

**The 14th World Conference on Tobacco or Health  
(14th WCTOH) recognizes that:**

*All tobacco products are harmful and create an economic burden especially in low income countries.*



*The global tobacco control community needs to increase efforts to combat this epidemic.*

*The tobacco industry markets all forms of tobacco products and continues to develop new tobacco products.*

*The tobacco industry obstructs effective tobacco control measures and continues to promote tobacco products through all possible means, including the entertainment industry.*

*Framework Convention on Tobacco Control (FCTC) is an effective tool for tobacco control adopted by 86% of the countries in the world.*

**The Conference hereby recommends:**

**Recommendation 1**

The World Health Organization maintains tobacco control as a first level priority.

**Recommendation 2**

By 2012, at least 90% of eligible countries will have become Parties to the FCTC.

**Recommendation 3**

By 2012, the FCTC Protocol on illicit trade in tobacco products will have been adopted, ratified and entered into force and at least one other protocol in negotiation.

**Recommendation 4**

By 2012, the parties to the FCTC will have adopted two additional Guidelines on implementation of:

Article 12: Education, communication, training and public awareness; and

Article 14: Tobacco dependence and cessation.

### **Recommendation 5**

By 2012, at least 80% of the countries will have complied with the minimum requirements under Article 8 (Protection from exposure to tobacco smoke), Article 11 (Packaging and labeling of tobacco products) and at least 50% should comply with the minimum requirements under Article 13 (Tobacco advertising, promotion and sponsorship).

### **Recommendation 6**

All parties to the FCTC will have paid their voluntary assessed contribution and at least 10% will provide extra budgetary contributions to the FCTC.

### **Recommendation 7**

Non Governmental, Development and Philanthropic organizations will provide or maintain substantive contributions for tobacco control.

### **Recommendation 8**

Governments, academia, and civil society must not accept funding or participate in the tobacco industry's youth, social responsibility, voluntary marketing, or other programmes.

### **Recommendation 9**

By 2012, the majority of the parties to FCTC would have begun tobacco cessation efforts as recommended under Article 14 of the FCTC.

### **Recommendation 10**

By 2012, 80% of the countries would have raised tobacco taxes to over 60% of the retail price.

### **Recommendation 11**

By 2012, the United Nations would have convened a General Session of Discussion on human rights and tobacco control.