Overcoming Tobacco Industry Interference to Achieve the Sustainable Development Goals

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What is new in the time of COVID?

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WHO FRAMEWORK CONVENTION ON TOBACCO CONTROL
Tipping Points: Choices shaping the post-COVID future

**Human development** – the combined measure of the world's education, health, and living standards – is on course to decline in 2020, for the first time since measurement began.
CHART 2: COVID-19 COUNTRY LEVEL RESPONSE

- Secretary-General
  - COVID-19 Country Level Response
    - Regional inputs (RECs, R-UNSDG, DCO Regional office)
  - RC/HC***
    - Humanitarian response (OCHA)
    - Health response (WHO*)
    - Social and economic response and recovery (UNDP*)
  - Humanitarian country team
  - UN country team**

* Technical Lead
** irrespective of the physical location of the entity
Only 3/62 COVID-19 response and recovery plans reviewed mention tobacco control

- **Bahrain.** “Fighting the tobacco epidemic”

- **Jordan.** Tobacco cessation initiative

- **Saudi Arabia.** Tobacco cessation as part of a comprehensive NCD package
Direct capacity building support to address industry interference holistically through Article 5
Responding to non-communicable diseases during and beyond the COVID-19 pandemic

Smokers are 1.5x more likely to get severe COVID-19
Has COVID heightened consciousness of tobacco control?