IMPLEMENTING AND STRENGTHENING THE WHO FCTC IN THE TIMES OF COVID19

JUNE 8, 2020

COUNTERACTING THE DEADLIEST INDUSTRY IN THE WORLD

Dr Adriana Blanco Marquizo, Head of the Secretariat of the WHO FCTC
HEALTH IS FUNDAMENTAL TO

• Development
• Economy
• All the aspects of human life

SUSTAINABLE DEVELOPMENT GOALS: 3a

DURING THIS PANDEMIC

The Secretariat of the WHO FCTC is intensifying its efforts to support Parties
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.
WHO FCTC
ARTICLE 5.3
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
ART 5.3 GUIDELINES: https://bit.ly/2Y6TtYs
WHO FCTC
ARTICLE 13

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.

COMMUNICATION PLAN TO COUNTERACT TOBACCO INDUSTRY TACTICS

E-learning tool supporting parties in their implementation of article 5.3

COP DECISION: https://bit.ly/37kX3SP
TOBACCO CONTROL PROGRESS DESPITE THE COVID-19 PANDEMIC

- Ratify the Protocol
- Ratify the WHO FCTC
- End the sale of tobacco in supermarkets and gas stations
- Landmark bill to increase tobacco taxes
- Ban of flavored cigarettes