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## [Implementing the WHO Framework Convention on Tobacco Control: Why and how?](#)

Publication date: 2011

This package, developed for the World No Tobacco Day 2011 campaign, illustrates the reasons for, and the steps to, implementing the WHO Framework Convention on Tobacco Control guidelines adopted on: increasing taxes on tobacco products; tobacco-free public places; pictorial health warnings on tobacco packs; education, communication and training for tobacco control; banning tobacco advertising, promotion and sponsorship; cessation; surveillance; and protecting tobacco control policies from the tobacco industry.

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The WHO Framework Convention on Tobacco Control (WHO FCTC) is the first treaty negotiated under the auspices of the World Health Organization. The WHO FCTC is an evidence-based treaty that reaffirms the right of all people to the highest standard of health. The WHO FCTC represents a paradigm shift in developing a regulatory strategy to address addictive substances; in contrast to previous drug control treaties, the WHO FCTC asserts the importance of demand reduction strategies as well as supply issues.

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