

THE FOUNDATION AND THE WORLD HEALTH ORGANIZATION'S FRAMEWORK CONVENTION ON TOBACCO CONTROL

Dr. Derek Yach, the Foundation's president, was part of a small group instrumental in getting the landmark treaty on tobacco control, the World Health Organization's Framework Convention on Tobacco Control (WHO FCTC), drafted and approved in 2003. While the FCTC has led to great work to reduce smoking rates in certain parts of the world, more needs to be done to assist the 1 billion smokers worldwide. The Foundation focuses on specific articles of the FCTC that have been underfunded or not acted upon. Specifically, our objectives address the following articles of the FCTC:

Objective	Article	FSFW Action	Impact
Cessation Support	Article 14: Demand reduction measures concerning tobacco dependence and cessation	Investing in research to support smoking cessation and harm reduction	Develop tools and accelerate change
Global Funding	Article 20: Research, surveillance and exchange of information	Focusing on low- to middle- income countries	Fill the support and research gap between countries
Innovation Support	Article 22: Cooperation in the scientific, technical and legal fields and provision of related expertise	Funding and supporting research and innovation	Bolster development of health technologies
Environment Safety	Article 18: Protection of the environment and the health of persons	Focusing on the elimination of combustible cigarettes	Transform the tobacco industry
Supporting Local Economies	Article 17: Provision of support for economically viable alternative activities	Establishing our Agricultural Transformation Initiative	Develop economies and raise income of smallholder farmers
Public Awareness	Article 12: Education, communication, training and public awareness	Educating the population about smoking cessation and harm reduction solutions	Increase awareness about availability and progress of health tech solutions