



Global Alliance
for Tobacco Control

ANNUAL REPORT

2022






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MESSAGE FROM OUR BOARD CHAIR



Kylie Lindorff,
GATC/FCA Board Chair

Without a doubt, 2022 was a pivotal year for the Alliance. In November 2022, the Framework Convention Alliance (FCA) officially transitioned to the Global Alliance for Tobacco Control (GATC). This was a massive undertaking and the result of an incredible amount of work by the staff and Board over the preceding few years. We are so grateful for the significant feedback and input we received from FCA members and partners in support of the transition. During the consultation process one message was received loud and clear - the crucial role the Alliance plays in coordinating and convening civil society and that it is imperative the Alliance continue in this capacity.

In line with this feedback, many of the Alliance's fundamentals like who we are and what we do as a global leader in tobacco control are not changing as we transition to the GATC. We are however updating and modernizing aspects of how we operate such as our governance model and launching a new membership structure called the GATC Community. The updates will ensure our Alliance's foundation is strong and that we are well-positioned to meet the demands of tomorrow.

As part of the transition, we were proud to release our new [GATC Strategic Plan for 2022-2025](#). The plan outlines the future direction of the Alliance, including how we will continue our work surrounding COP/MOP, accelerating WHO FCTC implementation and supporting intersessional priorities. The plan also details our commitment to elevating tobacco control in the global health and development space.

As we look ahead to 2023, there are a number of important milestones that will occur. The new GATC membership structure will open, we will have our first Annual General Meeting, elect our new GATC Board, and launch new committees. We will also be celebrating the 20th Anniversary of the Alliance's formal establishment. While it may seem at times that the pace of change in tobacco control is glacial in the face of fierce resistance from the tobacco industry, we have much to be proud of. Back in the early 2000's when FCA was becoming more formally established, policies like smoke-free outdoor spaces and plain packaging for tobacco products were considered 'fringe' ideas. Today smoke-free outdoor spaces are common in many parts of the world and the number of countries who have enacted plain packaging legislation continues to grow. To me, this is a testament of what can be achieved when civil society collaborates, coordinates our expertise and resources, and advocates for evidence-based change. Hundreds of

thousands of lives have been saved because of our work in the last 20 years.

Despite how far we have come in international tobacco control, there is still so much more to be done. In the years to come, to truly accelerate progress on WHO FCTC implementation we need:

1. Increased resources and investment in tobacco control both domestically and internationally
2. To remain vigilant against tobacco industry efforts to influence public health policy, including industry attempts to gain a seat at the decision-making table
3. To strengthen the alignment of tobacco control with the global health and development.

Our new [GATC Strategic Plan for 2022-2025](#) outlines how we plan to engage in order to play our part in meeting these global challenges.

The last few years have passed in a blur as we've all been trying to navigate the difficult period that was, and still is, the global COVID-19 pandemic. Incredibly, in 2023, it will be five years since our last in-person Conference of the Parties (COP) and Meeting of the Parties (MOP). The tobacco industry and their front groups are already implementing tactics to disrupt and infiltrate COPIO and MOP3. Our plan is to ensure civil society coordination stays strong, so that we can continue to mitigate industry efforts to interfere with the conferences this November in Panama and ensure the best possible tobacco control outcomes.

I hope to see many of you in Panama later this year and on behalf of the Board we look forward to working alongside you in 2023 as we embark on an exciting new chapter in the Alliance's history.

EXECUTIVE DIRECTOR LETTER



Leslie Rae Ferat,
GATC/FCA Executive Director

In looking back at the past year, one word comes to mind – change. In early 2022, I am not sure many of us would have predicted that we would once again been travelling, participating in in-person conferences, let alone meeting with stakeholders and partners face-to-face once again. From an engagement perspective, we were happy to be able to meet with some FCA members and partners during the second half of 2022 at the World Cancer Congress. Without a doubt, it feels like it has been increasingly challenging to stay in contact over the past few years and this is a trend we hope to overcome in 2023.

In 2022, we officially launched the GATC and also made significant progress on major projects. These include:

1. Developing plans to expand our budget advocacy program to the America's region (AMRO). This will be a significant project for the Alliance in 2023
2. Launching a project to support national action for WHO FCTC implementation in Sub Saharan Africa. The project is currently underway in Chad, Ghana, Nigeria, and Senegal
3. Participating in numerous events and knowledge exchange opportunities on topics ranging from tobacco industry interference to the importance of including Target 3.a in the VNR process
4. Releasing our new [GATC Strategic Plan for 2022-2025](#)

I have no doubt that 2023 will be another milestone year for the Alliance. In 2023, we will once again have the opportunity to come together and meet in person at COPIO and MOP3 to discuss many important items which were deferred from the previous COPs and MOPs. It will also be an important year in working to accelerate WHO FCTC implementation.

Despite losing some long-time staff members over the past year, the organization was still able to accomplish a great deal in 2022. This is without a doubt due to the incredible contributions of GATC/FCA staff, the FCA and GATC Boards, FCA members, and organizations who have joined the new GATC Community. Thank you to everyone for all your support over the past year.

With COPIO and MOP3 just around the corner, we plan to redouble our efforts in convening and uniting civil society in order to ensure a successful conference. It will be more important than ever to ensure that the international tobacco control community remains strong to meet the industry head on. To help achieve this, we need to ensure networks like our new GATC Community are diverse and engaged. We strongly encourage all former FCA members who have not yet submitted their applications to join the new GATC Community.

In addition to establishing the new GATC Community, we also need to grow our funding streams to support Alliance operations, WHO FCTC implementation, and our capacity to coordinate and convene civil society, especially at COP/MOP. We are incredibly grateful to our funders, but we know we need more diverse and consistent funding from donors to ensure the Alliance's longevity. Without stable and consistent financing, many of the Alliance's critical functions for the tobacco control community may be at risk.

Change and adjustment are never easy, and with any change, there often comes a level of uncertainty. Despite the many changes we have witnessed over the past few years, who we are as an Alliance is not changing. For more than 20 years, we have convened and coordinated civil society around the development and implementation of the WHO FCTC and we will continue on in that role in 2023 and beyond.

In light of the major changes and upheaval to global health over the past few years, it is more important than ever that the tobacco control community remains united and strong. In 2023, we plan to continue to serve as the voice of civil society and look forward to working alongside all our stakeholders and partners in addressing the ongoing tobacco epidemic.

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.

GATC & PARTNERS IN ACTION – 2022 TIMELINE

GATC/FCA initiatives FCA member and partner events/activities GATC/FCA participation in events/activities

THE FCA BEGINS DEVELOPING THE GATC BRAND IDENTITY

In early 2022, the FCA began the process of developing a new logo and brand identity in preparation for the organization’s transition to the Global Alliance for Tobacco Control. Along with developing new GATC collateral over the course of 2022, the organization also developed a new governance structure and strategic plan in support of the November 2022 GATC launch.



January - February



INTERNATIONAL WOMEN'S DAY WEBINAR

On March 8, the Alliance’s Executive Director provided the opening remarks for an International Women’s Day webinar hosted by the African Tobacco Control Alliance (ATCA). The webinar featured several prominent leaders from the tobacco control community, including an Alliance board member. The webinar addressed several topics including women’s contribution to tobacco control and the importance of investing in the next generation of leaders. The session was attended by more than 80 participants from around the world.

March

KING HUSSEIN CANCER CENTER HOSTS REGIONAL CESSATION TRAINING

In late March, the King Hussein Cancer Center (KHCC) hosted a regional cessation specialist training for the EMRO region. The participants came from different sectors and backgrounds, working in governmental institutions, NGOs, the private sector and academia. The training was fully accredited by the Council for Tobacco Treatment Training Programs (CTTTP), and after completion of the program, participants are certified as Tobacco Treatment Specialists. KHCC aims to provide the opportunity for building a wider cessation network across the EMRO region and to sustaining tobacco dependence treatment efforts.



SEATCA LAUNCHES A HEALTH PROMOTION FUND RESOURCE HUB (HPFHUB)

In April, Southeast Asia Tobacco Control Alliance (SEATCA) launched a new one stop resource for innovation and sustainable financing called HPFHUB. HPFHUB provides a comprehensive guide for establishing a health promotion fund using different fiscal mechanisms and governance structures. The resource also includes country case studies and evaluation and assessment frameworks. The resource is available at: <https://hpfhub.info/>



April



GGTC LAUNCHES MEDIA CONTEST IN SUPPORT OF WNTD 2022

Throughout April and May, the Global Center for Good Governance (GGTC) hosted a Global Media Competition in the lead up to World No Tobacco Day (WNTD) called 'Disaster in Disguise: Tobacco Companies' Environmental Harms.' The competition offered prizes to entrants for social media graphics or videos that highlighted tobacco industry’s environmental harms or greenwashing practices. The FCA helped promote the campaign to members and the tobacco control community and also served as a member of the submissions review committee.

ATCA HOSTS WNTD EVENT AND WEBINAR

On May 27 the African Tobacco Control Alliance (ATCA) held a webinar on tobacco’s environmental impacts in recognition of World No Tobacco Day 2022. The webinar outlined the tobacco industry’s impact on the environment touching on topics such as cultivation, production, transportation, and disposal. The FCA’s Regional Coordinator in AFRO helped coordinate the event and moderated the webinars Q&A.



May



WORLD NO TOBACCO DAY CELEBRATIONS AND AWARDS (MAY 31)

World No Tobacco Day (WNTD) is celebrated by organizations around the world every May 31. The WHO WNTD theme for 2022 was tobacco’s environmental impact. Many countries and organizations around the world hosted events and campaigns designed to call out the tobacco industry on the damage it causes to the environment and its greenwashing practices. During WNTD the WHO also recognizes individuals or organizations in each of the six WHO Regions for their accomplishments in tobacco control. Kylie Lindorff from Australia’s Cancer Council New South Wales was one of the World No Tobacco Day Award recipients in 2022. Kylie is also GATC/FCA’s Board Chair.

SEATCA: TOBACCO-FREE YOUTH MOVEMENT

The Tobacco-free Youth (TFY) movement is organized in the Philippines, Malaysia, and Vietnam and supports a 'No Smoking and No Vaping' campaign. TFY was created to help empower young people by promoting peer-to-peer information sharing about the tobacco industry’s deceptive tactics and the dangers of tobacco and nicotine products. TFY’s goal is to help protect youth and the next generation from becoming addicted to nicotine.



June

GATC & PARTNERS IN ACTION – 2022 TIMELINE

■ GATC/FCA initiatives ■ FCA member and partner events/activities ■ GATC/FCA participation in events/activities

NCD PREVENTION ACCELERATOR TRAINING

On July 28, the FCA participated in creating a module for the NCD Prevention Accelerator Training Program. The FCA's Executive Director participated alongside presenters from Sierra Leone and Georgia in a session entitled 'Experiences in leveraging the WHO FCTC investment case to advocate for national policy change.' During the session, the FCA shared its expertise on building the capacity of civil society and the role civil society can play in supporting investment cases. The training program was launched in August and attended by 19 representatives from Ghana, India, Mexico, and the Philippines.



July

UICC / MCCABE CENTRE- CIVIL SOCIETY ADVOCACY AND COORDINATION FOR TOBACCO CONTROL: A LEGAL PERSPECTIVE

In August, the FCA participated in the McCabe Centre for Law & Cancer's Mastercourse on 'Engaging with Law and Policy for cancer prevention and control.' The session was co-organized with the Union for International Cancer Control. The FCA presented on mobilizing civil society and working with organizations to advance cancer and NCD law reform. The course was delivered online on the UICC's e-learning platform to more than 77 participants from 33 countries, mostly drawn from civil society or with a background in cancer, advocacy, hospitals, or research institutes. The course was accredited by the Accreditation Council of Oncology in Europe and will be run again in 2023.



August

SEVENTY-SECOND SESSION OF THE WHO REGIONAL COMMITTEE FOR AFRICA

In August, the Alliance participated in the 72nd session of the WHO Regional Committee for Africa. The session discussed health as a whole, including how to build back better and make Africa healthier. During the session, the Alliance's AFRO Regional Coordinator presented on the Global Strategy Progress Report and discussed the importance of ensuring that tobacco control is seen as a development issue and included in national development plans. She also spoke about how tobacco control plays a major role in our ability to meet the SDGs.



September



NCD GLOBAL WEEK OF ACTION (SEPTEMBER 5-11)

In early September the Non-Communicable Disease Alliance (NCDA) held its annual Global Week for Action. This year's theme was financing for NCDs. The FCA's Executive Director chaired the NCDA's expert group that oversaw the development of an Invest to Protect Policy Paper that was launched as part of the week's activities. The FCA also promoted the campaign to the tobacco control community and participated in events planning committees. The campaign was successful in rallying participation and support from many organizations around the world as financing remains a major barrier for many working in global health and development.

September



CSOs IN URUGUAY PUSH BACK ON PROPOSED CHANGES TO PLAIN TOBACCO PACKAGING

On September 2, the President of the Republic of Uruguay signed a decree that modified the regulations on plain packaging for cigarettes. The President stated that the change was requested by the tobacco industry. This move was met with opposition from the Uruguayan Society of Tabacology (SUT), which filed a court injunction to halt the implementation of the decree. The SUT argued that the decree violated Article 5.3 of the WHO FCTC and was a regressive measure for public health. They also pointed out that the opinions of civil society organizations, academic institutions, and scientific communities were not taken into consideration during the decision-making process. The court granted the injunction and supported the SUT's stance by suspending the decree.



FCA PARTICIPATES IN FOUR SESSIONS AT THE WORLD CANCER CONGRESS (OCT 18-20)

In October the Alliance's Executive Director attended the World Cancer Congress, participating in four distinct sessions. The topics included highlighting new cancer and tobacco control partnerships, fortifying tobacco control to improve health outcomes, financing and investment for tobacco control, and the importance of focusing on evidence-based tobacco control priorities in a world of disinformation. All the sessions were well attended and generated healthy debate on how to advance tobacco control in each respective area.

October

VIRTUAL TOWN HALL MEETING The FCA's Transition to the GATC

DATE
November 23, 2022

TIME
7:00-8:30am EDT
12:30-2:00pm CET
Find your local time: <https://bit.ly/30842F6n>

Registration
<https://bit.ly/30842F6n>

Presentations in English with simultaneous interpretation in French and Spanish

MODERATOR: DEBORAH AMO-GRIFFIN, Vice Chair, GATC

PRESENTERS: KYLIE LINDSEY, Board Chair, GATC; LESLIE RAE, Executive Director, GATC; NATYA SINGH, Program & Advocacy Officer, GATC; ANDREA MASSEY, Communications Officer, GATC; JASON CHAPMAN, Board Member, GATC; MARIYA AL-ZUBAYR, Board Member, GATC

THE FCA TRANSITIONS TO THE GATC

On November 1, the Framework Convention Alliance officially became the Global Alliance for Tobacco Control (GATC). In support of the rebrand, the organization launched a new [2022-2025 Strategic Plan](#), hosted a transition town hall on November 23 for FCA members, and soon after opened up applications for the new GATC Community (new 'membership' structure). The process of transitioning to the GATC was several years in the making and included multiple consultation phases with FCA members and partners.

November

SHOWCASING SDG TARGET 3.A IN PARTIES' VOLUNTARY NATIONAL REVIEWS (VNRs)

On November 17, the Global Alliance for Tobacco Control (GATC) participated in a webinar hosted by the Convention Secretariat to discuss SDG Target 3a. and the VNRs. In Q2 of 2021, the Convention Secretariat published the Guide for WHO FCTC Parties on including SDG Target 3.a in voluntary national reviews, a report the Alliance played a leading role in authoring. The November 17 webinar helped build on the recommendations outlined in the Guide launched in 2021, while seeking to inspire more uptake on SDG Target 3.a inclusion in VNRs.



November

GATC & PARTNERS IN ACTION – 2022 TIMELINE

■ GATC/FCA initiatives ■ FCA member and partner events/activities ■ GATC/FCA participation in events/activities

SOLOMON ISLANDS GYLN PARTNERS WITH MHMS TO TRAIN COMMUNITY LEADERS ON NCD INTERVENTIONS

Global Youth Leadership Nexus (GYLN) in partnership with the Ministry of Health and Medical Services conducted a training on the WHO package of essential non-communicable (PEN) disease interventions for several community leaders. Training included aspects of the Tobacco Control Act with emphasis on the prohibition of smoking in all health facilities, primary and secondary schools, all forms of public transport, and indoor workplaces. Emphasis was also made to prohibit sales to minors and the sale of individual sell cigarettes or bidis.



THE NORWEGIAN CANCER SOCIETY PROPOSES A NEW ‘POLLUTER PAYS PRINCIPLE’ FOR THE TOBACCO INDUSTRY

Industries that impose large costs on society often pick-up their share of the bill by paying levies. The rationale for introducing a new tobacco industry levy in Norway is that the tobacco industry needs to be held accountable for the damages tobacco products cause to individuals, society, and the environment. Smokers’ suffer the negative health effects of smoking and society is often left with the bill for treating tobacco related illnesses. Society also bares the burden of managing cessation services and the financial costs associated with the environmental damage caused by tobacco whether it be tobacco production, cultivation, disposal, or clean-up.



SMOKE-FREE PARTNERSHIP LAUNCHES THE 2021 TOBACCO CONTROL SCALE

In December 22, the 2021 Tobacco Control Scale was launched by the Smoke Free Partnership and the Catalan Institute of Oncology. The new ranking system outlines tobacco control policies and actions (price increase, smoking bans in public places, plain packaging etc) that were implemented in 37 European countries in 2021. The scale shows that countries like Ireland, UK, and France are leading the way, while countries like Serbia, Switzerland and Bosnia & Herzegovina are falling behind. The report also highlights the lack of funding for tobacco control, which has been intensified by the COVID-19 pandemic.



PHILIP MORRIS’S REMOVAL FROM CANADA’S COVID-19 VACCINE COLLABORATION

In December 2022, tobacco giant Philip Morris International (PMI) was ejected from Canada’s Medicago vaccine collaboration following a formidable 2-year advocacy campaign led by Action on Smoking and Health Canada (ASH Canada) and Corporate Accountability. Over 100 FCA members supported the campaign and convinced the WHO to reject the vaccine for global distribution due to the blatant FCTC treaty violation. This decision, combined with other advocacy efforts, motivated the Canadian government to find another suitable investor to replace PMI.



ACCELERATING WHO FCTC IMPLEMENTATION

The WHO FCTC is currently amid a medium-term strategic plan called The Global Strategy to Accelerate Tobacco Control 2019-2025. The Alliance 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.

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

Addressing these issues remains a major priority for the organization and GATC Community. Over the past year, the GATC engaged in several initiatives designed to help address these barriers and support progress on WHO FCTC implementation.

Below is a selection of projects and activities from 2022 that the GATC led or supported in an effort to ensure progress on WHO FCTC implementation remains strong.

COP & MOP Investment Funds

At COP9 and MOP2 decisions were made to establish an Investment Fund for each respective area. In 2022 the organization supported the establishment of the Investments Funds by:

1. Coordinating a meeting for all NGO Observers to the COP to discuss which Observers would sit on the Oversight Committee for the Investment Funds
2. Assisting applicants in completing their applications to sit on the Oversight Committee
3. Circulating of a letter of support from the NGO Observers to endorse the candidacy of the applicants

The Investment Funds and the Oversight Committees are an important opportunity for NGOs to directly address the lack of sustainable funding for tobacco control initiatives and advocate for new and innovative policy solutions. Once fully operational, the new COP Investment Fund is expected to generate up to US\$2M for the COP work plan and budget and the MOP Investment Fund is expected to generate US\$1M a year. The Investment Funds are an important step towards ensuring more stable and predictable funding for the Convention Secretariat and by extension the WHO FCTC. Over the coming year, we will monitor progress on the Investment Funds and share regular updates with the GATC Community.

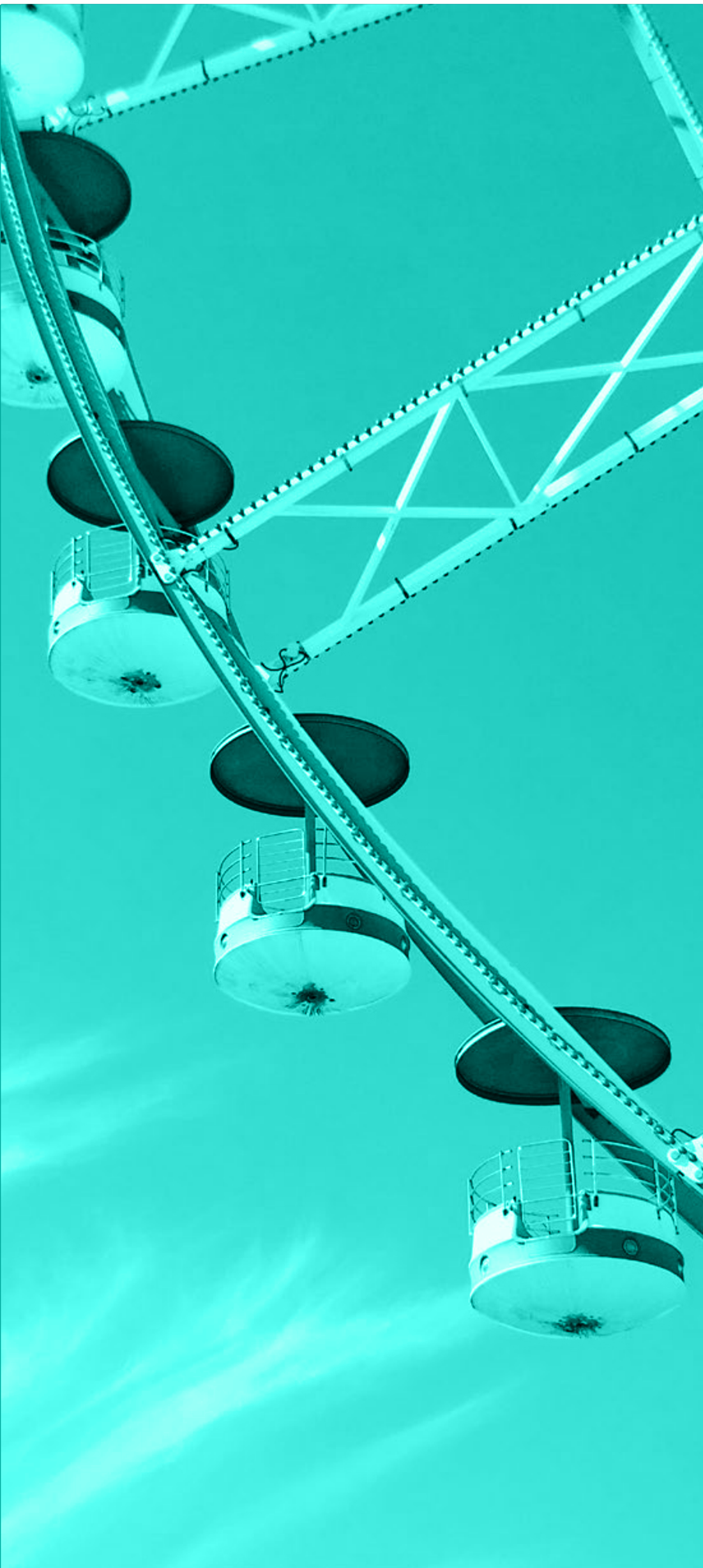
WHAT MAKES US UNIQUE

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 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.



Budget Advocacy

Increasing domestic resource mobilization is critical for accelerating WHO FCTC implementation and our budget advocacy project remains a key priority for the organization. When it comes to the financing challenge, current estimates place the global funding shortfall for WHO FCTC Implementation at US\$27.4B. The US\$27.4B figure 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 policies and programs to levels recommended in the WHO FCTC (RTI, 2018).

Securing adequate and sustainable resources (human, financial, and technical) remains a significant barrier to accelerating progress on WHO FCTC implementation. Over the past few years, the Alliance has been investing in building the capacity of civil society to engage in budget advocacy as one way to help address the domestic funding and resource challenges. In 2021 we released two case studies based on our pilot [budget advocacy projects in Senegal and Uganda](#) and continue to build on this work. In 2022, thanks to funding from Cancer Research UK (CRUK) and the Government of Canada, we began the process of expanding our budget advocacy program to the AMRO region (Americas).

In the last quarter of 2022, we developed a plan to expand the project to the AMRO region in 2023. During the last few months of 2022, we conducted a regional assessment, developed a shortlist of potential project participants, and created a project plan. We look forward to accelerating our budget advocacy project in the AMRO region in 2023. Expanding our budget advocacy capacity building project to the AMRO is just one of the ways we

are working to help close the funding and resource gap in an effort to ensure that WHO FCTC implementation remains strong.

The scope of the funding shortfall issue can not be understated. Adequate and sustainable resourcing remains a significant barrier to progress and addressing the issue will require a coordinated effort by civil society. In addition to our budget advocacy projects, we also plan to invest in new research, develop new tools and resources, and grow the evidence-base for this novel approach to increasing domestic resource mobilization. With the supports of our funders, we hope to grow the scope and breadth of our budget advocacy program and expand it to new regions in the years to come.

Knowledge Translation & Exchange

Throughout 2022, the Alliance participated in numerous global and region events designed to increase the knowledge and capacity of civil society to address the tobacco epidemic. We covered a broad range of topics in 2022 including:

- 1 Supporting the launch of the Jordan Tobacco Industry Interference Index
- 2 Celebrating women's contributions to tobacco control during International Women's Day, including discussing the need to invest in the next generation of advocates
- 3 Helping coordinate and moderate a webinar on tobacco's environmental impacts in partnership with African Tobacco Control Alliance (ATCA) and other tobacco control organizations for World No Tobacco Day (WNTD).

4 Participating in four sessions at the 2022 World Cancer Congress on the following topics:

- Highlighting new cancer and tobacco control partnerships
- Fortifying tobacco control to improve health outcomes
- Financing and investment for tobacco control: Creating a foundation for change
- The importance of focusing on evidence-based tobacco control priorities in a world of disinformation

The list above is just a sample of some of the topics and events we participated in 2022. We have outlined some additional projects and KTE activities related to elevating the profile of tobacco control in the global health and development space in the following section.

Throughout 2022, the Alliance made significant progress on many tobacco control priorities, but we know there is still so much more to be done when it comes to accelerating WHO FCTC implementation. As the tobacco control community is increasingly shifting focus towards implementation, we know that 2023 will be an important year for convening and coordinating civil society. We look forward to working alongside everyone in the new GATC Community on addressing implementation barriers and to accelerating progress on the WHO FCTC.

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

RAISING THE PROFILE OF TOBACCO CONTROL IN GLOBAL HEALTH & DEVELOPMENT

Embedding tobacco control in global health and development is a top priority for the GATC. Given the ongoing discussions around building back better in relation to the COVID-19 pandemic, there is an urgent need for tobacco control to be better understood and perceived as a global health priority within the international health and development agendas.

We know that progress toward Sustainable Development Goal (SDG) Targets 3.a and 3.4 require that the profile of the WHO FCTC is elevated in sustainable development, non-communicable disease (NCD) prevention, and other global health dialogues. As implementation of the WHO FCTC can help accelerate sustainable development and support countries in efforts to build back better through establishing more resilient health systems, it is critical that tobacco control be understood as a development issues. As it stands today, this is not always the case.

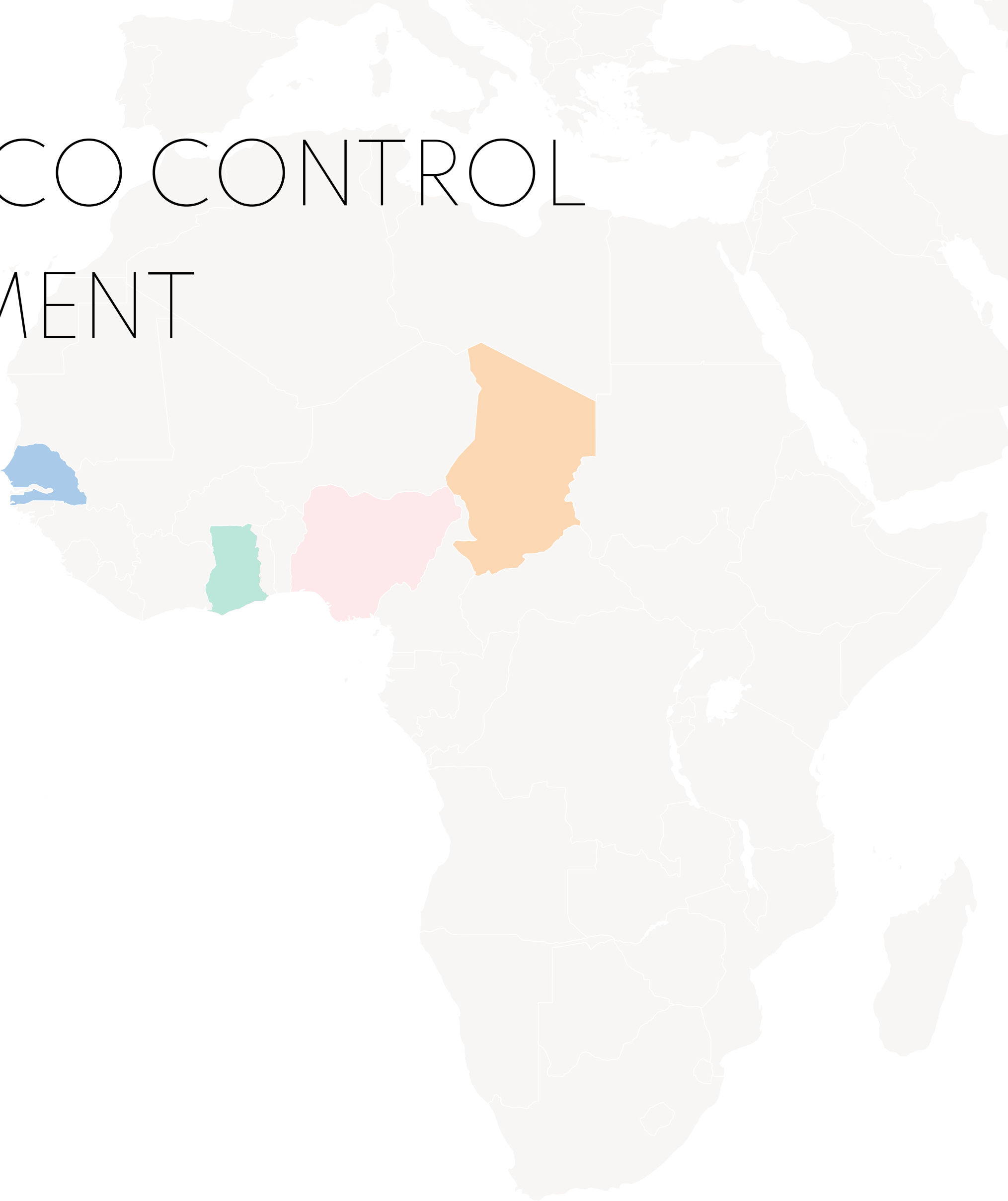
Over the course of 2022, the Alliance undertook several initiatives to better align tobacco control with global health and development. We achieved this through Alliance led projects and by participating in several leading initiatives to raise the profile of tobacco control in this space.

NCS Projects

With the support of the Norwegian Cancer Society (NCS), the Alliance has continued its efforts in aligning tobacco control with development with four projects groups in Africa. The initiative entitled 'Supporting National Action for WHO FCTC Implementation in Sub Saharan Africa' is currently being implemented in Chad, Ghana, Nigeria, and Senegal. The groups are currently midway through the project cycle and have been advocating for the integration of tobacco control in national development plans. To help accelerate progress, some of the project groups have connected with other advocates in the region, like the Tax Justice Network in Ghana and Campaign for Tobacco Free Kids in Senegal. The projects consist of number of initiatives and campaigns designed to:

- 1 Work on securing domestic resources through budget advocacy
- 2 Mobilize decision-makers to recognize tobacco taxation as a sustainable development solution
- 3 Build the capacity of civil society organizations and government officials to link tobacco control with the SDGs
- 4 Engage and educate stakeholders

Although only midway through the project, the groups have already achieved some significant results. For example, in 2022 Ghana passed a new Excise Duty Bill aligned with Economic Community of West African States (ECOWAS) protocols and also revised the excise tax rates for cigarettes and other tobacco products. In 2023, we look forward to sharing more of the projects results and to documenting all the lessons learned from the project participants once the projects are complete.



Strengthening our Relationship with the NCD Community

One of our key priorities in 2022 was to work more closely with the NCD Alliance. Throughout 2022, the Alliance collaborated with the NCD Alliance on several initiatives including:

- 1. Providing input on the NCDA’s new Financing Brief resource and promoting the resources launch
- 2. Participating in an NCDA Prevention Accelerator Training Program on a session entitled: “Experiences in leveraging the WHO FCTC investment case to advocate for national policy change.” The Alliance presented on the topic of building civil society’s capacity and role in supporting FCTC investment cases. The Alliance joined speakers from Sierra Leone and Georgia who presented on their experiences.
- 3. Supporting the NCDA’s Global Week for Action Campaign. This year’s theme related to investment, which provided the Alliance the opportunity to promote the need for increased financing for tobacco control alongside other NCDs.

Including SDG Target 3.a in Voluntary National Reviews

In 2022, the Alliance was invited to participate in a webinar organized by the Secretariat regarding the VNR processes. During the webinar, the Alliance highlighted the importance of including Target 3.a in the VNRs and discussed the important role civil society can play in promoting Target 3.a in VNRs. In 2021, the WHO FCTC Secretariat officially launched a guide for WHO FCTC Parties on including SDG Target 3.a and 3.4 in Voluntary National Reviews (VNRs). The Alliance was the lead author of the report and was instrumental in the guides creation. We are happy to continue working alongside the Convention Secretariat on promoting this important initiative. We plan to continue creating and circulating new resources to stakeholders and partners in the tobacco control community in support this initiative.

In 2023, we also plan to develop some new build back better resources in collaboration with our partners and plan on redoubling our efforts to elevate tobacco control in the global health and development space.

Our priorities for 2023 and years ahead include:

- 1. Emphasizing how investing in tobacco control can support countries in building stronger health systems by ensuring a healthier and more equitable recovery to the pandemic
- 2. Addressing misconceptions that tobacco control is being sustained and that progress is continuing without investment or active intervention from advocates
- 3. Outlining how increasing taxes on products like tobacco can support economic recovery by creating revenue, decreasing consumption, and reducing the (NCD) burden and strain on health systems
- 4. Demonstrating how we need to move away from ‘single issue’ conversations toward a more integrated approach to health systems and development, including universal health coverage (UHC) and pandemic preparedness and response mechanisms
- 5. Ensuring the tobacco industry is not part of, nor profits from any healthy recovery plans

We know that adopting a whole-of-government and system-wide approach is critical for enhancing preventive public health measures and accelerating progress in health and development. So much of this work depends on moving discussions away from ‘single issue’ conversations toward a more inclusive and integrated approach. We are committed to ensuring tobacco control is 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 and there will be more work to be done on promoting these priorities in the years to come.

WHAT MAKES US UNIQUE

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 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 TRANSITION TO THE GLOBAL ALLIANCE FOR TOBACCO CONTROL

In November 2022, the Framework Convention Alliance officially rebranded as the Global Alliance for Tobacco Control. In 2020, the Framework Convention Alliance began a consultation process with its membership and Board of Directors to determine how the Alliance should adapt to the new and emerging tobacco control landscape. Given the increasing shift in focus toward accelerating WHO FCTC implementation and new best practices for alliance-based organizations like our own, we began the process of updating our governance and organizational practices in an effort to modernize the Alliance, including our strategic priorities. As part of our transition to the GATC in November 2022, we undertook three major activities:

- 1** Created a new medium-term GATC Strategic Plan 2022-2025
- 2** Incorporated the Alliance in Canada
- 3** Rebranded the Alliance under the name Global Alliance for Tobacco Control

Our transition to the GATC was informed by FCA members and was completed in consultation with partners. The consultation process clearly indicated the crucial role the Alliance plays in coordinating and convening civil society and that it is critical that the organization continue in this capacity. Based on this feedback, the fundamentals of who we are and what we do did not change as part of our transition. Our transition to the GATC and the modifications we are making to the organization will help us modernize the way we work, make us more responsive and adaptive to change, and help us integrate more efficiently and effectively with other issue areas such as NCDs and the SDGs. The updates we are making to the

Alliance will ensure we have a strong organizational foundation to support progress on WHO FCTC implementation for years to come.

Shortly after our official transition announcement, the organization held a virtual town hall with FCA members to discuss our transition in detail. During the town hall, we presented information on our governance practices, GATC Community structure, and our plans to roll out several new committees in 2023. We also provided an overview of our new name, logo, and visual identity and outlined our plans to transition our existing tools and resources, like our website and listservs. A few weeks after the town hall, we officially opened the application process to join the GATC Community. The new GATC Community consists of three categories for applicants to choose from based on their preferences and desired level of engagement:

-
- 1.** Member
 - 2.** Associate
 - 3.** Network Participant
-

If you have not yet submitted your application to join the GATC Community, we encourage you to do so. Details can be found on our [website](#).

We fully expect that 2023 will be another big year for the Alliance. We will be rolling out many new committees, establishing a new Board, and working on coordinating and convening civil society in preparation for COP10 and MOP3 in November. For more than 20 years the Alliance has served as the leading voice of civil society and we look forward to continuing to support all our stakeholders and partners in this capacity in the years to come.

FCA BOARD OF DIRECTORS



Kylie Lindorff
At-Large and Chair



Nonguebzanga Maxime
Compaoré
European Region



Ongerung Kambes Kesolei
Western Pacific Region



Bontle Mbongwe
At-Large and Secretary



Issah Ali
African Region



Deborah Anne Chen
Americas Region and Vice Chair



Mawya Al Zawawi
Eastern Mediterranean Region



Piyush Gupta
South-East Asia Region



Maria Carmona
At-Large and Treasurer

GATC BOARD OF DIRECTORS



Kylie Lindorff
Board Chair



Deborah Anne Chen
Vice Chair



Mawya Al Zawawi
Board Member



Maria Carmona
Treasurer



Issah Ali
Board Member

Special thank you
to Kylie Lindorff,
Deborah Anne Chen,
Maria Carmona, and
Geoffrey Fong for
your support and role
in helping transition
the FCA Board to the
new GATC Board.

GATC/ FCA TEAM

CENTRAL OFFICE



Leslie Rae Ferat
Executive Director



Andrea Mackasey
Programme and Operations Officer



Jason Chapman
Communications and
Campaigns Manager



Nicole Nguenha
Policy and Advocacy Officer



Kelly Jean Frisby
Stakeholder Engagement
Officer

REGIONAL OFFICES



Fatou Diouf
Regional Coordinator,
Africa (AFRO) and Commu-
nications Specialist



Dr Domilyn C Villarreiz
Regional Coordinator,
Western Pacific (WPRO)
and ASEAN



Lilia Olefir
Regional Coordinator, Europe
(EURO)

ARRIVALS & DEPARTURES

ARRIVALS:

- Nicole Nguenha, Policy and Advocacy Officer
- Lilia Olefir, Regional Coordinator, Europe (EURO)

DEPARTURES:

- Ryan Forrest, Associate Director, Policy and Advocacy
- Anca Toma, Regional Coordinator, Europe (EURO)
- Claire Clément, ITP Coordinator
- Annabel Lyman, Regional Coordinator, Pacific Island Countries (PIC)

FINANCES

The FCA's accounts are audited annually by the independent Swiss accounting firm, BDO Ltd, which expressed an unqualified or "clean" opinion of FCA's 2022 financial statements.

The GATC's accounts are audited annually by the firm McCay Duff LLP, Chartered Professional Accountants, which expressed an unqualified or "clean" opinion of GATC's 2022 financial statements.

The audited financial statements for 2022 for both organizations will be available in mid-2023.

BDO Ltd and McCay Duff LLP, Chartered Professional Accountants have declared themselves free of all links to the tobacco industry.

Copies of audited financial statements are available upon written request to the GATC staff (info@gatc-int.org).



IN-KIND & FINANCIAL SUPPORT

The GATC/FCA gratefully acknowledges the in-kind and financial support of the following organizations.





Global Alliance for Tobacco Control

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