



**SOUTH TO SOUTH COLLABORATION AND
CAPACITY BUILDING
IN INTERNATIONAL TOBACCO CONTROL**

Sian FitzGerald

Executive Director, PATH Canada



Canadian Role in Tobacco Control

- Domestically: strong laws, high taxes
- Internationally: support to low-income countries to strengthen their policies

PATH Canada's Role in International Tobacco Control

Enabling local institutions to:

- Understand tobacco control as a development issue
- Work with the media to enhance understanding of the multi-dimensional impact of tobacco use on health, environment, and poverty
- Advocate for strong policies and gain public support for tobacco control

PATH Canada Approach

- ✓ Local capacity building
- ✓ Locally-driven efforts
- ✓ Sustainable approach; avoiding dependence on overseas assistance

PATH Canada Current Program

- South-to-South Collaboration and Capacity Building
- Encouraging sharing of lessons and experiences among “Southern” countries
- Program partners: Bangladesh, India, Nepal, Niger, Nigeria, and Vietnam
- Also support to Honduras, Pakistan, and the Philippines, and for workshops in Africa and South America

South to South Program

- Main goal: strengthen countries' capacity to develop and implement key tobacco control policies, media outreach, research, and programs

Key Issues

- Relationship between tobacco, poverty and development
- Why tobacco should be considered when addressing issues including agriculture, malnutrition, and poverty reduction
- Role civil society organizations can play in advocating for tobacco control policy in developing countries

Tobacco, Poverty and Development



Tobacco, Poverty and Development: What is the Connection?

- ☛ Most countries are net importers of tobacco, losing millions of dollars of foreign exchange each year
- ☛ Tobacco work (farming, bidi rolling, etc.) tends to be low-paid and exploitative
- ☛ Tobacco is mostly consumed by the poorest, who can afford it the least

Tobacco and Malnutrition

- Homeless in India spend more on tobacco than on milk, eggs or fruit
- In Bangladesh, shifting expenditures from tobacco to food could save 350 lives a day and prevent malnutrition in 10.5 million children

Poor Brick Breakers in Dhaka



Agriculture, Malnutrition, and Poverty Reduction

- Shifting from tobacco to food crops would increase nutrition and allow more children in rural areas to attend school
- Higher tobacco taxes are most effective with the poor, and would likely lead to less spending on tobacco and more on food
- Decreasing tobacco use can help reduce poverty through helping with shift in expenditures from tobacco to basic needs

Child Tobacco Worker in Niger



Forms of advocacy work

- Organizing seminars, roundtables, and press conferences
- Regularly sending information to journalists
- Meeting with and writing to policymakers
- Holding demonstrations
- Involving other NGOs in the work through coalition building

Civil Society Role in Advocacy: Training in Vietnam



Demonstrations in Bangladesh



Demonstration in Honduras



Demonstration in Niger



Raising Public Awareness in Pakistan



Marching in Nepal



Rally in Honduras



Successes

- Greater attention paid to tobacco use and its multi-faceted harm
- Strong networks in all six countries
- Tobacco control law passage (India and Bangladesh)
- Signing and ratifying of the FCTC (India, Bangladesh, Vietnam)

Thoughts for the Future

- More support should go to country programs, not just short-term consultants and workshops/trainings
- Many highly skilled tobacco control advocates exist in developing countries; they need funding and some technical assistance
- Southern countries can usefully share experiences