

160th SESSION OF THE EXECUTIVE COMMITTEE

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CE160.R10
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RESOLUTION

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STRATEGY AND PLAN OF ACTION TO STRENGTHEN TOBACCO CONTROL IN THE REGION OF THE AMERICAS 2018-2022

THE 160th SESSION OF THE EXECUTIVE COMMITTEE,

Having reviewed the proposed *Strategy and Plan of Action to Strengthen Tobacco Control in the Region of the Americas 2018-2022* (Document CE160/19),

RESOLVES:

To recommend that the 29th Pan American Sanitary Conference adopt a resolution in accordance with the following terms:

STRATEGY AND PLAN OF ACTION TO STRENGTHEN TOBACCO CONTROL IN THE REGION OF THE AMERICAS 2018-2022

THE 29th PAN AMERICAN SANITARY CONFERENCE,

Having examined the *Strategy and Plan of Action to Strengthen Tobacco Control in the Region of the Americas 2018-2022* (Document CSP29/__);

Recognizing that tobacco use and exposure to tobacco smoke remain a serious public health problem and are a common risk factor for the main noncommunicable diseases;

Recognizing that noncommunicable diseases are the primary cause of mortality in the Region and that approximately one-third of the deaths from noncommunicable diseases are premature, occurring in people aged 30-70;

Recognizing the high cost of tobacco-related illness to households and health systems in the Member States, which exacerbates poverty and inequalities in health and hinders achievement of the objective of universal health in the Region;

Recognizing that even though the Framework Convention on Tobacco Control (FCTC) of the World Health Organization has been internationally in force for 12 years and that 30 Member States in the Region are States Parties to it, progress in implementing its measures has been unequal among the countries and in terms of the types of measures approved, and the pace of their implementation has been slowing;

Recognizing also that many circumstances have hindered domestic implementation of FCTC measures by the States Parties, but underscoring that the common and greatest challenge to all countries is interference by the tobacco industry and those who work to further its interests;

Observing that this Strategy and Plan of Action prioritizes the FCTC measures contained in the interventions for NCD prevention and control, which WHO has determined to be highly cost-effective and capable of implementation even in contexts of limited resources, making its implementation important for all Member States, regardless of whether they are States Parties to the FCTC,

RESOLVES:

1. To approve the *Strategy and Plan of Action to Strengthen Tobacco Control in the Region of the Americas 2018-2022* (Document CSP29/__) within the context of the specific conditions of each country.
2. To urge the Member States, considering their national context, to:
 - a) promote public health practices that protect the general public, and children and adolescents in particular, from the dangers of tobacco use and exposure to tobacco smoke, with the ultimate goal of reducing the burden of disease and death that they entail;
 - b) prioritize the adoption of a comprehensive regulation on smoke-free environments and the inclusion of health warnings on the packaging of tobacco products, as well as the strengthening and eventual improvement of existing regulations on these matters and their enforcement, so that these measures protect the entire population of the Americas;
 - c) consider adopting or strengthening implementation of the remaining FCTC measures, with special emphasis on banning the advertising, promotion, and sponsorship of tobacco products in accordance with Article 13 of the FCTC and adopting fiscal measures to reduce the demand for tobacco;

- d) regard taxes on tobacco as a source of revenue that, pursuant to domestic legislation, could be used as a domestic source of financing for health in particular and development in general;
- e) strengthen their national surveillance systems to enable countries to evaluate not only the prevalence of tobacco use, but the effectiveness of the measures implemented and to obtain information disaggregated by sex, gender, ethnicity, and other factors, insofar as possible, and use this information to create evidence-based interventions targeted to reduce disparities;
- f) oppose attempts by the tobacco industry and its front groups to interfere with, delay, hinder, or impede implementation of tobacco control measures designed to protect public health, and recognize the need to monitor, document, and, pursuant to current domestic legislation, publicize industry activities in order to expose industry strategies and reduce their effectiveness;
- g) consider the need for legal instruments to address the issue of conflicts of interests among government officials and employees with respect to tobacco control;
- h) consider, if Party to the FCTC, ratification of the Protocol to Eliminate Illicit Trade in Tobacco Products to ensure its speedy entry into force at the international level.

3. Request the Director to:

- a) assist the Member States in the preparation, review, and implementation of tobacco control regulations and policies, regardless of whether they are States Parties to the FCTC;
- b) promote technical cooperation with and among countries to share best practices and lessons learned;
- c) strengthen technical cooperation to improve Member States' capacities to promote policy coherence between trade and public health in the context of tobacco control, to protect health from tobacco industry interference;
- d) promote partnerships with other international organizations and subregional entities, as well as members of civil society at the national and international levels, for the execution of this Strategy and Plan of Action.

(Sixth meeting, 28 June 2017)