

TOWARDS A GLOBAL BINDING TREATY

Communities Care - Why A Global Binding Treaty On Alcohol Is Needed



STRUCTURE

- Making the case for a global binding treaty on alcohol
- 2. Insights into advocacy and progress towards a global binding treaty
- 3. Lessons and way forward











CONTEXT OF FCTO

Response to the global tobacco epidemic

- Trade liberalization
- Direct foreign investment
- Global marketing
- Transnational tobacco advertising
- Promotion and Sponsorship
- International movement of contraband and counterfeit cigarettes
 - Cross border trade issue
 - Digital marketing







REASONS FOR FCTO

Preamble of FCTC

- Protect public health
- Devastating worldwide health, social, economic, environmental consequences
- Increase in worldwide consumption and production of cigarettes and other tobacco products, esp. LMICs
- Scientific evidence has unequivocally established that tobacco consumption and exposure to tobacco smoke cause death, disease and disability
- Cigarettes and some other products containing tobacco are highly engineered so as to create and maintain dependence
- Increase in smoking and other forms of tobacco consumption by women and young girls worldwide
- High levels of smoking and other forms of tobacco consumption by indigenous peoples







CASE FOR GLOBAL BINDING TREATY

- Human rights case
 - Human right to health
- Child rights case
 - Development for all
- Women's rights case
 - Protection from direct and second-hand harm
- Indigenous rights case
 - Protection from exploitation









BUILDING MOMENTUM



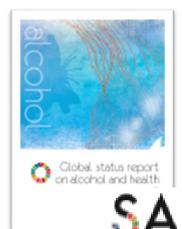
Global strategy to

reduce the harmful use of alcohol

2010













2019

2018



2020 - 2022

INDUSTRY INTERFERENCE



CSO MOBILIZATION

ON ALCOHOL CONTROL

A C M®VENDI

GROWING RECOGNITION

2018 UNGA SIDE EVENT

"Theotenation of the starts here."





2023 UNGA SIDE EVENT

"We are already on the way..."







HISTORIC ANALYSIS OF WHAT DRIVES ALCOHOL POLICY ATTENTION

Major advances for alcohol prevention and control were made

- in 1979 with the adoption of Resolution WHA32.40 on the development of the WHO program on alcohol-related problems by the Thirty-second World Health Assembly (May 7-25, 1979);
- in 1983 with the adoption of Resolution WHA36.12 on alcohol consumption and alcohol-related problems: development of national policies and programmes by the Thirty-sixth World Health Assembly (May 2-16, 1983);
- in 1989 with the adoption of two resolutions WHA42.20 on prevention and control of drug and alcohol abuse, and Resolution WHA42.41 on the health of youth by the Forty-second World Health Assembly (May 8-19, 1989);
- in 2005 with the adoption of Resolution WHA58.26 Public-health problems caused by harmful use of alcohol by the Fifty-eighth World Health Assembly (May 16-25, 2005);
- in 2008 with the adoption of Resolution WHA61.4 Strategies to reduce the harmful use of alcohol of the Sixty-first World Health Assembly (May 19-14, 2008); and finally
- in 2010 with the adoption of Resolution WHA63.13 Global strategy to reduce the harmful use of alcohol and the Report by the Secretariat to the Sixty-third World Health Assembly by the Sixty-third World Health Assembly (May 17-21, 2010).
- In 2019 with the adoption of decision <u>WHA72(11)</u> Follow-up to the political declaration of the third high-level meeting of the General Assembly on the prevention and control of non-communicable diseases, under decision point (d) the Seventy-second World Health Assembly (May 20-28, 2019) requested the Director General "to report to the Seventy-third World Health Assembly in 2020, through the Executive Board, on the implementation of WHO's global strategy to reduce the harmful use of alcohol during the first decade since its endorsement, and the way forward."
- In 2020 with the decision at the 146th Session of the WHO Executive Board (February 3-8, 2020) on Accelerating action to reduce the harmful use of alcohol
- In 2022 unanimous adoption of WHO Global Alcohol Action Plan and validation of SAFER





BEST PRACTICES AND LESSONS

- Make alcohol policy the priority it should be (put on agenda, mainstream)
- Whenever countries discuss alcohol policy the binding treaty comes
- Importance of high-profile events
- Importance of like-minded groups
- Importance to provide support to champions to legitimize the issue/their concern/interest
- Foster concrete suggestions beyond expression of interest
- Multiple countries have consistently raised the need for FCAC
- Importance of charting a path (forward)





















COUNTRY PERSPECTIVE

- Multiple countries from multiple WHO regions keep addressing the need for binding treaty
- Experience with WHO GAS lost decade
 - Need stronger support
- Face alcohol industry interference
 - Need stronger protection and counter-measures
- Face alcohol burden and want to take action
- Face lack of cross-border coordination
- Extensive experience with FCTC







WAY FORWARD

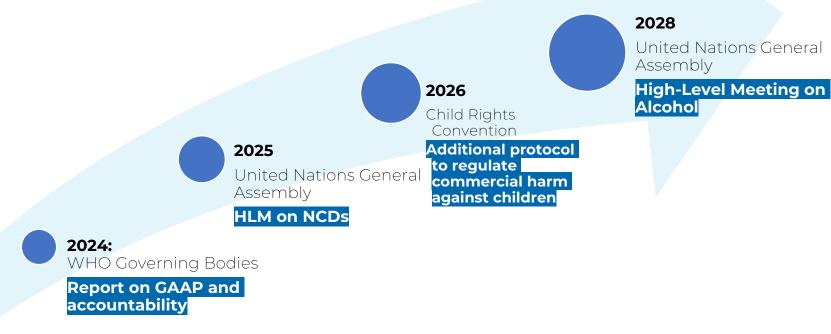
- Keep building the case
 - Expose alcohol industry interference
 - Increase recognition of alcohol harm and need for binding treaty
- Importance of concrete suggestions, concrete steps to take
 - Listen to countries
 - Listen to tobacco control colleagues
 - Listen to each other
 - Follow excellence
- Feasibility study for binding treaty
- Enabler: Taking conflict of interest serious and taking incremental steps to better protect against it
- Clarity of language, message, urgency, importance,
- Clarity of benefits







CHARTING THE PATH AS WE WALK IT



MAY 2022:

World Health Assembly

WHO Global Alcohol
Action Plan







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