



**Global Alliance
for Tobacco Control**

GATC STRATEGIC PLAN

2022-2025



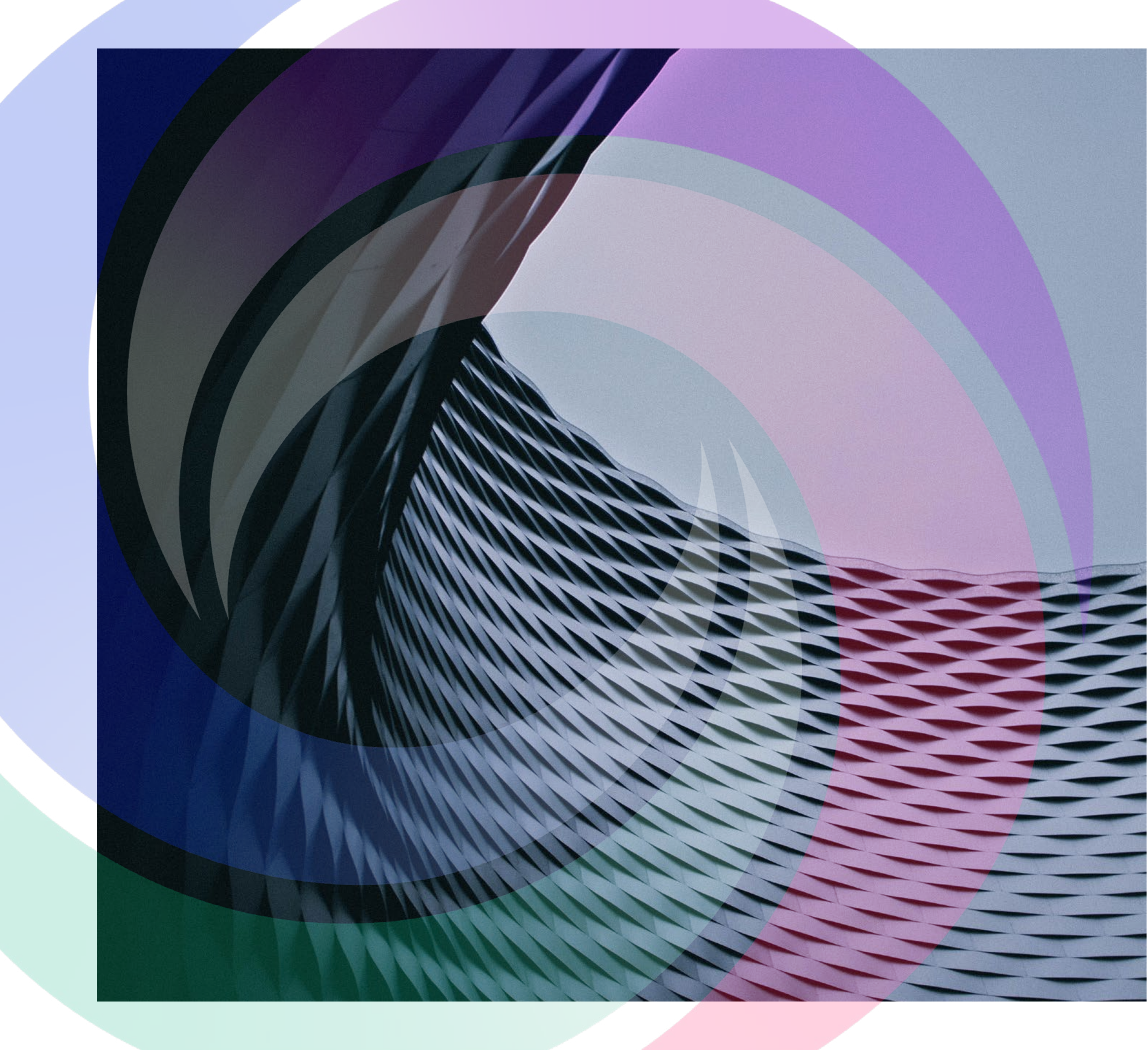
An abstract graphic on the left side of the page. It features several overlapping circles in shades of blue, purple, and green. Overlaid on these circles is a complex, textured pattern of overlapping, slightly offset rectangular shapes, creating a 3D effect. The colors of the circles and the texture are vibrant and modern.







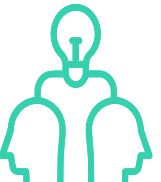
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EXECUTIVE SUMMARY:

GLOBAL ALLIANCE FOR TOBACCO CONTROL STRATEGIC PLAN

2022-2025

OUR MISSION	OUR VISION					
<p>We unite the global tobacco control community and serve as the voice of civil society to accelerate progress on implementation of the World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC), while integrating tobacco control in the global health and development agendas</p>	<p>Our vision is a world in which every person can live a healthy and equitable life that is free from the devastating health, social, economic, and environmental consequences of tobacco</p>					
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OUR VALUES	 Societal Change	 Impact Oriented	 Integrity	 Diversity & Inclusion		
<p>DESIRED OUTCOMES The WHO FCTC has made a significant contribution to achieving SDG3: Ensure healthy lives and promote well-being for all at all ages</p>						
<p>GOALS</p> <ul style="list-style-type: none"> → BY 2025: Accelerate WHO FCTC implementation with evidence-based solutions and embed tobacco control in the global health and development agendas → We will achieve this by leading a cohesive global movement of civil society organizations (CSOs) 						
<p>STRATEGIC PILLARS</p>						
 POLICY DEVELOPMENT & ADVOCACY	 KNOWLEDGE TRANSLATION & EXCHANGE	 CAPACITY BUILDING	 CONVENING STAKEHOLDERS & PARTNERS			

OUR PURPOSE

The Global Alliance for Tobacco Control (GATC), formerly the Framework Convention Alliance (FCA), is a global network of civil society actors working towards a world free from the devastating health, social, economic, and environmental consequences of tobacco. We are the only global network dedicated solely to implementing the World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC) and serve as the leading voice of civil society in strengthening and accelerating progress. Our leadership ensures there is a cohesive global movement of civil society organizations (CSOs) attending to the work of the Treaty, and our work in policy development and advocacy, knowledge translation and exchange, capacity building, and the convening of stakeholders has resulted in significant policy achievements and outcomes in global tobacco control.

Over the past 20 years, the Alliance has established key partnerships with many actors in the tobacco control community such as governments, the Convention Secretariat, the WHO, International Government Organizations (IGOs), and other health-focused organizations. Throughout the last two decades we have consistently led, coordinated, and convened civil society in efforts to accelerate WHO FCTC implementation at all levels. To assist in facilitating progress, we provide leadership and expertise to the Conference of the Parties (COP) on the WHO FCTC and also support work at the Meeting of the Parties (MOP) on the Protocol to Eliminate Illicit Trade in Tobacco Products. Outside of COP/MOP, we work on strategies that address barriers to WHO FCTC implementation and work with the GATC community to ensure the political will for action on tobacco control priorities remains strong. The programs and services we offer are designed to ensure that the GATC community, others in civil society, and our partners in the health and sustainable development space, have the tools and support they need to accelerate progress and advance tobacco control globally, regionally, nationally, and locally.

INDIGENOUS PEOPLES & TOBACCO

GATC recognize that Indigenous peoples are diverse. Many have experienced exploitation through the commercialization of the tobacco plant. This includes appropriation of Indigenous cultures in tobacco product marketing, as a target market and, in particular the appropriation of the tobacco plant that is sacred to many peoples. In this Strategy, we use the term 'tobacco' to only refer to tobacco that has been developed into a commercial product for recreational use or tobacco misuse.

The preamble to the WHO FCTC states that Parties are 'Deeply concerned about the high levels of smoking and other forms of tobacco consumption by indigenous peoples. GATC notes that supporting action on these concerns remains an implementation obligation for any and all Parties whose populations include Indigenous peoples.'

ABOUT THE GLOBAL ALLIANCE FOR TOBACCO CONTROL

(FORMERLY THE FRAMEWORK
CONVENTION ALLIANCE)

WHAT MAKES US UNIQUE

OUR EXPERTISE AND INFLUENCE:

In collaboration with the GATC community, we develop policy recommendations and provide expert advice on and to the COP/MOP. We also engage in intersessional COP/MOP priorities and utilize the technical and advocacy expertise of our staff and Alliance year-round to accelerate WHO FCTC implementation. The Alliance has a proven record of success in guiding and influencing major strategic priorities like The Global Strategy to Accelerate Tobacco Control 2019-2025, sustainable financing, and aligning tobacco control with development and the Sustainable Development Goals (SDGs).

OUR INSTITUTIONAL KNOWLEDGE:

Since its inception, the Alliance has had continuous and extensive involvement in the WHO FCTC. Consequently, the GATC serves as the institutional knowledge hub for civil society and the tobacco control community, and we leverage the GATC community and our expertise in the WHO FCTC to guide decision-making, negotiations, and counter tobacco industry interference in matters related to the Treaty.

OUR RELATIONSHIPS:

The GATC is an international alliance of civil society organizations throughout the world. Through the Alliance, staff, and regional coordinators, the GATC is embedded in tobacco control networks throughout the world and has long-established relationships with key stakeholders and decision-makers at all levels. Our regional coordinators are strategically based in WHO regions and work to ensure regional and international coordination and collaboration on tobacco control issues as well as supporting national FCTC implementation.

OUR REACH:

The breadth and global reach of our Alliance allows us to draw on a diverse group of experts on key tobacco control and development issues. Through the GATC community and networks, we gather intelligence, consult widely, and use this information to inform strategy, policy development, and strengthen tobacco control and development outcomes.

OUR VALUES



SOCIETAL CHANGE:

We are dedicated to serving the public interest by campaigning to improve the health and development of society, based on the fundamental right of all humans to the highest attainable standard of health and wellbeing.



IMPACT ORIENTED:

GATC is results oriented, responsive, innovative, and creative and we learn and adapt our work to the evolving tobacco control landscape.



DIVERSITY AND INCLUSION:

GATC is diverse and representative. We have inclusive and collaborative work practices and facilitate environments in which everyone is respected and has opportunities to contribute.



INTEGRITY:

We are an evidence-based Alliance and believe in transparency and accountability and that there is a fundamental and irreconcilable conflict between the tobacco industry's interests and public health. We will never work with the tobacco industry or agents who work to further its interest.



TRANSITIONING TO THE GATC

We have rebranded!

We surveyed FCA members and based on their feedback it is clear the Alliance continues to play an indispensable role in coordinating and convening civil society and supporting WHO FCTC implementation.

The fundamentals of who we are and what we do have not changed as part of our transition. Our transition is a process of modernizing some Alliance operations, so our foundation remains strong and to ensure that we are well positioned to support the GATC community and the tobacco control community in accelerating progress on WHO FCTC implementation.

As part of these updates we are also adopting a new name - the Global Alliance for Tobacco Control. Our decision to rebrand was grounded in the fact that the Alliance needed a name that better communicated the essence of who we are and what we do. This change is important as the Alliance seeks to establish new relationships and partnerships with a wider range of stakeholders, especially those outside of the tobacco control community.



VIRTUAL TOWN HALL MEETING

The FCA's Transition to the GATC



Global Alliance for Tobacco Control

DATE
November 16, 2022

EVENT DETAILS

We invite you to join an upcoming town hall that will provide a detailed overview of the Framework Convention Alliance's recent transition to the Global Alliance for Tobacco Control. The virtual town hall will feature presentations from Alliance staff and Board Members and cover topics ranging from:

- Overview of the FCAs transition to the GATC
- New GATC governance and operational practices
- Update on creating new committees (Policy, Membership, etc.)
- New GATC membership and community structure, fees, and applications process
- Communications and branding update, including transitioning FCA tools and collateral

Registration

Presentations in English with simultaneous interpretation in French and Spanish

8:00am - 8:30am EDT
10:00am - 2:00pm CET

Find your local time: <https://bit.ly/3W44HKm>



MISSION

We unite the global tobacco control community and serve as the voice of civil society to accelerate progress on implementation of the WHO FCTC, while integrating tobacco control in the global health and development agendas.

VISION

Our vision is a world in which every person can live a healthy and equitable life that is free from the devastating health, social, economic, and environmental consequences of tobacco.

CURRENT LANDSCAPE & OUR PRIORITIES

The WHO FCTC is currently amid a medium-term strategic plan called The Global Strategy to Accelerate Tobacco Control 2019-2025. GATC strongly advocated for the adoption of the plan under which the Secretariat and Parties to the Convention are shifting focus from the development of WHO FCTC guidelines and protocols to implementation. In recognition of the changing landscape and strategic directions being adopted, the GATC has adapted our work and programs to meet emerging needs.

The WHO FCTC has made tremendous strides since it was ratified in 2005 with the development of a comprehensive set of guidelines and a protocol alongside national-level advocacy and technical support to accelerate the adoption of key policy measures in many countries. Despite the significant progress that has been made to date, we know that much more still needs to be done.

Tobacco remains the leading cause of preventable death and disease globally and it is critical that tobacco control be positioned as a top priority within international health and development agendas. Tobacco is a leading risk factor for non-communicable diseases (NCDs), worsened outcomes during the COVID-19 pandemic, and is a huge burden on health, economic, and environmental systems

worldwide. The COVID-19 pandemic has highlighted just how urgently we need to integrate and establish more resilient health systems, and tobacco control undoubtedly has a crucial role to play in that process. Now more than ever, the need for preventive public health measures and evidence-based interventions like the WHO FCTC are so very critical and civil society needs to continue to build political pressure to adopt and enact change.

We know the needs and priorities of the tobacco control community are ever evolving and diverse. At our core, the GATC supports COP/MOP and WHO FCTC implementation year-round. This work comes in many forms from promoting the Global Strategy to providing advice and guidance to key program areas and work related to the COP and MOP.

When examining the issue of WHO FCTC implementation, at present, the tobacco control community faces two major barriers to progress:

1 Tobacco industry interference

2 A lack of political will to adequately supply the human, technical, and financial resources to facilitate WHO FCTC implementation

ALIGNMENT WITH THE SDGs

Well-funded, evidence-based, and effective tobacco control policies contribute to progress on all the SDGs.

GLOBAL STATISTICS:

22.3%
of the world's population still use tobacco.

80%
of tobacco users live in LMICs.

US\$60B
the estimated gross profits of the tobacco industry in 2020.



GLOBAL IMPACTS OF TOBACCO:

8.7M
deaths
annually.

US\$1.4T
in total economic
damages.

5%
of deforestation
is caused by
tobacco cultivation
or production.

Over the years, the GATC has played a major role in monitoring industry interference and working with partners and stakeholders to ensure that the industry's attempts at interfering with tobacco control in international fora like COP/MOP not be allowed to happen. These efforts are important as we know the industry seeks to influence the future direction of global and national tobacco control by securing a seat at the decision-making table. Many civil society organizations, governments, and Parties are justifiably worried about this. In the years to come, the GATC and the tobacco control community will need to remain vigilant in monitoring the industry's movements and take swift action to prevent and counter efforts to interfere and weaken health policies.

When it comes to political will and ensuring adequate and sustainable resources for WHO FCTC implementation, the GATC will continue efforts to strongly encourage political leadership on implementation and mobilize the Alliance to spur Parties to recommit to their obligations, an approach that has proved effective in the past. Moreover, the GATC is committed to promoting evidence-based solutions and exploring new and innovative approaches to ensuring adequate and sustainable resources for WHO FCTC implementation. Current estimates place the funding shortfall for WHO FCTC implementation at around US\$27.4B, a figure that represents the gap between the domestic and international funding that is currently allocated to tobacco control efforts and an estimation of the funding that would be needed to scale up tobacco control policies and programs to levels recommended in the WHO FCTC (RTI-2018).

The GATC is working to address the funding and subsequent human and technical resource shortfalls in four keyways:

- 1 Advocating for increased alignment of tobacco control with national development planning and the SDGs
- 2 Compiling and promoting research and evidence that addresses the barriers to WHO FCTC implementation
- 3 Increasing the capacity of civil society organizations and local advocates to engage in budget advocacy to improve domestic resource mobilization
- 4 Promoting tobacco tax increases in support of sustainable financing for WHO FCTC implementation and the SDGs

We know that adequate and sustained domestic funding for tobacco control is a necessary factor in the efficacy of national tobacco control efforts and accelerating WHO FCTC implementation and without the political will to allocate funding, little progress can be made. Over the next three years, the Alliance will continue to advocate and promote solutions that address these ongoing challenges for WHO FCTC implementation. With adequate and sustainable resources, it is possible to create healthier and more resilient populations and alleviate the burden of tobacco from the increasingly strained global healthcare system.

Research Triangle Institute International (2018) 'Financing Gap to Implement Demand Reducing Tobacco Control Strategies in WHO FCT Countries. Available at: https://www.ftc.org/wp-content/uploads/2019/02/FCTC-Funding-Gap-Report_9_18.pdf

OUTCOME & GOALS

TOBACCO TAXES SAVE LIVES & GENERATE REVENUE

It is estimated that increasing the price of tobacco by 50% worldwide through higher taxes would save more than 27M lives and generate US\$3T in extra tax revenue over the next 50 years.

DESIRED OUTCOMES

The WHO FCTC has made a significant contribution to achieving SDG3: Ensure healthy lives and promote well-being for all at all ages

GOALS

By 2025: Accelerate WHO FCTC implementation with evidence-based solutions and embed tobacco control in the global health and development agendas

ACCELERATING WHO FCTC IMPLEMENTATION

To accelerate WHO FCTC implementation the COP needs to fully implement the Global Strategy. To achieve real progress, Parties need to be accountable to their commitments under the WHO FCTC and provide the human, technical, and financial resources needed for implementation. The GATC and CSOs can support progress by ensuring the political will for action remains strong.

As tobacco industry interference and sustainable resources to facilitate WHO FCTC implementation remain significant barriers to progress, the community needs to continue to seek out new and innovative ways to address these challenges.

When it comes to tobacco industry interference, the tobacco control community needs to remain united against the industry's efforts to interfere with tobacco control policies both globally and nationally, including their efforts to secure a seat at the decision-making table.

To address the pervasive funding and resource challenges, the community needs to continue to explore domestic resource mobilization strategies such as budget advocacy and tobacco taxation to ensure governments, CSOs, and advocates have access to resources that can be allocated to accelerating progress on WHO FCTC implementation.

EMBED TOBACCO CONTROL IN GLOBAL HEALTH AND DEVELOPMENT

In consideration of the current tobacco control landscape and discussions around building back better related to the COVID-19 pandemic, there is an urgent need for tobacco control to be perceived and understood as a global health priority within international health and development agendas. Progress toward SDG targets 3.a and 3.4 require that the profile of the WHO FCTC in sustainable development, NCD prevention, and other global health dialogues be elevated.

Adopting a whole-of-government and system-wide approach is critical for enhancing preventive public health measures and accelerating progress in the health and development space. This work depends on moving discussions away from 'single issue' conversations toward a more inclusive and integrated approach to health and development and tobacco control needs to be embedded in these conversations. We know that well-funded, evidence-based, and effective tobacco control policies can contribute to progress on all the SDGs, especially targets 3.a and 3.4.

HOW WE WILL ACHIEVE SUCCESS

Over the years, we have provided leadership and expertise to the tobacco control community and worked to ensure there is a cohesive global movement of CSOs in the promotion and implementation of the WHO FCTC. In the years to come, we will continue to work to accelerate progress on WHO FCTC implementation under four strategic pillars: policy development and advocacy, knowledge translation and exchange, capacity building, and the convening of stakeholders and partners.

OUR STRATEGIC PILLARS

POLICY DEVELOPMENT & ADVOCACY:



As the voice of civil society, we leverage our network of policy experts and advocates to build political will and ensure Parties are accountable to their commitments. We also guide the development of evidence-based policies that serve to strengthen and accelerate WHO FCTC implementation. Our policy development and advocacy efforts help frame debates at COP/MOP and we regularly develop position papers and reports outside of COP/MOP on leading issues impacting the tobacco control community. Over the years, we have worked to counter tobacco industry interference and the Alliance has played a central role in the negotiation process of the WHO FCTC, including all the guidelines on key Articles of the Convention, and the development of the Global Strategy. Recently, the Alliance played a key role in advocating for the creation of the COP/MOP Investment Funds.

- Facilitate and coordinate involvement of civil society at COP/MOP and other international forums
- Create campaign and advocacy resources to mobilize the community during and between COP sessions
- Leverage our Alliance and network to guide policy development and decision-making
- Promote solutions for sustainable financing for FCTC implementation
- Participate in groups established by the COP on policy-related topics, as experts or as technical support
- Develop policy papers and reports to strengthen and accelerate FCTC implementation



KNOWLEDGE TRANSLATION & EXCHANGE:



Our knowledge translation and exchange programs are designed to ensure civil society actors remain connected to the latest research, evidence, and emerging best practices in the field of tobacco control, development, and the SDGs. Each year we organize and participate in events and conferences that help bridge the gap between research and practice and translate knowledge into action.

- Host and participate in events to share knowledge and best practices
- Facilitate committees and working groups to build consensus on priorities issues
- Facilitate dialogue and support mechanisms that increase the alignment of tobacco control with development priorities and the SDGs
- Disseminate research and policy briefs on tobacco control issues and on topics to be discussed at COP/MOP



CAPACITY BUILDING:

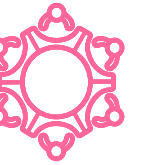


Our capacity building program provides civil society actors with tools and resources to strengthen and accelerate WHO FCTC implementation at all levels. We build civil society's capacity through hosting workshop and webinars, developing tools and resources, and documenting and sharing emerging best practices. Given the ever-changing tobacco control landscape, we actively work with our Alliance and partners to determine the best types of tools and resources needed to support policy and advocacy work.

- Provide training and capacity building support to CSOs and advocates to facilitate their participation in COP/MOP negotiations
- Develop toolkits and resources for CSOs to enhance their advocacy and program delivery
- Deliver multi-stakeholder workshops and webinars to build CSOs skills and knowledge on tobacco control and development
- Coordinate and support civil society in coalition-building and advocacy, including linking tobacco control with related issues areas such as NCDs and SDGs



CONVENING STAKEHOLDERS & PARTNERS



We seek a whole-of-government approach to WHO FCTC implementation with active engagement of civil society to support Governments in meeting their obligations under the WHO FCTC. Our engagement strategies have helped to strengthen regional and international networks within the tobacco control community and integrate tobacco control with other leading issues area such as NCDs, national development, and the SDGs.

- Facilitate an engaged and inclusive Alliance and strengthen relationships within the tobacco control community
- Provide communications tools for the GATC community to connect, coordinate, and engage in campaigns and advocacy
- Coordinate civil society to ensure a cohesive global movement
- Strengthen partnerships with organizations outside of the tobacco control community and increase their understanding of tobacco control as a multi-sectoral issue
- Provide scholarship and grants to LMICs and CSOs to support tobacco control programs and facilitate their participation in international forums





MOVING FORWARD

The tobacco control and the public health landscape has evolved quite dramatically in the past few years. COVID-19 has fundamentally changed so many aspects of our lives, including the ways in which we work and collaborate.

As we begin to understand what a post-pandemic world may look like, it is critical for organizations to be responsive to emerging issues and trends. In the years to come, the GATC will work diligently alongside partners to accelerate WHO FCTC implementation and ensure that tobacco control remains a top priority within the international health and development agendas. The need for preventive public health measures and evidence-based interventions such as those outlined in the WHO FCTC are critical as countries develop, revise, and implement plans to build back better.

As the only global network dedicated solely to implementing the WHO FCTC, we know much more needs to be done to accelerate progress over the next decade. With the support of our members and funders we will meet this urgent need, while exploring new partnerships and funding opportunities for projects that support WHO FCTC implementation.



**Global Alliance
for Tobacco Control**

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