

Framework Convention on Tobacco Control

A beginning to the end of the
epidemic

Mayo Clinic Rochester



Mayo Clinic Rochester Colonial Building



CENTER FOR TOBACCO-FREE LIVING



Global Bridges: Healthcare Alliance for Tobacco Dependence Treatment

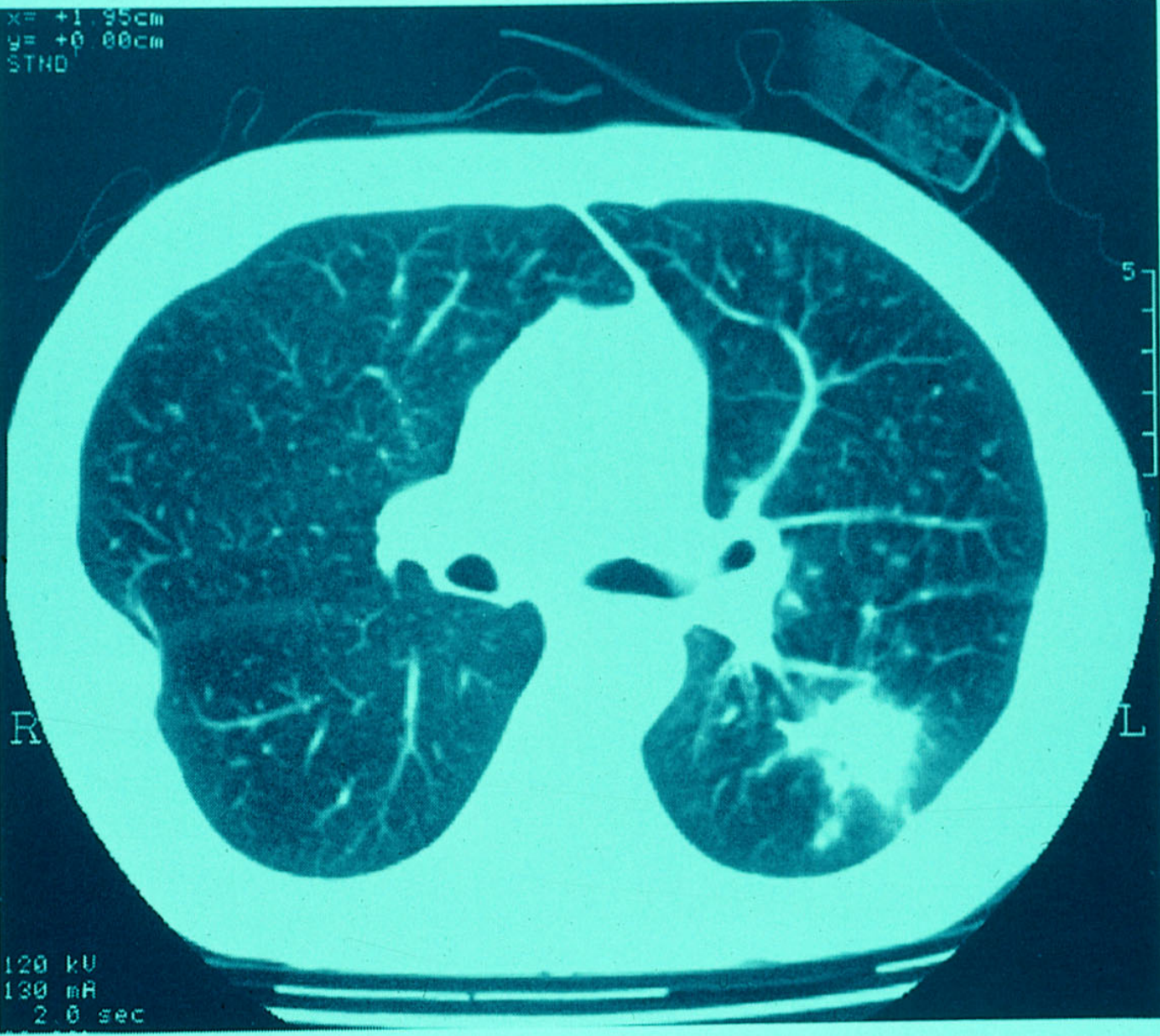
- **Collaboration between Mayo Clinic, American Cancer Society, and University of Arizona**
- **MISSION: Create and mobilize a global network of health care providers and organizations dedicated to advancing effective tobacco dependence treatment and advocating for effective tobacco control policy**
- **Working with partners in all six WHO regions**

Learning objectives

At the end of today's session participants will be able to...

- **Describe the worldwide tobacco epidemic and the public health approach to addressing the epidemic**
- **Discuss the structure, implementation, and current status of the Framework Convention on Tobacco Control**

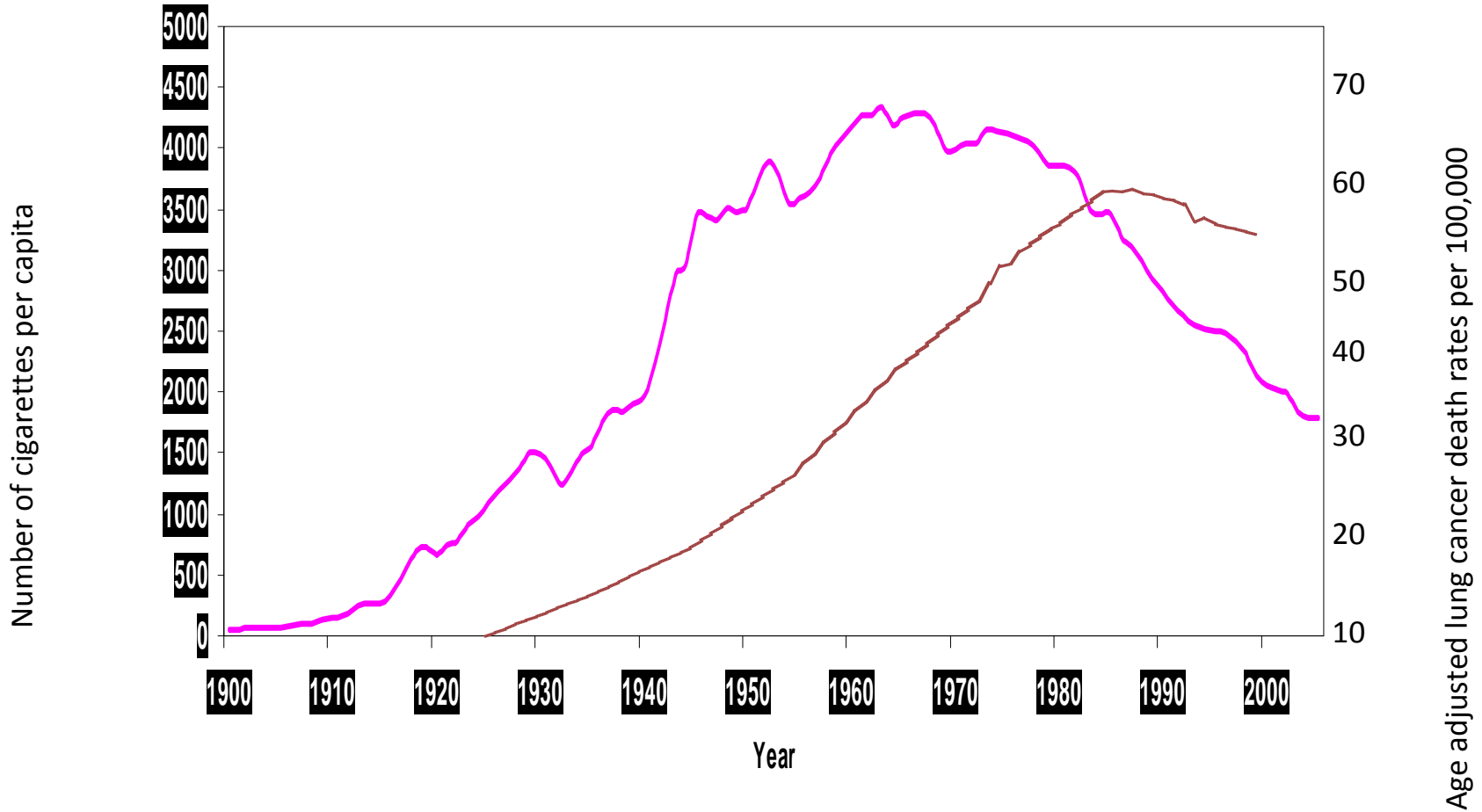
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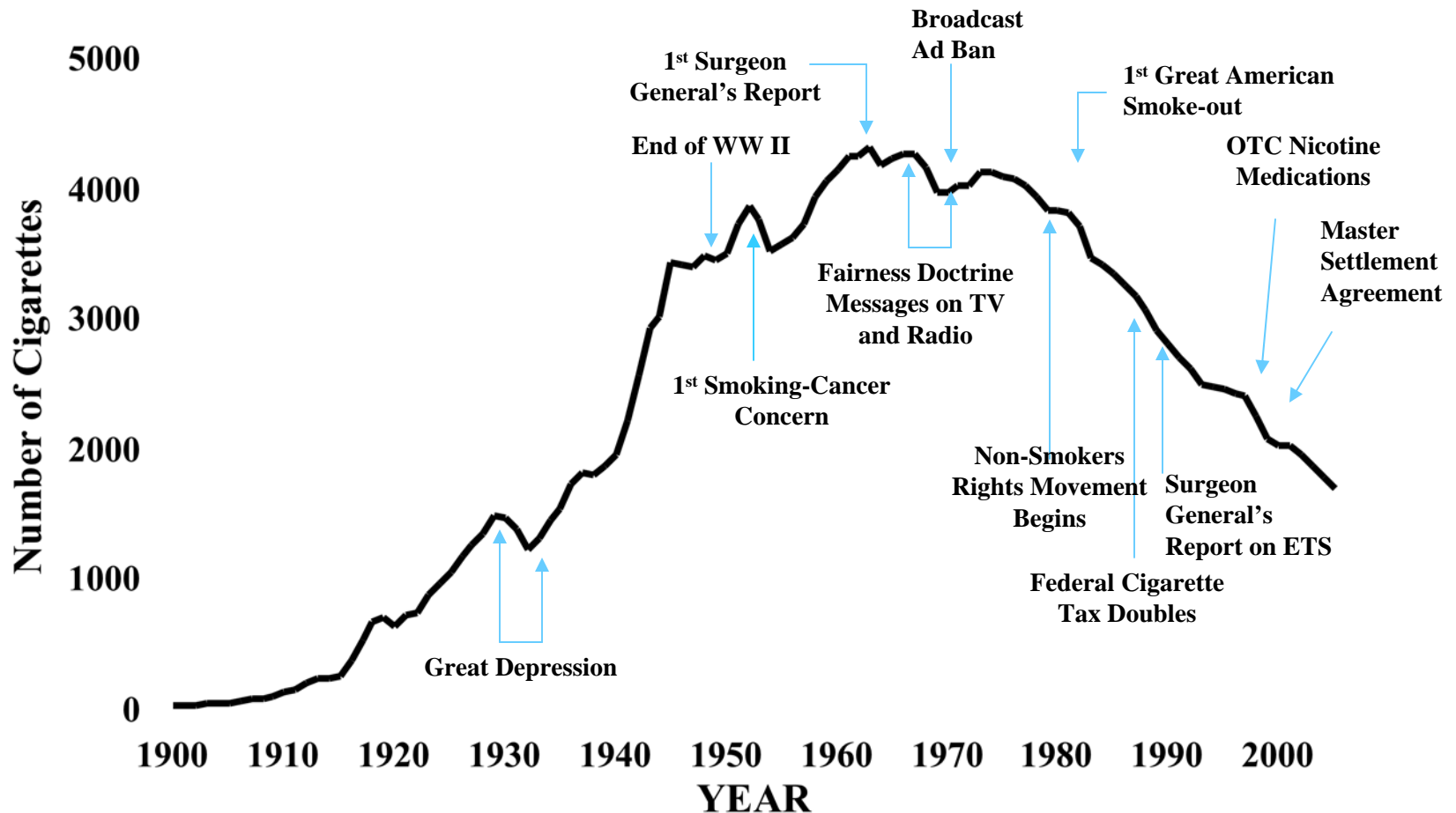
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1900-2005 U.S. Per Capita Cigarette Consumption

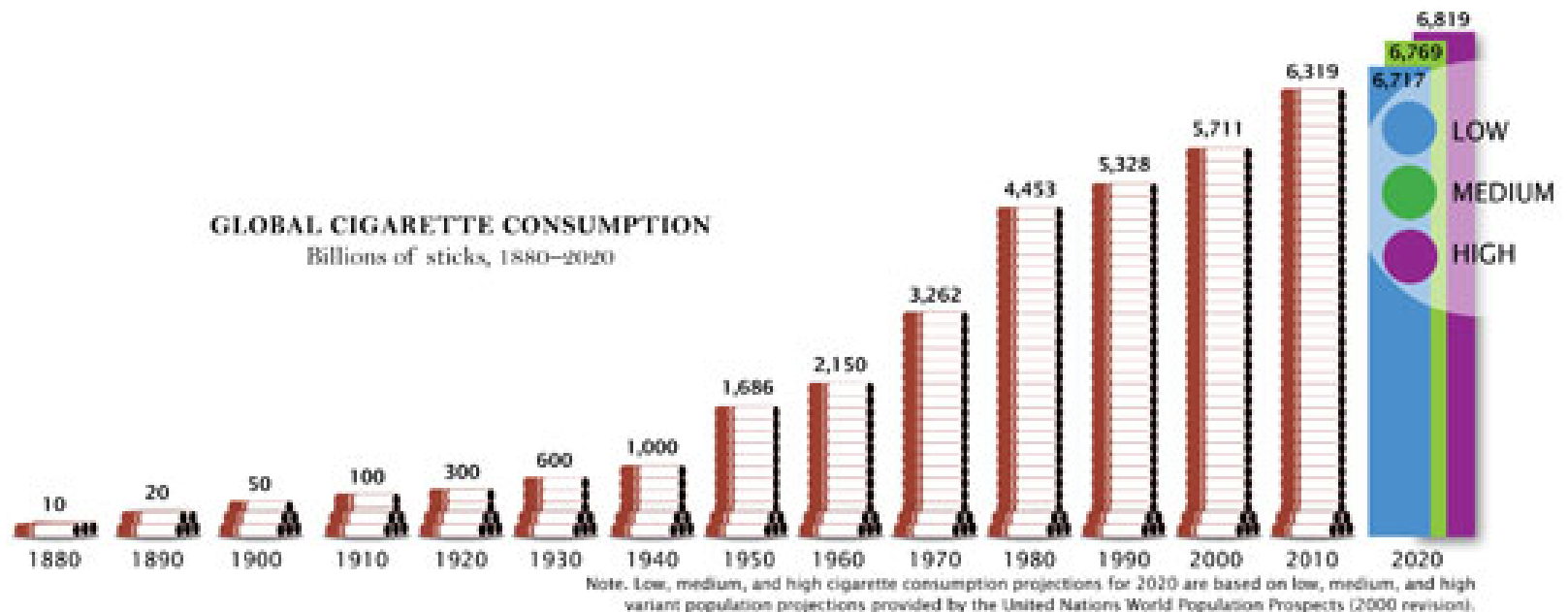
and 1930-2005 Age Adjusted Lung Cancer Death Rate per 100,000



Adult Per Capita Cigarette Consumption United States 1900-2005: Economic, political, cultural factors in the spread of the epidemic

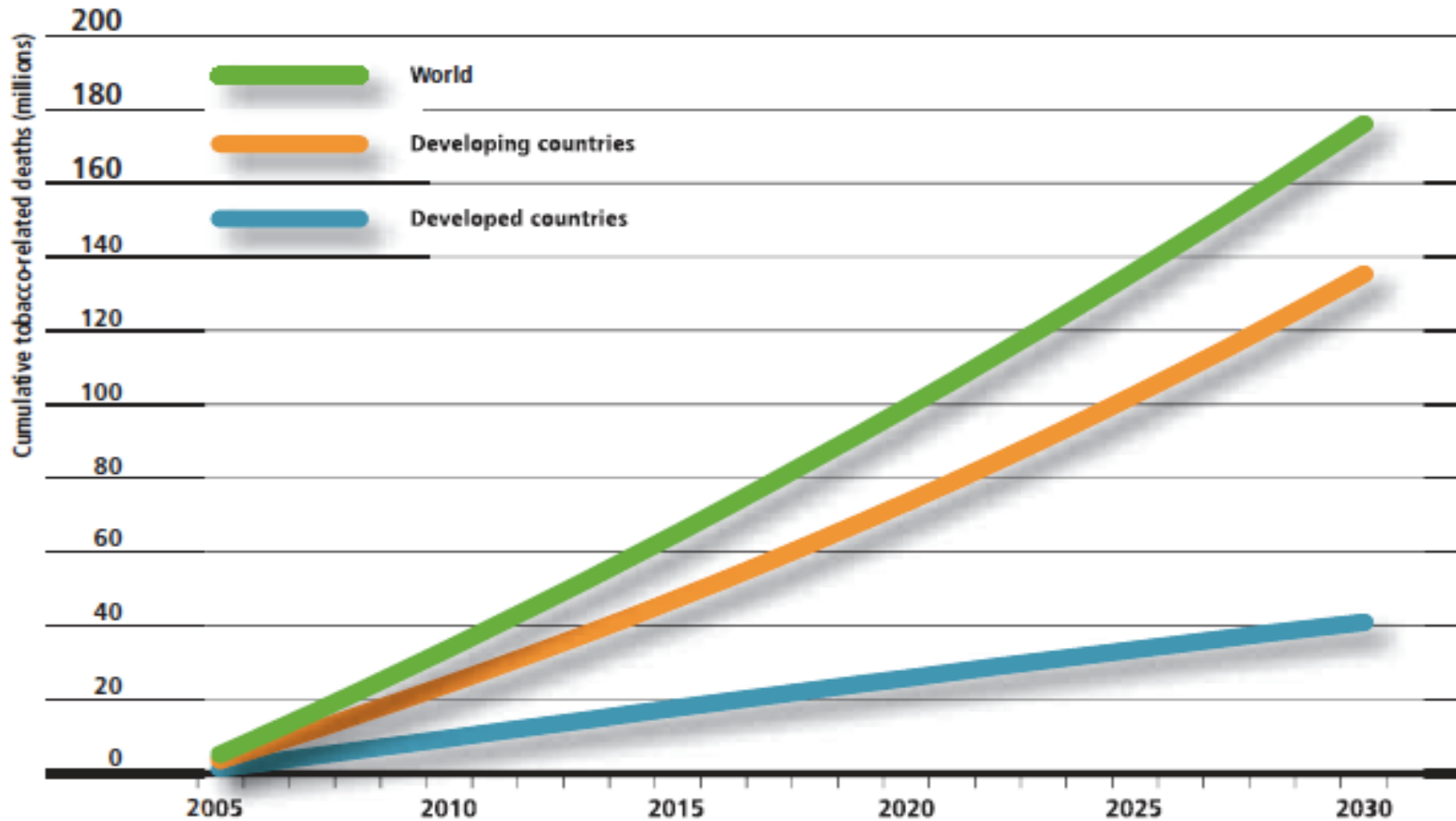


Worldwide business is booming



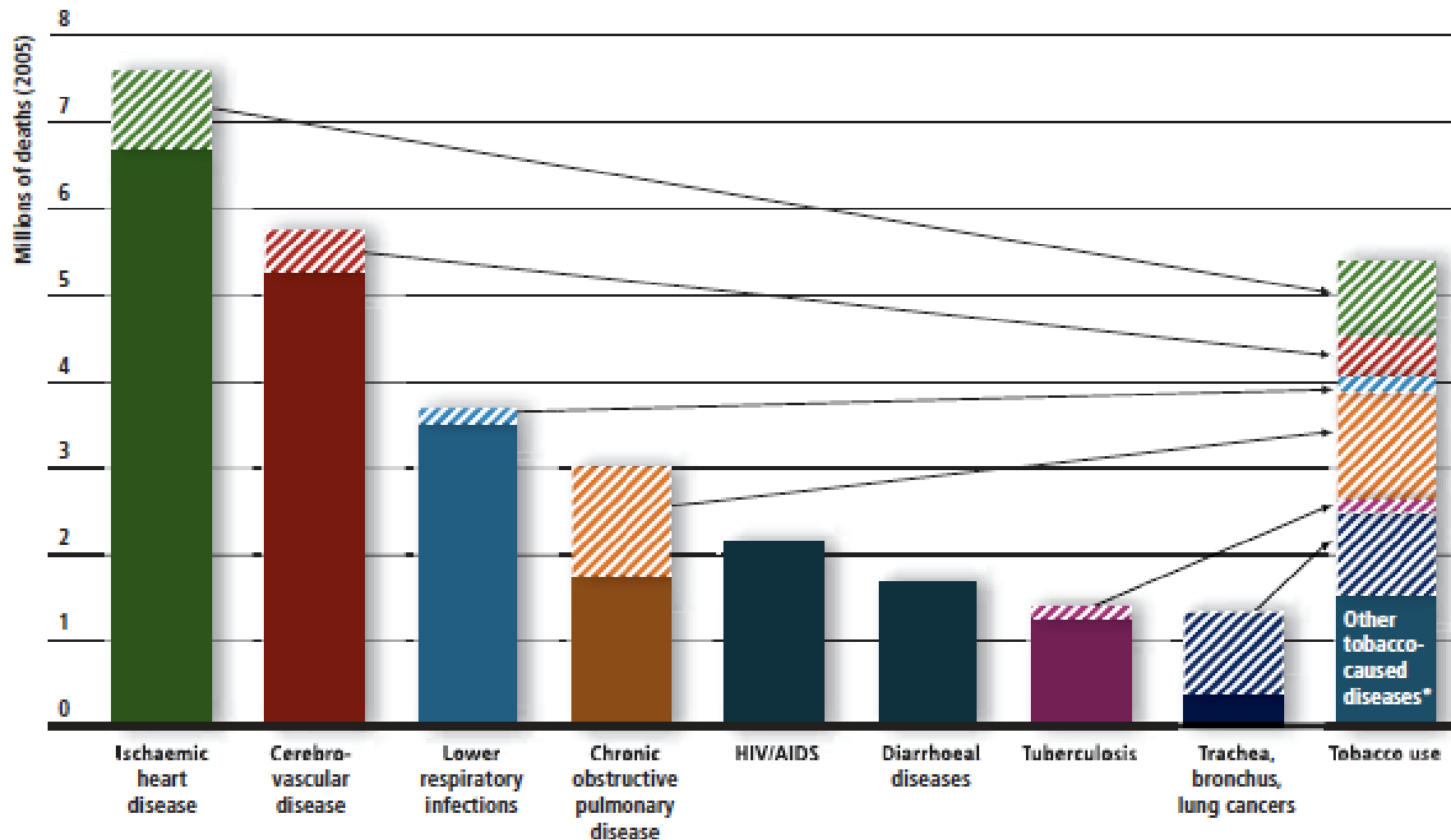
TOBACCO WILL KILL OVER 175 MILLION PEOPLE WORLDWIDE BETWEEN NOW AND THE YEAR 2030

Cumulative tobacco-related deaths, 2005–2030



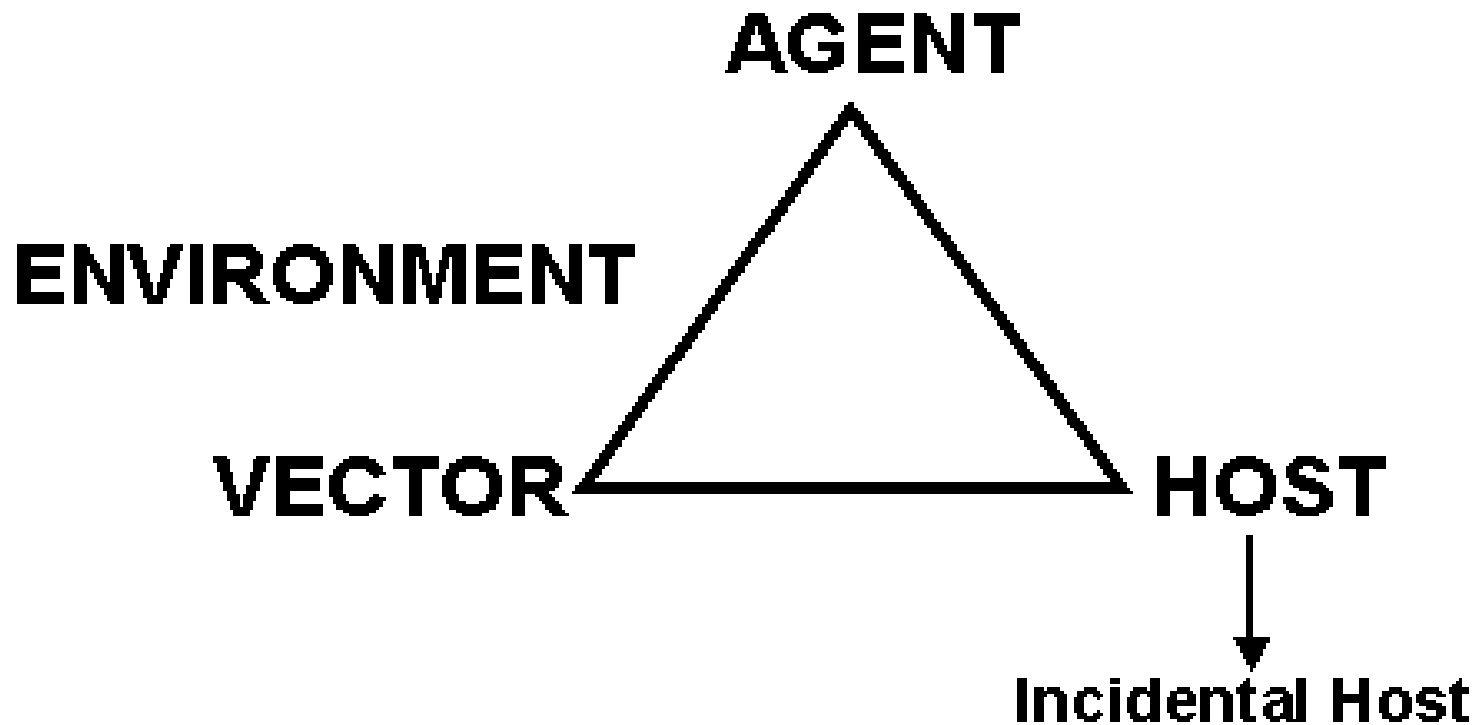
Source: Mathers CD, Loncar D. Projections of global mortality and burden of disease from 2002 to 2030. *PLoS Medicine*, 2006, 3(11):e442.

TOBACCO USE IS A RISK FACTOR FOR SIX OF THE EIGHT LEADING CAUSES OF DEATH IN THE WORLD



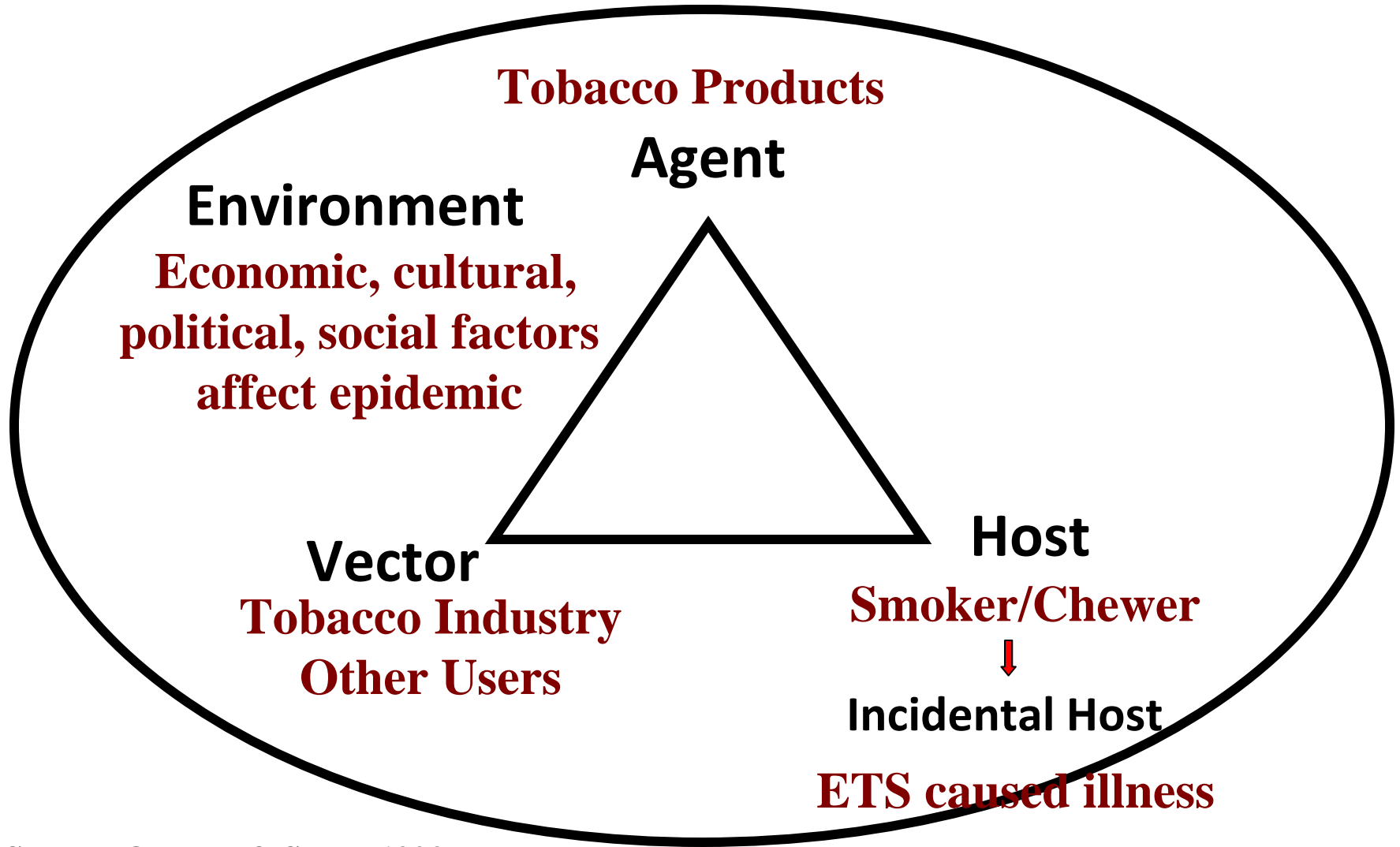


Public Health Model



Source: U.S. Department of Health
and Human Services, 1991

Public Health Model of Tobacco Epidemic and Tobacco Control



Source: Orleans & Slade, 1993;

Giovino 2002

WHO expert report

Tobacco use is unlike other threats to global health.

- Infectious diseases do not employ multinational public relations firms.
- There are no front groups to promote the spread of cholera.
- Mosquitoes have no lobbyists.

Reversing the burden of tobacco on global health will be not only about understanding addiction and curing disease but just as importantly about overcoming a determined and powerful industry



Developing the world's first global health and corporate accountability treaty

- Recognition that tobacco use set to become the leading cause of preventable death worldwide
- In 1996 the World Health Assembly authorized WHO to initiate the development of a framework convention.
 - 1999-2003 – extensive intergovernmental negotiations
- Framework Convention on Tobacco Control (FCTC)
 - Adopted by World Health Assembly May, 2003
 - Entered into force February 27, 2005

What is meant by a 'Framework Convention'

Provides the foundation, blueprint, and workspace within which protocols and guidelines can be collaboratively agreed to internationally

<http://www.who.int/fctc/en>

**Currently 172 national parties to the Conference
representing 87.3% of the world population**

A few countries have not ratified:

USA

Haiti

Mozambique

Somalia

Argentina

Indonesia

Switzerland

Afghanistan

What Does FCTC ask of the Parties

- Participate in the development of protocols and guidelines
- Comply with all provisions of the treaty
 - Countries required to enact legislation in line with the Convention protocols

Measures intended to reduce supply

- **Address illicit trade**
- **Sales to minors**
- **Provision of economic alternatives to tobacco production**

Measures intended to reduce demand

- Price and tax measures important
- Reducing exposure to ETS
- Regulating contents of tobacco products
- Regulating disclosure of contents and emissions
- Packaging and labeling
- Promote public awareness
- Regulate advertising and promotion
- Disseminate guidelines on cessation and treatment

Framework Convention Alliance

<http://www.fctc.org/>

- Over 300 NGOs from over 100 countries including:
 - World Medical Association
 - International Union Against Cancer
 - Corporate Accountability International
 - Mayo Clinic Nicotine Dependence Center
- Serve as independent watchdog
- Help build capacity for global networking
- Provide expert testimony
- Collect and analyze data

Actions within countries and between countries

- **Framework for action within countries:**
 - **Monitoring and surveillance**
 - **Complete advertising ban**
 - **Protection from secondhand smoke**
 - **Prohibit of youth access**
 - **Display prominent health warnings**
 - **Regulate content of tobacco**
 - **Increase price of tobacco through taxation**
 - **Make treatment accessible and affordable**
 - **Provide alternatives for farmers and workers**
- **Framework for international cooperation:**
 - **Monitoring and surveillance**
 - **Prevent illicit trade**
 - **Technical assistance including legal and scientific expertise**
 - **Funding mechanisms**

FCTC Implementation

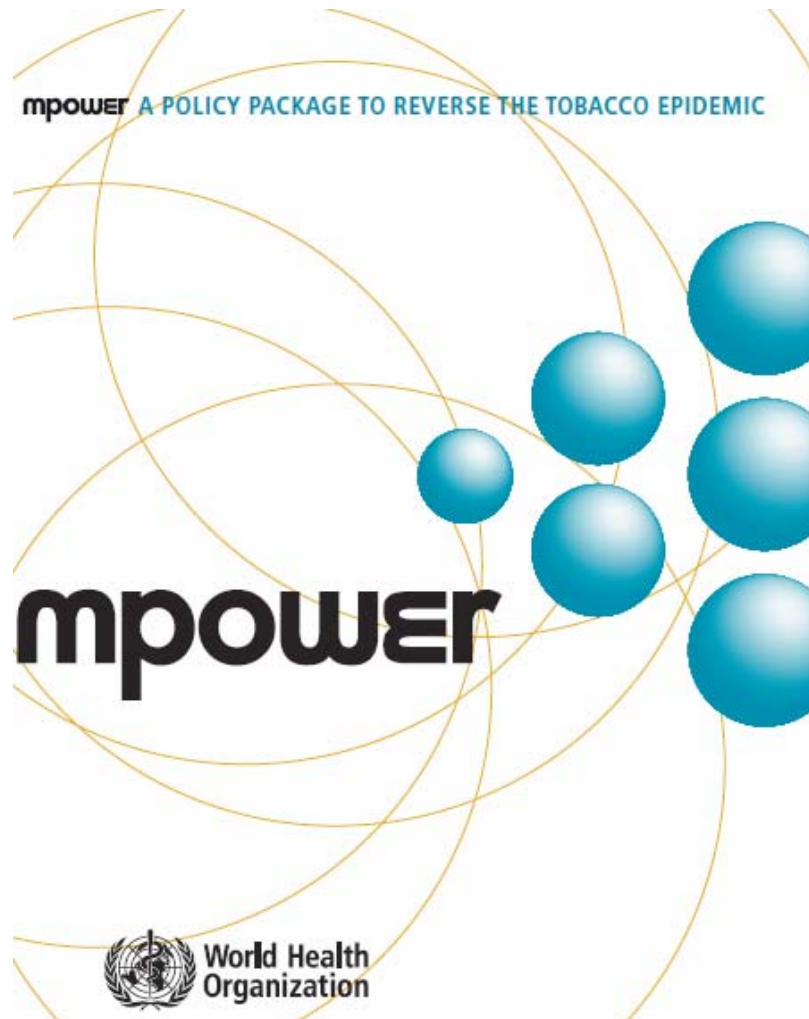
- **The first session of the Conference of Parties (COP), in February, 2006**
- **Parties of the Conference:**
 - **Adopted the rules of procedure for COP**
 - **Discussed development and negotiation of protocols on cross-border advertising and illicit trade**
 - **Mandated development of guidelines for implementation of various articles**
 - **Addressed the issue of financial resources for FCTC implementation**

Implementation

- **Guidelines and Protocols outline implementation agreements**
 - **The crucial ingredient for success is effective implementation of its provisions**
- **4 Guidelines adopted prior to COP4:**
 - **Article 5.3: Protect policies from tobacco industry**
 - **Article 8: Protect from exposure to tobacco smoke**
 - **Article 11: Packaging and labeling of tobacco**
 - **Article 13: Tobacco advertising, promotion, and sponsorship**

COP4: Punta del Este, Uruguay Major Outcomes

- **Guidelines adopted on:**
 - **Articles 9&10: Tobacco product contents**
 - **Article 12: Education and public awareness**
 - **Article 14: Demand reduction and Cessation**
- **Working Groups created or extended on:**
 - **Article 6: Tobacco taxation (unfunded)**
 - **Article 17/18: Alternative Livelihood**
- **Final negotiating session for Illicit Trade Protocol will occur in 2012**
- **Punta del Este Declaration adopted in support of Parties attacked under international trade treaties for implementing FCTC**



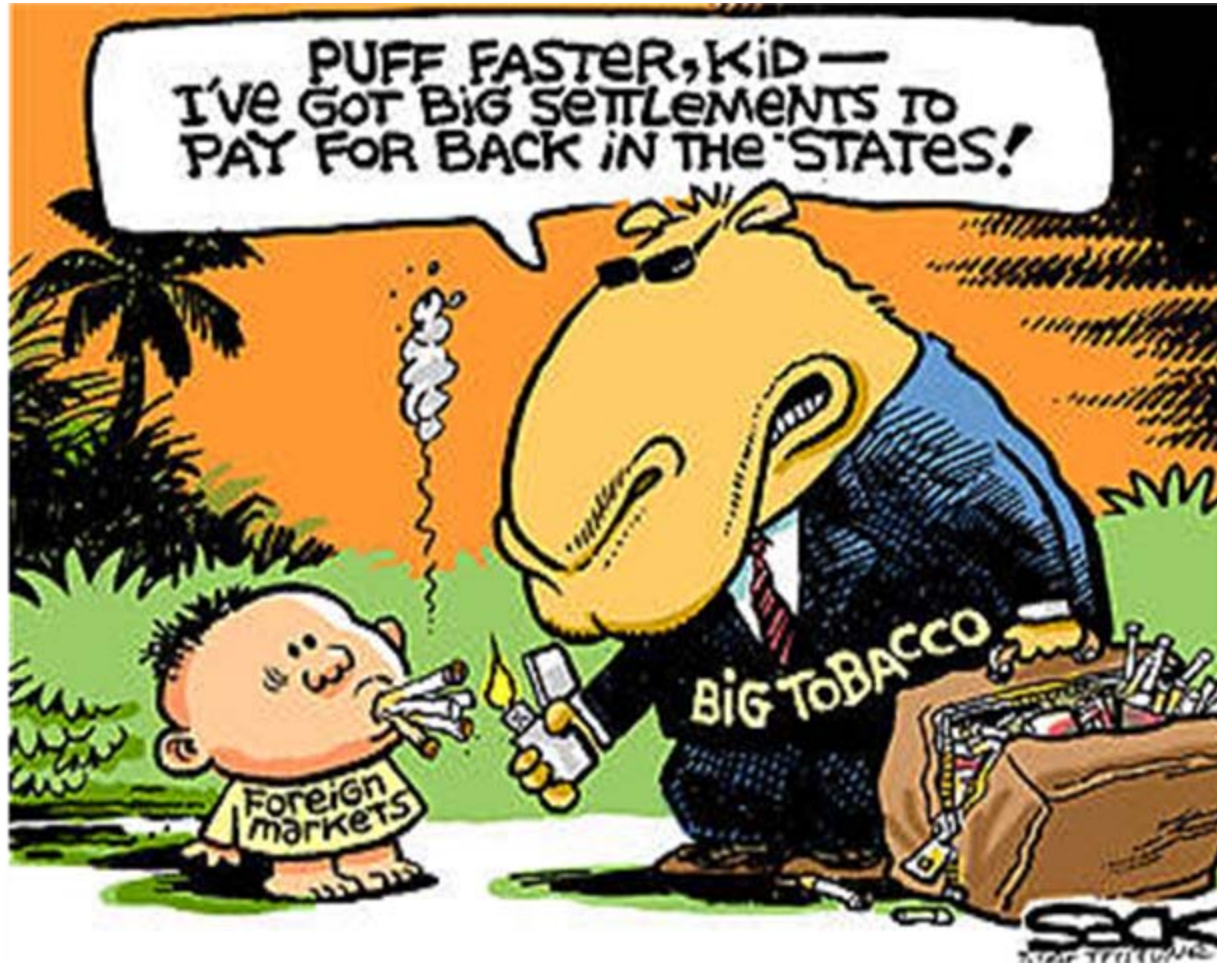
<http://www.who.int/tobacco/mpower/en/>

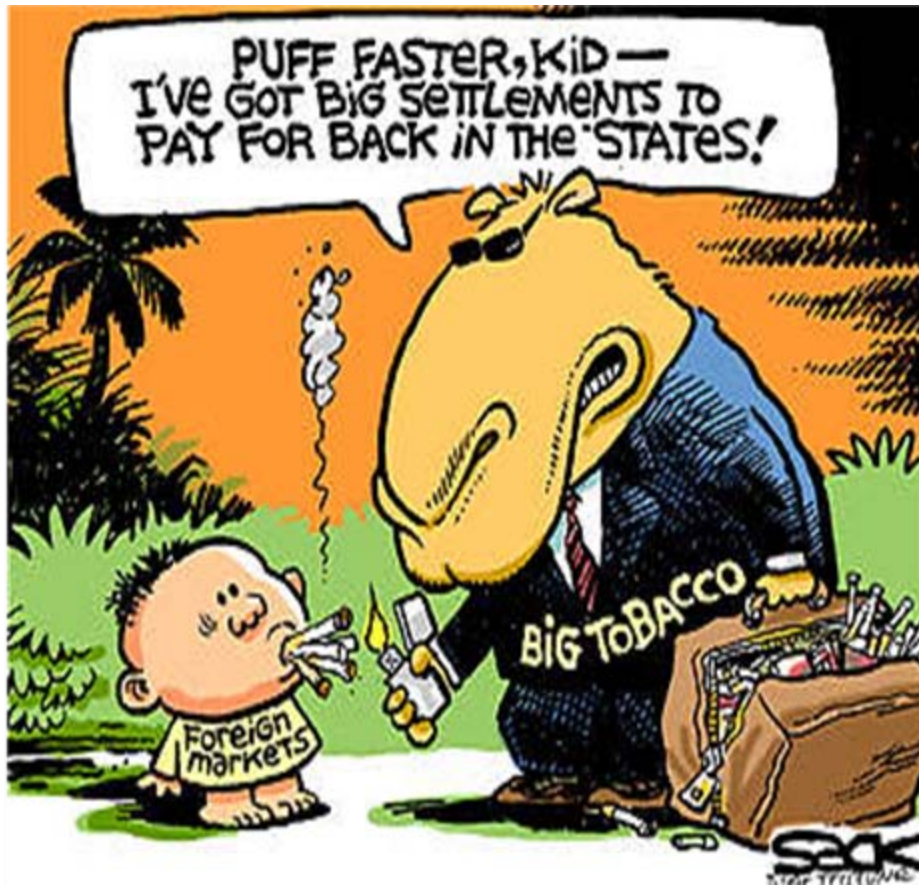
MPOWER

- **Monitor tobacco use**
- **Protect people from tobacco smoke**
- **Offer help to quit tobacco use**
- **Warn about the dangers of tobacco**
- **Enforce bans on tobacco advertising and promotion**
- **Raise taxes on tobacco products**

USA

- **Not yet ratified FCTC**
 - **Only other populous country not ratified is Indonesia**
- **Original signatory under Bush in 2004**
 - **Election year**
 - **Questions about intention to participate**
- **Opposed marketing limits and lobbying limits**
 - **Some provisions changed to let USA ratify but didn't make a difference**
- **Ratification process**
 - **President forwards to Senate Foreign Relations Committee**
 - **Requires 2/3 vote in Senate**





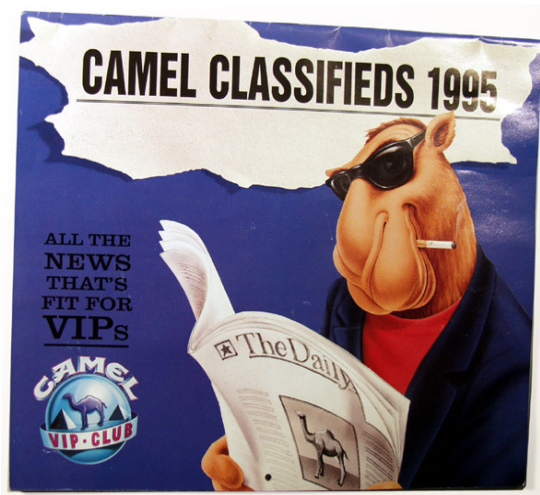
Ongoing Tobacco Industry Interference

- Throughout early negotiations PM, BAT and JT sought to influence, delay, dilute treaty
- Many examples of influence in violation of article 5.3
 - Bribery, bankrolling health initiatives, providing funds for 'regulation', taking advantage of government tax interest, hiding behind farmers or restaurants
 - Suing governments, demanding seat at the table, promoting voluntary regulation, promoting youth reduction programs, drafting tobacco friendly regulation
 - Video BAT website

http://www.bat.com.co/group/sites/BAT_87AF9V.nsf/vwPagesWebLive/DO8BHM3T?opendocument&SKN=2

Tobacco Industry and FCTC

There is a fundamental and irreconcilable conflict between the tobacco industry's interests and public health interests.



"The greatest asset of a nation is the health of its people."

WILLIAM J. MAYO, M.D. (1876-1950)

Call to Action

What can you do to support the FCTC?

- FCTC provides a blueprint whether or not your country is a Party; advocate for laws/policies which comply with FCTC Guidelines
- Urge your professional society to become involved: join FCA, provide expert testimony in support of tobacco control measures, implement effective measures in your place of work
- If you are a healthcare provider, offer at least brief advice to every one of your patients who smoke
- Consult www.treatobacco.net

A Global Alliance



<http://www.who.int/fctc/en>

<http://www.who.int/tobacco/mpower/en/>