

International Tobacco Control

The only consumer product proven to kill more than half of its regular users, tobacco will be responsible for 5.4 million deaths worldwide this year alone. If current trends continue, the cancer burden in the developing world will more than double in the next 25 years – resulting in more than 10 million deaths worldwide each year. At least 7 million of these deaths will occur in low- and middle-income countries, in nations least prepared to deal with the financial, social, and political consequences of this global public health tragedy. If left unchecked, tobacco use will kill more than 1 billion people in this century.

With more than 90 years of experience and as the largest and most experienced voluntary health agency in the world, the American Cancer Society is a leading force in the global effort to reduce and eliminate cancer and tobacco-related disease. The American Cancer Society's International Tobacco Control Program pursues three key strategies:

- Advocating for effective tobacco control policies

- Supporting tobacco control research and information dissemination
- Building capacity of organizations and individuals working in tobacco control

These strategies guide all programs, from extensive grants around the Framework Convention on Tobacco Control (FCTC), the world's first public health treaty, to our role as co-host of the Global Smokefree Partnership, and our work in the Tobacco Control Leadership Academy (TCLA).



Laura Roballo, International Tobacco Control grantee from Uruguay

Tobacco Control Grants

Our International Tobacco Control Program has developed a network of about 200 grantees in more than 70 countries. Some grants foster advocacy and research related to the FCTC; others reduce the technological divide and provide the necessary tools to advance tobacco control policy and research. There are also grants that provide modest but effective resources to developing tobacco control leaders.

These grants have made a tangible impact on the tobacco control movement. For example, the FCTC Advocacy Grants program, administered in collaboration with Cancer Research UK and



the Framework Convention Alliance (FCA), has funded more than 50 advocacy grantees in more than 20 countries. Grantees have led successful campaigns to urge their governments to sign and ratify the FCTC, enact national legislation to comply with the treaty, and build public awareness of FCTC policies. A vast majority of the targeted countries have ratified and begun to implement the agreement.

FCTC Ratification and Implementation

Aside from the efforts of its grantees to support the FCTC, the International Tobacco Control Program has made contributions to the FCTC ratification and implementation process, particularly with regard to the provisions on smoke-free air. In 2007, the American Cancer Society became the cohost of the Global Smokefree Partnership (GSP), along with the FCA. The GSP is a multi-partner initiative dedicated to promoting smoke-free policies worldwide. The GSP launched a successful campaign to build support among policy-makers for strong and effective guidelines for implementing Article 8 of the FCTC, which refers to the protection from exposure to tobacco smoke. The campaign, titled “Global Voices for a Smokefree World,” garnered signatures from more than 500 organizations from civil society in 100 countries. The adoption of the Article 8 guidelines was a tremendous achievement in global public health. To date, more than 150 countries, representing about 80 percent of the world’s population, have ratified the FCTC, and their support of the guidelines represents an unwavering commitment to

protecting the public from the hazards of secondhand smoke.

Tobacco Control Leadership Academy

To help build the capacity of tobacco control organizations and individuals, the American Cancer Society has launched the Tobacco Control Leadership Academy (TCLA). The academy is a capacity building tobacco control initiative, that helps identify and develop new tobacco control leaders. In November 2007, the International Tobacco Control team received a grant from the Pfizer Foundation to launch a TCLA in North Africa, specifically concentrating on Tunisia and Algeria. The North Africa TCLA will focus on smoke-free policies and youth development. It will be one of the first tobacco control initiatives in the region.

Journalist Training

A critical component of reducing death and disease from tobacco is educating journalists about its deadly consequences, and the ways governments and health care professionals can help save lives. We have supported journalist fellowships and training in India and Africa to educate leading regional journalists about the growing tobacco pandemic. These journalists have begun to generate awareness of the burden and, in some cases, demand changes.

For more information on our global programs, please visit our Web site at www.cancer.org/international.



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