

Additional background documents

January 2011

Overview of issues

American Cancer Society, Framework Convention Alliance, and Campaign for Tobacco-Free Kids. "How do you sell death...", November 2008.

http://www.fctc.org/index.php?option=com_content&view=article&id=255:how-do-you-sell-death&catid=163:advertising-promotion-and-sponsorship&Itemid=183

Campaign for Tobacco-Free Kids, Fact Sheet. Tobacco Advertising, Promotion and Sponsorship: Essential Facts, 2008. http://www.tobaccofreecenter.org/fact_sheets#advertising

Campaign for Tobacco-Free Kids, Fact Sheet. Tobacco Advertising, Promotion and Sponsorship: Evidence of the Impact of Tobacco Marketing on Tobacco Use, 2008. http://www.tobaccofreecenter.org/fact_sheets#advertising

Hastings, G. Eliminating Tobacco Promotion: Realising the FCTC Vision. Background paper prepared for WHO FCTC Article 13 Working Group, 2007. http://www.ctcr.stir.ac.uk/publications_books.htm

Evidence on the effectiveness of advertising bans

Saffer H, Chaloupka F. Tobacco advertising: Economic theory and international evidence. Working Paper 6958, National Bureau of Economic Evidence, 1999. <http://tiger.uic.edu/~fjc/Presentations/Abstracts/abstract6958.htm>

Enforcement

John S. Enforcement of Tobacco Control Polices: Global Best Practices. Ministry of Health and Family Welfare, Government of India and HealthBridge, Mumbai, 2008. http://whoindia.org/en/section20/section25_1691.htm

Tobacco industry tactics and counter-arguments

Assunta M, Chapman S. The world's most hostile environment: How the tobacco industry circumvented Singapore's advertising ban. Tobacco Control, 2004,13:51-57. http://tobaccocontrol.bmj.com/content/13/suppl_2/ii51.full

Campaign for Tobacco-Free Kids, Fact Sheet. Tobacco Advertising, Promotion and Sponsorship: Countering Industry Arguments, 2008. http://www.tobaccofreecenter.org/fact_sheets#advertising



Additional background documents

Corporate Social Responsibility

Campaign for Tobacco-Free Kids, Fact Sheet. Tobacco Advertising, Promotion and Sponsorship: Strategies to Reframe Tobacco Industry Corporate Image, 2008

http://www.tobaccofreecenter.org/fact_sheets#advertising

Framework Convention Alliance, Fact Sheet. The Wolf Dons its Fleece:

Corporate Social Responsibility by the Tobacco Industry

http://www.fctc.org/index.php?option=com_content&view=section&layout=blog&id=3&Itemid=42

Point-of-Sale

Framework Convention Alliance, Fact Sheet. Tobacco Displays: The facts

http://www.fctc.org/index.php?option=com_content&view=section&layout=blog&id=3&Itemid=42

SEATCA. Fatal Attraction: The story of point-of-sale in the Philippines, Thailand and Vietnam, March 2008.

http://www.seatca.org/index.php?option=com_content&view=section&id=14&layout=blog&Itemid=48

Plain packaging

ASH Australia, Tobacco Facts, Plain packaging of tobacco products, October 2010.

http://www.ashaust.org.au/lv3/action_plainpack.htm

Framework Convention Alliance, Fact Sheet. Plain packaging of tobacco products.

http://www.fctc.org/index.php?option=com_content&view=section&layout=blog&id=3&Itemid=42

Regulation of TAPS on the Internet

Kenyon, AT. Internet Content Regulation and the World Health Organization Framework Convention on Tobacco Control, 2009, 6:2 Script-ed, 341-354.

<http://www.law.ed.ac.uk/ahrc/script-ed/vol6-2/kenyon.asp>

Smoke-free movies

World Health Organization. Smoke-free movies: From evidence to action. Geneva, World Health Organization, 2009.

http://www.who.int/tobacco/smoke_free_movies/en/index.html

Guidance for retailers and inspectors

Guidance for those selling tobacco products. Office of Tobacco Control, Ireland, 2009.

<http://www.otc.ie/>

WHO Framework Convention on Tobacco Control (WHO FCTC)

WHO Framework Convention on Tobacco Control

http://www.who.int/fctc/text_download/en/index.html

WHO FCTC Article 5.3 Guidelines

http://www.who.int/fctc/guidelines/article_5_3/en/index.html

WHO FCTC Article 13 Guidelines

http://www.who.int/fctc/guidelines/article_13.pdf

Summary version of WHO FCTC Guidelines (including Article 13).

Framework Convention Alliance. Hold your government accountable: Using the guidelines for FCTC implementation.

http://www.fctc.org/index.php?option=com_content&view=article&id=253:fca-guidelines-holding-governments-accountable-&catid=173:general&Itemid=200