

# 18. Safeguarding health from Big Tobacco: An Article 5.3 Implementation Workshop

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



<b>Type</b>	Workshop
<b>Track</b>	Globalisation of tobacco industry interference: FCTC Art. 5.3
<b>Topic</b>	Country level examples: case studies and counter strategies
<b>Organised by</b>	Corporate Accountability International, SEATCA, The Union, WHO TFI
<b>Duration</b>	Half-day
<b>Max attendees</b>	50
<b>Meeting type</b>	Open meeting
<b>Description</b>	This half-day workshop will focus on providing the tools, trainings, advocacy messaging, and campaign strategy necessary to advance FCTC Article 5.3 implementation at the national level. Participants will be introduced to a range of available tools and resources for advancing Article 5.3 and will develop action plans for advancing Article 5.3 in their countries. Note for participants: During the workshop, you will develop action plans for your countries, so your participation will be enriched by the participation of other members of civil society, government officials, and academics from your country. Where your country has already developed an action plan on Article 5.3, please bring this for review.
<b>Target audience</b>	This workshop is for advocates, experts, and governments interested in effectively safeguarding public health policies from tobacco industry interference, with a particular focus on those who are interested in implementing FCTC Article 5.3 and its guidelines
<b>Objectives</b>	<ol style="list-style-type: none"> <li>1. Give participants the tools needed to effectively pass and implement FCTC Article 5.3 and its guidelines</li> <li>2. Develop sample campaign plans that can be implemented after the conference to effectively pass and implement FCTC Article 5.3 and its guidelines</li> <li>3. Showcase real-world examples from Global South advocates who have put some of the tools from this workshop into practice</li> </ol>
<b>Expected outcome</b>	Participants will have a comprehensive understanding of how to develop and implement policies in line with FCTC Article 5.3 and its guidelines, will be aware of the tools and resources available to support them, and will have created outlines of country-level campaign plans that will enable them to advance Article 5.3 in their countries.
<b>Keywords</b>	tobacco industry; tobacco industry interference; FCTC implementation; Article 5.3; capacity building; advocacy; policy development
<b>Coordinator(s)</b>	Stella Aguinaga-Bialous (Brazil), Cloe Franko (USA)
<b>Chair(s)</b>	Mary Assunta (Malaysia), Matthew Allen (New Zealand)
<b>Presentations</b>	<ul style="list-style-type: none"> <li>» Overview of Article 5.3 and its guidelines Matthew Allen (New Zealand)</li> <li>» Overview of tools and experiences advancing Article 5.3: SEATCA Mary Assunta (Malaysia)</li> <li>» Overview of tools and experiences advancing Article 5.3: The Union Matthew Allen (New Zealand)</li> <li>» Overview of tools and experiences advancing Article 5.3: CAI Cloe Franko (USA)</li> <li>» Overview of tools and experiences advancing Article 5.3: WHO TFI Stella Aguinaga-Bialous (Brazil)</li> <li>» Overview of country experiences and challenges advancing Article 5.3 implementation: the Philippines Irene Reyes (Philippines)</li> <li>» Overview of country experiences and challenges advancing Article 5.3 implementation: Ghana Labram Musah (Ghana)</li> <li>» Overview of country experiences and challenges advancing Article 5.3 implementation: India Bobby Ramakant (India)</li> <li>» Article 5.3 action planning Stella Aguinaga-Bialous (Brazil)</li> <li>» Putting plans into practice Andrii Skipalskyi (Ukraine)</li> </ul>