focus on development priorities

2025 GOAL

FCTC has ensured the achievement of the global target:
30% relative reduction in prevalence of tobacco use

2030 GOAL

FCTC has made a significant contribution to achieving SDG3:
Ensure healthy lives and promote well-being for all at all ages

Steps before COP7 (Nov 2016)

FCA will focus on two pillars of our strategy:

1. HOLD GOVERNMENTS ACCOUNTABLE

An effective FCTC implementation review mechanism (IRM) will clearly analyse if Parties are on track to meet their obligations, and if not, what support/ action they might require.

FCA WILL:

- Advocate for & provide technical support to establish an effective IRM

Steps before COP7 (Nov 2016)

2. MECHANISMS OF ASSISTANCE (MoA)

A WG will suggest COP to create a solid system to identify, prioritise, and match Parties' needs with available (and additional) resources and funding for implementation.

FCA WILL:

- Analyse other treaties' approaches
- Support WG to develop the Platform
- Recruit development agencies/ funders to support FCTC implementation at country level

2. Is FCTC implementation enough?

Endgames solutions



Why a different approach?

- Cigarettes are too danger products.
- The “progressive” approach is too slow for the magnitude/emergency of the problem.
- There are possibilities of eradicating diseases (eg. Polio, smallpox): tobacco is another.
- Underlying beliefs:
 - Status quo is unacceptable
 - reducing smoking substantially will require something new /different

Citigroup Report: Possible scenarios for the Tobacco Industry

- ***There are] three broad possibilities:***

In Scenario A: extending current trend line until it hits zero.

In Scenario B: gradually fewer people quit, as approach to some sort of hard core of smokers

in Scenario C: smoking gets to a tipping point, becomes increasingly easier to regulate against and ***may be (eventually) banned.***

- ***“We think that each scenario is quite plausible. But it is quite possible that there will be no smokers left in Britain or many other developed countries in about 30–50 years”***

The Tobacco Industry anticipated an “endgame”

Today all the facts seem to indicate that tobacco is a could be dying industry.

I think we all believe that our future lies outside tobacco, and principally in the food business. I certainly believe this.

Smokers opinion ?

- US opinion poll, Philip Morris, 2004

68 % “I wish there would be a way to eliminate cigarettes “.

- Uruguay, ITC Uruguay 2012:

74% support elimination of tobacco product in 10 years if Government help them to quit.

Defining Endgame

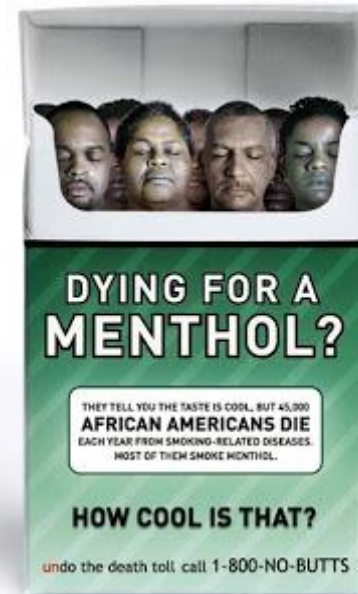
- initiatives designed to change or permanently eliminate the structural, political, and social dynamics that sustain the tobacco epidemic
- within a specific time (an endpoint).
- **the idea** : going beyond tobacco control (tobacco is here to stay/ policy objective is to regulate the time, place, and manner of its use) **towards planning a tobacco-free future.**
- Vision and goals are more important than specific strategies.

Endgames targets

- **An endgame for tobacco might encompass one or more of the following targets :**
 - ✓ zero or close to zero prevalence of tobacco use,
 - ✓ complete (or close to) ending of commercial sale of tobacco^{1 4 6}
 - ✓ tobacco use being fully denormalised in society, with virtually nil exposure of children to tobacco use.
 - ✓ Ending the cigarette epidemic (combustible tobacco products)?

Innovative strategies for an endgame

- **Regulate substances**
 - Regulate nicotine levels.
 - Eliminate filters, sugars, reduce pH.
 - Reduce addictiveness/attractiveness
- **Regulate markets**
 - Tax/price controls.
 - Regulated Market Model
- **Regulate product sales**
 - Outlets restriction
 - Tobacco Free Generation (Singapur)
 - Abolish sales (Nepal)



Are countries working on endgames?

- **Finnish government's** : ending 'the use of tobacco products in Finland'
- **Bhutanese law of 2004** : end tobacco sales (but not the import and use).
- **US government** : a report with a 'vision of a society free from tobacco-related death and disease'.
- **New Zealand government** : adopted the aspirational goal of 'reducing smoking prevalence and tobacco availability to minimal levels, thereby making New Zealand essentially a smoke-free nation by 2025'.

Recommendations*

1. Be very precise in definition.
2. Anchor endgame strategies in impeccable science .
3. Back up goals and strategies with solid feasibility studies .
4. A diversity of endgame strategies , as opposed to a single global strategy (to accomodate to different factors and contexts)
.
5. Be realistic and be careful
6. Require a very high level of legislative and regulatory support
.
7. Expect well-orchestrated, well-funded, and aggressive resistance every step along the way.

*** Dr. M. Chan (WHO DG) ,2013**

Final Comments

- There is a need/commitment to accelerate FCTC implementation.
- FCTC COP can/should play a key role.
- FCA 2020 strategy : shifting COP's role to a one focused on implementation.
- There are countries aimed to an endgame for tobacco control.
- A strong FCTC implementation could make endgame solution more possible.
- The risks of not envisioning an endpoint are clearly far greater than the risks of attempting any of these solutions and failing.