

CAPACITY BUILDING

“To see what is right, and not to do it, is want of courage or of principle.”
—CONFUCIUS (551–479 BCE)

Tobacco control capacity refers to a nation’s ability to achieve individual, institutional, and societal goals for reducing tobacco consumption. Many countries lack the capacity to counter the tobacco industry’s incursions or to fully implement the articles of the Framework Convention on Tobacco Control (FCTC). Building national capacity for tobacco control entails leadership development, policy advocacy, investment in surveillance infrastructure, and consistent enforcement of tobacco control laws.

Fostering strong and effective non-governmental organizations and institutions is crucial to national capacity building. Organizations can empower citizens with information, skills, and resources to control tobacco and promote public health.

The World Health Organization, Bloomberg Initiative to Reduce Tobacco Use, the Bill and Melinda Gates Foundation, the Framework Convention Alliance, and GLOBALink have



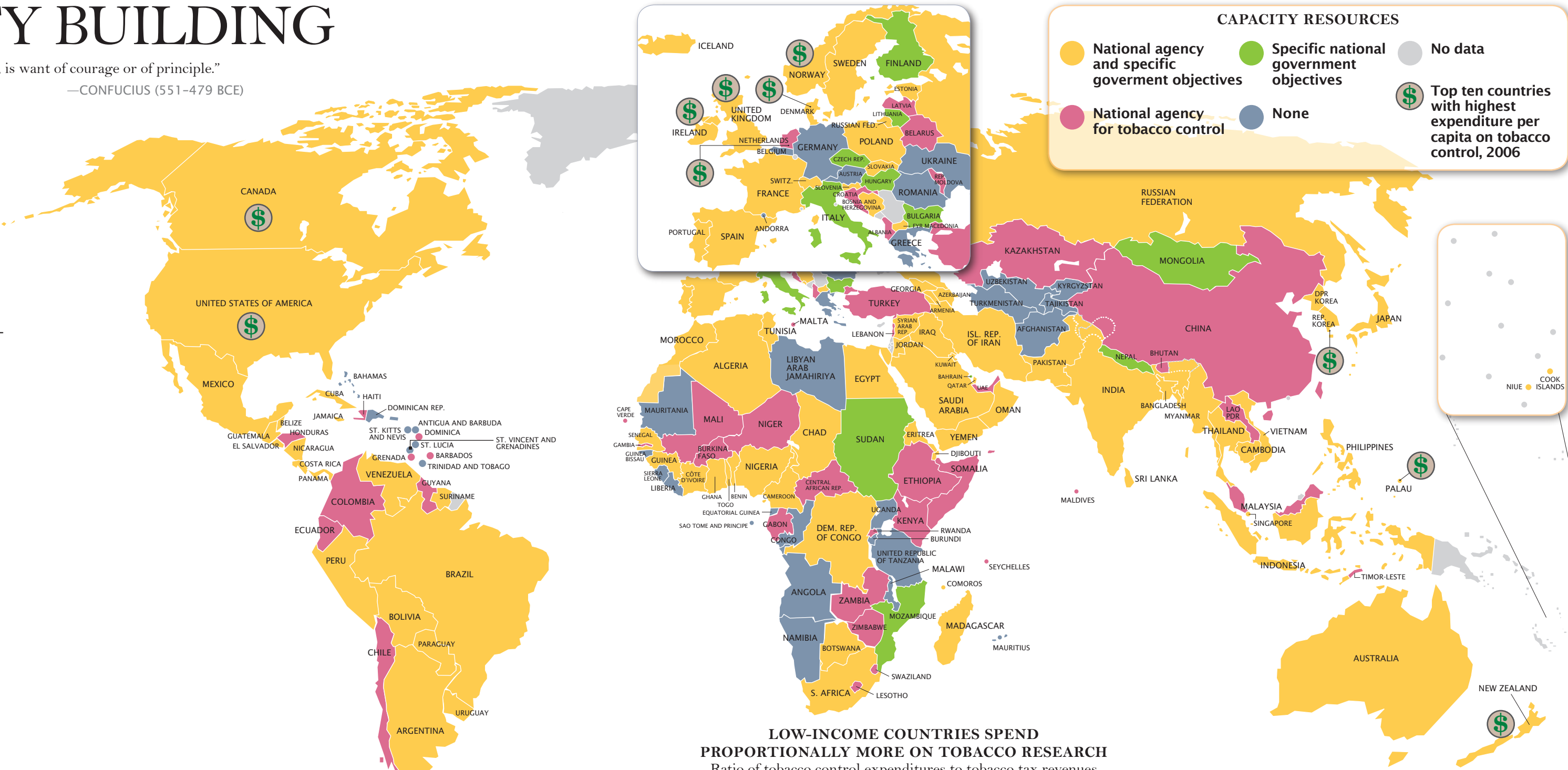
made enormous contributions to building national tobacco control capacity. As of July 2008, the Bloomberg Philanthropies have funded 73 projects in 31 countries. Philanthropists Michael Bloomberg and Bill and Melinda Gates’s commitment

(to date) of \$500 million over seven years (2006–2013) more than triples the available resources to control tobacco in low- and middle-resource countries.

Financial resources help to level the playing field against multibillion-dollar tobacco companies, but even at low resource levels, each nation, institution, and individual has the capacity to adopt policies and practices that reduce and eliminate the scourge of tobacco.

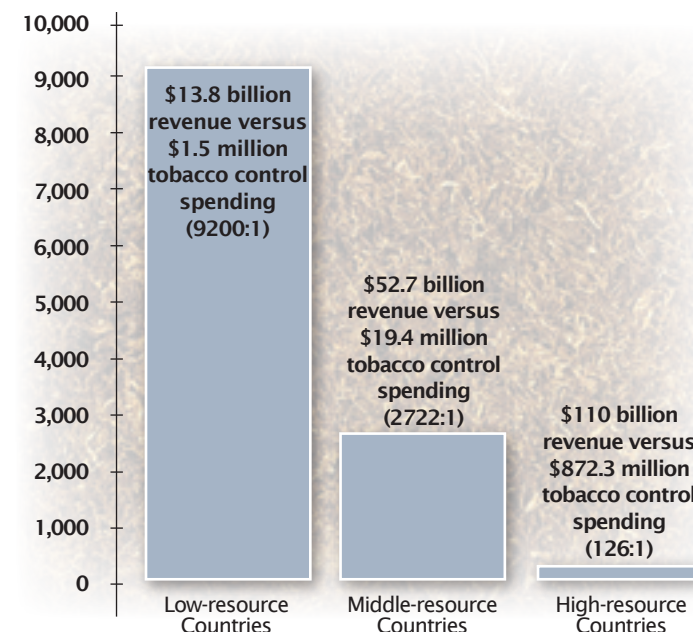
A SELECTION OF ORGANIZATIONS FUNDING GLOBAL TOBACCO CONTROL

- Action on Smoking and Health/UK
- American Cancer Society
- Bill and Melinda Gates Foundation
- Bloomberg Philanthropies
- Cancer Council Australia
- Cancer Research UK
- Framework Convention Alliance
- French Cancer League
- Global Tobacco Research Network
- International Union for Health Promotion and Education
- Norwegian Cancer Society
- Open Society Institute
- Program for Appropriate Technology in Health (PATH Canada)
- Romania Tobacco Control
- Swedish International Development Agency
- World Health Organization Tobacco Free Initiative (WHO TFI)
- World Lung Foundation



LOW-INCOME COUNTRIES SPEND PROPORTIONALLY MORE ON TOBACCO RESEARCH

Ratio of tobacco control expenditures to tobacco tax revenues



A higher ratio reflects weaker commitment to tobacco control.

! “WE HAVE SEEN . . . the power of information to change the world, and right now, in villages and cities across the globe, the public health community is exposing the destructiveness of tobacco . . .”
—Michael R. Bloomberg, 2008 Mayor of the City of New York

“THE CURE FOR this devastating epidemic is dependent not on medicines or vaccines, but on the concerted actions of government and civil society.”
—Margaret Chan, 2008 Director General, World Health Organization