Nongovernmental Organizations
And Tobacco Control
“Allying for Health”

Interregional Meeting on Enhancing the Role of Nongovernmental Organizations in Support of the Framework Convention on Tobacco Control
Cairo, Egypt, 16–18 September 2003
Final Meeting Report
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Final Meeting Report

World Health Organization
Regional Office for the Eastern Mediterranean
Cairo
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Acknowledgements

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1. INTRODUCTION

WHO Member States started negotiating the WHO Framework Convention on Tobacco Control (FCTC) in the year 2000. The negotiations lasted until 2003 when the Convention was adopted by the World Health Assembly on 21 May with resolution WHA 56.1 and was opened for signature as well as ratification.

Throughout the negotiation phases, nongovernmental organizations (NGOs) played a key role in supporting the Convention and in taking a leading role at the national level to enhance the public’s knowledge of tobacco control, and to support tobacco control related activities and actions.

In their efforts to control tobacco, NGOs took various routes including lobbying, creating alliances, holding workshops, meetings and press conferences, as well as disseminating materials. To support the continuance of these activities, in 2001 WHO launched its global project Channelling the Outrage which aimed at supporting the efforts of NGOs in different regions in tobacco control particularly in line with the FCTC.

In the Eastern Mediterranean Region, 11 projects were carried out under the umbrella of Channelling the Outrage. To evaluate the end results and get more NGOs involved in tobacco control, a workshop was held at the Regional Office in Cairo, 16–18 September 2003, hosting 20 participants which represented a wide range of NGOs from all over the Region.

The objectives of the workshop were to:

- advance NGO’s tobacco related knowledge;
- ensure that NGOs will take a leading role in lobbying for ratification of the Framework Convention on Tobacco Control (FCTC) through learning more skills and gaining new experience;
- draft a new regional plan of action.

Throughout the three days, the participants discussed possible methods of collaboration and support for the FCTC, as well as allying with other partners at national, regional and international levels. This report summarizes the outcome of this workshop with special emphasis on the best practices for tobacco control activities as recommended by the participating NGOs. It is hoped that this report will be beneficial not only for NGOs and civil society groups but also for all tobacco control advocates in their work to control tobacco consumption.

The workshop agenda, programme and list of participants are attached as Annexes 1, 2 and 3 respectively.

The meeting was opened by Dr Mohamed Abdi Jama, Deputy Regional Director, who delivered a message from Dr Hussein A. Gezairy, WHO Regional Director for the Eastern
Mediterranean. In his message, Dr Gezairy stressed the importance of the meeting, which aimed to highlight, assess and provide further direction to the internationally-funded project Channelling the Outrage within the Eastern Mediterranean Region.

Channelling the Outrage was born with the turn of the 21st century, he said, marking the beginning of the negotiations for WHO’s FCTC. The Channelling the Outrage project stemmed from the realization that supporting and providing NGOs with the relevant resources and information was key in aiding them to take the negotiations forward through their local and regional tobacco control efforts. From there, WHO’s Tobacco Free Initiative (TFI) collaborated with several NGOs in drafting guidelines for the project in an attempt to gather the resources needed to carry it out.

By 2002, Dr Gezairy explained, WHO’s six regions had received the sought-after funds enabling the project to materialize quickly. With the help and support of WHO country offices, 11 project proposals from across the Region were selected, funded and carried out during phase one of Channelling the Outrage. The countries that were involved in this first phase included Egypt, Islamic Republic of Iran, Jordan, Lebanon, Pakistan and Saudi Arabia.

The projects funded during this phase included several activities: raising awareness across various segments of society that play an integral role in shaping social beliefs associated with tobacco use; conducting training workshops for doctors and policemen; building awareness through lively competition; disseminating publications and other print material on the hazardous effects of tobacco and on the FCTC; and conducting mass religious awareness-building campaigns in Saudi Arabia, particularly during the holy month of Ramadan and the pilgrimage season.

Dr Gezairy then described the intensity of the tobacco problem, as well as the deceptive business practices of the tobacco industry, particularly in relation to targeting youth, and called upon all sectors to work together to combat the epidemic. A great deal of hope lay with NGOs to channel and coordinate efforts, and to plan for mass public awareness campaigns that would incorporate as many allies as possible. NGOs, he noted, unlike other organizations enjoyed a kind of independence void of constraints because of who and what they were. This freedom allowed them to set clear-cut objectives and expand their horizons when dealing with various health-related issues, such as the active role they played in several international health treaties including the International Code of Marketing of Breast-milk Substitutes and the Convention on the Prohibition of the Use, Stockpiling Production and Transfer of Anti-Personnel Mines and on their Destruction.

Garnering social acceptance was the central force that would drive the success of conventions forward, which would then pave the way for political and legal adoption and ratification of the FCTC. In this regard, he commended the experience of the Framework Convention Alliance (FCA) which hosted more than 100 NGOs from 35 different countries, as a great example of the merits of solid, structured and coordinated work and effort, which had brought the Convention to its current position. Dr Gezairy concluded by expressing the hope that the meeting would be a step in driving regional NGOs forward to lobby for and
support the FCTC, and also an incentive for them to continue supporting tobacco control regionally and locally.

2. TECHNICAL PRESENTATIONS

2.1 NGO activities in the Eastern Mediterranean Region and future challenges

Dr Fatimah El-Awa, Acting Regional Adviser, Tobacco Free Initiative, WHO/EMRO

With the adoption of the FCTC, the involvement of civil society groups, particularly NGOs, is vital for the ratification and implementation of the Convention.

Dr Fatimah El-Awa highlighted the importance of NGO involvement in tobacco control activities in general and FCTC-related activities in particular. Unfortunately NGOs involved in tobacco control in the Eastern Mediterranean Region are very limited; we rarely find more than one NGO in each Member State working and active in this area.

However, Channelling the Outrage as a global project was a good chance for NGOs to participate in activities directed towards tobacco control and the FCTC. The experience in the Eastern Mediterranean Region was a good one with some disadvantages but even greater advantages.

Many of the NGOs which participated in the first phase of Channelling the Outrage are members of the Framework Convention Alliance (FCA), which gave them the experience needed while implementing their projects. Their interaction within the FCA during the FCTC negotiation phases developed their skills and improved their knowledge in tobacco control which made a lot of difference in their methods of work and tobacco control strategies.

Interaction between international and national NGOs is very important in developing skills and enhancing knowledge; this has a direct impact on the activities and strategies of NGOs later on at the national level. This also gives regional and national perspective and dimension to activities carried out by international NGOs.

From the Eastern Mediterranean Region, 11 projects were implemented in the first phase of Channelling the Outrage in various Member States. The projects targeted different groups within the population, among whom were judges and legal professionals, doctors, parliamentarians, media groups and public audience. The goals and objectives of the projects varied between developing skills, disseminating information, raising awareness, and improving knowledge through public competitions. There was regular evaluation of the progress of the projects through the reports that were received from NGOs; the Regional Office for the Eastern Mediterranean (EMRO) frequently followed-up directly with NGOs. In
the selection of future projects, however, Dr El-Awa stressed that three main points will be considered:

- coordinating with the relevant national authorities while implementing the projects;
- involving the WHO Representative Offices (WRs) in all relevant aspects of the projects;
- partnerships with other NGOs in implementing and designing the projects.

NGOs should coordinate their activities with the relevant national authorities to avoid any duplication or repetition of efforts to ensure that there is harmony and that their plans complement each other.

Dr El-Awa concluded by saying that the first phase of Channelling the Outrage was a learning process and during the second phase many of the problems which were encountered previously will be avoided, and the advantages will therefore increase.

2.2 The FCTC and the role of NGOs

Ms Lia Mamniashvili, Legal Officer, Tobacco Free Initiative, WHO/HQ

Ms Lia Mamniashvili indicated that WHO and the international community recognized tobacco as a major public health pandemic and have acted to tackle the problem collectively through the development of the FCTC. She went through the different articles of the FCTC and emphasized the important role that will be undertaken by the Secretariat of the Convention in promoting it at the international community level, as well as at both the national and regional levels.

She summarized the challenges that lay ahead in three points: signing the Convention, ratifying and implementing it.

1-Promotion of its signature and ratification.

Challenges of the FCTC’s post adoption

2-Holding of regional awareness raising activities.

3-Participation of NGOs and the technical quality of their activities in support of the Convention.
Ms Mamniashvili stressed the need for capacity-building projects, such as assisting developing countries whenever requested, organizing training programmes, strengthening national capacity and providing technical support. She summarized the challenges of the post-adoption phase at the national level in the following three points:

- sustainability in tobacco control activities and the process of ratification;
- multi-sectoral involvement in both processes;
- outreach to concerned groups.

These challenges can only be met if the needed infrastructure is provided, the human resources are made available and the required funds are possible.

National capacity is the umbrella that can cater for all these needs. The main strategies for strengthening national capacity comprise: analyzing the national tobacco control situation; developing a comprehensive national plan of action; strengthening the political commitment; and establishing a continuous funding system to ensure sustainability in tobacco control activities.

Finally Ms Mamniashvili discussed the second phase of Channelling the Outrage and the lessons learned at different levels, which it is hoped will pave the way for more practical projects that will better support the future of the FCTC at the national level.

2.3 NGO presentations

Seven of the NGOs present went through the activities that were carried out under phase one of Channelling the Outrage. It was noted that the most effective projects were those implemented in collaboration with the relevant national authorities as well as those projects with a practical approach.

A set of recommendations stemmed out of discussing these projects, together with ideas for future projects. It was decided that the projects for phase two of Channelling the Outrage will be evaluated in line with these recommendations, which will require projects to:

1. Inform and stimulate debates among decision-makers.
2. Help gain support for the signature/ratification of the FCTC among decision-makers.
3. Help develop multi-sectoral networks between the civil society, the public and the private sector.
4. Specify the type of activities to be executed, i.e. direct lobbying events, campaigning, training workshops, developing side-by-side documents, researching parliamentarians’ awareness levels of the FCTC, etc.

5. Specify the focus and the extent of activities to be executed, i.e. local, national, regional or international.

6. Develop specific goals that relate to the signing and ratification of the FCTC in the respective country.

7. Develop objectives that will assist in reaching the sought-after goals.

8. Have action-oriented objectives as well as measurable outcomes.

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**LOBBING OUTLINES**

*What do the decision-makers have to hear to be persuaded to support the FCTC?*

*Who are the most effective messengers? Who will be heard? Who do they trust?*

*What are the most effective means in each country for delivering the message in support of the FCTC?*

Develop a summary of different FCTC articles in the relevant language.

Arguments that will be raised against the ratification; counter-arguments should be developed.

Identify mediums and ways of reaching decision-makers as well as the public for generating support.

The media and other NGOs are key players in networking and lobbying.

Use existing conventions and meetings, such as parliamentary meetings, regional meetings, etc to achieve the planned goals.

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**NGOs can use existing internet resources:**

- FCA: [www.ftc.org](http://www.ftc.org)
- WHO/TFI/EMRO: [www.emro.who.int/TFI/TFI.htm](http://www.emro.who.int/TFI/TFI.htm)
- WHO/TFI/HQ: [www.who.int/tobacco](http://www.who.int/tobacco)
- WORLD BANK: [www.ash.org](http://www.ash.org)
- ASH UK: [www.ash.org.uk](http://www.ash.org.uk)
- GLOBALINK: [www.globalink.org](http://www.globalink.org)
- TOBACCO FREE KIDS: [www.tobaccofreekids.org](http://www.tobaccofreekids.org)
2.4 The future of the Framework Convention Alliance

Mr Laurent Huber, Coordinator, Framework Convention Alliance

The role that was undertaken by the Framework Convention Alliance (FCA) during the FCTC negotiation phases in lobbying for the Convention and in raising awareness was well-recognized by the international community. The adoption of the FCTC is a real challenge for the FCA since they now have to move their forces beyond negotiation rooms to national policy-making levels.

Mr Laurent Huber gave a short briefing on the establishment of the FCA, formed after an initial WHO grant, and its functions. The FCA is a heterogeneous alliance of NGOs from around the world who are working jointly and separately to support the development, signing and ratification of an effective FCTC and related protocols. The Alliance includes individual NGOs and organizations working at the local or national levels, as well as existing coalitions and alliances working at national, regional and international levels. Membership of the FCA is open to NGOs that embrace the Alliance’s aims and principles in tobacco control.

Mr Huber identified the challenge lying ahead for the FCA after the adoption of the FCTC by saying that the ratification of this Convention by at least 40 countries will require significant civil society mobilization, particularly if the FCTC is to come into force within a reasonable period of time. Ensuring the strongest interpretation of measures in the FCTC is one of the main targets of the FCA in the coming period. The objectives can be summarized in the following points:

- Have the FCTC signed and ratified by a minimum of 40 countries by 31 December 2004 to bring the Convention into force.

- Achieve the implementation of the strongest possible legislation (for example, 50% pack warnings rather than 30% and instead of bans or restrictions on public smoking) in as many countries as possible.

- Begin to develop national NGO campaigns and movement-building to press for the aggressive enforcement of the strongest possible legislation, and to campaign for filling the gaps in the defective legislation.

- Isolate the tobacco industry and hostile governments so that they do not obstruct entry into force or implementation of the FCTC in individual countries.

- Ensure a prominent role for NGOs in the Conference of the Parties.

- Initiate discussions on protocols to set the stage for negotiations after entry into force.
Mr Huber concluded by saying that the negotiation phases were an excellent opportunity for NGOs to interact with each other and to learn new mechanisms in working at the international level, so the activities of the FCA will be no less effective after the adoption of the FCTC; on the contrary, the FCA is now extending its role and considering having regional focal points to better coordinate its activities at regional and national levels.

2.5 NGOs at the global level in support of tobacco control

Ms Belinda Hughes, International Tobacco Control Projects Director, Programme for Appropriate Technology in Health (PATH) Canada

Ms Belinda Hughes, as the former coordinator for the FCA, highlighted the work of the Alliance and its NGO members during the negotiation phases. She indicated that the work of NGOs during this period was marked by two elements:

- There was a predominance of western NGOs, with little involvement by NGOs from less-developed countries, and a clear divide between the FCTC and ‘preparedness’ of NGOs.

- Those NGOs that attended the negotiations were still ‘finding their feet’ in the process and came to the table with widely differing views on how to proceed.

At that time the existing coalitions were unable or unwilling to assume the role of coordinating between different NGOs. With the FCTC negotiations, there was a rising international necessity for an umbrella organization to coordinate the efforts of NGOs during the negotiation phases, educate and build interest in the FCTC within the NGO community, support and encourage action on the FCTC by NGOs and provide a coordinating function to serve and unite NGOs working on the FCTC.
After establishing the FCA, the main question was how the Alliance could address NGOs when no previous contacts had been established with them; the answer came in a set of strategies and steps that were essential for the success of the newly-established Alliance. These mainly included building relationships by maintaining contact; supporting members; producing materials on media and advocacy issues, developing policy/technical papers, writing commentaries, etc; providing technical assistance; celebrating and sharing successes and experiences; training and involvement, identifying good candidates and getting them to the FCTC negotiation sessions; maintaining discussions among FCA members about the issues through email, meetings, phones and teleconferences, in small and large groups to build and find consensus; and holding delegate briefings at the intergovernmental negotiating bodies (INBs) and at times at the regional intersessional meetings (ISMs).

Ms Hughes added that the objectives of the Alliance during this period were to identify, develop and support members; find NGO consensus where it exists and communicate it to governments and delegates; provide forums for discussions, exchange of information and intelligence and coordinate joint action. All the activities that were carried out during this period aimed at meeting the above-mentioned objectives which resulted in the significant increase of NGOs participation in all FCA activities, especially from developing countries. Members of the FCA clearly became more sophisticated, better connected lobbyists and activists as a result of their involvement in the FCTC. There was a clear growth of ‘ownership feeling’ towards the Alliance by its members, which is seen in the unanimous support for the FCA to continue.

One of the most important and unexpected results of the activities and interaction between different NGOs at that time was the success in developing south-to-south networking, which is evidenced from the clear increase in cooperation and communication between FCA members who attended the INBs.

**SUCCESS OF NGO EFFORTS REQUIRES:**

- Different approaches for different people at different times.
- Having a clear-cut objective and focus.
- Balancing support for individual action and coordinating joint action.
- Coalitions do not just happen; they take a lot of work.
Coalitions and networks need both commitment to the cause and continued effort; what is not possible today can be possible tomorrow, and vice versa. On the other hand, the experience of the FCA during the FCTC negotiation phases is so rich that it is worth learning from, and it may also be replicated at the national level to drive the ratification process forward.

2.6 The Arab Network for NGOs

*Dr Amani Kandil, Secretary-General, Arab Network for NGOs*

Dr Amani Kandil stated that her presentation would discuss the following questions:

- What is the Arab Network for NGOs?
- How was it created?
- Ideas for the Tobacco Control Network?

It took the establishers eight years to launch the Arab Network for NGOs. In 1997, a preparatory meeting was held for all interested NGOs, in which around 1500 NGOs participated. The main recommendation was to create the Network.

 Networks cannot be created by an administrative decision. The members have to be involved in the process and sometimes they have to take the initiative.

In 2002 a celebration took place in Lebanon to launch the Network. There are currently 1500 NGO members in the Network. It took a great deal of effort to achieve this, as the civil society groups were learning for the first time how to work with each other within a framework.

The main objective of creating NGO networks is to build capacity in the following areas:

- training
- research
- database on the NGOs in the Arab Network for NGOs (names, funds, activities); one of the results was 16,000 NGOs, 50%–60% of which are active in awareness. Both English and Arabic are available.
- a newsletter.

The membership of the Arab Network for NGOs is open to all NGOs, no matter what different topics and specialties they have.
The lessons learnt are as follows:

- The idea of creating an NGO has to come from the grass roots.
- There are many political, social and economic problems on the Arab agenda, and sometimes objectives are mixed together without any separation.
- Transparency and democratic approaches have to be taken into account, as this is the only way that helps to build bridges of trust between the members and the Network.
- Lack of democracy at the national level has its reflection on the NGOs’ work, as well as on their ability to participate in networks.
- Regular fund-raising is vital for the sustainability of activities and ensuring continuity.
- Developing the constitution was one of the main challenges in creating the Network. Making everyone satisfied is a real obstacle in creating any network and this should be taken into account in the process.
- Civic culture is usually controlled by the political practices at each national level, which might limit their participation in network activities.
- Competition between existing NGO networks instead of coordination and cooperation can have a negative impact on the work of NGOs.
- Limitation of funding especially after 11 September 2002, will badly affect the continuation of certain activities that are carried out both by individual NGOs and by countries.

Tobacco control organizations have two options in terms of creating their own NGOs: to play a role through an active and already existing network, or to create an alliance of NGOs already working in tobacco addiction.

3. **FUTURE STRATEGIES BY NGOS TO FURTHER SUPPORT THE FCTC**

The participating NGOs identified four key issues, advocacy, partnerships, volunteering, and integrated approaches as being some of the most effective strategies for the development of successful tobacco control programmes.
Whilst not exhaustive, the list tries to draw on the experiences of the NGO representatives present to highlight key strategies which have proved to be successful and which are recommended for future activities at both the regional and national levels.

3.1 Advocacy

- Expanding beyond the big cities and building a grass-roots base, including a body of volunteers and supporters.
- Taking a top-down approach at the local level to mobilize popular support and action on tobacco control.
- Bringing supporters into the campaign by finding useful roles for them whereby they can contribute their expertise/skills accordingly.

Mass media

It was noted that keeping the media informed about tobacco control is important and a number of suggestions on how this could be done included providing the media with information/material regularly; holding seminars for the media to release new research, raise the level of understanding regarding specific policy initiatives, etc; involving the media in the campaign as supporters.

Celebrity spokespeople

Tobacco control advocates themselves are not always the most effective spokespeople; celebrities, however, can assist as spokespeople on many occasions. The press often finds them more interesting sources of information as they can garner greater coverage for different issues. It is not always easy to get celebrities involved but the NGOs present urged colleagues to try and initiate contact whenever possible.

In addition to using celebrities as spokespeople, it was noted that it is also vital that NGOs identify public figures and leaders, find channels to reach them and use them to pressure the relevant authorities. There were many examples of how having the right contacts enabled decisions to be made more quickly and measures to be adopted accordingly; giving them a place on the board, special committees, etc, are all useful strategies in bringing these influential people into the campaign. Some real-life examples show that meeting with politicians can allow NGOs to communicate their wishes directly and often influences outcomes; inviting decision-makers to speak at meetings and conferences can frequently be beneficial, as this opportunity can be used to influence them regarding specific issues.

Involving other ministries, such as Finance, Information, etc can also be very influential, as well as maintaining regular contact, even through letters; NGOs can contact ministers by writing letters to communicate their messages.
National coalitions and networks

The usefulness of building national and regional coalitions and networks was also noted during this meeting, as they provide powerful forums for collective action and the exchange of information and advice. They are also able to bring new players into the movement to build up the campaign. Through coalitions NGOs can take joint action in support of tobacco control policies and strategies and coordinate individual action. Coalitions are able to significantly increase the strength of the tobacco control movement through combining forces.

NGOs are not all equal. Some, for various reasons, are more influential and high profile than others. Tobacco control NGOs noted the importance of working closely with these groups to use their influence to help increase the prominence of tobacco control as an issue. In some countries, for example, cancer associations have a great deal of credibility with the public and with parliamentarians, but, they are not necessarily the key NGOs in tobacco control. By working with them NGOs in tobacco control are able to utilize their influence to promote the issue, while the groups themselves gain further prominence without needing to expend many, if any, resources.

Whilst it is not always culturally appropriate and at times needs to be handled with the utmost care and compassion, tobacco control activists around the Region and the world have frequently worked with the victims of tobacco use. They are often excellent spokespeople who can speak about the dangers of tobacco use based on first-hand experiences. This can be done in the media, through public service announcements and as part of educational campaigns, such as has been done in Saudi Arabia as demonstrated below.
3.2 Partnerships

Tobacco control is not a mission that NGOs can succeed in by working in isolation. Working in partnership with other NGOs, government departments, international organizations and the WHO can greatly enhance national work. Some examples of these types of partnerships which have been formed in the Eastern Mediterranean Region and their outcomes are given below.

Partnerships with specific groups, such as religious figures, victims of tobacco use, etc can be extremely beneficial. These groups often have more influence than tobacco control activists and they are frequently happy to assist and become involved in tobacco control campaigns. Smoking has been declared prohibited religiously for many years and this religious ruling gives tobacco control activists an opportunity to cooperate with Islamic leaders in order to reduce smoking in Muslim countries.

Whilst it has been noted that working with influential NGOs can be beneficial, it is also useful to work with NGOs which are well-connected locally; this can assist tobacco control NGOs in working at a local level without having to do all the legwork themselves.

For many reasons, it is extremely important to cooperate with officials, government and official institutions, civil servants and government departments, such as the Ministry of Health, the Department of Religious Affairs, etc. Power lies with them, and it is important to build relationships with staff members at the different levels within these organizations so that efforts to lobby governments can be successful.

NGOs also noted the importance of cooperating with international organizations, such as the WHO, at both the country and regional levels. Such organizations are often happy to assist NGOs by providing written quotes and speakers at press conferences as well as endorsing reports, research, contacts, and so on. All these elements and more can significantly assist tobacco control NGOs in their efforts to build public and political support for the issue.
3.3 Volunteering

A well-managed volunteer workforce can contribute cost-effective manpower, expertise and important contacts to NGOs, and significantly benefit tobacco control campaigns. Indeed, they can sometimes be more influential than paid staff as they are often perceived as individuals that are involved purely for the purpose of fulfilling their interest and passion.

Experiences in Egypt have shown that in order to make the most of volunteers, it is vital to ensure that they are well-managed and trained, and that their roles are well-defined in a way that is both of interest to them and of benefit to the NGOs. Using volunteers is an effective strategy to expand and improve the work of NGOs without investing in additional paid staff.

3.4 Integrated approach

The strategy of integrating tobacco control messages into projects and issues from other areas provides a number of benefits. Experiences in Egypt have shown that this was cost-effective and often provided a more interesting approach than specific tobacco control awareness-raising campaigns. It also helped to broaden the understanding of tobacco control relative to other issues (health related or not), and helped introduce new partners to the campaign.

4. RECOMMENDATIONS

This meeting provided an excellent chance for NGOs to share their work experiences in tobacco control and to plan for future activities. A consensus was reached on the following actions to be taken by tobacco control NGOs in the near future:

1. A Regional Tobacco Control Network should be formed for all those interested.

2. Existing networks in coordinating tobacco control efforts should be used until the Regional Tobacco Control Network is finalized.

3. A side-by-side analysis should be prepared which compares available legislation at the country-level to the FCTC, as a background document for lobbying for the signing and ratification of the Convention.

4. The list of approaches and strategies included in this report should be adopted in order to mobilize support for the FCTC’s ratification in particular, and to generate support for tobacco control at the regional and local levels in general.

5. Other parties should be involved at the country-level as this is vital for the success of tobacco control efforts; best results are gained from involving the relevant national authorities right from the beginning, especially at the planning stages, as this will help reduce the duplication of activities.
6. The advances of the tobacco industry to join in tobacco control activities should be rejected; this approach is a common practice of the tobacco industry in its continuous attempts to become involved in tobacco control activities and then try to undermine the ‘control’ element whenever and however possible.

7. Existing programmes should be improved, making the most of the available resources, as evidence and practice have shown that this is where the challenges lie in the future (and not in developing new programmes).

8. Strategies should be developed in the light of cultural contexts and sensitivities for the achievement of best results.

9. NGOs should learn from each other’s experiences; this is still very much needed, as duplicating the same activities might not be as successful as hoped for, if not placed within the correct context.

10. NGOs should learn from and acknowledge the leading experience of the FCA as many lessons were generated by it; Regional NGOs should be encouraged to become members of the FCA to take part in their future activities.
Annex 1

AGENDA

1. Opening ceremony
2. Report on Channelling the Outrage in EMRO and future direction
3. FCTC and role of NGOs
4. Second phase of Channelling the Outrage globally and regionally
5. Briefing on NGOs and their activities
6. Briefing on Channelling activities executed by the NGOs
7. NGOs at the global level in support of tobacco control
8. The role of the Arab Network for NGOs in enhancing capacities and abilities of NGOs
9. Future plans for FCA in support of the FCTC
10. Working groups
11. Reviewing working groups’ recommendations
12. Conclusions and recommendations
13. Closing session
Annex 2

PROGRAMME

Tuesday, 16 September 2003

08.30–09.00  Registration

09.00–10.00  Opening ceremony
Message of Dr Hussein A. Gezairy, Regional Director, WHO/EMRO
Address of Dr Hamdi El-Sayed, Head, Egyptian Medical Syndicate
Election of Officers

10.40–11.00  Report on Channelling the Outrage in EMRO and future direction
Dr Fatimah El-Awa, Acting Regional Adviser, TFI/EMRO

11.00–11.20  The FCTC and the role of NGOs
Ms Lia Mamniashvili, Legal Officer, TFI/HQ

11.20–13.30  Second phase of Channelling the Outrage globally and regionally
By both HQ and EMRO

14.30–17.00  NGOs presentations on:
  a. Briefing on the NGO and its activities.
  b. Briefing on Channelling activities executed by the NGO.

(Dr Ahmed Hamed Attaya, Mrs Cecilia Chami, Mr Hisham El-Rouby, Dr Hani Jamil Haddadin, Mr Khalid Sibaithi and Dr Saeed Ul-Majeed)

Wednesday, 17 September 2003

09.00–10.30  The role of the Arab Network for NGOs in enhancing capacities and abilities of NGOs
Dr Amani Kandil, Secretary-General, Arab Network for NGOs

NGOs at the global level in support of tobacco control
Ms Belinda Hughes, International Tobacco Control Projects Director, Programme for Appropriate Technology in Health (PATH) Canada

Future plans for FCA in support of the FCTC
Mr Laurent Huber, Coordinator, Framework Convention Alliance (FCA)

10.30–17.30  Working groups:
  Working group 1 (Coordinated by Mr Hisham El-Rouby, Dr Mohamed Helmi and Ms Belinda Hughes): Health and the civil society, changing the acceptance, raising funds, lobbying,
partnerships, networking.

Working group 2 (Coordinated by Ms Nisreen Abdel-Latif, Mr Laurent Huber and Ms Lia Mamniashvili): Writing proposals for the second phase, getting the message through, the FCTC and national activities, networking with key players.

Thursday, 18 September 2003

09.00–09.15  Coordinators’ meeting
09.15–09.30  Panel for all
09.30–14.00  Working groups
14:00–15:00  Reviewing works of working groups and closing session
Annex 3

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Mrs Marianne Orfali, Senior Administrative Clerk, WHO/EMRO
Mrs Rania El-Leissy, Secretary, Tobacco Free Initiative, WHO/EMRO
Annex 4

CAIRO DECLARATION:
NGOS AND TOBACCO CONTROL “ALLYING FOR HEALTH”

Adhering to the international efforts led by the World Health Organization in controlling tobacco and its damaging effects on our societies’ well-being and health, especially on youth.

Acknowledging that nongovernmental organizations are key players, and they have a vital role in implementing tobacco control activities at all levels.

Acknowledging that enjoying a healthy lifestyle is a basic human need, which should be reflected in tobacco control activities and the rights of individuals in protecting themselves from tobacco use and its harmful effects.

Recognizing that despite the effective participation of Member States from the Eastern Mediterranean Region (EMR) in the FCTC negotiations, only 7 Member States out of a total of 23 signed the Convention, while none have ratified it yet.

The participants of the Interregional Meeting to Enhance the Role of NGOs in Supporting the Framework Convention on Tobacco Control, which was held in Cairo, 16–18 September 2003, and aimed at enhancing the role of NGOs at the national level in supporting the signing and ratification of the FCTC and thereafter its implementation, hereby call upon:

1. Governments who signed the FCTC to act immediately towards ratifying and implementing the Convention.

2. Governments who have not yet signed the FCTC to take the required steps to do so.

3. Governments and international organizations to enhance collaboration between EMR Member States to successfully implement the FCTC to protect the health and resources of its citizens.

4. International and regional organizations to support the role of NGOs and enhance NGOs participation and involvement in all activities related to the FCTC, especially in terms of its implementation and ratification, and the involvement of different sectors in activating it.

The participants of this workshop call upon the WHO Eastern Mediterranean Regional Office to follow up on the full implementation of this declaration.