

The WHO FCTC - 20 Years of Impact

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THE WHO FCTC: A LEGACY FOR HUMANITY

- First international public health treaty
- 183 Parties united against a common threat
- Grounded in public health, human rights, and equity

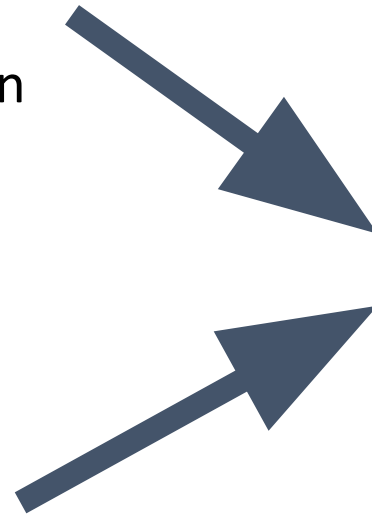


Smoking is considered a chronic disease of epidemic proportions, spread by advertising and publicity, whose vector is the tobacco industry.

BEFORE AND AFTER THE WHO FCTC

- Price and tax measures
- Protection from exposure to tobacco smoke
- Packaging and labelling
- Ban on tobacco advertising, promotion and sponsorship
- Cessation support

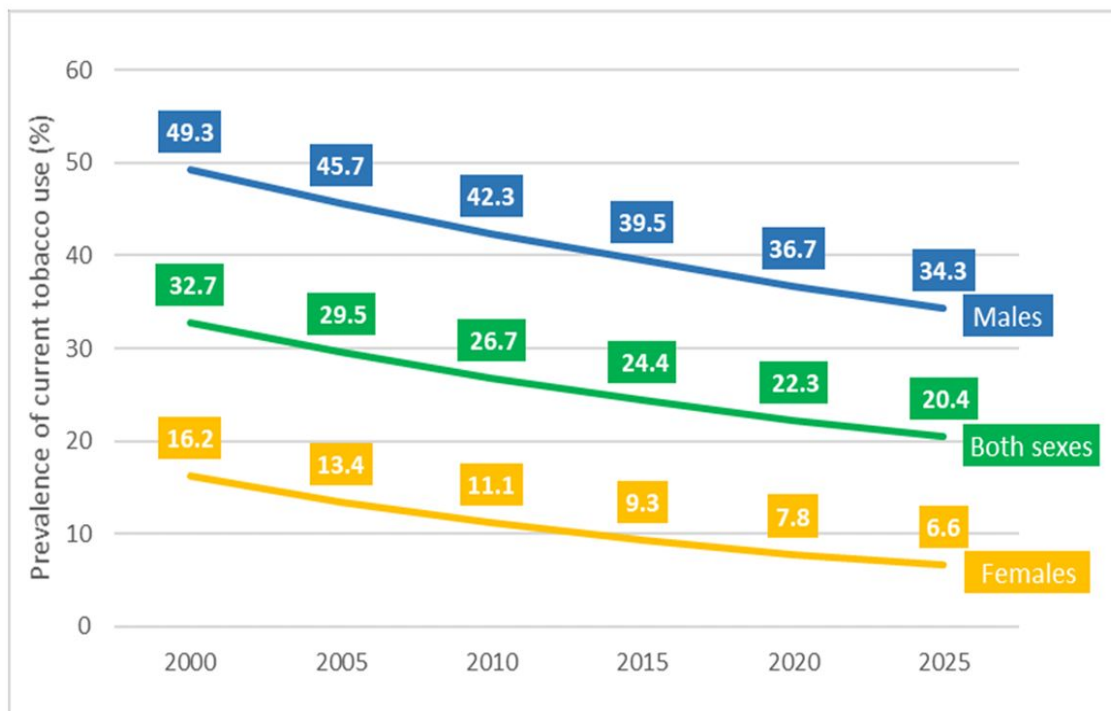
**supply reduction
measures**



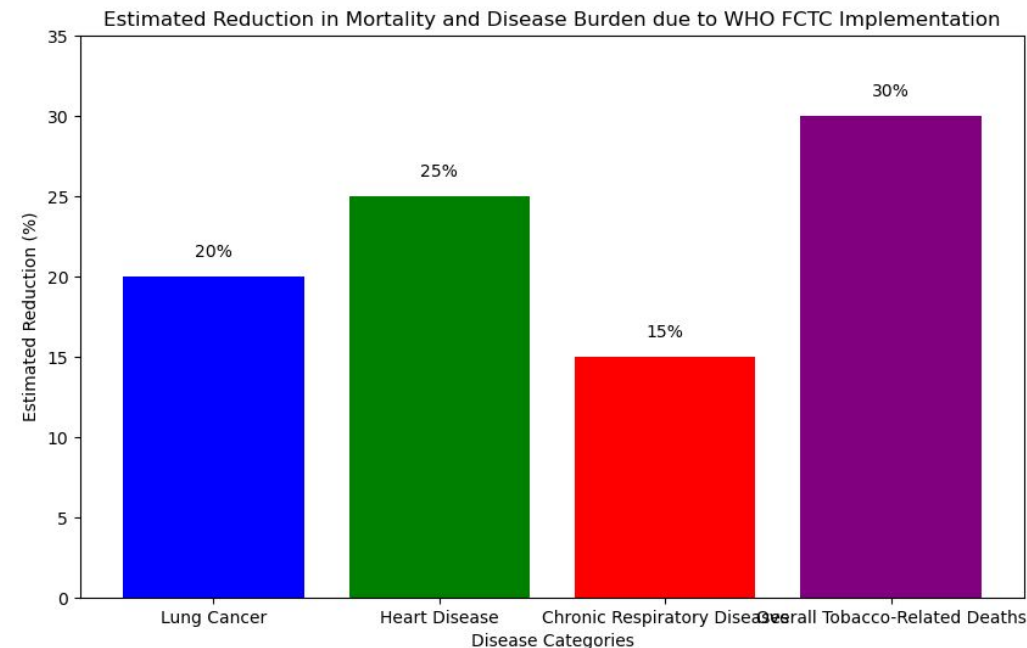
**reduction in tobacco use
public awareness
global policy alignment
support for low- and
middle-income countries
legal and institutional
frameworks**

BEFORE AND AFTER THE WHO FCTC

Fig. 1: Global trends in prevalence of tobacco use among people aged 15 years and older, by sex



Source: <https://iris.who.int/handle/10665/348537>



Source: illustrative figures based on trends observed in countries with strong tobacco control policies

BEFORE AND AFTER THE WHO FCTC

Uncovering the epidemic driver: the tobacco industry

- Harm reduction narratives
- New products (e-cigarettes, heated tobacco)
- Marketing tactics to attract to youth
- Strategic litigation and lobbying



Source: <https://sgs.tu.ac.th/who-fctc/>



ADDITIONAL IMPACT

- **Integration of the WHO FCTC with the SDGs, climate, and NCD agendas**
- **Tobacco control as a successful model for addressing other public health concerns, such as alcohol and ultra-processed foods**
- **Governance model with multi sectoral mechanisms**
- **Frontiers for Innovation in Public Health**

Muito obrigada!

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