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Southeast Asia Tobacco Control Alliance

Overcoming obstacles to FCTC implementation

Are we winning against the tobacco industry?

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21 August 2013

APACT Conference, Chiba, Japan

Pre-FCTC

- Solid evidence base, but no international benchmarks
- TC efforts at national and subnational levels vs a transnational epidemic





WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL

- FCTC as international benchmark
- FCTC as a global and national shield against the TI epidemic

Currently

...10 years since adoption

... 8 years since entry into force

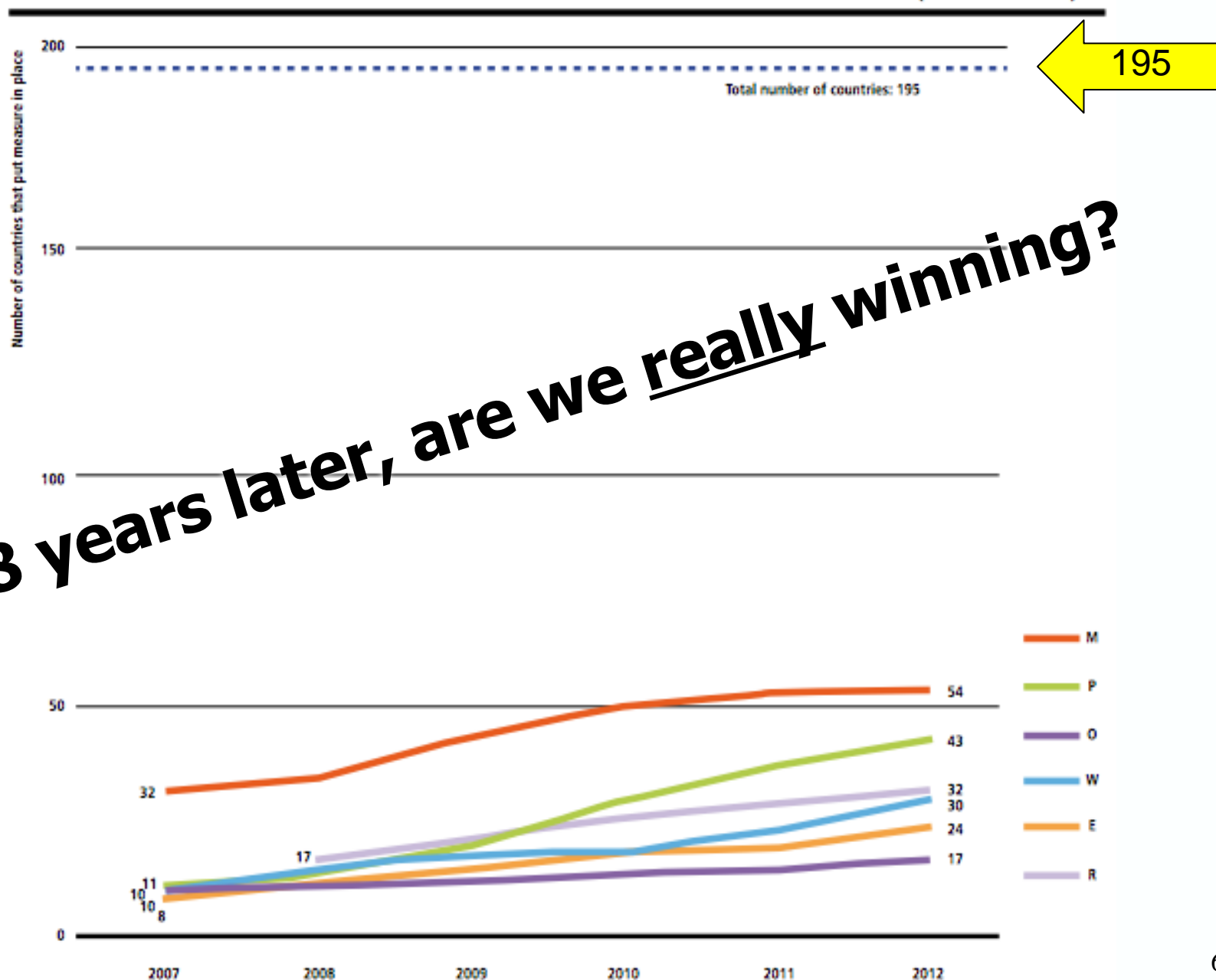


8 years later, we're winning!

- Hard fought battles, some more wins
 - Smoke-free environments (Art 8)
 - Pictorial health warnings (Art 11)
 - TAPS bans and plain packaging (Art 13)
 - Higher taxes to reduce consumption (Art 6)
 - Protection from TI interference (Art 5.3)
- Comprehensive TC laws



FIVE YEARS OF PROGRESS IN SELECTED TOBACCO CONTROL MEASURES (2007–2012)



8 years later, are we really winning?

67,541,437

people have died from tobacco-caused diseases since the opening of the first FCTC working group on 28 October 1999 (as of 9:00am, 21 Aug 2013)*.

The death clock is still ticking ***very fast***.

*FCA Death Clock



If the FCTC is working... (1)

Q: Why is TI still causing 6 million deaths annually?

- Demand reduction is not working fast enough
- Still many non-existent or sub-FCTC TC laws
- TI screaming against effective laws, suing governments



If the FCTC is working... (2)

Q: Why is TI expanding and continuing to profit?



- Supply reduction is not yet happening
 - Illicit trade (Art 15)
 - Sales to and by minors (Art 16)
 - Alternative livelihoods (Art 17)



Obstacles: usual suspects

- Traditional approaches to health
 - TC and FCTC belong under MOH mandate
- Lack of political leadership
 - TC not a priority, even in MOH
- TI is a “legal” industry making/selling “legal” products (hopefully a temporary status)
 - Undue advantage, gaining/building allies
 - Govt/politics: legislators; trade, agriculture, finance
 - Front groups and CSR
 - International trade (FTAs and BITs, illicit trade protocol)
 - New threat: Trans-Pacific Partnership (TPP) agreement



Root causes of obstacles

- Insufficiency and ineffectiveness
- Ignorance and insensitivity
- Industry interference, inventiveness, and intimidation



Overcoming the obstacles

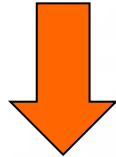


Change in perspective

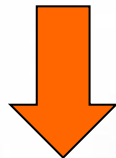


Root of root causes

1. Industry interference, inventiveness, and intimidation



1. Ignorance and insensitivity



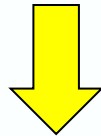
2. Insufficiency and ineffectiveness

Seeds for success

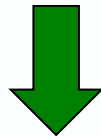
1. No industry interference and influence



2. Sufficient knowledge and sensitivity



3. Sufficient resources and effective programs



Full FCTC implementation



Tobacco Endgame



Persistence pays

Transformation: local to global (177 Parties)

- 100% smokefree world
 - Large pictorial warnings
 - Total TAPS ban and plain packaging
 - Uniformly high excise taxes
 - Education and social media: maximum reach
-
- **How: denormalize the tobacco industry**



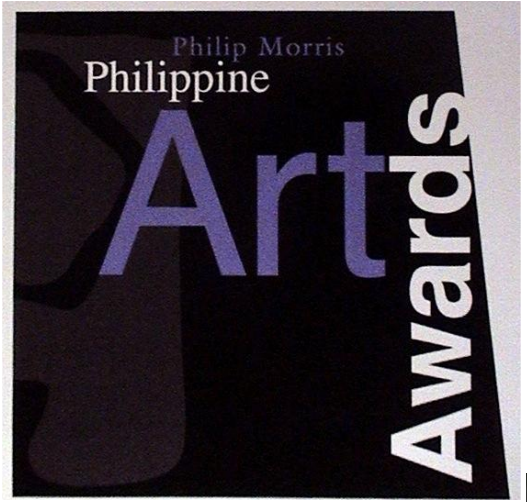
Denormalizing TI: key strategy

- Stop TI interference and influence
 - Demand and supply reduction: health, education, trade, tax, customs, labor, agriculture
 - End TI partnerships: CSR, stakeholder tactics

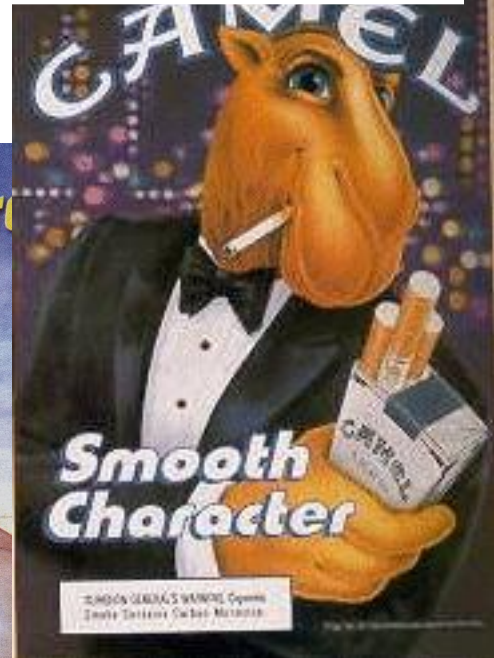
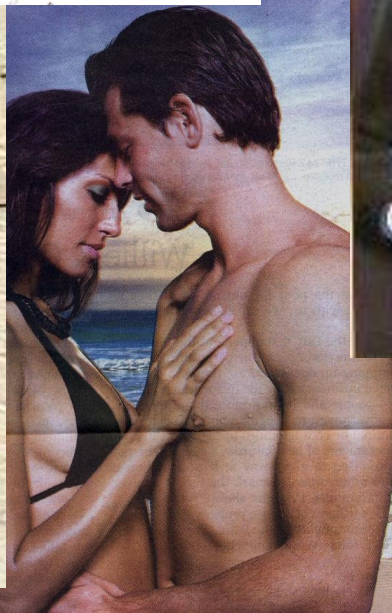
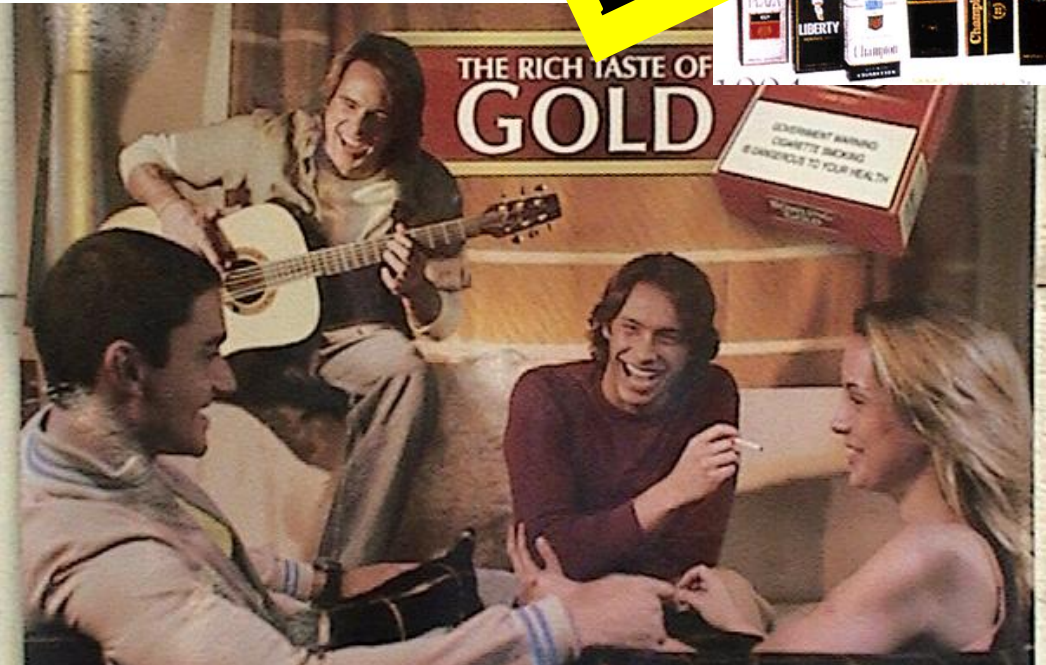
Q: How well does the public know?

- 1953 TI conspiracy to deny, deceive, and defraud
- Criminal convictions of TI
- The TI has not reformed; still a killer, racketeer, and peddler of addiction preying on youth and poor



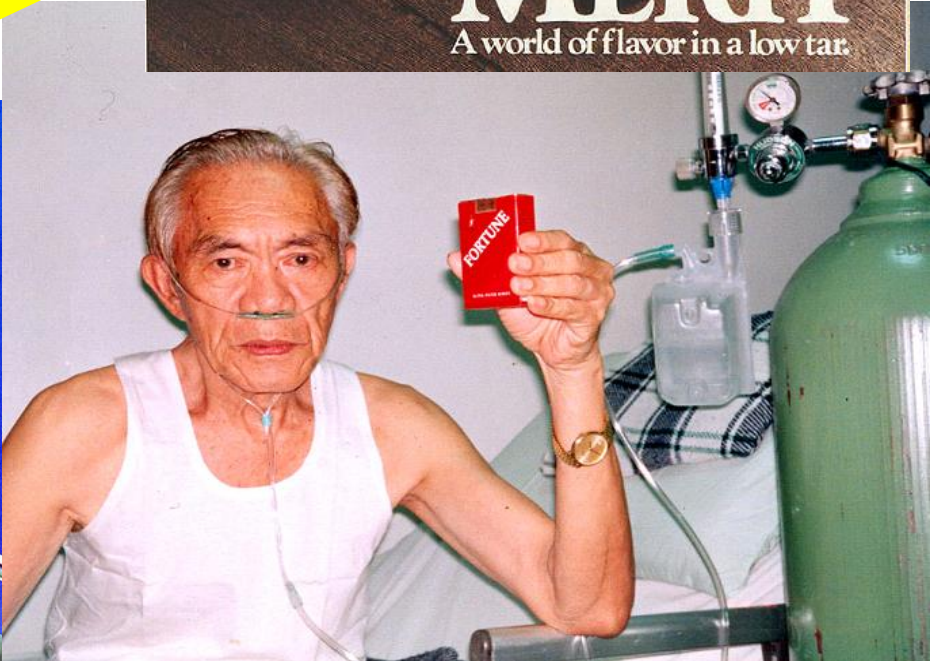
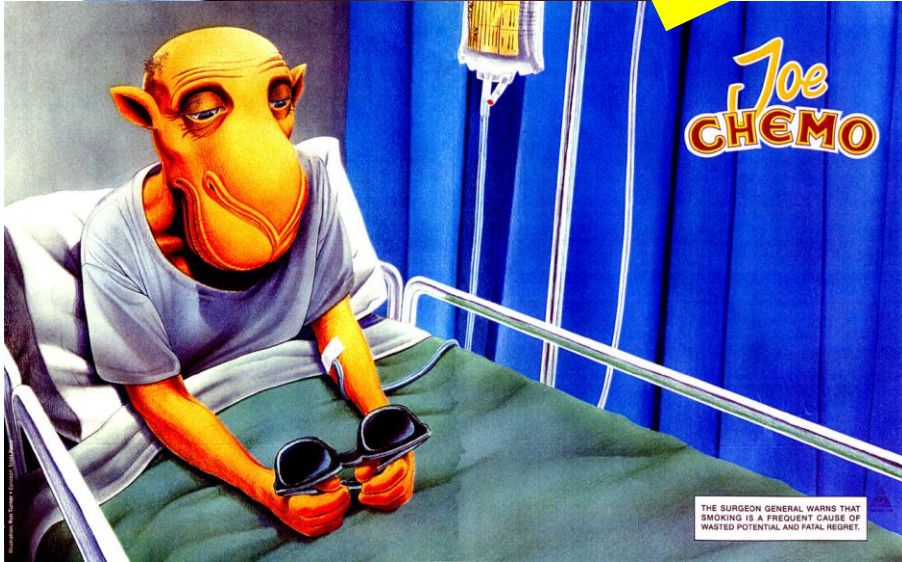


LIES





TRUTH





DEATH IN THE WEST



"A CLASSIC FILM"

– C. Everett Koop, M.D.,
Former U.S. Surgeon General

Tobacco is harmful

**Tobacco industry
is harmful**



INTIMIDATION

STOP TOBACCO INDUSTRY INTERFERENCE



World No Tobacco Day
31 May

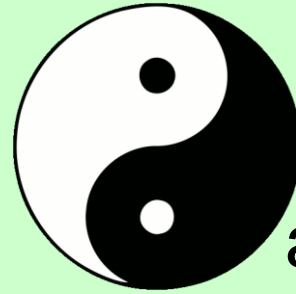


Convincing non-advocates

2 sides of the same coin

FCTC

implementation: whole
of government



TI is not normal:
a multi-sectoral view

- Build on past collaborative TC successes
- Build non-health champions: political and social influence

Educating TC advocates

- Seeing from a non-advocate perspective: speaking the same language
- *Get out of our comfort zone*
- Do we know enough to very tightly regulate the industry?
 - Farming and leaf processing
 - Manufacturing
 - Tax, trade (legal/illegal)



1 + 1 = 3

- Systematic collaboration is crucial for catalysis
 - Complementary/synergistic roles
 - Goal: collective success
-
- Government, WHO, FCTC Sec
 - Civil society advocates
 - Researchers
 - Funders



"Really? — my people always say *multiply and conquer.*"



Current opportunities

- NCDs and post-2015 MDGs
 - Caution: tobacco should be explicit, not implied
- Plain packaging
- Illicit Trade Protocol
 - TI is many steps ahead of TC



COP6 opportunities

(2014)

- Article 6 (tax) Guidelines
 - Polluter pays: sustainable financing for FCTC implementation
- Litigation
- WHO report on ENDS

The Future We Want

A world free from the devastating health, social, economic, and environmental consequences of tobacco and tobacco use

(FCA vision)

A healthy, tobacco-free ASEAN region

(SEATCA vision)



<https://www.facebook.com/TimesUpTobacco>



**To win against the tobacco epidemic
We must defeat the disease vector**



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