

## **FCTC 2030 PROJECT:**

### **ANNUAL TECHNICAL REPORT FOR DONOR FOR PERIOD 1 APRIL 2021 TO 31 MARCH 2022**

In 2016, the UK Government and the Secretariat of the WHO Framework Convention on Tobacco Control (Convention Secretariat) established the FCTC 2030 project, with the aim of accelerating the implementation of the WHO Framework Convention on Tobacco Control (WHO FCTC) in countries eligible to receive official development assistance (ODA). Later, the project has also benefited from the generous contributions of the Governments of Australia and Norway.

The objectives and scope of the FCTC 2030 project are set out in the donor agreement that was signed by the Convention Secretariat and the UK Government on 16 October 2016. Following the agreement of extending the end date of donor agreement from 31 March 2021 to 31 March 2022, the FCTC 2030 work plan for the 2021/22 UK financial year was agreed with the UK Department of Health and Social Care (DHSC).

This technical report for the FCTC 2030 project provides an overview of the outcomes and achievements of the project for the period 1 April 2021 to 31 March 2022. This report contains an update on implementation of the contributions from the Governments of Australia, Norway and the United Kingdom to the Convention Secretariat in support of the FCTC 2030 project.

Globally, the SARS-CoV-2 disease (COVID-19) pandemic continued to impact international development work in this reporting period. The Convention Secretariat maximized the use of virtual communications for remote support and promoted country-level implementation using national resources as much as possible to continue delivery. Lessons learned regarding the provision of support through virtual means will continue to be incorporated into the delivery of the FCTC 2030 project into the future to maximize efficiencies.

#### **Overview of outputs and achievements:**

##### **a) Support for Phase 1 FCTC 2030 Parties:**

Upon securing resources to provide country support up until 31 March 2022, the Convention Secretariat issued in February/March 2021 a Call for Expression of Interest for Phase 1 project countries to continue to participate in the project. This aimed to concentrate the focus of project countries on priority areas of the FCTC 2030 project as well as to identify project countries that remained committed to the continuation of the project. Following this application process, the Convention Secretariat confirmed

support for 13 of the 15 phase 1 countries<sup>1</sup> for the period April 2021 to March 2022. On 31 March 2022, the FCTC 2030 project concluded in Phase 1 countries. The Convention Secretariat has committed to continue providing technical assistance and supporting political engagement to maintain momentum for the full implementation of the WHO FCTC. The Convention Secretariat has stayed engaged with Phase 1 countries, including to encourage the development of a sustainability plan for WHO FCTC implementation post-FCTC 2030.

Eight<sup>2</sup> Phase 1 project countries requested and were provided with human resources at country level (arranged through WHO Country Offices) to support project implementation.

Highlights of outputs at country-level by Phase 1 project countries include:

- *Cabo Verde*: Tobacco control bill approved by Plenary in Parliament and the Specialized Commission. Prepared a communication strategy with the aim of creating awareness about the provisions of the new law as well as a new set of graphic health warnings to be required on tobacco product packaging. Developed tobacco use cessation manuals and protocols and educational materials for teachers and students.
- *Cambodia*: Strengthened enforcement capacity through training, facilitating and evaluating skills application by enforcement officers during inspection visits, and assessing enforcement and compliance with the law to identify areas for improvement. Launched the National Strategic Plan for Tobacco Control 2021-2026 and disseminated it to 22 government ministries as well as members of the multisectoral Tobacco Control Committee which includes capital and provincial officials and partner organizations. Conducted workshops for sub-national Tobacco Control Committee members in six provinces on WHO FCTC Articles 5.3, 8, 11 and 13 in the context of the COVID-19 pandemic, to strengthen implementation of the law. Also conducted training on the provision of tobacco cessation and counselling for staff in health centres and district referral hospitals.
- *Chad*: Order No. 420 on Regulating the Packaging and Labelling of Tobacco Products in the Republic of Chad that came into effect on 30 September 2020 requires pictorial health warnings to cover 80% of the front and back of packaging. Tobacco product manufacturers and importers were given nine months to comply with the provisions of the Order from the coming into force date on 30 June 2021. After a three-month extension, the tobacco industry seems to have complied with the new requirements since 1 October 2021. Completed the mid-term evaluation of

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<sup>1</sup> Cabo Verde, Cambodia, Chad, Colombia, El Salvador, Georgia, Jordan, Madagascar, Nepal, Samoa, Sierra Leone, Sri Lanka, Zambia.

<sup>2</sup> Cambodia, Colombia, El Salvador, Georgia, Jordan, Nepal, Sierra Leone and Zambia.

the national tobacco control strategic plan and finalized the report. Undertook review of proposed amendments to the tobacco control law, including strengthening tobacco tax policies (and consideration to allocate some revenue to tobacco control) and protecting public health policies from tobacco industry interference. The Ministry of Health, WHO Country Office and Parliamentarians undertook missions to two provinces from 4 to 11 August and 21 to 28 August 2021 to engage with and sensitize stakeholders to mobilize support for smoke-free environments.

- *Colombia*: Prepared for the establishment of a national tobacco control observatory for monitoring and reporting on national WHO FCTC implementation, which will be hosted on the Ministry of Health's web site. Reviewed the tobacco control bill in progress during the second session of the Congress of the Republic of Colombia. Also conducted a virtual training course for policymakers, in collaboration with the University of Los Andes.
- *El Salvador*: Identified three municipalities for the initial phase of El Salvador's smoke-free initiative. Also developed a protocol for the national certification of smoke-free municipalities.
- *Georgia*: On 4 January 2022, the Parliament of Georgia approved amendments (Law No. 1349-VII) to the tobacco control law, to include a ban on smoking in taxis, private cars in presence of minors, cable cars and enclosed areas of public water-based transport. The strengthened law also banned tobacco brand stretching and all forms of indirect promotion of tobacco products at points of sale. Stronger sanctions on sale of tobacco near schools as well as tobacco advertising and promotion in electronic and print media and at points of sales also introduced. Review of other legislative amendments on-going, including policy proposals relating to plain packaging, expansion of smoke-free environments, regulating flavourings in tobacco products and protection of tobacco control policies from commercial and vested interests of the tobacco industry. Georgia has also been undertaking policy development to strengthen tobacco taxation. The National Center for Disease Control and Public Health, with support from the Convention Secretariat, WHO and the WHO FCTC Knowledge Hub on Tobacco Taxation, has undertaken modelling to support taxation policymaking and end-game scenario planning. Georgia has also completed the self-assessment checklist and initiated national procedures to accede to the Protocol to Eliminate Illicit Trade in Tobacco Products.
- *Jordan*: Drafted the National Tobacco Control Strategy for the period 2022 to 2025, to be submitted for approval by the Minister of Health. The Ministry of Health is undertaking a review of public health legislation to identify areas for closer alignment with the WHO FCTC. Mapped laws and regulations relevant for preventing conflict of interest and tobacco industry interference. Engagement with the Jordan Standards and Metrology Organization in relation to strengthening pictorial health warnings on cigarette packs. Instructions No. (1) of 2021 for

waterpipe serving places and the ban of smoking in all its types and forms inside public places came into effect on 7 June 2021. In accordance with Article 5(a)(6) of those instructions, the Ministry of Health drafted conditions for the proposed health warnings that must be placed on hookahs in places where the service is provided. The Ministry of Health and the Greater Amman Municipality (with support from the Bloomberg Healthy Cities Partnership) finalized and issued two inspection protocols as well as a business owners' guide, and trained enforcement officers on these updated legal provisions.

- *Madagascar*: Draft tobacco control law, following inputs from the Commission for the Penal System Reform and revision by the Commission on Business Law Reform, is for submission to the Council of Ministers for debate before it is put forward for adoption by the National Assembly. Review of the draft tobacco control regulations and code of conduct will be completed before submission to the Council of Ministers. Terms of reference for five National Coordination Mechanism (NCM) subcommittees are being considered by the Ministry of Health for approval.
- *Nepal*: Organized meetings with local authorities, media representatives and stakeholders, and launched a tobacco awareness campaign in five Provinces to generate understanding by the general public about the requirements of the national tobacco control law and build compliance. One municipality was selected from each Province (Waling, Nijgadh, Mahendranagar, Chinchu and Bardiya Municipalities were selected) to conduct the campaign with commitment demonstrated through a Mayors' Declaration.
- *Samoa*: Finalized and launched three key national tobacco control documents, namely the communications and engagement strategy, smoking cessation manual and national Article 5.3 guidelines. Also conducted training of police officers to raise awareness and strengthen enforcement of the country's tobacco control law.
- *Sierra Leone*: The Tobacco and Nicotine Control Bill developed with support of the FCTC 2030 project has been published in the country's Gazette and has been presented in Parliament by the Chairman of the Health Committee. The Bill has now moved to the Legislative Committee for a consideration. Activities to build awareness for the Bill and the need for stronger tobacco control in the country were undertaken.
- *Sri Lanka*: Organized expert consultations and developed policy paper with proposals for amendment to the National Authority on Tobacco and Alcohol (NATA) Act, with the aim of preventing initiation by children and adolescents and reducing demand. Drafted a media policy for introduction through the Ministry of Mass Media to further control direct and indirect tobacco advertising and promotion. Prepared enforcement manual, developed a mobile application and conducted training workshops for enforcement officers to strengthen monitoring, improve enforcement and promote the establishment of tobacco-free zones.

- *Zambia*: Undertook further steps towards approval for the presentation of a comprehensive tobacco control bill and regulations to the Parliament for consideration. Reviewed Zambia's tobacco control strategy that includes a communications plan and monitoring and evaluation framework; prepared terms of reference for the national coordination mechanism; and conducted the Global Youth Tobacco Survey in 2021 with the report to be published.

**b) Support for Phase 2 FCTC 2030 project countries:**

Phase 2 countries were also requested to respond to a Call for Expression of Interest to continue receiving support through the FCTC 2030 project. Following this application process, the Convention Secretariat confirmed support for eight of the nine Phase 2 countries for the period April 2021 to March 2022.<sup>3</sup>

Six project countries<sup>4</sup> requested and were provided with human resource support.

Highlights of outputs at country-level by phase 2 project countries include:

- *Armenia*: Requirements related to plain packaging are to enter into force on 1 January 2024. Reviewed international experience, guidelines and implementation protocols on plain packaging, conducted roundtable discussions with stakeholders, and undertook other necessary policy actions. To strengthen their enforcement system, the Convention Secretariat facilitated international cooperation between Armenia and Georgia to share relevant experience. Prepared documents to initiate national procedures for accession to the Protocol. Developed the national tobacco control strategy which is currently undergoing internal government consultations.
- *Eswatini*: Following stakeholder consultations to update the Tobacco Control Policy, and the appraisal process by the Public Policy and Coordination Unit of the Prime Minister's Cabinet, the document is ready for submission to the Cabinet for approval. This will then be sent to Parliament for consideration. The Ministry of Health is preparing for dissemination and compliance building activities. Tobacco control regulations currently under review with support from the Convention Secretariat.
- *Fiji*: Organized a two-day stakeholder consultation to develop a draft national tobacco control strategy and code of conduct for civil servants. Policy development activities, including reviewing current legislation, underway.
- *Lao People's Democratic Republic*: Technical working group to finalize draft enforcement guidelines, developed with support of international enforcement

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<sup>3</sup> Armenia, Eswatini, Fiji, Lao People's Democratic Republic, Mozambique, Serbia, Suriname and Tunisia.

<sup>4</sup> Eswatini, Fiji, Lao People's Democratic Republic, Mozambique, Serbia and Suriname.

experts who facilitated a workshop for national stakeholders. Review of the draft national tobacco control strategy underway.

- *Mozambique*: Ministry of Health is preparing draft amendments to the current Decree and is developing guidelines for implementation of smoke-free policies and the ban on tobacco advertising, promotion and sponsorship. Work is ongoing with the WHO FCTC Knowledge Hub on Tobacco Taxation to model different tax scenarios to inform policy development. The WHO FCTC investment case is ready for hand-over, and the draft national tobacco control strategy, declaration of interest forms for members of the NCM and the NCM rules of procedures are being finalized.
- *Serbia*: Established a working group under the Ministry of Health to work on updating the national tobacco control strategy. Organized virtual workshops on novel tobacco and nicotine products, regulatory challenges and best practices, with technical support from international experts.
- *Suriname*: With technical support from experts from the WHO FCTC Knowledge Hub on Tobacco Taxation, policy options for strengthening the implementation of tobacco tax policies have been considered. FCTC 2030 project supported development of a guidance note on establishing a national coordination mechanism and the drafting of a national tobacco control strategy and national guidelines to protect public health policies from commercial and other vested interests of the tobacco industry. The Convention Secretariat, WHO and the Netherlands Ministry of Health supported policy consideration relating to plain packaging.
- *Tunisia*: Ministerial Order published on 15 February 2022 requires pictorial health warnings on tobacco product packaging to cover at least 70% of the principal display areas, largest in the WHO Eastern Mediterranean Region. Also developed protocol and requirements for pictorial health warnings on tobacco products. Organized multisectoral workshops to review the law and strengthen enforcement of the decree banning smoking in public places. Discussions initiated with the Independent High Authority for Audio-visual Communication on the introduction of a comprehensive ban on tobacco advertising, promotion and sponsorship.

**c) Launch of Phase 3 of the FCTC 2030 project:**

The Convention Secretariat launched the Phase 3 Call for Expression of Interest to Parties eligible to receive official development assistance in May 2021. The selection of Phase 3 took place in June 2021 and nine<sup>5</sup> countries were selected. Seven countries developed 2021/2022 project workplans and six have initiated activities. In May 2022, the Convention Secretariat will discuss a new planning cycle with phase 2 and 3

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<sup>5</sup> Phase 3 – Burkina Faso, Bhutan, Ghana, Islamic Republic of Iran, Mongolia, Montenegro, Panama, United Republic of Tanzania and Timor-Leste.



countries and work with them to identify high-level tobacco control objectives and 2022/23 activity plans supported by FCTC 2030.

- *Burkina Faso*: Launched the FCTC 2030 project on 13 September 2021.
- *Ghana*: Minister of Health launched the FCTC 2030 project at a ceremony on 31 March 2022, attended by representatives from the Australian High Commission, British High Commission and the Royal Norwegian Embassy. Conduct of the WHO FCTC needs assessment planned for Q2/3 of 2022.
- *Mongolia*: Launched the FCTC 2030 project on 16 December 2021. Established a multisectoral technical working group with a 3-year plan of action approved by the Minister of Health.
- *Montenegro*: Minister of Health launched the FCTC 2030 project at a ceremony on 30 September 2021.
- *Panama*: Vice Minister of Health launched the FCTC 2030 project on 7 December 2021. Conducted a WHO FCTC needs assessment. Undertaken review of existing tobacco control legislation and policy for consideration. Panama has prepared materials to raise awareness and call for enforcement of Bill 178 related to heated tobacco products and electronic nicotine delivery systems.
- *United Republic of Tanzania*: Launched the FCTC 2030 project on 13 December 2021. Developed the National Tobacco Control Strategy 2021-2026, which is currently being finalized.

**d) Support to project countries to strengthen tobacco control governance (Article 5):**

The FCTC 2030 project provided technical support to 11 FCTC 2030 countries to strengthen implementation of WHO FCTC Article 5 during this reporting period (seven countries received Article 5.1 support, seven countries Article 5.2a support, and two countries Article 5.3 support) in the first half of the reporting period. The project supported three countries on Article 5.1, three countries on Article 5.2a and three countries on Article 5.3 in the second half of the reporting period. Support provided at country-level included:

*(i) National coordination mechanisms*: support to project countries on developing terms of reference, rules of procedure, roadmaps and guidance for national coordination mechanisms.

*(ii) National tobacco strategies*: technical support on preparation including gap and situation analyses, roadmap development, in-depth review and assistance with drafting.

*(iii) Article 5.3*: preparation of discussion papers to sensitize decision and policy makers to Article 5.3 and support the development of codes of conduct.

**e) Article 6 support to countries:**

Tobacco taxation is a priority area for many FCTC 2030 project countries. The Convention Secretariat has been working closely with different partners, such as the WHO FCTC Knowledge Hub on Tobacco Taxation (based at the School of Economics at the University of Cape Town, South Africa,) as well as the WHO Tax Unit and other global experts. In August 2021, the Tax Knowledge Hub organized a 2-week virtual workshop on the economics of tobacco control where dedicated modelling support was provided to seven countries, five of whom were countries receiving intensive FCTC 2030 support. From the FCTC 2030 project countries, El Salvador, Mozambique, Sri Lanka, Suriname and Zambia nominated representatives from finance, commerce, economic affairs, health and agriculture to attend the workshop. From 14 March to 1 April 2022, the Convention Secretariat organized a similar workshop on the economics of tobacco control, in partnership with the Tax Knowledge Hub. Experts from UNDP and WHO HQ's Tax Unit also facilitated some sessions. The first week was an introductory workshop on the basic concepts in the economics of tobacco control where nearly 90 Parties were registered to participate, followed by two weeks of in-depth tax modelling with 11 ODA-eligible countries<sup>6</sup> (eight FCTC 2030 project countries), with policy briefs now under development with country-specific data to support implementation of effective tobacco tax policies.

**f) WHO FCTC Investment Cases:**

The project has handed-over WHO FCTC Investment Cases to 14 Phase 1 FCTC 2030 countries<sup>7</sup> and to four phase 2 countries<sup>8</sup> in this reporting period. The finalization and handover of investment cases to the remaining Phase 2 countries will be scheduled in 2022, with an offer to deliver awareness raising events with stakeholders and the media at country-level. The project has preliminary results for all nine Phase 3 countries as well as three additional countries.<sup>9</sup> Reports have been drafted and are being reviewed by respective Ministries of Health, as well as the Convention Secretariat, WHO and UNDP Country Offices. Results webinars have been held for Bhutan, Ghana, Mongolia, Montenegro, United Republic of Tanzania and Vanuatu, with the remaining six to be scheduled as soon as possible.

A review of actions undertaken by governments since the finalization and hand-over of the WHO FCTC investment cases found that 15 governments have acted on 24

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<sup>6</sup> Armenia, Burkina Faso, Eswatini, Fiji, Ghana, I.R. Iran, Mongolia, Pakistan, Panama, Syrian Arab Republic and Yemen.

<sup>7</sup> All Phase 1 countries except Egypt.

<sup>8</sup> Armenia, Eswatini, Suriname and Tunisia.

<sup>9</sup> WHO FCTC Investment Cases for these three additional Parties supported by the WHO Regional Offices for the Eastern Mediterranean Region and the Western Pacific.



measures. The most frequent actions taken were the strengthening of tobacco control governance and fiscal measures. These developments will continue to be monitored.

**g) SDG and WHO FCTC Briefs:**

The FCTC 2030 project supported the development of briefs on WHO FCTC and SDG interactions in 26 FCTC 2030 project countries.<sup>10</sup> When finalized, the SDG briefs will be formally handed over to governments, with an offer to deliver awareness raising events with stakeholders and the media at country-level.

**h) Parliamentary Network:**

The Parliamentary Caucus on Tobacco Control is planned to be hosted on the Agora web portal that is dedicated to parliamentary development<sup>11</sup> and is under development. The Convention Secretariat is working with UNDP to develop the content for the network, as well as a sectoral brief for legislators. Together with the Global Fund, UNDP and the Convention Secretariat are investigating possibilities for a global event for parliamentarians to promote strengthened tobacco taxes, to be held in 2022.

**i) Sectoral briefs:**

Sectoral briefs are being prepared to encourage the support of other sectors at country-level for WHO FCTC implementation. Sectoral briefs are planned for agriculture and environment, trade and industry, legislators, finance/revenue, labour, communications, education, foreign affairs, interior and local government, justice and law, and the executive branch. The Convention Secretariat and UNDP will identify a suitable opportunity to publish the set of 11 sectoral briefs.

**j) Development planning and WHO FCTC Analyses:**

UNDP conducted an analysis of development plans in FCTC 2030 project countries to assess whether countries are acting to promote WHO FCTC implementation within the context of sustainable development, and to identify country-specific opportunities for strengthened integration. This review will guide our future implementation support, including on sustainability for WHO FCTC implementation by Parties that conclude on the FCTC 2030 project (as Phase 1 countries have).

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<sup>10</sup> Armenia, Bhutan, Burkina Faso, Cabo Verde, Chad, Colombia, Costa Rica, Eswatini, Fiji, Ghana, Iran (Islamic Republic of), Lao People's Democratic Republic, Lebanon, Mongolia, Montenegro, Mozambique, Nepal, Panama, Serbia, Sierra Leone, Sri Lanka, Suriname, Tunisia, Timor-Leste, United Republic of Tanzania and Zambia

<sup>11</sup> AGORA is a global knowledge platform on parliamentary development. More information at: <https://agora-parl.org>.

**k) Review of national COVID-19 response strategies:**

UNDP worked with the Convention Secretariat to undertake an early informal review of national COVID-19 response strategies for 71 countries to determine whether tobacco control was included, and to inform how we can provide support for stronger WHO FCTC implementation as part of country-level response and recovery. Of the 13 countries that included tobacco control in their national COVID-19 response strategies, seven were FCTC 2030 project countries.

**l) Evidence update on tobacco use and impact in LMICs**

The Convention Secretariat has engaged an expert to conduct an evidence review of (i) the use of tobacco, (ii) the social, economic and environmental impact of tobacco, (iii) barriers for implementation, and (iv) implementation needs of LMICs to inform future support from the Convention Secretariat. Findings will guide our future implementation support, including on sustainability for WHO FCTC implementation by Parties that conclude on the FCTC 2030 project (as Phase 1 countries have).

**m) Global and regional activities to support FCTC 2030 project:**

The Convention Secretariat has made financial resources available to WHO Regional Offices to implement joint projects to advance the implementation of the WHO FCTC. During this reporting period:

- the Regional Office for the Americas updated their virtual course *Tobacco and Public Health: From Theory to Practice*;
- the Regional Office for the Eastern Mediterranean organized the *Meeting on Implementation of the WHO FCTC by Parties Experiencing Complex Emergency Situations* from 28 to 30 September 2021; and a *Workshop on legal aspects of WHO FCTC implementation* in November/December 2021 with the McCabe Center for Law and Cancer (a WHO FCTC Knowledge Hub on Legal Challenges); and
- the Regional Office for Europe prepared video case studies, fact sheets, informational notes on tobacco control and started development of an e-learning course on tobacco law enforcement.

The Convention Secretariat also delivered the following capacity building workshops:

- a workshop on plain packaging for tobacco products, in partnership with the WHO HQ Public Health Law and Policies Unit (on 9 December 2021). Ministries of

Health, Interior, Economy and Finance representatives from 12 countries<sup>12</sup> took part in the workshop;

- Workshop #7 on the Economics of Tobacco Control, in partnership with the WHO FCTC Knowledge Hub on Tobacco Taxation (14 March to 1 April 2022); and
- three workshops for ODA-eligible countries on Strategic Communication for WHO FCTC Implementation (23-24 March, 5-6 April and 7 April 2022).

**n) Specialist consultant support:**

To support project implementation, the FCTC 2030 project had six expert regional consultants during the reporting period (at between 50% to 100% FTE). Five of these consultants worked closely with WHO FCTC focal points in Ministries of Health and technical partners to support the Convention Secretariat in implementing the FCTC 2030 project at country-level, and one consultant focused on analysis and review of evidence, monitoring and evaluation.

**o) External evaluation:**

The University of York finalized the report on the independent external evaluation of the FCTC 2030 project and presented their findings to project donors on 29 November 2021. There are also plans for the evaluation team to publish and present their findings for educational, scientific or research purposes.

**p) Governance missions:**

Due to the COVID-19 pandemic, no face-to-face missions have been conducted since April 2020. Support from the FCTC 2030 project continues to be provided to project countries via electronic means of communication. Regular contact with countries is maintained to discuss and evaluate progress, address issues and provide technical support.

**q) FCTC 2030 Annual Planning Workshop:**

Due to the COVID-19 pandemic, no workshops were planned during the reporting period.

**r) Connections with donor's diplomatic posts in project countries:**

Where possible, the Convention Secretariat has encouraged the participation of donor's diplomatic posts in FCTC 2030 project countries to collaborate and promote the implementation of the FCTC 2030 project.

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<sup>12</sup> Armenia, Burkina Faso, Colombia, Costa Rica, Chile, El Salvador, Georgia, Islamic Republic of Iran, Panama, Samoa, Sri Lanka, Suriname

**Budget:**

Certified financial statements of income and expenditure will be provided in accordance with the donor agreement.

Secretariat of the WHO FCTC

Geneva, 31 March 2022

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