

FCTC 2030 PROJECT:

TECHNICAL REPORT FOR DONOR FOR PERIOD 1 APRIL 2021 TO 30 SEPTEMBER 2021

In 2016, the UK Government and the WHO Framework Convention on Tobacco Control (WHO FCTC) Secretariat (Convention Secretariat) established the FCTC 2030 project, with the aim of accelerating the implementation of the WHO FCTC in low- and middle-income countries (LMICs). 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 an agreement to amend the end date of donor agreement from 31 March 2021 to 31 March 2022, the FCTC 2030 work plan for this UK financial year (2021/22) 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 30 September 2021. 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 continues to impact international development work. The Convention Secretariat now maximizes the use of virtual communications for remote support and promotes country-level implementation using national resources as much as possible to continue delivery.

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 a Call for Expression of Interest to Phase 1 countries in February/March 2021. This aimed to focus the countries on priority areas of the FCTC 2030 project and identify those committed to accelerating tobacco control and who are keen to continue receiving support through the project. Following this application process, the Convention Secretariat confirmed support for 13 of the 15 phase 1

countries¹ for the period April 2021 to March 2022. Seven² phase 1 project countries requested and were provided with human resources at country level (arranged through WHO Country Offices) to support project implementation. Some highlights of outputs by phase 1 project countries include:

- *Cabo Verde*: Developed a tobacco control bill where efforts are made for its submission to the Parliament for consideration. Upon request, the Convention Secretariat facilitated the collaboration with Brazil, which has shared cessation guidelines and protocols with Cabo Verde as well as awareness raising materials for schools and universities, which can be adapted for the national context.
- *Cambodia*: Trained local enforcement officers on the ban on tobacco advertising, promotion and sponsorship including point of sale, on pictorial health warnings and smoke-free environments. Held a workshop with local enforcement officers to evaluate inspections conducted following the training provided. Also conducted training on tobacco cessation and counselling in the context of COVID-19 for staff in health centres and district referral hospitals.
- *Chad*: Collected data and drafted the mid-term evaluation report on the implementation of the national tobacco control strategic plan; the final draft of the report is under review. Conducted two parliamentary missions from 4 to 11 August and 21 to 28 August 2021. The overall aim was to raise awareness and sensitize stakeholders about smoke-free environments. From 30 June 2021, health warnings need to cover 80% of the main surfaces of tobacco packaging. Chad is also working on legislative amendments to the tobacco control law, specifically on requiring regular tax increases, allocation of tax to tobacco control and countering tobacco industry interference.
- *Colombia*: Supported the Ministry of Health in the preparation of a technical note on electronic nicotine delivery systems, heated tobacco products and snus to defend their position on the regulations. Organized a multi-stakeholder event in July 2021 for the dissemination of FCTC 2030 project results achieved between 2017 and 2021. Colombia also shared their experience with Suriname on how they engaged a national legal officer and expert to progress their plans for adoption of plain packaging.
- *El Salvador*: Provided guidance to the Ministry of Health on the establishment of a national coordination mechanism (NCM) for tobacco control, NCM stakeholder analysis and mapping, as well as NCM rules of procedure.

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

² Cambodia, Colombia, Georgia, Jordan, Nepal, Sierra Leone and Zambia.

- Georgia:* The Parliament of Georgia has been selected to receive the United Nations Inter-Agency Task Force on the Prevention and Control of Non-communicable Diseases Award (UNIATF) in recognition of their outstanding efforts to strengthen national tobacco control legislation and reduce the heavy burden of tobacco-attributable noncommunicable diseases (NCDs) in Georgia. Engaged the Knowledge Hub on Tobacco Taxation and Illicit Trade who conducted an Online Workshop on Measures to Minimize Illicit Trade in May 2021 for the Ministry of Finance with the aim of strengthening tobacco taxation and tax administration. With support from the Convention Secretariat, WHO, the Tax Knowledge Hub and two parliamentarians, the National Centre for Disease Control and Public Health of Georgia prepared and submitted a taxation package, which included the studies that modelled taxation and end-game scenarios, to the Parliament and the Ministry of Finance for consideration and adoption. Drafted legislative amendments to ban smoking in taxis and in private cars (in the presence of minors), to regulate additives, to ban tobacco brand sharing and to strengthen mechanisms to enforce the ban on tobacco advertising, promotion and sponsorship on the internet and at point of sale. These legislative amendments have been submitted to the legislative committee of the Parliament to initiate the review and parliamentary adoption process. NCDC selected two pictorial health warnings for heated tobacco products which will now be submitted for approval and adoption by the Parliament. Georgia also shared their experience on developing an enforcement guide with Armenia. Finalized and shared with Georgia an Article 5.2a advocacy and discussion paper, including draft NCM terms of reference, sector-specific advocacy messages and roles, and key guidance for establishing a dedicated NCM for tobacco control.
- Jordan:* Instructions No. (1) of 2021 for waterpipe serving places and the ban of smoking with all its types and forms inside public places came into effect on 7 June 2021. In accordance with Article 5(a)(6) of these instructions, the Ministry of Health has drafted the conditions for the proposed health warnings that must be placed on the hookahs in places where the service is provided. There are also plans to engage international experts to review Jordan's proposal to amend the Public Health Law and align it with the WHO FCTC. With regards to promoting compliance and enforcement of the law, Jordan has developed a strategy for inspections. The Ministry of Health and the City of Amman will collaborate on inspections. There are two inspection protocols, one for the Ministry of Health and one for the Greater Amman Municipality (developed with support from the Bloomberg Healthy Cities Partnership) and a business owners guide. These were launched at the end of September 2021. Currently Jordan is incorporating comments from international experts and national stakeholders following a review of the final draft of the five-year national strategy for tobacco control and a Ministerial decree for graphic health warnings on tobacco packaging.

- *Madagascar*: Following inputs from the Commission for the Penal System Reform, the Commission on Business Law Reform is currently reviewing the draft tobacco control law. Both Commissions are under the Ministry of Justice. National stakeholders have requested for the Convention Secretariat to follow the amendment process and provide technical assistance if necessary. Madagascar will also be initiating the conduct of the WHO NCD STEPS/TQS survey (Tobacco Questions for Surveys) in October 2021. Terms of reference for five NCM subcommittees sent to the Ministry of Health for approval.
- *Nepal*: Completed data collection and the WHO FCTC investment case will be refreshed, finalized and formally handed over in Q4 2021 or Q1 of 2022.
- *Samoa*: Plans to monitor sale of tipi (Samoan tobacco) and to identify ways of regulating it; and plans to establish standard operating procedures on enforcement and mobilize community support to strengthen compliance.
- *Sierra Leone*: The Minister of Health and Sanitation has signed the tobacco control bill, which is now with the Parliamentary Council of the Ministry of Justice for printing, gazetting then submission to the Parliament for consideration. Planning is underway to support the passage of the bill. Sierra Leone is also planning for the launch of the SDG brief.
- *Sri Lanka*: Sri Lanka's draft legislative amendments to strengthen definitions, penalties and other provisions related to plain packaging as well as Articles 13, 16 and 20 were reviewed and NATA will set a timeline for pursuing these amendments.
- *Zambia*: Zambia is to undertake the final steps to present the tobacco control bill to the Parliament for consideration. After recent elections, there are plans to conduct a series of meetings with Members of Parliament and government authorities to encourage the adoption of the tobacco control bill. Zambia's draft tobacco control strategy reviewed and preparations are underway for the conduct of the Global Youth Tobacco Survey.

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 2022.³ Five project countries⁴ requested

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

⁴ Lao People's Democratic Republic, Mozambique, Serbia, Suriname and Tunisia.

and were provided with human resource support. Some highlights of outputs at country level by phase 2 project countries include:

- *Armenia*: The National Assembly of Armenia has been selected to receive the 2021 United Nations Inter-Agency Task Force Award for enacting a landmark tobacco control law, which will protect Armenian population from tobacco-related harms. Through the FCTC 2030 project, Armenia's draft national tobacco control strategy was reviewed and is now circulating within the government for consultations and then approval.
- *Eswatini*: Eswatini is updating its Tobacco Control Policy and has held stakeholder consultations to discuss the draft policy. The revised draft policy is now with the Public Policy and Coordination Unit, which is part of the Prime Minister's Cabinet, for final appraisal. This will then be sent to Parliament for adoption, and subsequently the Ministry of Health for dissemination. Eswatini has also engaged a consultant to work on drafting tobacco control regulations.
- *Fiji*: Presented preliminary findings of the WHO FCTC investment case to the Ministry of Health and Medical Services (MoHMS) focal points in June 2021 and subsequently to the Minister of Health and Medical Services and the Permanent Secretary of Health in September 2021. The investment case has made four recommendations for the endorsement of the Minister; after which, MoHMS will prepare a cabinet discussion paper for the Minister to present in Parliament. Completed a discussion paper on Article 5.3 which included guidance and recommendations for countering tobacco industry interference. Proposed legal amendments to the Tobacco Control Act, which includes strengthening definitions and provisions related to Articles 8, 9/10, 11, 13 and 16.
- *Lao People's Democratic Republic*: Engaged international enforcement experts to conduct a national workshop with key stakeholders to develop enforcement guidelines. Drafting of the enforcement guidelines is ongoing. Completed the national tobacco control strategy roadmap, an Article 5 overview webinar, and an Article 5.1 situation analysis to inform national strategy development.
- *Mozambique*: Through the FCTC 2030 project, the draft national strategy for tobacco control was reviewed and draft terms of reference for the national coordinating mechanism (NCM) developed. Held a two-day consultation in September 2021 where the tobacco control committee reviewed the draft tobacco control law, the draft national strategy, the initial results of the WHO FCTC investment case and the terms of reference for the NCM. After incorporating feedback from the review, these documents will now go to the Council of Directors of the Ministry of Health before it is sent to the Minister of Health for agreement, and then to the Parliament. Preparations are underway for an awareness raising

event for Parliamentarians on these tobacco control policy developments. Mozambique has also requested the Tax Knowledge Hub for assistance in developing a new tax model and has provided necessary information as a first step.

- *Serbia*: Established a working group under the Ministry of Health to work on updating the national tobacco control strategy. Also established a multisectoral working group who will work on amendments to the tobacco control law. Planning is underway with an international expert to organize workshops in 2022 to discuss and overcome challenges in implementing the WHO FCTC, specifically in relation to novel tobacco products, smokeless tobacco products and waterpipes. There are also plans to organize a two-day meeting in October or November for members of the National Assembly; and to organize meetings with different government agencies to disseminate and highlight findings from the WHO FCTC investment case findings.
- *Suriname*: A meeting with the Director of Finance is planned to discuss excise tax increase on tobacco products. Completed an Article 5.1 situation analysis, guidance paper and review webinar with the Ministry of Health. The draft tobacco control strategy will be ready in October 2021 and consultations will be held with different government sectors to refine the strategy with the aim to have the final version ready by December 2021. Also provided Ministry of Health with support to implement Article 5.2, including a stakeholder analysis, NCM guidance and NCM terms of reference. To support the implementation of Article 5.3, the Ministry of Health will explore different country examples of implementation and identify a suitable form for the national context. Suriname is also considering developing policy options for the introduction of plain packaging.
- *Tunisia*: Ongoing meetings held with the national tobacco control committee, health and social affairs committee in Parliament and other authorities for the ratification of a new tobacco control law, in accordance with WHO FCTC obligations and guidelines. Plans to organize an enforcement workshop to promote compliance and enforce the Ministerial Decree and its implementation procedures on the ban on smoking in public places.

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 countries have been selected. A public announcement was made on 21 July 2021.⁵ The Convention Secretariat has initiated

⁵ <https://fctc.who.int/newsroom/news/item/21-07-2021-nine-additional-countries-become-part-of-the-fctc-2030-project>

contact with all nine Parties⁶ and has conducted inception calls with eight. Countries are now working on their FCTC 2030 project high-level objective and 2021/2022 project workplans, and identifying dates for the project launch. Montenegro was the first Phase 3 country to formally launch the project at a ceremony with the Minister of Health on 30 September 2021.

d) Article 5 support to countries:

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). The project plans to support at least five countries on Article 5.1 and five countries on Article 5.2a over the next six months. 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 and Illicit Trade (based at University of Cape Town, South Africa) as well as WHO Tax Unit and other academic partners, to consolidate efforts. 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 FCTC 2030 project countries. The FCTC 2030 project supported the participation of teams from El Salvador, Mozambique, Sri Lanka, Suriname and Zambia, with representatives from finance, commerce, economic affairs, health and agriculture. The Convention Secretariat has plans to organize similar virtual workshops for FCTC 2030 project countries and other LMICs in the first quarter (Q1) of 2022.

⁶ Phase 3 – Burkina Faso, Bhutan, Ghana, Islamic Republic of Iran, Mongolia, Montenegro, Panama, United Republic of Tanzania and Timor-Leste.

f) WHO FCTC Investment Cases:

The project has handed over WHO FCTC Investment Cases in 14 phase 1 FCTC 2030 countries⁷ and two phase 2 countries (Eswatini and Suriname) in this reporting period. The handover of investment cases to the remaining Phase 2 countries will be scheduled in Q4 of 2021 or Q1 of 2022, with an offer to deliver awareness raising events with stakeholders and press at country-level. The project has also begun data collection and remote research for all nine Phase 3 countries.

A review of actions undertaken by governments since the development of the WHO FCTC investment cases found that 15 governments have acted on 24 measures. The most frequent actions taken were the strengthening of tobacco control governance and fiscal measures. The project will continue to monitor these developments and synthesize findings.

g) SDG and WHO FCTC Briefs:

The FCTC 2030 project supported development of briefs on WHO FCTC and SDG interactions for eight project countries.⁸ Five governments have cleared the briefs (Cabo Verde, Chad, Lao People's Democratic Republic, Sierra Leone and Zambia) and these are ready for launch when the opportunity can be arranged. The remaining three are with governments for review or awaiting government clearance to publish. When finalized, the SDG briefs will be formally handed over to governments, with an offer to deliver awareness raising events with stakeholders and press at country-level.

h) Parliamentary Network:

The Parliamentary Caucus on Tobacco Control will launch with a two-day workshop held for members of the Serbian National Assembly in Q4 2021. The website, hosted on the Agora platform, is online, but not live yet (can only be accessed with the direct link). The work to build the virtual parliamentary network on the UNDP AGORA platform is ongoing.⁹ Two documents – a sectoral brief for legislators and a 'mythbusters' introduction to tobacco control for Parliamentarians, will be launched with the network. 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.

⁷ All Phase 1 countries except Egypt.

⁸ Cabo Verde, Chad, Colombia, Lao People's Democratic Republic, Nepal, Sierra Leone, Sri Lanka and Zambia

⁹ UNDP manages AGORA, the Global Portal for Parliamentary Development, which is the leading knowledge hub for the parliamentary development community. More information at: www.agora-parl.org

i) Sectoral briefs:

Through the FCTC 2030 project, UNDP has completed draft briefs for parliamentarians, finance/revenue, labour, environment and agriculture and for trade and industry ministries on how they can support WHO FCTC implementation. The first set of sectoral briefs will be launched in Q4 of 2021. Work on the second set of six sectoral briefs has begun. The briefs will cover communications, education, foreign affairs, justice, interior and local governments as well as executive branches. These will be completed by March 2022.

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 paper titled *Centering tobacco control in sustainable development – an analysis of 24 countries’ integration of the WHO FCTC in development planning* has been reviewed and is to be finalized in Q4.

k) Review of national COVID-19 response strategies:

UNDP worked with the Convention Secretariat to undertake an early 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 a consultant 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 be used in the position paper on the WHO FCTC in the era of COVID-19 and for informing the development of a resource mobilization strategy

m) 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 Africa is supporting Madagascar to conduct the WHO NCD STEPS/TQS survey;
- the Regional Office for the Americas will be updating 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 will be organizing with the McCabe Center for Law and Cancer (a WHO FCTC Knowledge Hub on Legal Challenges) a Workshop on legal aspects of WHO FCTC implementation in November/December 2021;
- the Regional Office for Europe is finalizing video case studies with a focus on strengthening enforcement, as well as fact sheets and informational notes on tobacco control; and
- the Regional Office for the Western Pacific is planning to organize a workshop on the Economics of Tobacco Control to support implementation of Article 6 in Pacific Island Countries.

n) Specialist consultant support:

To support project implementation, the FCTC 2030 project recruited five tobacco control experts as regional consultants in 2020 and has six for the current project year (between 50% to 100% FTE – Full-Time Equivalent). Five of them work closely with WHO FCTC focal points in Ministries of Health and technical partners to support the Convention Secretariat in implementation of the project; and a consultant focuses on analysis and review of evidence, information and technical reports.

o) Monitoring and evaluation:

The University of York has finalized the report on the independent external evaluation of the FCTC 2030 project, and a meeting will be organized to present the findings to project donors.

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 made 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 are planned.

r) Connection with UK FCO to promote FCTC 2030 at country level:

As the UK has requested, the Convention Secretariat has remained in communication with UK diplomatic posts in FCTC 2030 Parties to collaborate to promote the implementation of the FCTC 2030 project at country-level.

Budget:

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

Secretariat of the WHO FCTC

Geneva, 30 September 2021

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