GATC
Strategic Plan 2026-2030









Global Alliance
for Tobacco Control

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GATC
1 Nicholas St, suite 1004
Ottawa, ON Canada. K1N 7B7
www.gatc-int.org

EXECUTIVE SUMMARY

Global Alliance for Tobacco Control Strategic Plan 2026-2030

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, and economic consequences of tobacco and non-medicinal nicotine products use and addiction.

MISSION

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

VALUES



Societal change



Equity driven impact



Integrity



Diversity and inclusion



Accountability



Sustainability

DESIRED OUTCOME

By 2030, accelerated and full implementation of the WHO FCTC serves as a primary driver for countries to successfully achieve SDG Target 3.a, Target 3.4 and broader SDG 3 health and well-being goals.

GOALS

By 2030: Accelerate full WHO FCTC implementation by leading a cohesive global civil society movement to counter tobacco and commercial recreational nicotine industries interference, secure sustainable international and domestic financing for tobacco and commercial recreational nicotine control and firmly embed tobacco control within the global health and sustainable development agendas

STRATEGIC PILLARS



Policy Development, Advocacy and Accountability



Knowledge Translation and Exchange



Capacity Building



Stakeholder and Partner Convening and Coordination

ABOUT THE GLOBAL ALLIANCE FOR TOBACCO CONTROL

Our Purpose

The Global Alliance for Tobacco Control (GATC), formerly the Framework Convention Alliance (FCA), is an active global network of civil society organizations (CSOs) spanning over 70 countries, working towards a world free from the devastating health, social, and economic consequences of tobacco and nicotine addiction.

We are the principal global network dedicated to implementing and strengthening the World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC) and serve as the leading voice of civil society in accelerating progress worldwide. Our leadership ensures there is a cohesive global movement attending to the work of the Treaty, driving high-ambition decisions at the Conference of the Parties (COP) and the Meeting of the Parties (MOP) to ensure international legal frameworks protecting and enhancing national tobacco control efforts remain robust and effective. Our sustained work in policy development and advocacy, knowledge translation and exchange, capacity building, and the convening of stakeholders has resulted in significant outcomes in global commercial recreational nicotine and tobacco control.

Over the past 20 years, the organization has established key partnerships with many actors in the tobacco control community, serving as a vital bridge between the FCTC Secretariat, the WHO, International Government Organizations (IGOs), individual Parties, 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, providing reliable expertise and trusted technical guidance to governments across the world, including those in low- and middle-income countries (LMICs). Operating independently alongside formal bodies, GATC provides the essential civil society perspective and monitoring necessary to safeguard the integrity of the COP and MOP processes against external commercial interference. The programs and services we offer are designed to ensure that our alliance, civil society, and our partners have the tools they need to advance tobacco control globally, while proactively advocating to ensure that FCTC implementation is integrated into the broader international development agenda, including the Sustainable Development Goals (SDGs) and work on non-communicable diseases (NCDs).



WHAT MAKES US UNIQUE



OUR RELATIONSHIPS

Our staff are embedded in tobacco control networks throughout the world and have long established relationships with key stakeholders and decision-makers at all levels. Our regional coordinators are strategically based in different WHO regions and work to ensure regional and international coordination and collaboration on tobacco control issues as well as supporting national WHO FCTC implementation.



OUR EXPERTISE AND INFLUENCE

We develop tailored policy recommendations and provide expert advice on and to the COP/MOP. We also engage in intersessional COP/MOP priorities and use our expertise year-round to accelerate WHO FCTC implementation. We have a strong track 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 SDGs.



OUR REACH

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



OUR INSTITUTIONAL KNOWLEDGE

Since its inception, our organization has had continuous and extensive involvement in the WHO FCTC. We serve as the institutional knowledge hub for civil society and the tobacco control community and leverage our expertise in the WHO FCTC to guide decision-making, negotiations, and counter tobacco industry interference.



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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, and economic consequences of tobacco and non-medicinal nicotine products use and addiction.

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.

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.

Equity-driven impact

We are committed to achieving meaningful impact by advancing equitable, evidence-based tobacco control policies. We are results-oriented and collaborative, continuously learning and adapting to the evolving tobacco control landscape to ensure our work addresses the needs and priorities of the communities most affected by the tobacco epidemic.

Integrity

We are an evidence-based organization and believe 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 represent their interests.

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.

Accountability

We champion accountability at all levels. We support transparent and effective governance by promoting accountability for the implementation of tobacco control commitments, while holding ourselves to the highest standards of transparency.

Sustainability

We are committed to strengthening a resilient and sustainable global tobacco control movement. We invest in partnerships, capacity building, and long-term approaches that empower civil society, foster local leadership, and support lasting progress towards a tobacco-free world.

THE CURRENT LANDSCAPE

The WHO FCTC extended its strategic plan on implementation called The Global Strategy to Accelerate Tobacco Control 2019-2025 to 2030 at COP10 (2024).

GATC strongly advocated for the adoption of the plan under which the WHO FCTC Secretariat and Parties to the Convention shifted their focus to WHO FCTC implementation. In recognition of the changing landscape and strategic directions being adopted, the GATC has adapted our work and programs to meet emerging needs and align with the Global Strategy.

The WHO FCTC has made tremendous strides since it was ratified in 2005, with national-level advocacy and technical support helping 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.

Given the global challenges we face today, it is critical that tobacco control be positioned as a top priority within international health and development agendas. In the coming years, we plan to continue to advocate for more integrated and resilient health systems and to strengthen partnerships with other leading issues areas such as non-communicable diseases and the SDGs.

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

1	**Tobacco and recreational nicotine industry interference**
2	**Adequate human, technical, and financial resources to facilitate WHO FCTC implementation**



GLOBAL STATISTICS



20%
of the world's population still use tobacco

80%
of tobacco users live in LMICs

US$**904B** –
the estimated gross revenues of the tobacco industry in 2025

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 will continue to be increasingly important as we know the industry seeks to influence the future direction of global and national tobacco and nicotine 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 continue to remain vigilant in monitoring the industry's movements and take swift action to counter efforts to interfere and weaken health policies.

When it comes to adequate and sustainable resources for tobacco control, over the past several years the GATC has compiled research and evidence and advocated innovative solutions to help address this barrier to WHO FCTC implementation. The Convention Secretariat report on The Global Tobacco Control Funding Gap estimates that the current global funding available for implementation of the WHO FCTC accounts for only 12.5% of funding needed for full implementation. This shortfall leaves an annual funding gap of USD 8.4 billion to be able to scale up tobacco control policies and programs to levels recommended in the WHO FCTC.[1] While the funding gap has improved over the last few years, moving from 6.2% to 12.5% of the funding needed, there is still much more that needs to be done to accelerate implementation of the WHO FCTC.

The GATC is working to address resource challenges and the funding shortfall issue in five ways:

1	**Advocating for the adoption of decisions at the COP on sustainable financing that strengthens the global mandate for domestic resource mobilization and sustainable financing for tobacco control.**
2	**Strengthening the capacity of civil society organizations to advance domestic resource mobilization by providing technical assistance, policy tools, budget advocacy support, and country-specific policy proposals to engage governments on sustainable financing.**
3	**Facilitating action to increase tobacco taxes and promote health taxes within the NCDs global agenda.**
4	**Advocating for sustainable financing to be a long-term top priority for Parties at COP and MOP**
5	**Promoting financial sustainability of national and subnational tobacco control programs around the world.**

GLOBAL IMPACTS OF TOBACCO



7M
deaths annually

US$**1.85T**
in total economic damages

3.5 million hectares
of land are destroyed for tobacco growing each year.

1 WHO FCTC Convention Secretariat (2023), The Global Tobacco Control Funding Gap report, accessible here: https://fctc.who.int/investment-fund-documents

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. Over the next five years, we will continue to advocate and promote solutions that address the ongoing resource 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 and non-medicinal nicotine products from the increasingly strained global healthcare system.

We know the needs and priorities of the tobacco control community are ever evolving and diverse. In addition to addressing tobacco and recreational nicotine industry interference and financing challenges for tobacco control, we will also work to promote the Global Strategy, provide advice and guidance to key program areas and work related to the COP and MOP, support the inclusion of target 3.a in Voluntary National Reviews (VNRs), counter the illicit tobacco trade, align our sustainable financing efforts to the UNHLM on UHC in 2027 recognizing that achieving UHC is not possible without addressing the growing burden of NCDs and support events and campaigns like World No Tobacco Day. This list is not exhaustive and just a small sample of the ways we work to support the global tobacco control community.





ALIGNMENT WITH THE SDGs

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

TOBACCO TAXES SAVE LIVES AND 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.

OUTCOME AND GOALS

DESIRED OUTCOME

By 2030, accelerated and full implementation of the WHO FCTC serves as a primary driver for countries to successfully achieve SDG Target 3.a and broader SDG 3 health and well-being goals.

GOALS

By 2030: Accelerate full WHO FCTC implementation by leading a cohesive global civil society movement to counter tobacco and commercial recreational nicotine industries interference, secure sustainable international and domestic financing for tobacco and commercial recreational nicotine control and firmly embed tobacco control within the global health and sustainable development agendas.

Accelerating WHO FCTC Implementation

- To accelerate WHO FCTC implementation at all levels, the global tobacco control community needs adequate, equitable, and sustainable solutions that address the unique barriers and challenges that face our community.
- As tobacco and recreation nicotine industry interference and adequate human, technical, and financial resources to facilitate WHO FCTC implementation remain the biggest barriers to progress, we need to continue to seek out new and innovative ways to address these challenges.
- To achieve progress, 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. We also need to leverage domestic resource mobilization tools like budget advocacy and tobacco taxation to ensure governments, advocates, and CSOs have access to the resources needed to accelerate progress on WHO FCTC implementation.

Embed Tobacco Control in Global Health and Development

- Tobacco control needs to be perceived as a global health priority and positioned as top 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 involves strengthening collaboration with those working on other NCD risk factors and across the wider health and development agenda, while preserving tobacco control's dedicated focus, resources and safeguards against tobacco industry interference.

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 deliver programs that accelerate progress on WHO FCTC implementation under four strategic pillars: policy development; advocacy and accountability; knowledge translation and exchange; capacity building; and the convening and coordination of stakeholders and partners.

OUR STRATEGIC PILLARS

Policy Development, Advocacy and Accountability

As the voice of civil society, we leverage our network of policy experts and advocates to guide the development of evidence based, best-practice policies that serve to strengthen and accelerate WHO FCTC implementation. Our policy development, advocacy and accountability efforts help frame debates at COP/MOP, support governments in advancing effective tobacco control measures, and hold Parties accountable for meeting their commitments under the Convention and Protocol. We regularly develop position papers, reports, and other policy resources both within and beyond the COP/MOP process on key issues affecting the global tobacco control community. Over the years, we have worked to counter tobacco industry interference, and the organization 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. The organization has played a key role in advocating for the creation of the COP/MOP Investment Funds and in promoting sustainable financing for tobacco control as a key enabler of implementation.

- **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
- **Promote solutions for sustainable financing** at global and national level 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
- **Track COP/MOP decisions, Political Declaration at UN platforms as WHA or UNGA**, to hold Parties accountable for their commitments
- **Hold Parties** accountable to their commitments to Article 5.3 from the WHO FCTC, to help prevent tobacco industry interference
- **Promote transparency to ensure COP and MOP** negotiations and processes are free from tobacco industry interference

Knowledge Translation and 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, the NCDs global agenda, international 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. We also aim to keep our membership up to date with evolving challenges on tobacco control and latest evidence that can support advocacy efforts.

- **Host and participate in events** to share knowledge and best practices
- **Facilitate committees**, task forces and expert groups to build consensus on priorities issues
- **Facilitate dialog and support mechanisms** that increase the alignment of tobacco control with the NCDs global agenda, international development priorities and the SDGs
- **Disseminate research and policy briefs** on tobacco control issues and on topics to be discussed at COP/MOP
- **Gather evidence and intelligence** from GATC membership on tobacco industry interference, tactics and emerging trends and disseminate that evidence to inform advocacy and policy responses



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 virtual and in-person workshops and webinars, developing tools and resources, and documenting and sharing emerging best practices. Given the everchanging 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.

- **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
- **Develop materials and modules** on the FCTC and the COP and deliver capacity building workshops for civil society
- **Provide tools and communication** vehicles that allow CSOs to connect and collaborate
- **Support youth organizations** joining the tobacco control community through capacity building and networking opportunities

Convening and Coordination of Stakeholders and 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 Treaty. Our engagement strategies have helped to strengthen regional and international networks within in 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
- **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
- **Strengthen the meaningful integration** of youth advocates into global tobacco control advocacy and coordination efforts
- **Coordinate civil society responses** to tobacco industry interference during COP and MOP processes and strengthen collaboration across regions to protect public health policymaking



MOVING FORWARD



The tobacco control and the public health landscape have evolved quite dramatically in the 21 years since the WHO FCTC came into force, bringing both new opportunities and new challenges. While significant progress has been made, the tobacco and recreational nicotine industry continues to adapt its tactics, and health systems face competing priorities.

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 will be critical as countries face with their burden of NCDs and other global challenges.

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, partners and funders GATC will continue to strengthen civil society's capacity, promote sustainable financing and hold governments accountable for delivering their commitments under the WHO FCTC. By working collaboratively across regions and stakeholders, we will continue to ensure that civil society remains a strong and influential voice in shaping the future of tobacco control and we plan to increase our capacity to meet this urgent need.



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Contact Us

Website: https://gatc-int.org/

Email: info@gatc-int.org

Twitter: @GATC_int

1 Nicholas St, suite 1004

Ottawa, ON Canada

K1N 7B7