

Challenges on interactions between Governments and the tobacco industry

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Some challenges of tobacco control technical staff:

- Countering industry’s “siege”**
- Change in political scene (newly elected officers need to be educated about tobacco, tobacco control AND the tobacco industry)**
- Tobacco industry often have faster access and convincing arguments**
 - Not always accurate**
 - Framed as politically correct and responsible**



- **Examples**

- **Fome Zero**

- **F1**

- **The ratification process and pressure on legislators running for re-election (painting the ratification as the socially irresponsible choice)**

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- **The WHO FCTC as political leverage to advise policy makers on industry's attempt to undermine tobacco control policies.**
 - **From governmental perspective: essential that COP offers concrete and formal pathways to advise parties on best practices for interaction with tobacco industry, keeping in mind the obligation of protecting the WHO FCTC from vested commercial interests (Article 5.3).**