



PAN AMERICAN HEALTH ORGANIZATION  
WORLD HEALTH ORGANIZATION



**50th DIRECTING COUNCIL**  
**62nd SESSION OF THE REGIONAL COMMITTEE**

*Washington, D.C., USA, 27 September - 1 October 2010*

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CD50.R6 (Eng.)  
ORIGINAL: SPANISH

***RESOLUTION***

***CD50.R6***

**STRENGTHENING THE CAPACITY OF MEMBER STATES TO IMPLEMENT  
THE PROVISIONS AND GUIDELINES OF THE WHO FRAMEWORK  
CONVENTION ON TOBACCO CONTROL**

***THE 50th DIRECTING COUNCIL,***

Taking into account the progress report *WHO Framework Convention on Tobacco Control: Opportunities and Challenges for its Implementation in the Region of the Americas* (Document CD50/26);

Recognizing that there is substantive scientific evidence that tobacco consumption and exposure to second-hand smoke are causes of mortality, morbidity, and disability, having a considerable impact on the incidence of chronic noncommunicable diseases, and that they generate immense health, economic, and social costs; and that the Constitution of the World Health Organization (WHO) establishes the basic principle that “enjoyment of the highest attainable standard of health is one of the fundamental rights of every human being” and that this right is also recognized in several international and regional conventions ratified by the majority of Member States in the Region;

Considering that the conclusions of the Committee of Experts on Tobacco Industry Documents, cited in resolution WHA54.18 of the World Health Assembly, point out that “the tobacco industry has operated for years with the express intention of subverting the role of governments and of WHO in implementing public health policies to combat the tobacco epidemic”;

Deeply concerned about misinformation campaigns and legal actions instituted by the tobacco industry against tobacco control measures adopted by the Member States;

Taking into account that Article 5.3 of the WHO Framework Convention on Tobacco Control states, “In setting and implementing their public health policies with respect to tobacco control, Parties shall act to protect these policies from commercial and other vested interests of the tobacco industry in accordance with national law,”

***RESOLVES:***

1. To express its support to the Eastern Republic of Uruguay for all the national measures it has adopted, pursuant to the provisions of the Framework Convention and its Guidelines, especially those on the packaging of tobacco products to inform the public about the risks of tobacco and prevent manufacturers from directly or indirectly suggesting that some products are less harmful to health.
2. To urge the Member States to:
  - (a) oppose attempts by the tobacco industry or its allies to interfere with, delay, hinder, or impede the implementation of public health measures designed to protect the population from the consequences of tobacco consumption and exposure to second-hand smoke;
  - (b) recognize the need to monitor, document, and, according to national legislation in force, publicize the activities of the tobacco industry in order to make their strategies transparent and reduce their effectiveness;
  - (c) promote public health practices in order to protect children from the dangers of tobacco use and its negative health impacts, and ultimately to reduce the burden of illness and death caused by tobacco use;
  - (d) consider ratifying the WHO Framework Convention on Tobacco Control if they have not yet done so and to implement its provisions and guidelines.
3. To request the Director to:
  - (a) continue strengthening the capacity of the Member States to implement the provisions and guidelines of the WHO Framework Convention on Tobacco Control;
  - (b) strengthen, promote, and facilitate information exchange among the Member States on such issues as legislation, guidelines, best practices, and experiences with the tobacco industry.

*(Sixth plenary, 29 September 2010)*