

Raise taxes on tobacco Training workshop brief

Purpose of the Workshop:

The aim of the workshop is to equip each participant with knowledge and skills to advocate for, develop and implement effective legislation on taxation and price measures of tobacco products in their own jurisdiction.

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 develop and implement effective tobacco taxation and price measures under Article 6 of the treaty.

The workshop is best delivered to a single jurisdiction over two 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 6 of the WHO FCTC
- Best practices and lessons learned from the successful implementation in leading jurisdictions of effective tax and price measures
- The “Raise taxes on tobacco” component of WHO’s MPOWER package
- Selected materials and examples from the TobaccoAcademy online course in tobacco control

Participants in the workshop will learn how to:

- Formulate a strategic plan to develop, implement, and enforce legislation based on 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

Workshop content and length:

The workshop is composed of four sessions addressing themes and aspects of strategic planning for implementing effective legislation to regulate the tax and price of tobacco products.

When all four sessions are used, the overall workshop duration is two days.

- Day one: presentations on rationale for higher taxes and prices of tobacco products, the effects of illicit trade on tax and price policy, and introduction to strategy development for introducing higher tobacco taxes, combined with discussions
- Day two: developing an action plan; skill building exercise that allows participants to practice “selling” their strategy to others in their country

Target Audience:

- Government representatives, particularly decision makers and regulators responsible for planning and implementation of Tax and price policies for tobacco products
- Representatives of civil society wishing to persuade governments to effectively regulate tax and price of tobacco products

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.

Teaching methods:

The teaching is a combination of presentations, group work and facilitated discussions.