



Objectives

By 2009:

1. Attain ratification of the WHO Framework Convention on Tobacco Control (WHO FCTC or "the Convention") in all Western Pacific Region (WPR) Member States
2. Strengthen national capacity for tobacco control to enable implementation of comprehensive tobacco control strategies in an effective and sustainable manner in at least 80% (29) of WPR Member States and areas
3. Develop and formally adopt measures to ensure sustainability of tobacco control programmes in all WPR Member States and areas
4. Establish Regional, subregional and national mechanisms to address transnational tobacco control issues
5. Enhance surveillance, research, information dissemination and advocacy across the Region

The following table provides the details of the Tobacco Free Initiative's Regional Action Plan 2005-2009, including examples of strategic actions that may be taken.

OBJECTIVE 1: <i>By 2009, attain ratification of the WHO FCTC in all WPR Member States</i>	
Expected Result 1.1 <i>Entry into force of the WHO FCTC</i>	
<i>Indicator 1.1.1</i> <i>Number of WPR Member States that ratify the Convention</i>	
Strategic actions for Member States	Strategic actions for WHO
Increase awareness of the specific obligations contained in the WHO FCTC, its opportunities and implications, and the process of ratification and implementation among key decision-makers and bodies that will be involved in the decision and process to ratify the Convention	Continue to provide technical assistance to Member States on the WHO FCTC, its opportunities and implications to countries, and the process of ratification and implementation
Collaborate with partners in the public and private sector to create and implement an advocacy campaign for the ratification of the WHO FCTC	Inform WPR Member States about and facilitate their participation in regional and global advocacy campaigns for the WHO FCTC ratification



Objective 2

OBJECTIVE 2: <i>By 2009, strengthen national capacity for tobacco control to enable implementation of comprehensive tobacco control strategies in an effective and sustainable manner in at least 80% (29) of WPR Member States and areas</i>	
Expected result 2.1 <i>WPR Member States with established national tobacco control programmes increased from 2004 baseline</i>	
Indicators:	
2.1.1 <i>Number of Member States with staff dedicated to tobacco control</i>	
2.1.2 <i>Number of Member States with officially designated national tobacco control programmes</i>	
Expected result 2.2 <i>WPR Member States with comprehensive tobacco control policies and national plans of action increased from 2004 baseline</i>	
Indicators:	
2.2.1 <i>Number of WPR Member States with national plans of action consistent with Articles 6 to 14 of the WHO FCTC</i>	
2.2.2 <i>Number of WPR Member States with national policies and legislation that reflect the key strategies outlined in the WHO FCTC</i>	
2.2.3 <i>Number of WPR Member States with clearly articulated strategies to target high-risk and potentially hard-to-reach populations</i>	
Strategic actions for Member States	Strategic actions for WHO
Establish national tobacco control programmes with dedicated staff, if none exists, or strengthen existing national tobacco control programmes	Identify Member States with no existing national tobacco control programmes and provide technical assistance for the establishment of these programmes
Review existing national plans of action and tobacco control policies and legislation, and amend these, as appropriate, to reflect the WHO FCTC provisions, as a minimum standard for a comprehensive approach to tobacco control. If no action plans, policies or legislation exist, develop new ones that are consistent with or are more stringent than the WHO FCTC	Support technical training and assistance to selected countries (particularly those with demonstrated need and political and programmatic readiness/commitment) for capacity building in tobacco control infrastructure and policy development, and comprehensive approaches consistent with the WHO FCTC
Identify and advocate for evidence-based practices suitable for local conditions	Review and collect best practice models and templates that are applicable to WPR Member States (e.g. cessation strategies applicable to the Region), and develop mechanisms for disseminating these in an efficient and timely manner
Integrate tobacco control approaches into health and education curricula. For example, ensure that appropriate cessation strategies are included in training programmes for health care service providers at all levels	Assist Member States to adapt international guidelines for integrating tobacco control into the health curricula for local use
Formulate targeted strategies to cover high-risk and hard-to-reach populations, especially the poor and underserved, whose tobacco use rates are significant	Disseminate global strategies and best-practice examples that address gender issues, high-risk and hard-to-reach populations and poverty as they relate to tobacco control



Objective 3

OBJECTIVE 3: <i>Develop and formally adopt measures to ensure sustainability of tobacco control programmes in all WPR Member States and areas</i>	
Expected Result 3.1 <i>Tobacco control approaches integrated into public health and other programmes and events</i>	
Indicators:	
3.1.1 <i>Number of Member States with multisectoral national committees that coordinate the integration of tobacco control approaches into other health and non-health programmes</i>	
3.1.2 <i>Number of Member States that integrate tobacco use prevention and cessation into health promotion, risk reduction and disease control programmes</i>	
3.1.3 <i>Number of Member States that incorporate tobacco control policies and interventions into other related non-health programmes, such as development or poverty alleviation</i>	
3.1.4 <i>Number of Regional events that incorporate tobacco control policies and approaches</i>	
Expected Result 3.2 <i>Strategies to ensure sustainability of tobacco control programmes operational in Member States</i>	
Indicators:	
3.2.1 <i>Number of WPR Member States with national budgets for tobacco control</i>	
3.2.2 <i>Number of WPR Member States with mechanisms to channel resources and funding to tobacco control programmes</i>	
3.2.3 <i>Extent of international resources committed to supporting tobacco control among WPR Member States</i>	
Strategic actions for Member States	Strategic actions for WHO
Establish, if none exists, a multisectoral committee to address tobacco control issues at the national level, as well as cross-border issues; if such a body already exists, review and strengthen the composition of the committee	Disseminate guidelines for establishing and sustaining national multisectoral tobacco control committees
Identify and utilize existing opportunities to merge tobacco control policies and interventions into related health and non-health programmes, such as those that address poverty alleviation and sustainable development. For example, Pacific island countries may explore how to incorporate tobacco control into the Healthy Islands initiative	Develop guidelines for integrating tobacco control into other WHO health programmes, such as Non-Communicable Diseases (NCD), Healthy Settings, Tuberculosis and Health Promotion programmes, as well as for other relevant non-health programmes such as those that address development and poverty alleviation
Develop national guidelines for ensuring smoke-free environments in various settings and national and local events	Coordinate and expedite efforts by Member States to incorporate tobacco control policies into national events, and regional and global events held in the Western Pacific, such as the South East Asian Games and the 2008 Olympics in Beijing, China



(Obj. 3 con't) Develop and formally adopt measures to ensure sustainability of tobacco control programmes in all WPR Member States and areas	
Strategic actions for Member States	Strategic actions for WHO
Develop administrative and legislative measures to augment funding and support to the national tobacco control programme, consistent with Article 26, which requires that each Party shall provide financial support for national tobacco control activities, and that the Parties agree that all relevant potential and existing resources should be mobilized and utilized	Identify, collate, systematically review and disseminate models for ensuring sustainability of tobacco control national programmes, with particular emphasis on those that currently exist in some WPR Member States and areas such as Australia, Guam, and New Zealand
Consistent with Article 26, advocate for tobacco control funding from national budget appropriations/allocations	Provide technical assistance and support to countries who want to legislate measures that will ensure sustained funding for tobacco control
Advocate to bilateral and multilateral donors to allocate funds and resources for tobacco control, whether directly or as a component of funding grants to related programmes such as health services development, health promotion, tuberculosis, sustainable development, healthy environments	Coordinate external support for tobacco control from international agencies and other partners for WPR Member States
Strengthen social mobilization and community participation in tobacco control activities through, for example, information and education campaigns and implementation of national smokefree policies	Provide technical assistance and other support to countries to promote social mobilization and community participation in tobacco control activities



OBJECTIVE 4: Establish Regional, subregional and national mechanisms to address transnational tobacco control issues	
Expected result 4.1 Bilateral/multilateral partnerships established to address transnational tobacco control issues	
<i>Indicators:</i>	
4.1.1 <i>Number of national, subregional and regional networks/alliances working on transnational tobacco control issues</i>	
4.1.2 <i>Number of subregional and regional meetings that include transnational tobacco control issues on their agenda</i>	
Expected result 4.2 Multisectoral strategies in support of tobacco control developed	
<i>Indicators:</i>	
4.2.1 <i>Number of interventions focusing on trade, economic, legislative, environmental, developmental and regulatory mechanisms to deal with transnational issues in actual use within the Region</i>	
Strategic actions for Member States	Strategic actions for WHO
Identify potential partners nationally, within, and outside the Region that share common concerns regarding transnational tobacco control issues	Assist Member States to establish alliances and networks that will enable them to respond more effectively to cross-border tobacco control issues at the regional and international level
Advocate for the inclusion of tobacco control transnational issues on the agenda of national, subregional and Regional bodies, such as national multisectoral coordinating committees for tobacco control, ASEAN, the Pacific Forum, Pacific Island Health Officers Association (PIHOA), and Secretariat for the Pacific Community (SPC)	Support subregional tobacco control activities among Member States with common interests and concerns
Develop and enforce collaborative interventions with neighbouring countries to regulate tobacco products and reduce the cross-border illegal trade, promotion and advertising of tobacco products	Convene a biregional meeting with WHO's South-East Asia Regional Office (SEARO) to tackle cross-border issues, particularly smuggling and harmonizing tobacco product regulation



Objective 5



Objective 5 Continuation

OBJECTIVE 5	Enhance surveillance, research, evaluation, information dissemination and advocacy across the Region, and globally
Expected Result 5.1	A set of standard global/Regional surveillance and evaluation instruments and methodologies utilized by all WPR Member States and areas
Indicator:	
5.1.1	Number of Member States that complete standardized global/regional tobacco control surveys such as the Global Youth Tobacco Survey (GYTS)
Expected result 5.2	Regional and national tobacco control research agendas developed and under implementation
Indicator:	
5.2.1	Number of WPR Member States implementing research projects that address local needs, such as the link between tobacco use and poverty, and interventions to reduce chewing tobacco
Expected result 5.3	A mechanism for disseminating information available to all WPR Member States and areas
Indicators:	
5.3.1	Number of WPR Member States and areas covered by the Global Information System on Tobacco Control (GISTC)
5.3.2	Number of average monthly "hits" for the Tobacco Free Initiative website
Expected Result 5.4	Increased public awareness of the tobacco epidemic and tobacco industry activities
Indicators:	
5.4.1	Number of WPR Member States that have local organizations in both the public and private sectors undertaking media/educational campaigns on the harmful effects of tobacco use
5.4.2	Number of WPR Member States that participate in annual World No Tobacco Day (WNTD) activities and other events highlighting the need for action against the tobacco epidemic
5.4.3	Number of WPR Member States that monitor tobacco industry activities



(Obj. 5 con't)		Enhance surveillance, research, evaluation, information dissemination and advocacy across the Region, and globally
Strategic actions for Member States		Strategic actions for WHO
Regularly implement standard global/regional surveys and evaluation on tobacco control activities and promptly report results to the WHO Regional office		Develop and disseminate standard global/regional surveillance and evaluation instruments and methods, train Member States to utilize these, and collect all data from Member States
Develop and implement a research agenda that addresses local needs and data gaps, including: (a) initiating an analysis of the relationship between tobacco use and poverty; and, (b) evaluating interventions to help reduce chewing tobacco use		Assist Member States to develop relevant and practical research agendas to support tobacco control and to submit the results of research projects for peer review and publication
Create a national database for tobacco control that includes information taken from other existing sources of data, such as school surveys and national household surveys		Coordinate data collection from other related health surveys, such as STEPwise approach to surveillance (STEPS) and the Behaviour Risk Factor Survey (BRFS)
Regularly report to the Regional Office, so that country profiles are updated on the Regional online database		Improve the WPR online database, and work with HQ and other Regional Offices to develop a standard global online database
Develop and implement a mechanism to disseminate pertinent information to local policy-makers, stakeholders and other key partners, including development agencies		Expand the existing Regional Research Clearinghouse (currently based at Universiti Sains Malay, Penang, Malaysia) and fully utilize the Regional TFI website to ensure timely dissemination of information to all WPR Member States and areas, and partners
Communicate and share information with other Member States who have similar concerns		Promote active information exchange among partners and Member States
Encourage local organizations in both the public and private sectors to undertake evidence-based media/educational campaigns on the harmful effects of tobacco use		Facilitate collaboration between non governmental organizations and other civil society bodies with TFI programmes at the national, subregional and Regional levels
Identify and actively participate in media opportunities that call attention to the tobacco epidemic, including WNTD		Coordinate WNTD and other global/Regional media events that provide the opportunity to advocate for strong action against tobacco
Cooperate as appropriate to regularly collect and disseminate information on tobacco production, manufacture, sale and other activities of the tobacco industry which have an impact on the WHO FCTC or national tobacco control activities and regularly report to WHO		Establish and maintain a global system to regularly collect and disseminate information on tobacco production, manufacture, sale and other activities of the tobacco industry that may have an impact on the WHO FCTC or national tobacco control activities and regularly communicate results to Member States
Consistent with Article 20, institute research and public inquiries into tobacco industry activities and influence at country level		Provide technical and logistic support to Member States that request inquiries into tobacco industry activities