The FCTC came into effect on February 27, 2005, and to date 162 of 192 World Health Organization member states have become parties to the Convention, making it one of the most rapidly embraced international treaties of all time. The Conference of Parties’ secretariat has been established and meets annually to develop protocols and guidelines for implementation.

The treaty helps legislators realize that the tide of tobacco control is global and inevitable, good for both the wealth and health of nations. Not surprisingly, the tobacco industry was against a strong, legally binding FCTC, and sought voluntary agreements and self-regulating market mechanisms, which are essentially ineffective.

The tobacco industry need not fear the FCTC, as between 2010 and 2025 the number of smokers worldwide is predicted to rise from 1.4 billion to 1.7 billion, due mainly to population increases, even as smoking prevalence rates decline. Health economists predict that the FCtC will not harm national economies, even if it results in reduced consumption.

The first protocol will be on illicit trade, and guidelines have already been adopted to protect public health policies from the interference of the tobacco industry (Article 5.3). To ensure that truth about tobacco use be properly reflected in packaging and labeling of tobacco products, using picture-health warnings (Article 12) and to ban advertising, promotion, and sponsorship of tobacco products nationally and across borders (Article 13).

### MAIN PROVISIONS OF THE WHO FCTC

**Regulation of:**
- Contents, packaging, and labeling of tobacco products
- Sales to and by minors
- Illicit trade in tobacco products
- Smoking at work and public places

**Reduction in consumer demand by:**
- Price and tax measures
- Comprehensive ban on tobacco advertising, promotion, and sponsorship
- Education, training, raising public awareness, and assistance with quitting

**Protection of the environment and health of tobacco workers:**
- Support for economically viable alternative activities
- Research, surveillance, and exchange of information
- Support for legislative action to deal with liability

### WHAT WILL THE TOBACCO INDUSTRY DO?

Propagate the myth that the FCtC will harm the economy
- Argue for voluntary agreements
- Argue that smoke-free areas will harm the restaurant business
- Argue that smoke-free areas will harm the tobacco business

### INITIAL TREATY PROTOCOLS AND GUIDELINES

<table>
<thead>
<tr>
<th>Article</th>
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| 15      | Illicit trade | (under negotiation)  
1st Protocol |  
5.3 | Protection of public health policies from tobacco industry interference | Guideline |
| 8      | Protection from exposure to tobacco smoke | Guideline |
| 9      | Regulation of the contents of tobacco products | Guideline |
| 10     | Regulation of tobacco product disclosures | Guideline |
| 11     | Packaging and labeling of tobacco products | Guideline |
| 12     | Education, communication, training, and public awareness | Guideline |
| 13     | Tobacco advertising, promotion, and sponsorship | Guideline |
| 14     | Demand reduction measures concerning tobacco dependence and cessation | Guideline |
| 26     | Financial resources and assistance to developing countries and countries with economies in transition | Under discussion |