

Comprehensively banning tobacco advertising, promotion and sponsorship (TAPS)

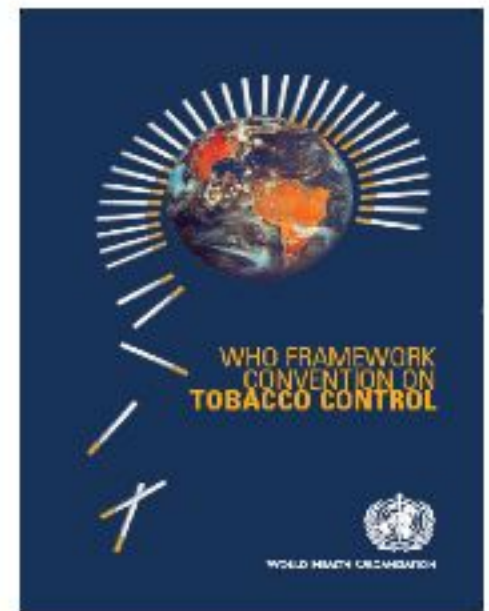
Overview of training workshop



Photo: World Health Organization

Workshop goal

To increase country capacity to comprehensively ban TAPS consistent with WHO FCTC Article 13 Guidelines and international best practices.



Workshop format

- **Presentations:** Evidence and best practice for implementation of a comprehensive ban on TAPS
- **Working sessions:** Application of evidence and experiences to your country situation, leading to a national action plan for comprehensively banning TAPS

Learning objectives

Participants will be able to:

- Explain why TAPS is a problem and what the benefits of a comprehensive ban are
- Understand the broad definition of TAPS according to the WHO FCTC and identify existing forms of TAPS in their country
- Understand Article 13 Guidelines and best practices
- Anticipate and counter tactics used by the tobacco industry
- Advocate for, develop, implement, and enforce legislation to comprehensively ban TAPS
- Formulate a strategic plan for working with key stakeholders to achieve a comprehensive ban on TAPS

Comprehensively banning TAPS: Course outline, part 1

- The problem of TAPS and how to solve it
 - various types of TAPS, including less recognized forms
 - overview of WHO FCTC Article 13 and Guidelines
- Best practices in banning TAPS
 - including lessons learned from other countries
 - considerations when drafting TAPS legislation
- Anticipating and countering industry opposition
- Effective enforcement of TAPS
 - Information and communication strategies for mobilizing support
 - the role of civil society

Comprehensively banning TAPS: Course outline, part 2

- Assessment of current legislation/regulations
- Assessment of legal and political environment
 - SWOT analysis (strength of the tobacco industry, political support, public opinion, resources)
- Identify main stakeholders and action plan for developing, implementing and enforcing a ban on TAPS
 - remaining gaps and key actions
 - responsible entity for development, implementation, enforcement, and monitoring/evaluation
 - key messages to communicate to stakeholders
 - next steps for working together to implement action plan