The FCTC: An Update

Douglas Bettcher, MD, PhD
Director, Tobacco Free Initiative
World Health Organization

Objective

- Provide an update on the WHO Framework Convention on Tobacco Control (WHO FCTC)

- WHO FCTC theme of the World No Tobacco Day 2011
The WHO Framework Convention on Tobacco Control

- First global health treaty negotiated under the auspices of WHO

The WHO FCTC
- Establishes tobacco control as a public health priority
- Provides an evidence-based tool for adoption of sound tobacco control measures
- Introduces a mechanism for firm country commitment and accountability
- 174 parties, St. Kitts and Nevis latest party
- Signatories to the WHO FCTC: 168
- Entry into force: 27 Feb 2005

The Framework Convention on Tobacco Control

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The Framework Convention Approach

- The Framework Convention is the basis for a wider process for the development of international law.

- It was pioneered in international treaties like the Ozone Treaty and the Framework Convention on Climate Change.

- Guidelines and protocols are part of this continuous and incremental process.

- The Framework Convention approach facilitates the continuous and ongoing development of international law.

The Framework Convention on Tobacco Control

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Guidelines Adopted by the COP

- The Conference of the Parties (COP) established working groups to elaborate guidelines and recommendations for the implementation of different articles of the WHO FCTC
  - At the COP4 guidelines were adopted for Articles 12 and 14
    - **Article 12**: “Education, communication, training and public awareness”
    - **Article 14**: “Demand reduction measures concerning tobacco dependence and cessation”
    - **Partial guidelines for Articles 9 and 10** on “Regulation of the contents of tobacco products” and “Regulation of tobacco product disclosures”
  - **Guidelines under development for Articles 17 and 18**: “Provision of support for economically viable alternative activities” and “Protection of the environment and the health of persons”
Protocol on Illicit Trade in Tobacco Products

- Decision FCTC/COP4(11)
  - The COP extended the mandate of the Intergovernmental Negotiating Body to a final session (INB 5, Geneva, March 5-10, 2012) for the purpose of finalizing the text of a draft protocol to eliminate illicit trade in tobacco products.
Article 6: Price and Tax Measures to Reduce Demand

- The working group was established at COP4
  - Decision FCTC/COP4(13)
- Working group:
  - Composed of fiscal and health experts
  - To present a progress report or, if possible, draft guidelines for implementation of Article 6 for consideration by the Conference of the Parties (at COP5)
  - To take into account the report prepared by WHO's Tobacco Free Initiative (TFI) on price and tax policies and presented at COP4
Article 21: Reporting and Exchange of Information

- Each Party shall submit to the Conference of the Parties, through the Secretariat, periodic reports on its implementation of the WHO FCTC
- From the global progress report prepared by the Convention Secretariat in 2010
  - Total number of Parties reporting at least once—135
- In accordance with decision FCTC/COP1(14), the Convention Secretariat has prepared and submitted to the COP four global progress reports on the implementation of the WHO FCTC
- Starting from 2012, global progress reports will be prepared on a biennial basis in line with the new reporting cycle and submitted for the consideration of each regular session of the COP
  - Decision FCTC/COP4(16)

Trade Challenges

Trade liberalization, tobacco, and the implementation of WHO FCTC

- PMI vs. Uruguay
- PMI vs. Australia
- Bill C-32 Canada vs. WTO

Banning additives
Tobacco Trade = Consumption of Tobacco Products

- Upsurge in tobacco trade entails health consequences
  - Lowering the barriers to trade in tobacco leads to:
    - Increased supply, lower prices
    - Enhanced product competition, lower prices, increase in advertising expenditures, brand proliferation, particularly in the context of women and low-income groups
  - Tobacco-related foreign direct investment provides transnational tobacco with strong local presence that allows intensive lobbying of government officials

Targeting Developing Country Markets

- Industry well aware of power of free trade to open developing country markets

  “Removal of [trade] barriers will provide us with expanded opportunities”
  --PM

  “[t]hinking about Chinese smoking statistics is like trying to think about the limits of outer space”
  --Rothmans
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Targeting Developing Country Markets

- Aggressive strategies to expand global trade and achieve market penetration in developing countries and emerging-market economies
  - Entered Latin American markets in 1960s; those of the newly industrialized economies of Asia in the 1980s; markets of Africa, China, and Eastern Europe in the 1990s
  - Youth and women are prime targets for campaigns

Tobacco Free Initiative (TFI) Vision

Vision

To reduce the burden of disease and death caused by tobacco use, thereby protecting present and future generations from the devastating health, social, environmental, and economic consequences of tobacco consumption and exposure to tobacco smoke

- TFI’s raison d’être
  - To support the implementation of the WHO FCTC
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Identifying “Best Buys” to Tackle Tobacco Use

<table>
<thead>
<tr>
<th>Risk factor</th>
<th>Interventions/actions “best buys”</th>
<th>Avoidable burden</th>
<th>Cost-effectiveness</th>
<th>Implementation cost</th>
<th>Feasibility</th>
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<tr>
<td>Tobacco use (&gt;$50 million DALYs)</td>
<td>Protect people from tobacco smoke</td>
<td>Combined effect 25-30 million DALYs averted (&gt;50% tobacco burden)</td>
<td>Very cost-effective</td>
<td>Very low cost</td>
<td>Highly feasible; strong framework (WHO FCTC)</td>
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<td>Warn about dangers of tobacco</td>
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<td>Enforce ban on tobacco advertising</td>
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<td>Raise taxes on tobacco</td>
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<td></td>
<td>Offer counseling to smokers</td>
<td></td>
<td>Quite cost-effective</td>
<td>Quite low cost</td>
<td>Feasible (primary care)</td>
</tr>
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</table>


MPOWER Package to Reverse the Tobacco Epidemic

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

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Efforts Are Getting Results

- Nearly 1.1 billion people newly covered by complete tobacco control measures in 2010

![Share of the World Population Covered by Selected Tobacco Control Policies, 2010](image)


Articles 20 and 21, Monitor Use and Prevention Policies

- Monitor tobacco use and prevention policies—monitoring is critical to tobacco control efforts
  - Provides precise national and global data on tobacco use
  - Measures effectiveness of tobacco control policies

![Map of Monitor the Prevalence of Tobacco Use - Highest Achieving Countries, 2010](image)

- **MPOWER best practice level:** 59 countries
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**Article 8, Protect People from Tobacco Smoke**

- All Parties should achieve a comprehensive ban in all indoor public places and workplaces
  - 100% smoke-free within five years of ratifying the treaty
  - Ban should include indoor offices, restaurants, pubs and bars, health facilities, and public transportation
  - No exceptions for designated smoking rooms (whether with separate ventilation systems or not)

- MPOWER best practice level: 31 countries *
  *16 countries have gone smoke-free since 2008

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**Article 14, Offer Help To Quit Tobacco Use**

- Tobacco cessation efforts are effective
  - Cessation advice incorporated into primary healthcare services (feasible, effective, and efficient)
  - Free telephone help lines (quit lines)
  - Pharmacological therapy (NRT) can double or triple quit rates

- MPOWER best practice level: 19 countries

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Articles 11 and 12, Warn About the Dangers of Tobacco

- Article 11: each Party shall adopt and implement effective packaging and labelling measures within a period of three years after entry into force of the Convention for that Party

- Multiple, rotating warnings and messages on more than 50% of principal display areas and full-color pictorial health warnings on all main faces/principal display areas

- Authoritative, informative, and non judgmental message content on the harmful health effects, adverse economic and social outcomes, impact of tobacco use on significant others, and advice on cessation

- MPOWER best practice level: 19 countries *
  *23 countries ran a best practice mass media campaign in the last two years
Article 13, Enforce Bans

- Enforce bans on tobacco advertising, promotion, and sponsorship
- Article 13 guidelines
  - Each Party shall, in accordance with its constitution or constitutional principles, undertake a comprehensive ban of all tobacco advertising, promotion and sponsorship (TAPS) within 5 years of entry into force, including cross-border advertising originating from its territory

- MPOWER best practice level: 19 countries

Consumption Change Over 10 Years

Without comprehensive ban | With comprehensive ban
---|---
Percent change<br> -1%<br> 0%<br> -2%<br> -4%<br> -6%<br> -8%<br> -10%
Article 6, Raise Taxes on Tobacco

- “The Parties recognize that price and tax measures are an effective and important means of reducing tobacco consumption.”

- Increasing tobacco taxes is the best way to reduce consumption
  - Youth are particularly affected by tobacco taxes

- Best practice is to levy taxes at over 75% of the retail price

- MPOWER best practice level: 27 countries

![Price and Consumption Change Chart]

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Global Tobacco Control Report (GTCR)

- A series of reports that tracks the status of the tobacco epidemic and the impact of interventions implemented to stop it

- Core tobacco control indicators are updated through assessment of countries’ tobacco control legislation
  - Standardized smoking prevalence estimates are calculated based on available surveys

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