

# 10. Comprehensive bans on tobacco advertising, promotion and sponsorship - TAPS ban

Tuesday, 17 March 2015, 14:00 - 18:00



<b>Type</b>	Workshop
<b>Track</b>	Demand side: FCTC Art. 6 14, Art. 20
<b>Topic</b>	TAPS
<b>Organised by</b>	WHO FCTC Secretariat and WHO/Prevention of Noncommunicable Diseases/Tobacco Free Initiative/Regional Office for Europe/The Union Public Health Foundation India
<b>Duration</b>	Half-day
<b>Max attendees</b>	100
<b>Meeting type</b>	Open meeting
<b>Description</b>	Article 13 of the WHO Framework Convention on Tobacco Control (WHO FCTC) requires Parties to introduce a comprehensive ban on all forms of tobacco advertising, promotion and sponsorship (TAPS) within five years of entry into force of the Convention. Guidelines for implementation of Article 13 were adopted by the Conference of the Parties in 2008 and provide further guidance on how to affect a comprehensive ban. However, the tobacco industry has been pervasive and many times aggressive in undermining and circumventing TAPS legislation and regulations. The industry has also been finding new ways of promoting tobacco products through new channels not covered by various national legislative requirements. In order to be effective the implementation of article 13 requires definitions that include all forms of TAPS, as well as a coordinated governmental mechanism for monitoring, enforcement and evaluation. Public education and community awareness-raising programmes are an essential part of this ban.
<b>Target audience</b>	Tobacco control advocates, health professionals, tobacco regulators and policy makers, especially from countries which have not yet implemented comprehensive tobacco advertising, promotion and sponsorship bans
<b>Objectives</b>	<ol style="list-style-type: none"> <li>1. To review trends in the implementation globally, of measures required under Article 13 of the WHO FCTC</li> <li>2. To identify best practices in banning tobacco advertising, promotion and sponsorship</li> <li>3. To discuss options for closing the regulatory gaps to ensure full implementation of the WHO FCTC</li> <li>4. To identify the tactics and strategies employed by the tobacco industry to delay, undermine or circumvent legislation and regulations for comprehensive TAPS bans</li> </ol>
<b>Expected outcome</b>	This session will review implementation of this Article of the Convention globally, and will also provide some country experiences. It will also identify areas where progress has been slow, and address specific topics that are at present under increased attention of policy makers, such as TAPS in movies/drama/TV. Other areas to be addressed include cross-border and point-of-sale advertising, display of tobacco products at point-of-sale, advertising of tobacco (including of new products) on the Internet, corporate social responsibility tactics and sponsorship used by the tobacco industry.
<b>Keywords</b>	Tobacco advertising; promotion; sponsorship; enforcement
<b>Coordinator(s)</b>	Luminita Sanda (Switzerland), Tibor Szilagyi (Switzerland)
<b>Chair(s)</b>	Monika Arora (India), Tara Singh Bam (Singapore)
<b>Presentations</b>	<ul style="list-style-type: none"> <li>» Introduction and presentation of workshop's objectives</li> <li>» Panel discussion 1: Setting the scene</li> <li>» Panel discussion 1: Status of the global implementation of Article 13 of the WHO FCTC</li> <li>» Panel discussion 1: Countries' responses to challenges, tactics and strategies employed by tobacco industry against effective TAPS bans</li> <li>» Panel discussion 2: Experiences in tackling point-of-sale and on-pack advertising and display bans</li> <li>» Panel discussion 2: Banning cross-border advertising</li> <li>» Panel discussion 2: Regulating TAPS in drama/movies</li> <li>» Break-out groups</li> <li>» Small groups' reporting back to the room</li> <li>» Discussion of the workshop's contribution to the outcome document of the Conference</li> </ul>