



TOWARDS A GLOBAL BINDING TREATY

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

DISCLAIMER



**IT'S
NOT A
PANACEA**

MAKING THE CASE FOR A GLOBAL BINDING TREATY

CONTEXT OF FCTC

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 FCTC

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



ADVOCACY INSIGHTS AND PROGRESS

BUILDING MOMENTUM



THE GLOBAL GOALS
For Sustainable Development

2015



2010



2016



SAFER
A WORLD FREE FROM ALCOHOL-RELATED HARM



2018



PMAC

GASTEIN

2019



2020 - 2022

INDUSTRY INTERFERENCE

COUNTRY INTEREST

CSO MOBILIZATION

GROWING RECOGNITION



2018 UNGA SIDE EVENT

” The movement
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 [WHA72\(11\)](#) 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**

LESSONS AND WAY FORWARD

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**

2024:
WHO Governing Bodies
**Report on GAAP and
accountability**

2025
United Nations General
Assembly
HLM on NCDs

2026
Child Rights
Convention
**Additional protocol
to regulate
commercial harm
against children**

2028
United Nations General
Assembly
**High-Level Meeting on
Alcohol**

MOVENDI
INTERNATIONAL

FCAC
FRAMEWORK CONVENTION
ON ALCOHOL CONTROL



Development through alcohol prevention

THANK YOU

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