

Enforce bans on tobacco advertising, promotion and sponsorship Training workshop brief

Purpose of the Workshop:

The aim of the WHO/Union workshop is to equip each participant with knowledge and skills to advocate for, achieve and implement legislation to comprehensively ban tobacco advertising, promotion and sponsorship (TAPS) in their own country.

The purpose of the workshop is to assist countries that are party to the WHO Framework Convention on Tobacco Control (FCTC) in fulfilling their obligations to comprehensively ban TAPS under Article 13 of the treaty within five years of the treaty coming into force. It can also assist parties in countries that have either not yet signed the FCTC or have genuine constitutional limits as they are required to restrict tobacco advertising to the maximum extent.

The workshop is best delivered to a single jurisdiction over three days in order to address in sufficient detail the specific and diverse strategic issues that arise in a given jurisdiction. However, a combined workshop may be feasible for jurisdictions with common language, legal systems, and stage of implementation.

The workshop content is based on:

- Article 13 Guidelines of the WHO FCTC adopted by the WHO FCTC Conference of the Parties requiring that Parties implement a comprehensive ban on all forms of TAPS within five years of ratification
- The “Enforce bans on tobacco advertising, promotion and sponsorship” component of WHO’s MPOWER package
- Best practices and lessons learned from the successful implementation in other countries

Participants in the workshop will learn how to:

- Formulate a strategic plan to develop, implement, and enforce legislation based on FCTC obligations, evidence and best practice
- Identify the resources and support (technical, human and financial) needed to implement the plan and achieve the goals
- Respond and counter opposition through skilled debate and strategic action.

Workshop outcomes:

- A national strategic action plan developed by participants, taking into account the country’s specific situation, needs and goals
- Enhanced understanding and collaboration between participants and organisations implementing legislation and enforcement in their country

Workshop content and length:

The workshop is composed of ten sessions addressing various content themes and aspects of strategic planning for implementing comprehensive legislation to eliminate tobacco advertising. When all ten sessions are used, the overall workshop duration is three days.

- Day one: knowledge presentations, combined with discussions, a skill-building exercise, and the introduction to strategy development for comprehensively banning TAPS
- Day two: facilitated strategy development in assessing and developing a legislative plan, combined with a skill-building exercise
- Day three: fine-tuning the action plans, discussing tangible next steps for participants when they return to their countries, and a final skill-building exercise that allows participants to practice “selling” their strategy to others in their country

Target Audience:

- Representatives of government responsible for drafting, implementing, enforcing and evaluating comprehensive legislation to ban TAPS. Participants may include legal advisers, members of government drafting committees and other legal bodies
- Representatives of civil society wishing to persuade governments to comprehensively ban TAPS

Number of participants:

It is recommended that the workshop is to be conducted with a maximum of 16 participants.

Faculty:

It is recommended that the workshop is to be delivered by a combination of international and in-country expert faculty.

Training methods:

The training is a combination of presentations, group work, role plays and facilitated discussions.