

7th Global Patients Congress

9-11 April 2016



International Alliance of
Patients' Organizations

A global voice for patients

Selsdon Park Hotel, South London, UK • www.globalpatientscongress.org #GPC2016

World's 1st Patient led Treaty

WHO Framework Convention on Tobacco Control (WHO FCTC 2005)

One of the longest and most successful global public health and social change campaigns-Guardian

Kawaldip Sehmi

CEO, IAPO

Session outline

- Tobacco burden-saving cash for other things
- WHO FCTC background
- Early BIG BAD tobacco years
- NCD patient advocates involvement
- Innovative social marketing initiative- whole of society & whole of government
- Voiceless given voice

Global Tobacco health burden

Health systems wasting \$ billions resources on treating preventable diseases

- Tobacco burden
 - 10% of global deaths per annum tobacco use related
 - Most premature in economically active individuals
 - Predicted to rise to 8 million deaths per annum
 - Most in low to middle income countries
 - \$ Billions that could be used in non-preventable health care diverted to deal with tobacco use related diseases
 - Tobacco implicated in 3 of the big 4 NCDs (cancer, heart, lung/COPD)
- WHO FCTC -innovative solution to release funding from tobacco burden for other use!

WHO FCTC Background (1)

- 56th World Health Assembly May 2003 adopts resolution WHA56.1 *WHO Framework Convention on Tobacco Control*
- World' first global health treaty comes into force February 2005
- This international law now ratified by 180 countries
- Culminated one of the longest and most successful patient led public health and social changes

Background (2)

- WHO FCTC communication team translates legislation, policy and practice into innovative acronym:
 - **M**onitor tobacco use and prevention policies
 - **P**rotect people from tobacco smoke
 - **O**ffer help to quit tobacco use
 - **W**arn about dangers of tobacco use
 - **E**nforce advertising and sports sponsorship bans
 - **R**aise taxes on tobacco



Early years 1950-2000

- Big Bad Tobacco had corrupted every health policy making institution and government!
- The Tobacco Papers surrendered show some of the most elaborate and comprehensive tobacco industry advocacy and lobbying activity
- The only legal product that kills user when used exactly as intended!
- Waxmen Congress Hearings: 7 CEOs declare under oath nicotine not addictive!

Enter NCD Patient Advocates

- Debi Austin USA-loudest voiceless advocate!
- Barb Tarbox-Canada
- Sunita Tomar-India
- Trudi Endersby-UK
- Patty Young-Air Steward Smoke Free Skies
- +Millions more who remain anonymous



Social Marketing 1

- Philip Kotler and Gerald Zaltman: *Social marketing is the application of marketing principles to advocacy for social good*
- Uses social 4 Ps and traditional marketing 4 Ps
- Social 4 Ps:
 - Policy (needing change)
 - Publics (audiences, stakeholders and policy elite)
 - Partnerships (state & non-state actors)
 - Purse strings (state & non-state funding GATES Fdn)
- Marketing 4 Ps:
 - Product/Service (alternative legislative, policy & practice solution)
 - Place (forums- virtual and real)
 - Promotion (traditional and new media, includes social media)
 - Price (the opportunity cost)

Social marketing 2

NCD Patients advocates got involved in:

- Policy- policy analysis, debates, consultations and dissemination (80% smokers welcome bans!)
- Publics-identified and engaged policy elites, movers & shakers , and the wider patient community
- Partnerships-formed innovative and enduring partnerships (whole of society/ whole of government)
- Purse strings-advocates lobbied for state and non-state grants. Innovative state grants linked to tobacco taxes. Bloomberg and Bill Gates joined


Social marketing 3

NCD Patients advocates got involved in:

- Product/service development- produced alternative policies and economic models. World Bank Report
- Place-tobacco control advocates formed All-Party Parliamentary Groups and were on boards of key institutions. Even bought 1 share in Tobacco Ltd.
- Promotion-Innovative use of global media. Australian copy write free adverts. Public relations stunts
- Price-Innovative state grants linked to tobacco taxes. Bloomberg and Bill Gates

Final Comment

SIR RICHARD DOLL
(October 28, 1912. TO July 24, 2005)



- Epidemiologist
- Activist
- Researcher
- Public health lobbyist

Yes it was an epic battle! David, Jane, Kumar, Ali and others versus Big Tobacco Goliath. Straight talking patients against perfidious forked tongued tobacco spin doctors- Feb 2005 on eve of WHO FCTC coming into force

Voiceless patients lend voice!



Terrie Hall 19 July 1960 – 16 September 2013

Contact us

Please visit our website to find out more:

[www.iapo.org.uk]

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Thank you