



**F C T C**

WHO FRAMEWORK CONVENTION  
ON TOBACCO CONTROL

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# IMPLEMENTING AND STRENGTHENING THE WHO FCTC IN THE TIMES OF COVID-19

COUNTERACTING THE DEADLIEST INDUSTRY IN THE WORLD

Dr Adriana Blanco Marquizo, Head of the Secretariat of the WHO FCTC  
17 November 2020

# HEALTH IS FUNDAMENTAL TO

- Development
- Economy
- All the aspects of human life

## SUSTAINABLE DEVELOPMENT GOALS: Target 3.a

## DURING THIS PANDEMIC

The Secretariat of the WHO FCTC is intensifying its efforts to support Parties



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GLOBAL STRATEGY TO  
**ACCELERATE**  
TOBACCO CONTROL

*Advancing sustainable development  
through the implementation  
of the WHO FCTC 2019 - 2025*



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# PROTECTING THE INTEGRITY OF THE WHO FCTC

## Strategic Goal 3

**Overcoming barriers to the full , effective  
and sustainable implementation of the  
WHO FCTC, and wider tobacco control  
efforts**



**The tobacco epidemic kills more than 8 MILLION PEOPLE globally, each year.**

**The architect of this epidemic is using these challenging times to offer its "PHILANTHROPIC HELP".**

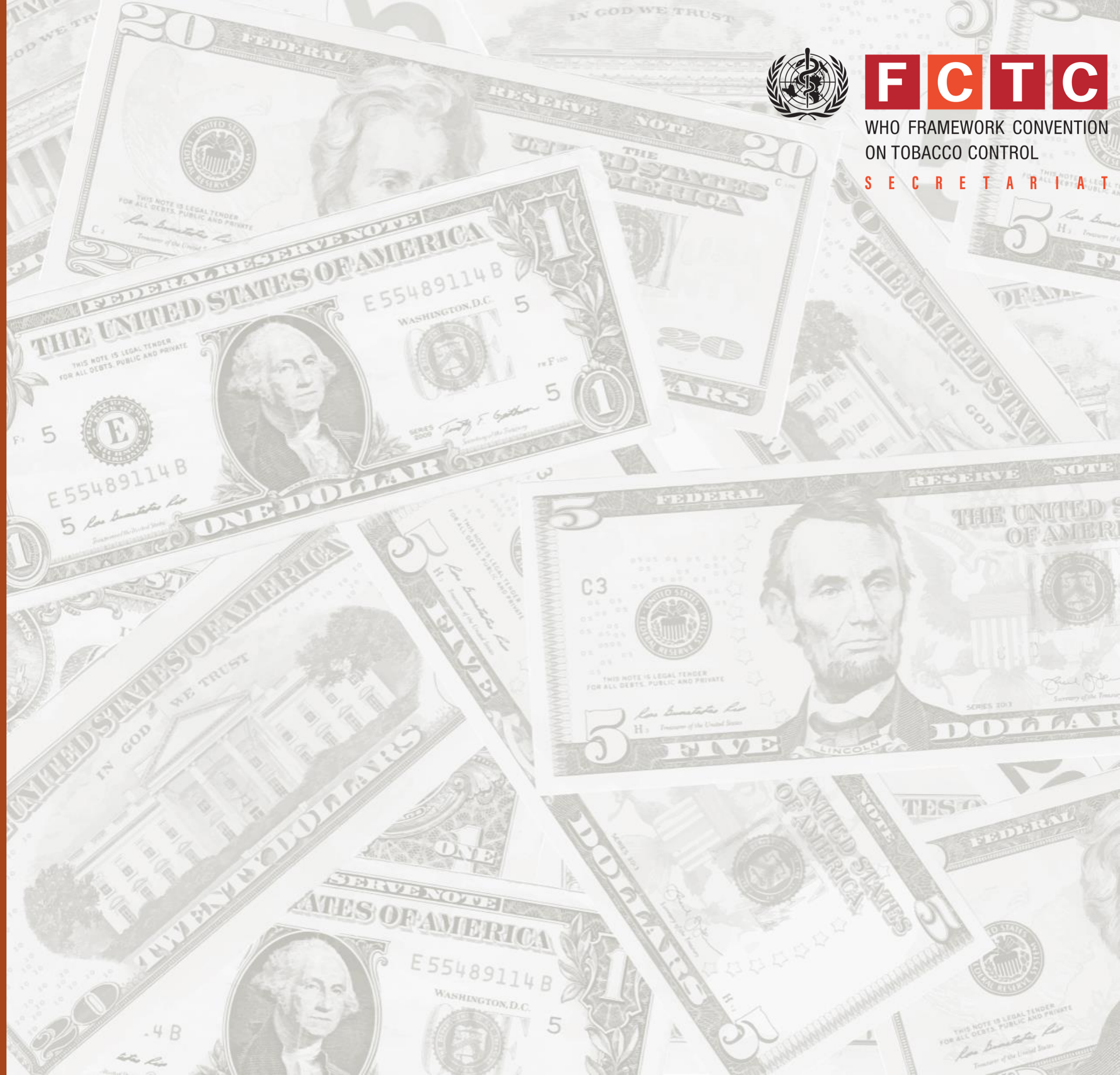
**The WHO FCTC provides Parties with tools to counteract tobacco industry interference.**



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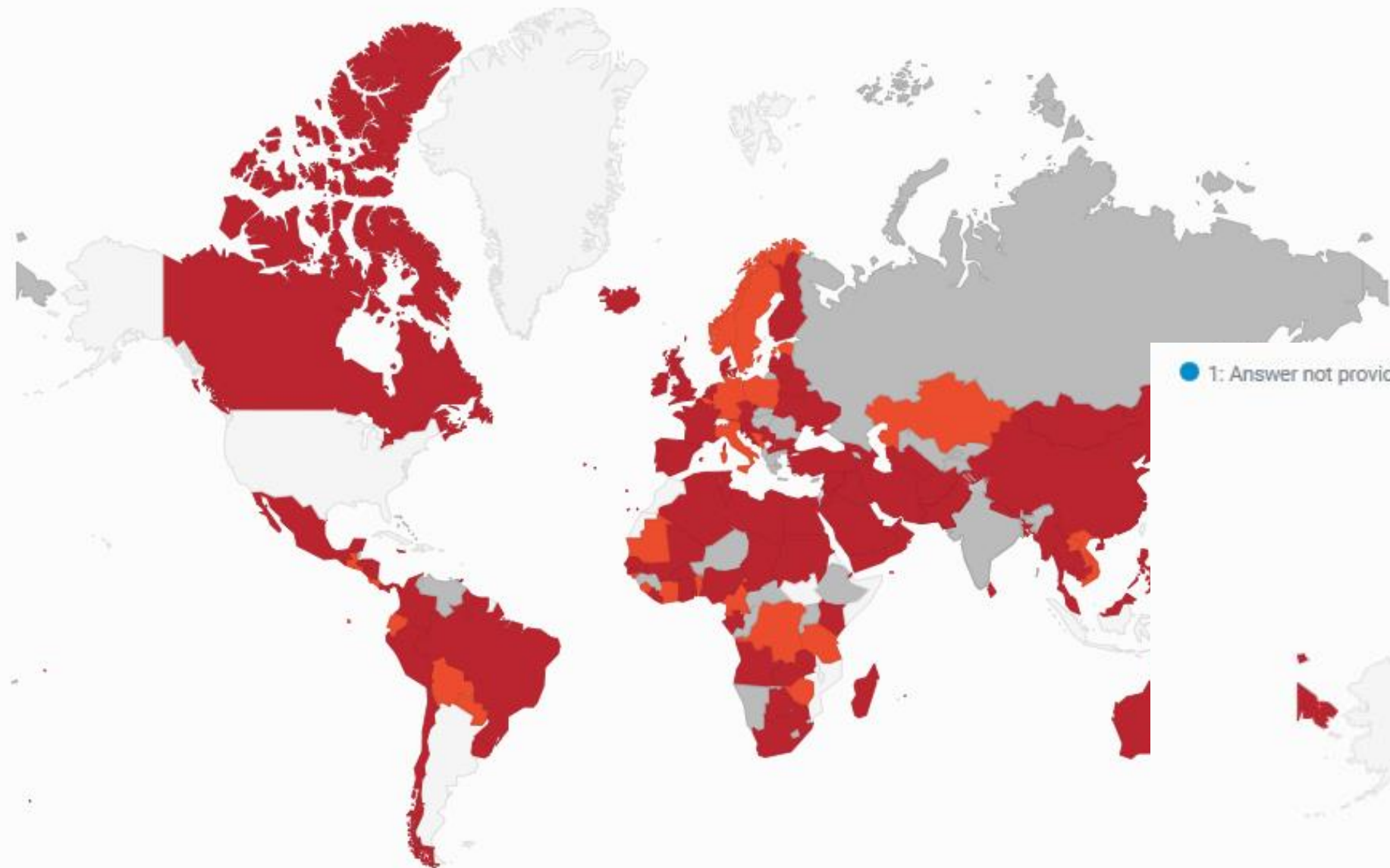
2018

# Tobacco industry interference as reported by WHO FCTC Parties



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1: Answer not provided 2: Report not provided 3: Yes 4: No



2020

1: Answer not provided 2: Report not provided 3: Yes 4: No



# WHO FCTC

## ARTICLE 5.3

In setting and implementing their public health policies with respect to tobacco control, Parties shall act to protect these policies from commercial and other vested interests of the tobacco industry in accordance with national law.



### RECOMMENDATIONS

RAISE AWARENESS

MEASURES TO LIMIT INTERACTIONS

REJECT PARTNERSHIPS

AVOID CONFLICT OF INTEREST

ACCURATE AND TRANSPARENT  
INFORMATION

DENORMALIZE AND REGULATE CSR

NO PREFERENTIAL TREATMENT

STATE-OWNED INDUSTRY TREATED  
EQUALLY



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# WHO FCTC

## ARTICLE 5.3

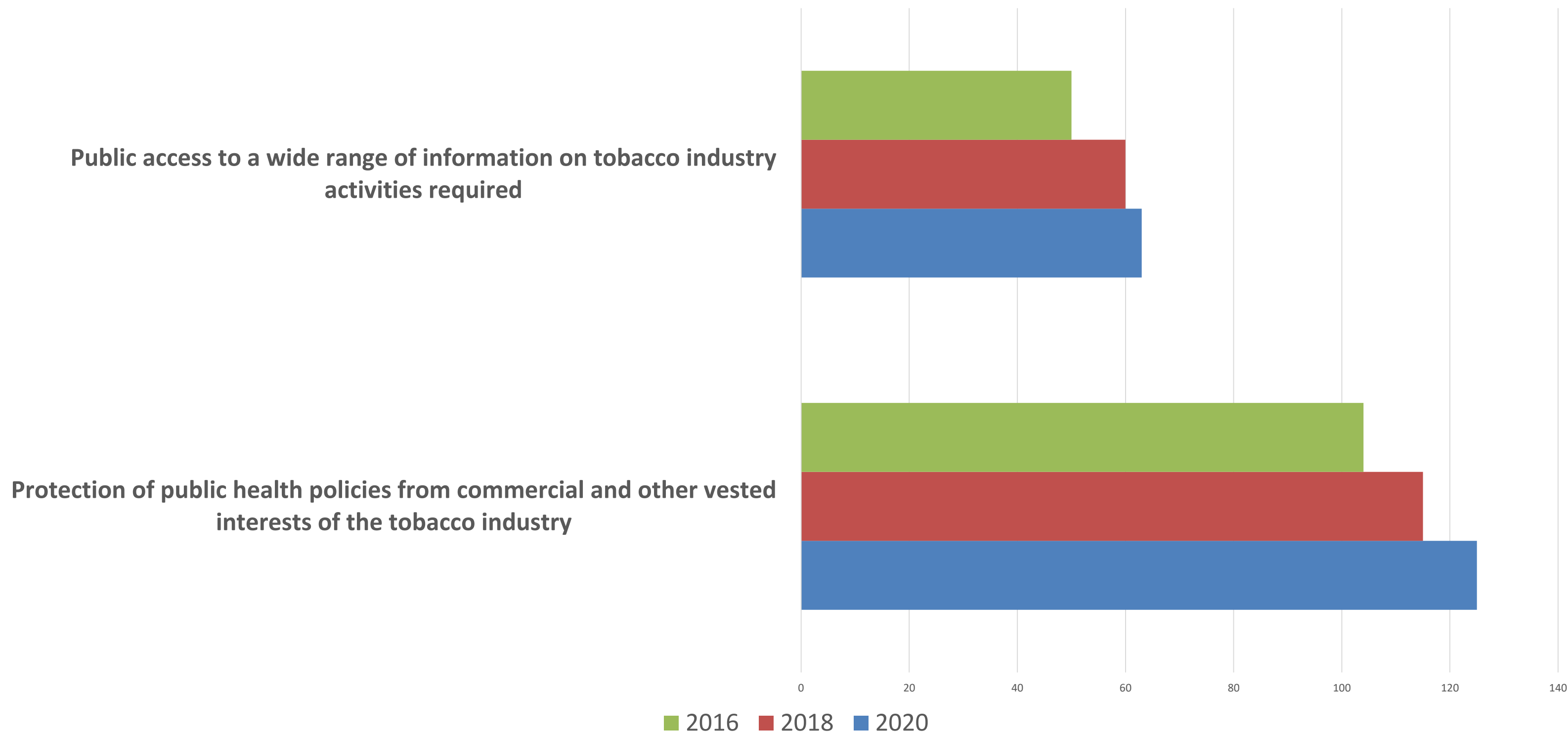
Ban **contributions** from tobacco companies to any other entity for “socially responsible causes”, as this is a form of **sponsorship**. **Publicity** given to “socially responsible” business practices of the tobacco industry should be banned, as it constitutes **advertising and promotion**.

KEEP  
OUT

# Implementation of Article 5.3 as reported by WHO FCTC Parties



### Number of Parties implementing provisions under Article 5.3

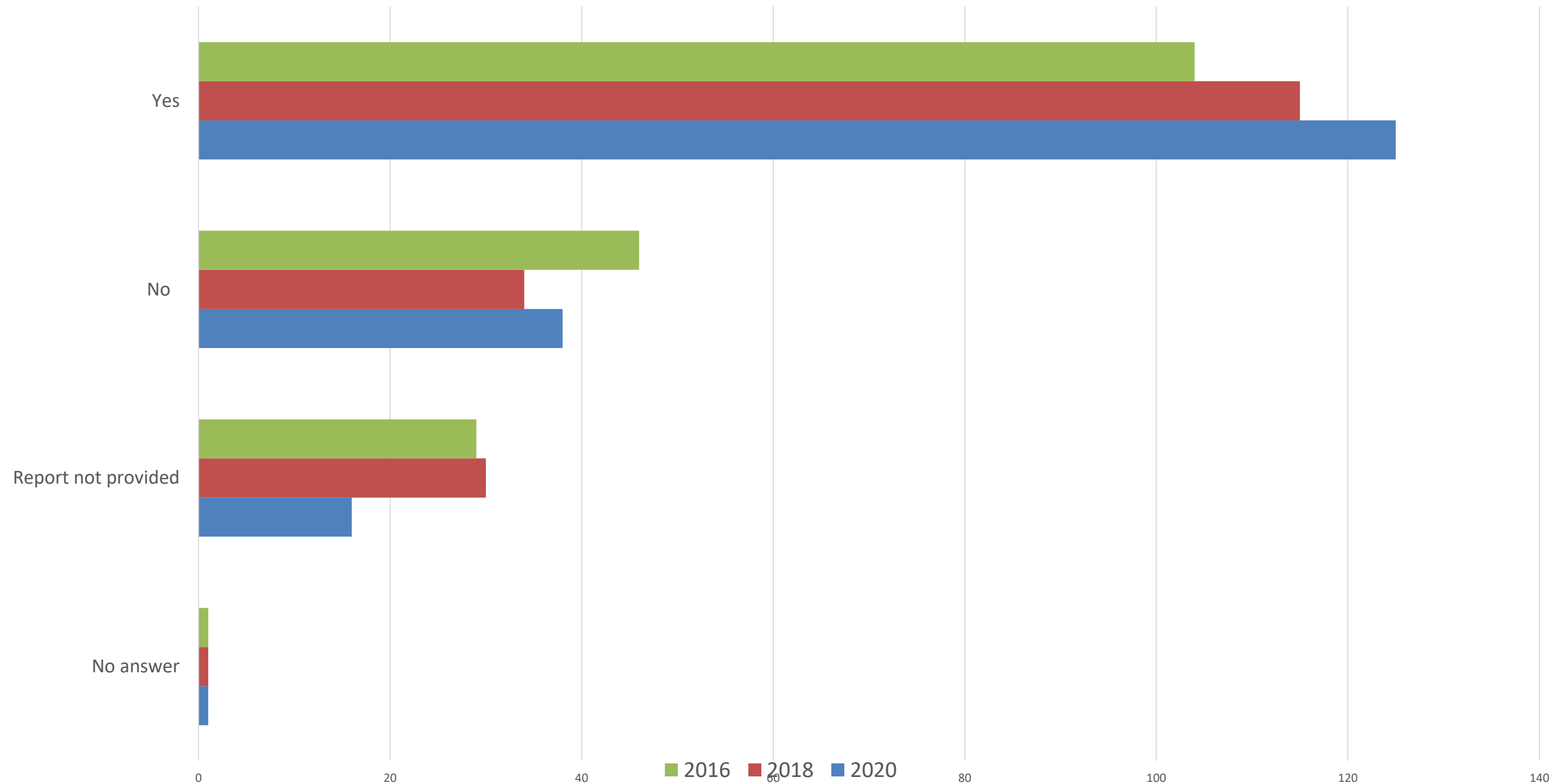




# Trends in implementation of Article 5.3 as reported by WHO FCTC Parties



Have you adopted and implemented legislative, executive, administrative or other measures or have you implemented programmes on protecting public health policies with respect to tobacco control from commercial and other vested interests of the tobacco industry?



## Guidance for Public Officials on Interacting with the Tobacco Industry

United Kingdom's revised guidelines for overseas posts  
on support to the tobacco industry

## Good practices

- [Australian Government Department of Health's Guidance for Public Officials on Interacting with the Tobacco Industry](#) was released in November 2019 to raise awareness on how consultations with the tobacco industry should be limited to what is necessary for public officials or agencies to enact effective tobacco control measures.
- Other examples of guidance from countries to government officials on how to protect from the interference of the tobacco industry can be drawn from [Myanmar](#), the [Philippines](#), [Saudi Arabia](#) and [Thailand](#).
- Additionally, to ensure that any support to the tobacco industry is consistent with the provisions of Article 5.3 of the WHO FCTC, the [United Kingdom](#) has released in 2013 revised guidance for overseas posts on support to the tobacco industry.



*Republic of the Philippines*  
CIVIL SERVICE COMMISSION  
Constitution Hills, Batasang Pambansa Complex,  
Diliman, 1126 Quezon City

DEPARTMENT OF HEALTH  
San Lazaro Compound, Rizal Avenue,  
Sta. Cruz, 1003 Manila



### JOINT MEMORANDUM CIRCULAR NO. 2010-01

TO : ALL HEADS OF DEPARTMENTS, BUREAUS AND AGENCIES  
OF THE NATIONAL GOVERNMENT, LOCAL GOVERNMENT  
UNITS, GOVERNMENT-OWNED AND/OR CONTROLLED  
CORPORATIONS WITH ORIGINAL CHARTERS AND STATE  
UNIVERSITIES AND COLLEGES

SUBJECT: PROTECTION OF THE BUREAUCRACY AGAINST  
TOBACCO INDUSTRY INTERFERENCE

# UN Interagency Task Force on Prevention and Control of NCDs



## Model policy for agencies of the United Nations system on preventing tobacco industry interference

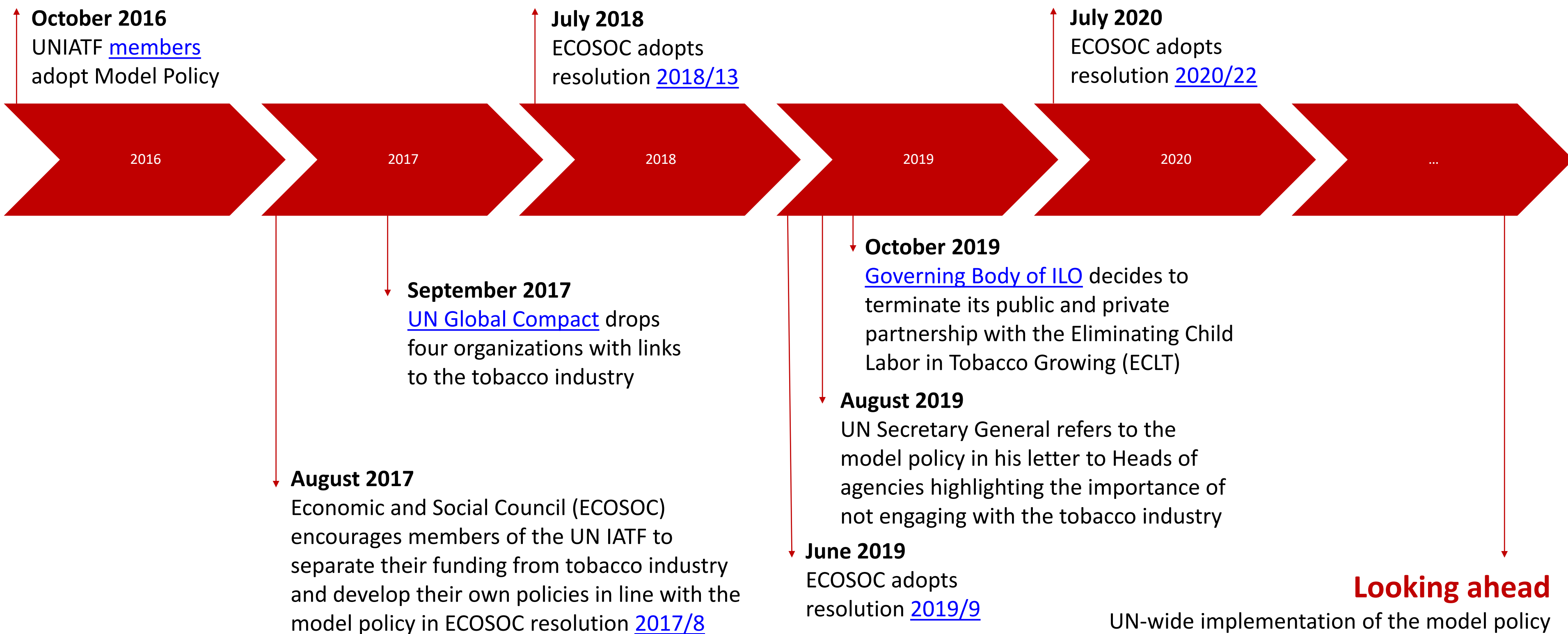
The purpose of this policy is to ensure that efforts to protect tobacco control from commercial and other vested interests of the tobacco industry are comprehensive, effective and consistent across the United Nations system including the UN itself and its funds, programmes, specialized agencies, other entities and related organizations

- **UNIATF [members](#) adopted the Model Policy** in October 2016
- **UN agencies** such as the World Health Organization (**WHO**), UN Development Programme (**UNDP**) and the United Nations Educational, Scientific and Cultural Organization **UNESCO** are among the agencies that have taken steps to implement policies that are in compliance with the Model Policy through ending partnerships with organizations linked to the tobacco industry and to stop giving them visibility on UN platforms
- On 12 September 2017, the **UNGC** publicly announced that **tobacco companies would be delisted from UNGC membership**, effective from 15 October 2017. However, there are still three organizations (ICC, TRACIT and ECLT) with ties to tobacco industry in the UNGC

# Model Policy for agencies of the UN system on preventing tobacco industry interference



## Timeline of achievements





## GUIDE FOR PARTIES TO THE WHO FCTC ON HOW TO CONDUCT INDUSTRY MONITORING

September 2018

Commissioned by the WHO FCTC Secretariat

*The preparation of this guide was coordinated by the*

WHO FCTC SECRETARIAT'S KNOWLEDGE HUB ON ARTICLE 5.3

AT THE GLOBAL CENTER FOR GOOD GOVERNANCE IN TOBACCO CONTROL (GGTC),  
THAMMASAT UNIVERSITY, THAILAND



## Good country practices in the implementation of WHO FCTC Article 5.3 and its guidelines

Report commissioned by the Convention Secretariat  
Prepared by Mary Assunta

15 January 2018

- **WHO FCTC Knowledge Hub for Article 5.3**
- **Tobacco industry monitoring observatories in Brazil, South Africa and Sri Lanka**



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**COMMUNICATION PLAN TO COUNTERACT  
TOBACCO INDUSTRY TACTICS  
– under development**

**E-learning tool supporting Parties in their  
implementation of Article 5.3 – AVAILABLE NOW**

**[Click here to register to the course](#)**

**COP8 DECISION: <https://bit.ly/37kX3SP>**

**Response to tobacco industry interference during COVID-19:  
Webinars of Knowledge Hub for Article 5.3 with participation of  
Convention Secretariat**



- *Countering Tobacco Industry Interference in Time of COVID-19 (2020) - June 2020 – Materials available [here](#).*
- *Tobacco Industry Accountability and Liability in the Time of COVID-19 – July 2020 – Examples of “key experiences regionally and globally on the implementation of selected tobacco control policies during COVID-19” in the [policy brief](#) elaborated after the webinar.*
- *Overcoming Tobacco Industry Interference to Achieve Sustainable Development Goals – September 2020 – Materials available [here](#).*



## Tobacco control efforts in times of COVID-19:

### Some progress from around the world



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**NETHERLANDS:** End the sale of tobacco in supermarkets & gas stations; ratified the Protocol 3 July 2020; plain packaging from 1 October 2020



**ANDORRA:** Ratified the WHO FCTC on 11 May 2020



**KENYA:** Ratified the Protocol on 4 May 2020



**HUNGARY:** Ratified the Protocol on 23 June 2020



**EGYPT:** Ratified the Protocol on 10 September 2020



**SEYCHELLES:** Ratified the Protocol on 7 January 2020



**ETHIOPIA:** Landmark bill to increase tobacco taxes



**EUROPEAN UNION:** Ban of flavored cigarettes



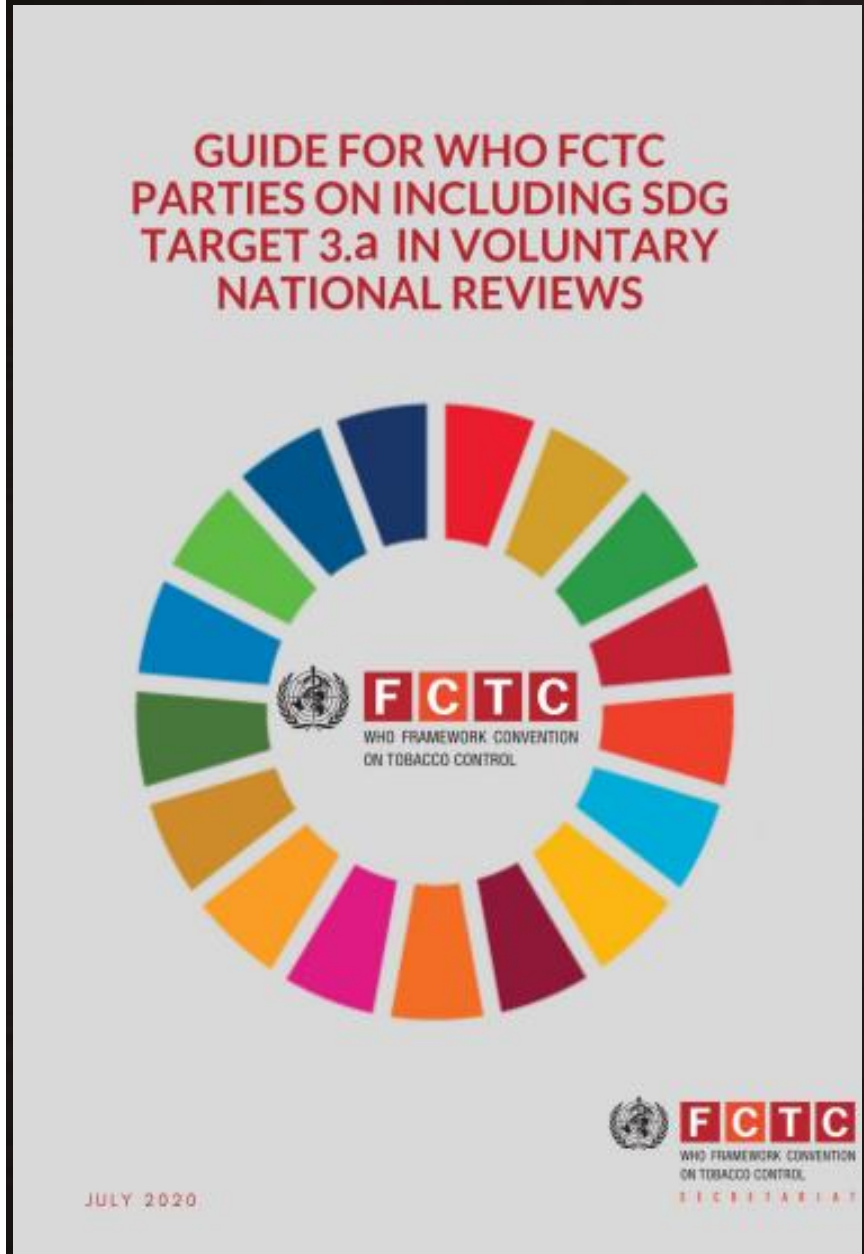
**SINGAPORE:** Plain packaging from 1 July 2020

**Continue work on tobacco control even during the pandemic**

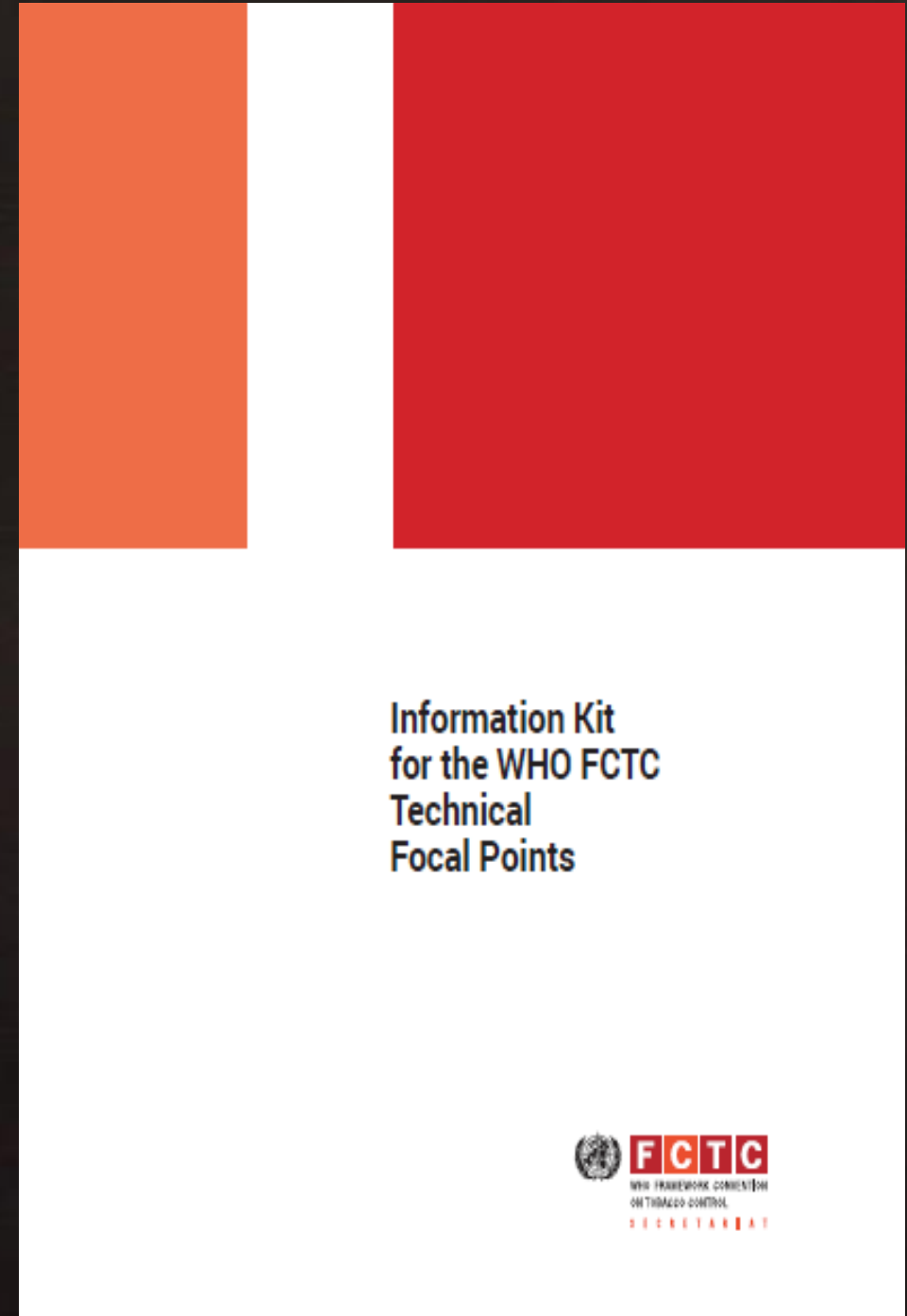
**and even more so after**



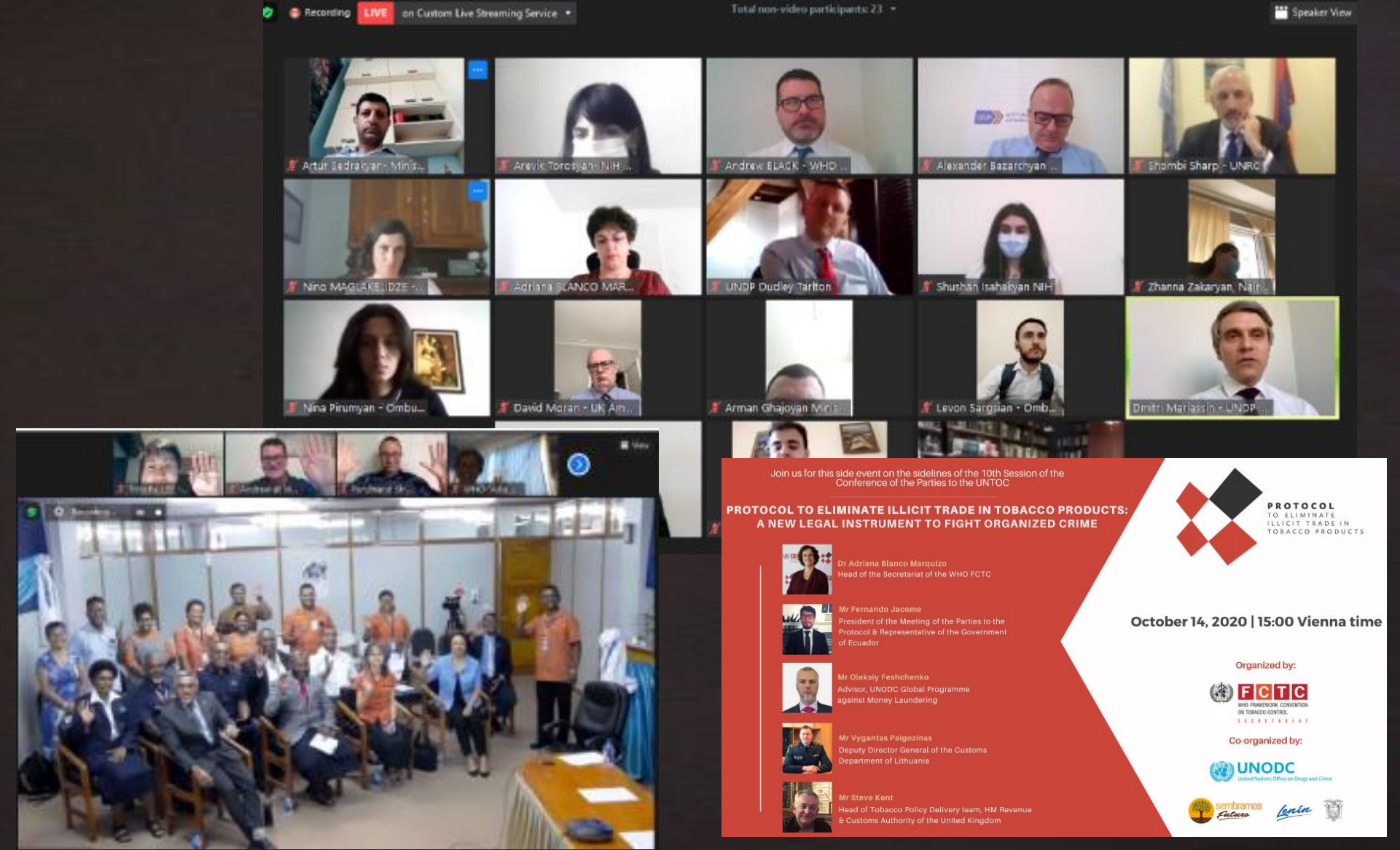
Support to Parties: upcoming resources, virtual launches of new FCTC 2030 pilot countries, first ever virtual needs assessment in Armenia, webinars, virtual signing ceremony of new Knowledge Hub for Articles 17 and 18, Global Progress Report to be launched in 2021, etc.



VNR Guide



Information Kit for WHO FCTC technical focal points





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**Thank you!**



[HTTPS://WWW.WHO.INT/FCTC](https://www.who.int/fctc)



**@FCTCOFFICIAL**  
**@BLANCOMARQUIZO**

**See you in COP9 and MOP2**

**in The Hague in**

**November 2021!**

