

AFRICAN TOBACCO CONTROL ALLIANCE

REPORT 2016-2017



ATCA
AFRICAN TOBACCO
CONTROL ALLIANCE

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Introduction

This report presents the activities carried out and the results achieved by the African Tobacco Control Alliance (ATCA) in 2016-2017.

This period marked the beginning of **two new projects** for ATCA, namely:
1. Tobacco Industry Accountability (TIA) project; and
2. Policy Advocacy project.

The TIA project comprised two campaigns: Big Tobacco Tiny Targets and The Sale of Single Sticks of Cigarettes in Africa.

The Big Tobacco Tiny Targets Campaign was carried out in five African countries - Benin, Burkina Faso, Cameroon, Nigeria and Uganda - to monitor, expose and denounce the sale, advertising and promotional activities of the tobacco industry around schools. The campaign highlighted the elaborate strategies put in place by the tobacco industry to encourage children to tobacco initiation and use.

The Single Sticks campaign was carried out in ten (10) African countries: Burkina Faso, Cameroon, Chad, Cote d'Ivoire, Ghana, Kenya, Nigeria, Niger, Togo and Uganda. The objective was to research and better understand the sale and promotion of single sticks of cigarettes in these countries. Findings confirm that it is a widespread practice in African countries, making cigarettes more affordable and accessible to persons in low-income groups.

The Policy Advocacy project was carried out in four (4) African countries - Chad, Cote d'Ivoire, Niger, Tanzania - with a view to supporting the adoption of FCTC-compliant legislations and policies. The project is ongoing.

A total of 12 African countries received grants from ATCA to implement these projects.

During this period, ATCA also developed a communication strategy with a view to becoming a communication hub for tobacco control in Africa in the medium to long term, and consolidated its governance and institutional capacities.

ATCA wishes to place on record the financial assistance received from the Bill and Melinda Gates Foundation to undertake the above projects. Our thanks equally go to the Campaign for Tobacco-Free Kids (CTFK) and the African Capacity Building Foundation (ACBF) for administering the grants received for these projects and providing valuable technical assistance.

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1. TOBACCO INDUSTRY ACCOUNTABILITY (TIA) PROJECT



The tobacco industry has put in place several tactics to promote and sell its products in Africa. Its strategies undermine existing legislations and increase the availability, affordability and attractiveness of tobacco products, especially to young people.

The TIA project aimed at monitoring, countering and discrediting these tactics of the tobacco industry, and building support for tobacco control in Africa. The specific objectives of the project were:

- To strengthen the capacity of ATCA and its country partners to monitor, counter and discredit the tobacco industry;
- To expose and denounce tobacco industry activities in the target countries and conduct high-level policy advocacy.

The TIA project consisted of two campaigns:

- The Big Tobacco Tiny Targets campaign which aimed at exposing and denouncing the tobacco industry's aggressive marketing of tobacco products to children around schools in five (5) African countries.
- The Sale of Single Sticks campaign which aimed at documenting and disseminating findings on the sale of single sticks of cigarettes in ten (10) African countries.



Tobacco products displayed at a coffee shop opposite a secondary school in Ouagadougou, Burkina Faso

Big Tobacco Tiny Targets Campaign

In most African countries, tobacco products are marketed in places where there are high concentrations of children and young people, like around schools. This is a deliberate strategy of the tobacco industry to encourage the initiation and use of tobacco products among school children from a tender age.

The Big Tobacco Tiny Targets Campaign aimed at monitoring and discrediting the sale, advertising and promotional activities of the tobacco industry around schools in five countries: Benin, Burkina Faso, Cameroon, Nigeria and Uganda. The campaign assessed the magnitude of the problem and proposed recommendations to decision-makers for the adoption of appropriate policies, in line with the WHO Framework Convention on Tobacco Control (FCTC).

A total of 282 schools were selected for the campaign: 9 in Cotonou, Benin; 16 in Ouagadougou,

Burkina Faso; 20 in Yaounde, Cameroon; 74 in Ibadan, 65 in Kaduna, 38 in Enugu, 26 in Lafia and 18 in Lagos, Nigeria; and 16 in Kampala, Uganda. The schools were observed for points of sale and advertising of tobacco products within a radius of 100 meters around them. High-quality pictures were taken to illustrate the sale, advertising and promotion of tobacco products around the schools surveyed.

The campaign resulted in significant policy decisions in the target countries. It also received extensive social media coverage around the continent. The launch of the report in all 5 countries was covered on ATCA's website, Facebook and Twitter platforms. A common Twitter Hashtag (#BigTobaccoTinyTargets) was used in highlighting activities and outcomes of the campaign in all five countries.



School children at a point of sale where a tobacco advertising poster is displayed in Yaounde, Cameroon

Big Tobacco Tiny Targets Campaign:

A brief of results achieved

BENIN

Law adopted with a provision banning advertising, sale and promotion of tobacco products around schools.

BURKINA FASO

Decree issued banning promotion of tobacco products within 400 meters around schools.

CAMEROON

New legislation being drafted on advertising and promotion of tobacco products around schools.

NIGERIA

Advocacy continues with Government to enforce ban on the sale and advertising of tobacco around schools. There was a call on Government by the Senate to adopt measures to protect children from tobacco industry marketing strategies around schools.

UGANDA

Advocacy continues for Tobacco Control Act enforcement by Members of Parliament who visited school vicinities.



A push cart selling tobacco products and non tobacco products near a secondary school in Cotonou, Benin



Big Tobacco Tiny Targets Campaign

BENIN

In Benin, the Big Tobacco Tiny Targets Campaign was executed by Initiative pour l'Education et le Contrôle du Tabagisme (IECT). The surroundings of nine (9) primary and secondary schools in the city of Cotonou were observed.



Sensitisation meeting with government officials

Activities

The following activities were carried out in the context of the campaign:

- Data collection from around the target schools;
- Production and dissemination of the report via a press conference with the participation of other important stakeholders;
- Sensitisation and advocacy meetings with authorities;
- Publication of press articles as follows:
 - 1- L'industrie du tabac prédispose les enfants à devenir des fumeurs
<http://www.lanouvelletribune.info/benin/societe/30006-industrie-tabac-predispose-enfants>
 - 2- Exposition et vente des produits du tabac autour

des établissements scolaires : les recommandations de l'IECT et de l'ATCA pour lutter contre le phénomène
<http://news.acotonou.com/h/91815.html>

3- Le gouvernement béninois appelé à interdire la vente des produits du tabac autour des écoles
<http://news.acotonou.com/h/91899.html>

4- Vente du tabac à proximité des écoles : Un piège pour les mineurs
<http://quotidien-lematinal.info/?p=22543>

5- TV Report (youtube) : Ecoliers et élèves, nouvelles cibles des industries du tabac
<https://www.youtube.com/watch?v=suve09ajPLs&app=desktop>

Key Findings

Some key findings of the study include:

100% of schools surveyed had stores around them selling cigarettes in single sticks.

100% of schools surveyed had stores around them selling flavoured tobacco products.

Advertising and promotion of tobacco products through posters was a common phenomenon around schools.

Some stores around schools displayed tobacco products together with other products that entice children.

None of the stores and other sale outlets surveyed displayed 'No sale to minors' signage.

Recommendations

Based on these findings, some key recommendations were made including the following:

- Implement the ban on the advertising, promotion and sponsorship of tobacco products.
- Ban the sale of tobacco products around schools.
- Ban the display of tobacco products at sale points.
- Ban the manufacture, importation and sale of flavoured tobacco products.
- Implement the ban on the sale of cigarettes in packs of less than 20 sticks.
- Affix signposts with the label "Sale Prohibited to Minors" at all tobacco sale points.



Media and officials visit a primary school around which tobacco products are sold and promoted

Results achieved

ATCA's project partner in Benin, IECT, used the findings of the Big Tobacco Tiny Targets report to advocate with Members of Parliament for the adoption of a tobacco control law. On September 11, 2017, Benin adopted a law with provision banning the sale and advertising of tobacco products and derivatives within a radius of 500 meters around all educational institutions.

Big Tobacco Tiny Targets Campaign

BURKINA FASO

The Big Tobacco Tiny Targets Campaign in Burkina Faso was carried out by Afrique Contre le Tabac (ACONTA). The surroundings of sixteen (16) primary and secondary schools in the city of Ouagadougou were observed.



Advocacy meeting with school founders

Activities

Campaign activities in Burkina Faso included the following:

- Data collection from around the target schools;
- Production of report;
- Press conference to disseminate findings;
- A guided visit of journalists around some schools observed during the study; and
- Advocacy visits and meetings with policy-makers, the police, school founders and directors, and the public.

Some press articles produced after media activities are as follows:

- Vente du tabac autour des écoles: Une situation préoccupante, selon l'ACONTA
<http://lefaso.net/spip.php?article73339>
- Burkina : « Les grands cigarettiers ciblent les petits écoliers » (ACONTA)
<http://www.burkina24.com/2016/09/22/burkina-les-grands-cigarettiers-ciblent-les-petits-ecoliers-aconta/>
- TV report
<https://www.youtube.com/watch?v=KofprC5HFeo>

Key Findings

Some key findings of the study include:

- 100%** of schools surveyed had stores around them selling single sticks of cigarettes.
- 88%** of the schools observed had stores around them that sell cigarettes in packs of less than 20.
- Advertising** and promotion of tobacco products through posters was a common phenomenon around schools.
- Some stores** around schools displayed tobacco products together with other products that entice children.
- None** of the stores and other sale outlets surveyed displayed 'No sale to minors' signage.

Recommendations

Some key recommendations of the report include:

- Ban the sale of tobacco products around schools.
- Implement Law N° 040-2010/AN, promulgated by decree No 2010-823/PRES, of 25 November 2010 banning the sale of tobacco products to youth less than 18 years old.
- Implement a ban on all forms of advertising, promotion and sponsorship as stipulated in Chapter VIII, articles 16 and 17 of Law N° 040-2010/AN.
- Ban the display of tobacco products at points of sale.
- Implement article 25 of Law N° 040-2010/AN, promulgated by decree No 2010-823/PRES of 25 November 2010 banning the sale of cigarettes in single sticks and in packs of less than 20 sticks.
- Insert a provision in the law to display "No sale to minors" signage at all points of sale of tobacco products.



Advocacy meeting with the Special advisor to the Minister of Education

Results achieved

As a result of the Big Tobacco Tiny Targets campaign in Burkina Faso, the Prime Minister and five other cabinet ministers signed a decree banning the promotion of tobacco within a radius of 400 meters around all educational institutions in the country. The decree also banned all activities that can harm school children both physically and mentally.

Big Tobacco Tiny Targets Campaign

CAMEROON

In Cameroon, the Big Tobacco Tiny Targets Campaign was carried out by the Cameroonian Coalition for Tobacco Control (C3T). The surroundings of twenty (20) primary and secondary schools were observed in the city of Yaounde.



Open air press conference near a primary and secondary school

Activities

Activities carried out in the context of the Tiny Targets Campaign in Cameroon included:

- Information-gathering from the vicinity of target schools;
- Production and dissemination of the report;
- Press conferences attended by leading press organs from the audio-visual, print and online media in Cameroon;
- A guided media tour to some schools observed in the campaign;
- Advocacy letters addressed to policy and decision-makers; and several radio, TV and online news reports published, including the following :

1 - La Coalition camerounaise contre le tabac veut une loi antitabac
• http://newsducamer.com/index.php?option=com_k2&view=item&id=486:la-coalition-camerounaise-contre-le-tabac-veut-une-loi-antitabac&Itemid=110

2 - La société civile pour l'adoption de mises en garde imagées sur les paquets de cigarettes
• <http://www.journalducameroun.com/article.php?aid=25498>

3 - Cameroun : 55 % des écoles à Yaoundé ont dans leurs environs des affiches publicitaires sur le tabac
• <http://www.lebledparle.com/societe/1101248-cameroun-55-des-ecoles-a-yaounde-ont-dans-leurs-environs-des-affiches-publicitaires-sur-le-tabac>

4 - TV report (YouTube)
• <https://www.youtube.com/watch?v=hj-MroN10R4&feature=youtu.be>

Key Findings

Some key findings of the study include:

- All** the schools observed had around them stores that sell single sticks of cigarettes.
- 85%** of the schools observed had stores around them that sell cigarettes in packs of less than 20.
- 55%** of the schools observed had stores that sell flavoured tobacco products.
- Most stores** around schools displayed tobacco products together with other products that entice children.
- Advertising** and promotion of tobacco products through posters was a common phenomenon around schools.
- None** of the stores and other sale outlets surveyed displayed 'No sale to minors' signage.

Recommendations

Some key recommendations include:

- Ban all forms of advertising and promotion of tobacco products, as well as sponsorship by the tobacco industry.
- Ban the sale of tobacco products around schools.
- Ban the exposure of tobacco products at points of sale.
- Ban the manufacture, importation and sale of flavoured tobacco products.
- Ban the sale of cigarettes in single sticks and packs of less than 20 sticks.
- Affix signposts with the label "Sale Prohibited to Minors" at all tobacco sale points.



Results achieved

The Prime Minister of Cameroon, after receiving a copy of the Big Tobacco Tiny Targets report, instructed the Minister of Health to urgently set up a committee comprising officials from different government sectors concerned with youth-related matters and civil society to look into the situation and make recommendations. The committee proposed a joint ministerial order banning the advertising and sale of tobacco and other harmful products around schools in Cameroon. The order is expected to be adopted in 2018.

Big Tobacco Tiny Targets Campaign

NIGERIA

In Nigeria, the Big Tobacco Tiny Targets survey was carried out in five cities, namely; Lagos, Ibadan in the South West, Enugu in the South East, Kaduna in the North West, and Lafia in the North Central Region. A total of 221 schools were surveyed in these cities. ATCA supported the survey in the city of Lagos whereas the rest of the campaign was executed by the Nigerian Tobacco Control Research Group (NCTCRG) and Environmental Rights Action/Friends of the Earth Nigeria (ERA).



Tobacco products mixed with non-tobacco products near a secondary school in Lagos

Activities

The following activities were carried out in the context of the campaign:

- Data collection from around the target schools;
- Production of a report and its dissemination through two press conferences that witnessed the participation of other important stakeholders;
- Sensitisation and advocacy meetings with authorities.

Press articles were published after the launch of the report as follows:

1- New Report Indicts Tobacco Firms on Kids Smoking Across Nigeria
<http://thenewsnigeria.com.ng/2017/10/new-report-indicts-tobacco-firms-on-kids-smoking-across-nigeria/>

2- ERA, NCTCRG condemn mounting tobacco product adverts near schools
<https://www.vanguardngr.com/2017/10/era-ntcrg-condemn-mounting-tobacco-product-adverts-near-schools/>

3- Tobacco coys recruit pupils to succeed ageing adult smokers –Report
<https://www.dailytrust.com.ng/tobacco-coys-recruit-pupils-to-succeed-ageing-adult-smokers-report.html>

4- Effects of smoking could last over 30 years - Study reveals
<https://dailytrust.com.ng/effects-of-smoking-could-last-over-30-years-study-reveals.html>

Key Findings

Some key findings of the study include:

83% of the stores and kiosks within 100m of schools had tobacco products on display on their counters.

40,9% of the stores and kiosks around schools advertised cigarettes.

Many of the stores around schools displayed tobacco products together with other products that entice children.

Recommendations

Some key recommendations of the report of Nigeria include:

- Enforce the prohibition on tobacco advertising promotion and sponsorship (TAPS) including point of sale and product display by urgently passing the regulations stipulated in the National Tobacco Control Act 2015.
- Ban points of sale of tobacco products within 100m of all schools at state and local government levels (by state ministries of education and local education authorities).
- Institute and vulgarize a framework for the monitoring of the implementation of the ban on single sticks of cigarettes and cigarettes in packs of less than 20 sticks as detailed in the National Tobacco Control Act 2015.



Launch of the country report in Abuja

Results achieved

Thanks to the Big Tobacco Tiny Targets campaign in Nigeria, the Senate has called on the government to immediately ban tobacco companies from targeting school children in the country.

Big Tobacco Tiny Targets Campaign

UGANDA

In Uganda, the Big Tobacco Tiny Targets Campaign was carried out by Uganda National Health Consumers' Organisation (UNHCO). The surroundings of sixteen (16) primary and secondary schools in the city of Kampala were surveyed.



Members of Parliament sensitizing a retailer on the Tobacco Control Act during a tour around schools

Activities

Several activities were carried out, including:

- Trainings for civil society organisations and journalists;
- Data collection from around the target schools;
- Press conference to disseminate survey findings;
- Guided visits of parliamentarians and journalists around some of the schools surveyed;
- Advocacy meetings with influential groups such as parents'/teachers' associations, School Management Committees and parliamentarians;
- Publication of radio, TV and online news reports, as indicated below:
 - <http://www.monitor.co.ug/artsculture/Reviews/Display-of-cigarettes-luring-minors-into-smoking/691232-3360678-wkty5m/index.html>
 - <https://youtu.be/1640ZK64EC8>

Key Findings

Some key findings of the study include:

94% of schools surveyed had stores in their vicinity selling single sticks of cigarettes.

75% of the schools surveyed had stores around them that advertise cigarettes.

100% of the schools surveyed had stores around them that display tobacco products behind the counter.

None of the stores and other sale outlets surveyed displayed 'No sale to minors' signage.

Recommendations

Based on these findings, key recommendations made were as follows:

- Ban the sale of tobacco products in the vicinity of educational institutions, and urgently enforce the Fourth Schedule of the Tobacco Control Act 2015.
- Ban all forms of tobacco advertising, promotion and sponsorship in Uganda, and urgently enforce Section 14 (1) of the Tobacco Control Act 2015.
- Enforce the ban on the sale of cigarettes in single sticks in accordance with Section 16 (5) of the Tobacco Control Act 2015.
- Ban the manufacture, importation and sale of flavoured tobacco products in accordance with Section 16.2.c of the Tobacco Control Act 2015.
- Amend the Tobacco Control Act 2015 to prescribe the display of 'No sale to minors' signage in all retail outlets in Uganda.



A Member of Parliament engages with a retailer against advertising of tobacco products

Results achieved

The Big Tobacco Tiny Targets campaign in Uganda helped to create awareness of the public and decision-makers on the need to enforce provisions in the tobacco control law to protect the population, and especially children, from the marketing practices of the tobacco industry. Parliamentarians are engaged in advocacy with government to enforce the Tobacco Control Act.

The sale of single sticks of cigarettes in Africa

The sale of single sticks of cigarettes is very common in Africa. It makes cigarettes affordable to the youth and the poor and is a key strategy pursued by the tobacco industry to get young people, including children, initiated to smoking.



Campaign Objectives

Although widespread in African countries, there is not enough research to understand the sale of single sticks of cigarettes, and guide the development of strategies to effectively deal with it. This campaign aimed at developing a better understanding of the phenomenon by collecting and analysing data from ten African countries, and using the findings to advocate for measures to reduce the sale of single sticks of cigarettes in these countries.

Campaign Activities

ATCA partnered with civil society organizations in ten (10) countries to conduct the campaign on the sale of single sticks of cigarettes in Africa. These countries were; Burkina Faso, Cameroon, Chad, Cote d'Ivoire, Ghana, Kenya, Niger, Nigeria, Togo, and Uganda.

The campaign was carried out in the capital city of these countries. Desk research was conducted by ATCA to access existing literature on the topic. Review of media coverage on the issue as well as primary data collection conducted by partner CSOs in the 10 participating countries enabled ATCA to learn more about the problem.

Data Collection

Three questionnaires developed by ATCA were used to gather information on the sale of single sticks of cigarettes. These questionnaires generated data from different sources to provide different perspectives on single stick availability in the target countries. In each country, the sources of data were:

- Tobacco Control Focal Point (Government official);
- Tobacco Control Country Partner (Non-Governmental Organization); and
- Tobacco retailers.

Country partners collected data from around locations where young people congregate such as malls, shopping centres, movie theatres and game shops.

High quality pictures were taken to expose the tactics of the tobacco industry.

Findings

Analysis of the processed data indicates the following findings:

- In all the capital cities surveyed, cigarettes are sold in single sticks.
- Single sticks are available from cigarette brands owned by British American Tobacco (BAT), Philip Morris International (PMI) and Imperial Tobacco.
- The sale of single stick of cigarettes exist even in countries where it is banned such as Burkina Faso, Ghana, Kenya, Niger, Nigeria, Togo, and Uganda.
- Tobacco retailers are mostly unaware of the ban on the sale of single cigarettes and even when they are aware, they take advantage of poor or no enforcement.
- No one, including tobacco suppliers, informs tobacco retailers of bans on single sticks sales.
- Advertising of single sticks is carried out in some countries using posters showing the low price of single sticks.
- Single sticks are often exhibited on the counter through open packs.
- In some instances, single sticks are given away for free at events or parties.

Report drafting and launch

Data collected by country partners was compiled by ATCA. A report will be produced early in 2018 and the findings used to mount a media advocacy campaign in the ten target countries.

Other tobacco industry discrediting activities

In the course of the Tobacco Industry Accountability project, ATCA carried out a number of activities not directly related to the project but in line with the objective to monitor, expose and denounce the tobacco industry's interference in tobacco control in Africa. Details of these activities are provided below.



Billboard before the denunciation campaign



Billboard after the denunciation campaign

Denunciation of a Tobacco Industry Billboard Campaign in Cameroon

In September 2016, ATCA in collaboration with the Cameroonian Coalition to Counter Tobacco (C3T), developed strategies to stop a high-profile billboard campaign of the tobacco industry in Cameroon. The billboards supposedly aimed at addressing illicit tobacco trade and insecurity in the country. The campaign was sponsored by GICAM, the employers' confederation of Cameroon.

The following activities were carried out to denounce and counter this campaign:

- A press conference
- Half-page communique published in a leading daily in Cameroon
- Coverage on ATCA's website
- Denunciation messages published on ATCA's blog page and social media
- Protest letter sent to governmental authorities, urging them to stop the misleading and unlawful campaign.

The Government of Cameroon responded positively to these actions. The Minister of Communication, President of the National Advertising Council, requested GICAM to immediately stop the campaign. Consequently, the billboards were covered or torn. The Minister also wrote to C3T to convey his appreciation and thanks for its tobacco control initiatives.

Denunciation of a Workshop Organized for Journalists by Philip Morris International (PMI) in Grand Bassam, Cote d'Ivoire

The AllAfrica Global Media group, which maintains the allafrica.com website, organized a workshop from 8 to 10 July 2016, for francophone journalists, in Grand Bassam, Cote d'Ivoire, the objective being to create a discussion platform on the tobacco industry and engage the African media in a debate on tobacco risk reduction and the illicit trade of tobacco products.

The agenda of the tobacco industry was clearly to manipulate the media, mould public opinion and influence tobacco control policies on the continent. In collaboration with country partners in Cote d'Ivoire, ATCA initiated actions to expose and denounce PMI's manipulative tactics and its efforts to undermine the process of FCTC implementation in Africa. Some of these actions were:

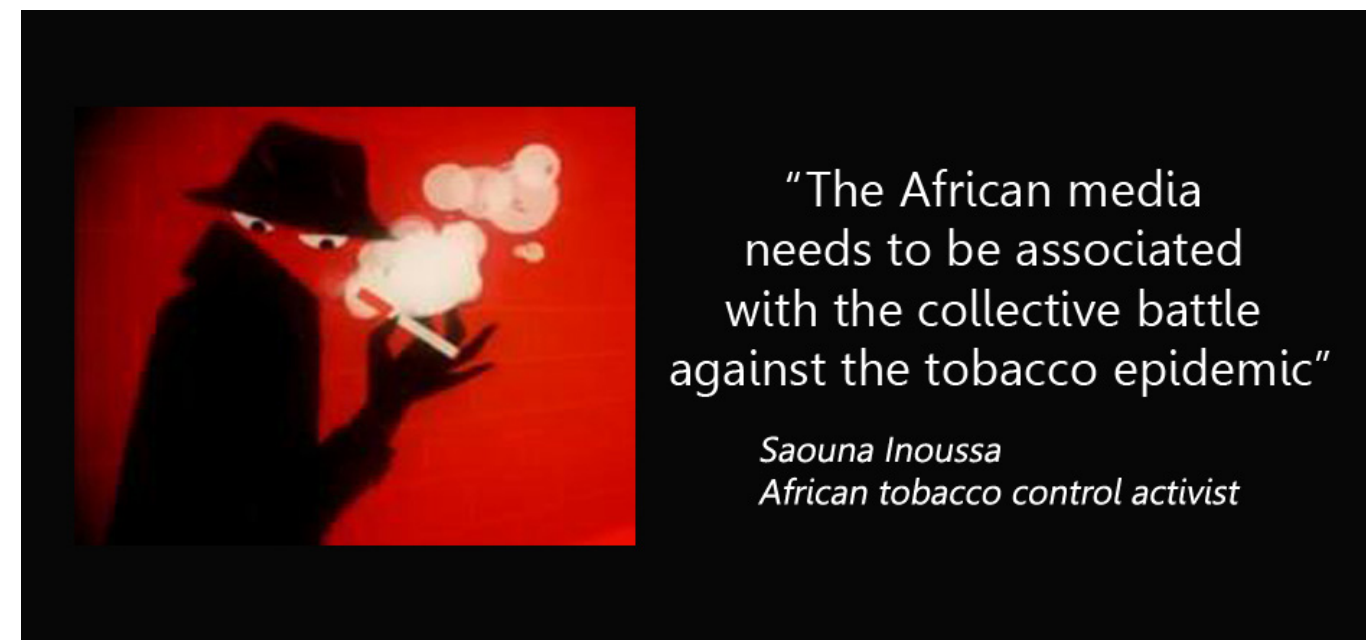
1. A page dedicated to the Grand Bassam issue on ATCA's website
2. A protest letter sent to the AllAfrica group
3. A denunciation statement from the network of tobacco control journalists in Cote d'Ivoire

Support to the Nico-teen Campaign in Senegal

In March 2016, civil society organizations in Senegal launched the Nico-Teen campaign to advocate with authorities for the implementation of the tobacco control law passed in 2014. ATCA provided support by:

- signing a petition;
- promoting the campaign within its network;
- writing a blog that was posted on social media and retweeted by several advocates; and
- promoting the campaign on the FCA listserv and social media, and inviting advocates to sign the petition.

These efforts contributed to the adoption in April 2016 of decree N° 2016-1008 relating to the enforcement of Law N° 12/2014 of 28 March 2014.



2. POLICY ADVOCACY PROJECT

In August 2016, ATCA started a project in four countries with a view to supporting the development of FCTC-compliant legislations and policies. The project is being carried out with the financial support of the Bill and Melinda Gates Foundation and the grant administrator is the African Capacity Building Foundation. The four countries participating in the project are Chad, Cote d'Ivoire, Niger and Tanzania. The project will end in June 2018.



Civil society training workshop on advocacy in Cote d'Ivoire

A brief of results achieved

Capacity-building

More than 152 tobacco control advocates have been trained in four countries.

Establishment of TIM Teams

Tobacco Industry Monitoring (TIM) Teams have been constituted to monitor, counter and discredit the tobacco industry.

Enactment of municipal order regulating the sale of cigarettes and shisha in N'djamena, Chad.

The capital city of Chad, N'djamena, has enacted an order regulating the sale of cigarettes and shisha.

Ratification of the Protocol to Eliminate Illicit Trade in tobacco products in Niger

On 12 July 2017, Niger ratified the Protocol to Eliminate Illicit Trade in tobacco products.

Tobacco control bill ready for adoption in Cote d'Ivoire

The bill, blocked since 2014 due to interference from the tobacco industry, was reviewed to be FCTC-compliant and is expected to be tabled in parliament in 2018.

Finalisation of draft FCTC-compliant bill in Tanzania

The existing tobacco control bill was reviewed to be FCTC-compliant. A strong and influential multi-media team is at the forefront of media advocacy for tobacco control.

Improved environment for tobacco control

Today, the tobacco control environment is more favourable in the four target countries. The project has gone a long way in preparing these countries for better results in future.



Participants at Tobacco Industry Monitoring workshop in Chad.

Policy Advocacy Project

CHAD

Objectives

In Chad, the objectives of the project are:

- i. To support adoption of the application text regulating points of sale of tobacco products.
- ii. To support adoption of a regulation on Article 5.3 of the FCTC in view of protecting health policies against interference from the tobacco industry.

Country partner

Association pour la Défense des droits des Consommateurs (ADC)



Press conference on World No Tobacco Day 2017

Activities

◆ Mapping of tobacco industry

A mapping of the tobacco industry was carried out using guidelines and templates adapted by ATCA to understand the strategies of the tobacco industry and its different allies, and design counter strategies to stop tobacco industry interference.

◆ Mapping of political and policy environment

This activity was carried out using a tool adapted by ATCA. It helped to understand the role of actors such as government institutions, civil society, media and international agencies in tobacco control and to use the information to develop appropriate strategies for the project.

◆ Training on Tobacco Industry Monitoring (TIM)

Two trainings were held in 2017, one for 35 representatives of CSOs and members of the National Tobacco Control Committee, and the other for 26 media professionals.

◆ Training on advocacy

On 22 June 2017, 29 journalists and representatives from civil society organizations attended a media advocacy workshop.

◆ Tobacco Industry Monitoring

Quarterly TIM reports were produced highlighting the following:

- the tobacco industry was lobbying government to adopt the Codentify as a suitable tobacco tracking system. ADC advocated with decision-makers and sent an explanatory letter, as a result of which the Codentify was abandoned.
- tobacco products are sold by teenagers around popular public places such as cafes, cinemas and weekly markets. Young sellers of cigarettes dressed in red jackets (the colour of Imperial Tobacco) have their stocks replenished by motorbike riders.

◆ Advocacy in N'djamena

Advocacy with the council of the capital city of N'djamena led to the following measures:

- adoption of an order regulating the sale of tobacco products and shisha; and
- implementation of article 10 of the tobacco control law that bans the sale of tobacco products within a radius of 300 meters around educational institutions.

◆ Sensitization and capacity building in N'djamena

In December 2017, a one-day workshop was held with the police and health inspectors of the municipality of N'djamena to support enforcement of the order regulating the sale of tobacco products and shisha and banning the sale of tobacco around educational institutions.

◆ Advocacy with government

With the enactment of the municipal order regulating the sale of tobacco products and shisha in N'djamena, ADC held press conferences and meetings with senior government officials and policy-makers to advocate for a similar order for the entire country. It also called on local councils to follow the example of the city of N'Djamena.

◆ Drafting of order to control the sale of cigarettes

ADC hired the services of a consultant to draft an order banning the sale of cigarettes around educational, health and administrative institutions, requiring the display of "No sale to minors" and health warning signage at points of sale. The order has been approved by stakeholders and is awaiting approval by the Minister of Health and Minister of Commerce.

◆ Press conferences

3 press conferences were held, including one on World No Tobacco Day 2017, to gain media coverage on issues such as the enactment of the regulation to control the sale of tobacco products and the adoption of article 5.3 of the FCTC.

Results achieved

By the end of 2017, Chad had achieved the following results in the context of the current project:

- Increased awareness on tobacco control among civil society groups, media and policy-makers;
- The city of N'Djamena had adopted an order regulating the sale of tobacco products and shisha;
- The city of N'Djamena was actively engaged in implementing the ban on the sale of tobacco products in a radius of 300 meters around educational institutions;
- A draft order regulating the sale of tobacco products was awaiting approval by government.

Policy Advocacy Project

Objectives

In Cote d'Ivoire, the main objective of the project is to support the adoption of a national tobacco control law.

Country partner

Club Universitaire Unesco pour la Lutte Contre la Drogue (CLUCOD)



Mass mobilization on World No Tobacco Day 2017

Activities

◆ Mapping of tobacco industry

Guidelines and templates adapted by ATCA were used to conduct the mapping, and understand the strategies of the tobacco industry and its allies, as well as develop counter strategies.

◆ Mapping of political and policy environment

A tool adapted by ATCA was used to understand the role of government institutions, the civil society, media and international agencies in tobacco control, and the information gathered was used to develop appropriate strategies.

◆ Review of the draft tobacco bill

A tobacco control bill drafted in 2014 was reviewed and made FCTC-compliant. It is expected to be tabled in parliament for adoption in 2018.

◆ **Training on Tobacco Industry Monitoring (TIM)** In January 2017, 34 civil society representatives, journalists and government officials were trained on tobacco control and tobacco industry monitoring.

COTE D'IVOIRE

◆ Advocacy training

In May 2017, a total of 87 media professionals and civil society representatives were trained to support advocacy for the adoption of the tobacco control bill, leading to the development of an advocacy plan.

◆ Tobacco Industry Monitoring (TIM)

A TIM team was set up to track and denounce interference of the tobacco industry in tobacco control policies in Cote d'Ivoire.

◆ Advocacy

- Development of advocacy materials

Two brochures were developed and disseminated:

- An illustrated brochure to expose tobacco industry tactics in Cote d'Ivoire.
- A booklet to counter tobacco industry arguments on issues like taxation, smoke-free environments, tobacco farming and pictorial health warnings.

- Advocacy with key tobacco control actors

- In September 2017, an advocacy meeting with the Legal Department of the Ministry of Health was held to garner support for the tobacco control bill and expose the manoeuvres of the tobacco industry to derail the process.
- In December 2017, another high-level meeting with officials of the Prime Minister's office, the Ministry of Health and other government entities was organised to gain support for the passage of the bill.
- In December 2017, an advocacy meeting was held with the technical advisor to the Minister of Economy and Finance to sensitise her on tobacco industry exaggerated claims about the economy and job creation.

◆ Mass mobilization

A rally comprising civil society representatives, youth and journalists was held on the occasion of World No Tobacco Day 2017. It received wide public support and media coverage, leading to the review of the tobacco control bill of 2014.

◆ Lunch with key media personalities

In November 2017, CLUCOD organized a lunch briefing with 12 key media editors to gain media advocacy for the adoption of the tobacco control bill.

◆ Airing of a radio spot

A three-minute spot on the health effects of tobacco use and the need for prevention, and adoption of a tobacco control law, was produced and aired on public and private radio stations for 8 consecutive weeks.

◆ Petitions

In November 2017, a petition was circulated and signed by 10 civil society organizations, religious leaders, and health professional associations. The petition was also available online and signed by 208 people by the end December 2017.

◆ Press Conferences

Three press conferences were organized aimed at calling on the authorities to hasten the process of adoption of the tobacco control bill.

Results achieved

By the end of December 2017, the following results were achieved in Cote d'Ivoire:

- A draft tobacco control bill compliant with the WHO-FCTC ready to be tabled in parliament for debate and adoption in the 2018 session.
- Civil society and media empowered and highly engaged to support advocacy for strong tobacco control policies.

Policy Advocacy Project

Objectives

The objective of the project in Tanzania is to support the adoption of a national tobacco control law.

Country partner

Tanzania Tobacco Control Forum (TTCF)



Activities

◆ Mapping of tobacco industry

The mapping was carried out using a toolkit adapted by ATCA. It contributed in understanding the strategies of the tobacco industry and its allies, and designing appropriate counter strategies.

◆ Mapping of political and policy environment

TTCF undertook this activity using a tool adapted by ATCA. The tool helped to understand how different actors (government institutions, civil society, media and international agencies) influence tobacco control, and develop appropriate strategies for the project.

◆ Training on Tobacco Industry Monitoring (TIM)

Twenty-five people from different sectors, including civil society and government representatives, attended a 2-day training workshop.

TANZANIA

◆ Review of draft tobacco control bill

TTCF supported the review of a 2009 draft bill which is now FCTC-compliant.

◆ Training on advocacy for media professionals and CSOs engaged in tobacco control

A two-day training aimed at enlightening 20 media professionals (senior journalists and editors) was organized from 4-5 July 2017.

◆ Media engagement

Journalists were supported to conduct investigations and as at 31 December 2017, 16 media stories were produced.

◆ Tobacco Industry Monitoring

Quarterly TIM reports were produced and indicated the following:

- The ban on tobacco advertising in Tanzania is not being enforced and advertising and promotional materials such as posters, billboards and umbrellas are seen in public places.
- The sale of single sticks of cigarettes is widespread.
- The influence of the tobacco industry is considerable in Tanzania

◆ Public mobilisation:

World No Tobacco Day 2017 was marked by a mass mobilisation and demand for the adoption of the tobacco control bill.

◆ Advocacy:

- Development of advocacy materials

Two advocacy materials were developed and disseminated:

- An illustrated brochure to expose specific tobacco industry tactics in Tanzania.
- A booklet to counter tobacco industry arguments on key areas of tobacco control (e.g. taxation, smoke-free environments, tobacco farming and pictorial health warnings).

- Advocacy with key tobacco control actors for policy adoption and reducing tobacco industry interference:

- High-level advocacy was carried out with key policy-makers, including the Minister of Health and her close associates, and other officials of the Prime Minister's Office.
- High level meeting with government officials

A high-level one-day meeting was held on 19 October 2017 in Dodoma, Tanzania, in collaboration with the Prime Minister's Office and the Ministry of Health.

◆ Denunciation activities:

In December 2017, a press conference was organized to denounce statements of the Ministry of Agriculture promoting tobacco growing as a source of revenue for the country.

Results achieved

By the end of 2017, the following results had been achieved in Tanzania:

- Finalization of a draft tobacco control bill compliant with the WHO FCTC; its passage in parliament has been delayed due to tobacco industry interference.
- A vibrant media team which had produced several stories for the local press and social media.

Policy Advocacy Project

Objectives

In Niger, the objectives of the project are :

- i. To support the introduction of pictorial health warnings on packs of tobacco products;
- ii. To adopt a regulation on Article 5.3 of the WHO FCTC;
- iii. To support the ratification of the WHO Protocol to Eliminate Illicit Trade in Tobacco Products.

Country partner

SOS Tabagisme Niger



Tobacco Industry Monitoring workshop

Activities

◆ Training on Tobacco Industry Monitoring (TIM)

In January 2017, twenty-eight people participated in a workshop comprising representatives of Civil Society Organisations and journalists.

◆ Setting up of committee to ensure adoption of WHO FCTC Article 5.3

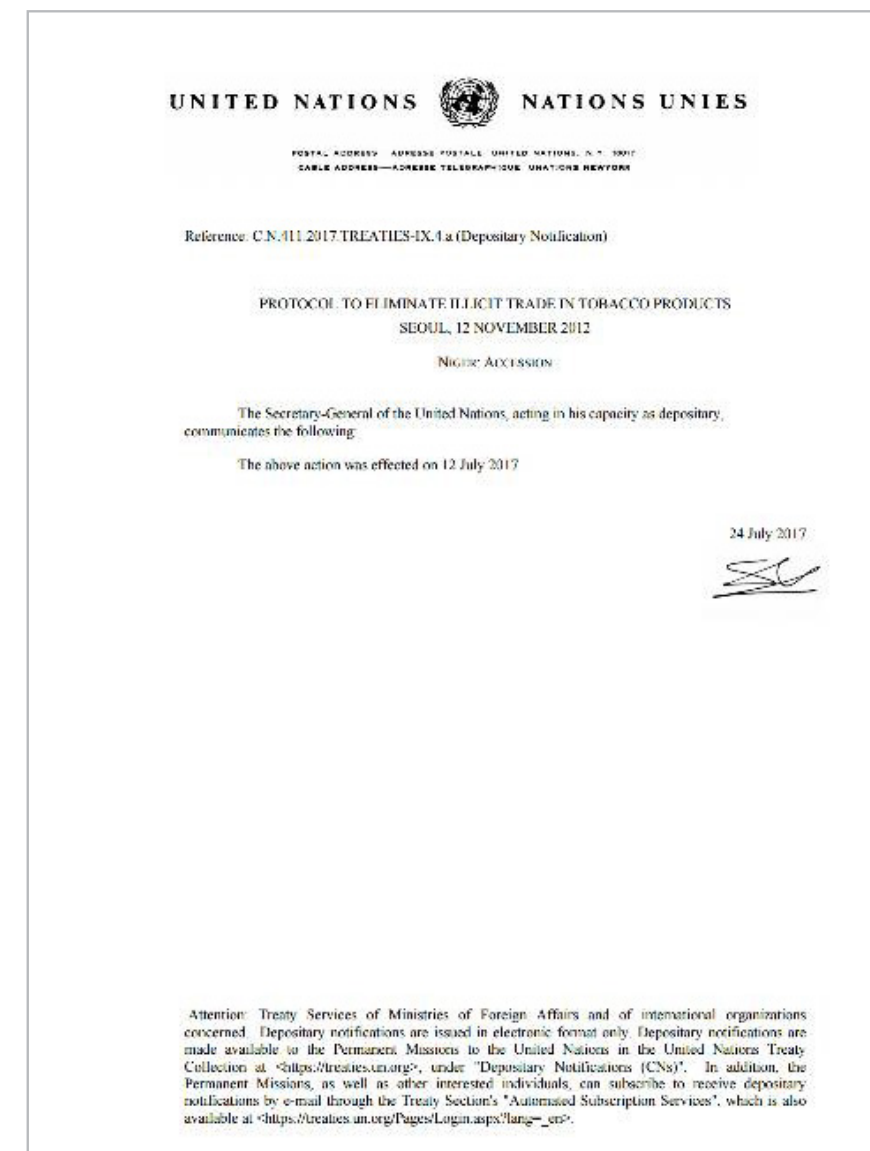
A technical committee was set up to propose an amendment to the tobacco control law to include provisions on Article 5.3 of the WHO FCTC. The committee comprising advocates and lawyers submitted a first draft of the amended law to the parliamentarians' network for tobacco control in Niger.

NIGER

◆ Advocacy

Meetings were held with the following:

- Minister of Health who reiterated his support and gave instructions to accelerate the process of amending the tobacco control law and implementing graphic health warnings;
- Government officials, to advocate for the ratification of the Protocol to Eliminate the Illicit Trade in Tobacco Products; and
- The Executive Secretary of the Tataly Iyali Foundation who has close links with the First Lady of Niger, to garner support for amendments to the tobacco control law.



Results achieved

By the end of 2017, Niger had achieved the following results in the context of the project:

- The WHO Protocol to Eliminate Illicit Trade in Tobacco Products was ratified.
- The order on pictorial health warnings was introduced for signature by the Minister of Health.
- The process of amending the tobacco control law to include article 5.3 of the WHO FCTC was initiated.

3. COMMUNICATION

The tobacco industry has invested heavily in communication across the continent. In 2016, Philip Morris International (PMI) sponsored the creation of the Réseau des Journalistes Observateurs de l'Industrie de la Nicotine et du Tabac (REJOINT) in Côte d'Ivoire during a journalist training organized by the AllAfrica Media Group. In May 2017, another training for francophone African journalists was organized in Bamako, Mali.

In November 2017, a Kenyan consulting firm, OXYGENE MLC, organized a workshop to engage English-speaking media stakeholders from Southern and Eastern Africa in discussions on the future of tobacco, and tobacco industry innovations. The media workshop was organized under the theme 'Tobacco Harm Reduction: Towards a Smoke-Free World'.

ATCA pursued a strategy to counter the tobacco industry's accelerated efforts to use the media to undermine tobacco control in Africa.

In 2016 and 2017 the Alliance consolidated its communication with civil society and the tobacco control community in Africa. It started information-sharing not only through its website but also through social media platforms and its network of journalists, creating a vibrant community of practice in the region. Work is continuing to transform ATCA into a communication hub for tobacco control in the medium to long term, using a mix of conventional and digital media and its CSO network.

ATCA WEBSITE

The new website was launched on August 24, 2016, and received positive feedback from ATCA's members, CTFK, ACBF and the Bill and Melinda Gates Foundation. It has increased the visibility of ATCA regionally and globally and is helping to position the alliance as the voice of civil society in Africa. The main features of the website are that it provides news updates on tobacco control on a daily basis and maintains an updated tobacco control profile of the 47 countries of Sub-Saharan Africa. It also exposes and denounces the activities, interferences and tactics of the tobacco industry on the continent such as the media workshop for Francophone journalists held in Grand Bassam, Cote d'Ivoire in 2016.

The activities held by ATCA's country partners during the 2016-2017 period were widely covered on the website. It is accessible at www.atca-africa.org

ATCA WEBSITE - HOMEPAGE

The screenshot shows the ATCA website homepage. At the top is a navigation bar with links: HOME, ABOUT US, COUNTRY PROFILES, NEWS AND EVENTS, INDUSTRY WATCH, RESOURCES, MEMBERSHIP, and CONTACT US. A search bar is also present. The main banner features a photo of children in a shop and the headline "BIG TOBACCO TARGETS OUR CHILDREN AROUND SCHOOLS" with the subtext "Across Africa, school children are among the prime target of multinational tobacco companies". Below the banner is a "HIGHLIGHTS" section with three cards: "Tobacco industry's elaborate attempts to control a global track and trace system and fundamentally" (University of Bath), "Big Tobacco, Tiny Targets: Tobacco industry targets schools in Africa" (ATCA), and "SALE OF SINGLE STICKS OF CIGARETTES IN AFRICA" (Survey Report from 10 Capital Cities, ATCA). The "AFRICA NEWS" section includes four articles: "South Africa: Tobacco-free initiative sights trained on youth", "RAID-The Gambia briefs WCR Councilors on 2016 Tobacco Control Act", "Nigeria: Why Tobacco Isn't Going Away", and "Kenya: Groups pile more pressure on ILO to sever tobacco ties". The "INTERNATIONAL NEWS" section includes four articles: "Vital Signs: Don't Assume Smokeless Tobacco Is", "The Whole Industry Stinks: Big Tobacco's Squeeze On", "Japan: Public Remains Ignorant Of The Hazards", and "Child Labour Rampant In Tobacco Industry". The footer contains a table with links for ATCA, About Us, Industry Watch, News And Events, Resources, and Contact Us.

ATCA	About Us	Industry Watch	News And Events	Resources	Contact Us
ATCA is a Pan-African network of over 120 Civil Society Organizations which promotes health by building a tobacco-free Africa.	What Is ATCA? What We Do? Structure Board Of Directors Achievements	ATCA Response Regional Response Tobacco Packs Abuse Resources	Africa News International News Tobacco Industry News Events Photo Gallery	Publications Videos Useful Links	Quartier Adido-Adin, 08 BP 81586 Lomé- Togo Tel : (00228) 22 25 15 83 Fax : (00228) 22 25 15 83 Email : info@atca-africa.org

NETWORK OF AFRICAN TOBACCO CONTROL JOURNALISTS

Following trainings for journalists held in Accra (Ghana) and Entebbe (Uganda) in 2017, ATCA established a network of African journalists willing to engage in media advocacy for tobacco control and support the work of ATCA and its partners in the region. A total of 50 journalists from 18 different countries are part of the network. An email listserv has been created to facilitate communication with and among the journalists and exchange regular updates on major tobacco control occurrences in Africa and around the world.

Already, journalists in the network are playing an important role in advocating for tobacco control in their respective countries and especially in exposing the interferences of the tobacco industry. The network of journalists has increased the visibility of tobacco control in Africa. For example, in Tanzania senior journalists trained in July 2017 collected data and carried out interviews with tobacco farmers, tobacco smokers and health professionals to produce 16 media reports on tobacco farming, alternative crops, tobacco-related diseases and environment issues. These were disseminated in a sequential manner to support the advocacy efforts of civil society.

SOCIAL MEDIA

Realising that social media is among the most powerful tools to reach millions of people within a very short while and at the comfort of their smart devices, ATCA has been active on major social media platforms including Facebook, WhatsApp and Twitter.

Facebook

Facebook is one of the important channels through which ATCA shares information on tobacco control with up to 50,000 followers comprising journalists, advocates and supporters from within and out of Africa, some of whom in turn share the information with their own Facebook contacts.

WhatsApp

In 2017, ATCA started administering two WhatsApp groups:

- ATCA Newslines, comprising mainly members of the alliance; and
- Africa TC Journalists, made up of journalists and advocates trained in ATCA-organized workshops in Ghana and Uganda.

Tobacco Control Updates, a compilation of press articles in Africa and around the world, and posted on the website of ATCA, is shared with journalists and advocates on WhatsApp platforms and email listservs. These updates together with other ideas shared on the platforms, sometimes inspire discussions on actions that can be carried out to foster tobacco control in Africa.

ATCA is also a contributor to the Tobacco Control Africa WhatsApp forum, a platform administered by the FCA Afro Region. ATCA shares its Tobacco Control Updates and other information on the platform.

Twitter

ATCA used the Twitter platform to share occurrences on tobacco control, and reach out directly to government ministries and influential people in several social media campaigns. Common hashtags were created to regroup tweets on online campaigns. For example, in December 2017, ATCA undertook a two-week Twitter campaign, putting out two tweets a day, to lobby the Ethiopian government to adopt the tobacco control bill. The messages were sent directly to the Ethiopian Ministry of Health and other influential personalities and organisations tagged in ATCA's tweets. Again, in December 2017, ATCA engaged in a one-week Twitter campaign to demonstrate the successful implementation of Graphic Health Warnings (GHWs) in Senegal. ATCA's tweets tagged the Ministries of Health and influential organisations of some countries currently finding it difficult to adopt or implement a tobacco control law. In most cases, these Twitter campaigns were picked up and relayed by other big tobacco control entities in Africa and beyond. For example, tweets on the Senegal campaign were relayed by the Framework Convention Alliance (FCA) and The Union.

ATCA LOGO

In April 2016, the ATCA logo was redesigned to have a more modern look with improvements to the colour, shape and text layout, as illustrated below:



Old logo



New logo

4. CONSOLIDATION OF ATCA NETWORK

In 2017, ATCA increased its Pan-African network of civil society organisations (CSOs). The Board of Directors endorsed the applications of the following eight (8) CSOs:

1. Health Healing Network Burundi
2. Institute of Leadership and Development (INSLA) – Ghana
3. NY SAHY – Madagascar
4. Organization for Tobacco Alcohol and Drug Abuse Control (OTADAC) - Rwanda
5. Uganda National Health Consumers Organization (UNHCO)
6. Youth against Alcoholism and Drug Dependency - Zimbabwe
7. Kenya Tobacco Control Alliance-KETCA
8. Tobacco-Free Association of Zambia



H.H.N.B.
Health Healing Network Burundi
Initiative for the Public Health Promotion



INSLA INSTITUTE OF LEADERSHIP & DEVELOPMENT
"STIMULATING DISCUSSIONS & ACTIONS"



Youth against Alcoholism
& Drug Dependency



Tobacco-Free Association Of Zambia

5. INSTITUTIONAL CAPACITY BUILDING

In 2016 and 2017, ATCA invested in three areas of institutional capacity-building namely; organizational strengthening, skills upgrading and procedural improvements, details of which are provided below.

Organizational strengthening

1. ATCA reinforced its technical team by recruiting three new technical staff, namely, a Communication Manager, a Research Manager and a Communication Officer.

i. Recruitment of Communication Manager and Research Manager

In 2016, ATCA recruited a Communication Manager and a Research Manager to support implementation of the Big Tobacco Tiny Targets and Sale of Single Sticks campaigns. However, in practice, they also contributed in implementing the project funded by the Bill and Melinda Gates Foundation and administered by ACBF. While the Communication Manager is still in post, the services of the Research Manager terminated at the end of the CTFK project in August 2017.

ii. Recruitment of Communication Officer

The Communication Officer was recruited in October, 2017 in the context of the new CTFK-funded project. He assists in conceptualizing, developing and implementing communication and advocacy plans and media campaigns to build support and public awareness on tobacco control across the continent. He also supports the implementation of activities to counter the interference of the tobacco industry in tobacco control by collaborating with CSOs and other partners in the region.

iii. Recruitment of Programme Director

ATCA made provision in the 2017 CTFK project for the recruitment of a Programme Director who will assist the Executive Secretary in overseeing all projects undertaken by ATCA. The selected candidate will be a lead person in planning, coordinating and evaluating ATCA's projects. The post will be filled in 2018.

2. Setting up a Journalist network

As indicated in Section "Communication", a network of African journalists has been launched to support the work of ATCA and its country partners through increased media coverage and advocacy for tobacco control. Care is taken to exclude journalists having links with the tobacco industry. The network is encouraged to conduct investigative journalism to promote public health policies and expose the interference of the tobacco industry in tobacco control.

3. ATCA Strategic Plan 2018 - 2022

Consultations were held between the Board of Directors and the Executive Secretary of ATCA to develop a new Strategic Plan for the organisation. The new Strategic Plan will provide strategic orientations to ATCA and serve as a useful tool for resource mobilization. It was agreed to hire the services of a consultant with proven experience in tobacco control in Africa to develop the plan. This will be effected in early 2018 and the strategic plan is expected to be ready by mid-2018. ATCA's network of civil society organisations will participate in the consultation process prior to developing the plan.

4. Setting up the African Tobacco Control Experts Database

A tobacco control experts database was created by circulating online a questionnaire with the tobacco control community in Africa. The database serves as a directory of people providing technical assistance in the different areas of tobacco control. It is a handy list of experts with updated profiles.

Skills upgrading

The technical team of ATCA participated in a number of trainings which broadened their knowledge and skills in tobacco control and related fields. ATCA also organised trainings for its country partners and journalists network in view of building their capacity to contribute effectively in projects being carried out.

1. Training of staff

The trainings attended by the technical staff of ATCA include the following:

- Training on building effective tobacco control advocacy in Africa held in South Africa (June 2017).
- Digital advocacy training (February-July 2017)
- Training on tobacco control advocacy in Zimbabwe (August 2016).

2. Training of country partners

Trainings attended by ATCA country partners include the following:

- Training on advocacy for tobacco control in Tanzania on 4 and 5 July 2017
- Training on advocacy for tobacco control in Chad on 29 June 2017
- Training on advocacy for tobacco control in

Cote d'Ivoire on 17 May 2017

- Training on tobacco industry monitoring (TIM) in Chad on 1 February 2017
- Training on TIM in Niger on 26 January 2017
- Training on TIM in Cote D'Ivoire on 19 and 20 January 2017
- Regional training on planning a tobacco industry monitoring and discrediting campaign in February 2016 in Togo

3. Training of journalists

The trainings attended by journalists and organised by ATCA include the following:

- Training to enhance media engagement in tobacco control (Eastern African journalists) in Uganda in November 2017
- Training to enhance media engagement in tobacco control (West African journalists) in Ghana in July 2017
- Training on advocacy for tobacco control in Tanzania on 4 and 5 July 2017
- Training on advocacy for tobacco control in Chad on 29 June 2017
- Training on advocacy for tobacco control in Cote d'Ivoire on 17 May 2017
- Training on TIM in Chad on 1 February 2017
- Training on TIM in Niger on 26 January 2017
- Training on TIM in Cote D'Ivoire on 19 and 20 January 2017



West Africa journalists training workshop in Accra, Ghana

Procedural improvements

- Manual on Administrative, Financial and Accounting procedures

As indicated in Section "Governance", actions were initiated in 2017 to review the existing administrative, financial and accounting manual of ATCA. The exercise will be completed in 2018 with the adoption of new and simplified procedures.

6. GOVERNANCE

Actions were taken to uphold and strengthen good governance at all levels within ATCA, details of which are provided below.

Involvement of ATCA Board of Directors

The Board of Directors of ATCA worked closely with its Secretariat to provide strategic directions and support strategic actions. The Board deliberated upon and approved ATCA's 2017 Project Workplan and Budget in January 2017. Board members were actively engaged in supporting the implementation of projects, some of them serving as resource persons. The Board also worked in close collaboration with the Executive Secretary to organise the annual general meetings of 2016 and 2017, Board election of 2017, and draft the Terms of Reference of the consultant to be recruited for developing the ATCA Strategic Plan 2018 – 2022. The Executive Secretary kept the Board of Directors informed of the progress achieved in programme implementation through regular reports and online discussions.

Annual General Meeting

ATCA held two annual general meetings during the period covered by this report, on 3rd June 2016 and 24th May 2017 respectively. Both meetings were held virtually, in accordance with procedures established by the Constitution of ATCA. The following documents were circulated prior to the meetings:

- Agenda
- Minutes of the last meeting
- Report of Executive Secretary
- Financial report

The participation of ATCA members in its annual general meetings continues to be a real challenge due to the problem of connectivity for members spread across the continent.

ATCA Board Election 2016

In 2016, the election of Board members of ATCA was to be held in two sub-regions, namely, Lusophone Africa and The Islands. However, ATCA has only one organizational member in each of the above sub-regions, namely, Mozambican Association of Public Health (representing Lusophone Africa) and VISA Mauritius (representing The Islands). As a result, the Board of Directors appointed one representative from each of the above organisations to serve as Board member. The appointed Board members were:

- Mr Francisco Cabo of Mozambique Health Association; and
- Dr (Mrs) Marie France Chan Sun of VISA Mauritius.

ATCA Board Election 2017

In 2017, the election of Board members of ATCA was held in three sub- regions, namely, Southern Africa, West Africa (Anglophone) and Central African Community. A secure and transparent electronic system was used for voting by ATCA members.

The following persons were elected to serve as Board members for the next three years:

- Dr (Mrs) Bontle Mbongwe of Botswana;
- Professor Patrick Shamba Bakengela of Democratic Republic of Congo; and
- Mr Oluwafemi Akinbode (Bode) of Nigeria.

Election of ATCA Board Executive Committee

The Executive Committee comprises the Chair, Vice Chair and Treasurer of ATCA. The Board election of 2017 was followed by an election among ATCA Board members to fill in these (non-remunerative) positions. The composition of the Board Executive Committee is as follows:

- **Chairperson:** Mr Oluwafemi Akinbode
- **Vice-chairperson:** Dr (Mrs) Sinna Bolly
- **Treasurer:** Mr Francisco Cabo

Authorisation of expenditure

All bank transactions undertaken by ATCA are authorised by its Board Chairperson, Treasurer, Executive Secretary and Finance Officer. In other words, no such transaction can be effected without the prior authorisation of the above persons.

Recruitment of staff

Procedures were strictly followed in recruiting the Communication Manager, Research Manager and Communication Officer of ATCA. A fair and transparent approach was adopted by advertising the posts in regional websites and appointing a panel to conduct the interviews and select the best candidates.

Refer to section "Institutional Capacity Building" for more information.

Review of Administrative, Financial and Accounting procedures

Actions were initiated to review the existing administrative, financial and administrative manual of ATCA. The exercise will be completed in 2018 with the adoption of new and simplified procedures better adapted to the organisation.

Travel procedures

ATCA is developing a travel policy for its staff to ensure that all employees, Board members, and hired persons travelling on mission have a clear understanding of procedures and entitlements. It also aims to ensure their well-being, comfort and safety while on mission for ATCA. The travel policy will be ready in 2018.

Composition of ATCA Board of Directors

The Board of Directors of ATCA is now composed as follows:



- 1 **Mr Oluwafemi Akinbode**
Chair (Nigeria)
- 2 **Dr (Mrs) Sinna Bolly**
Vice-Chair (Mauritania)
- 3 **Mr Francisco Cabo**
Treasurer (Mozambique)



- 4 **Mr Wondur Bekele Woldemariam** (Ethiopia)
- 5 **Professor Patrick Shamba Bakengela**
(Democratic Republic of Congo)
- 6 **Dr (Mrs) Marie France Chan Sun** (Mauritius)

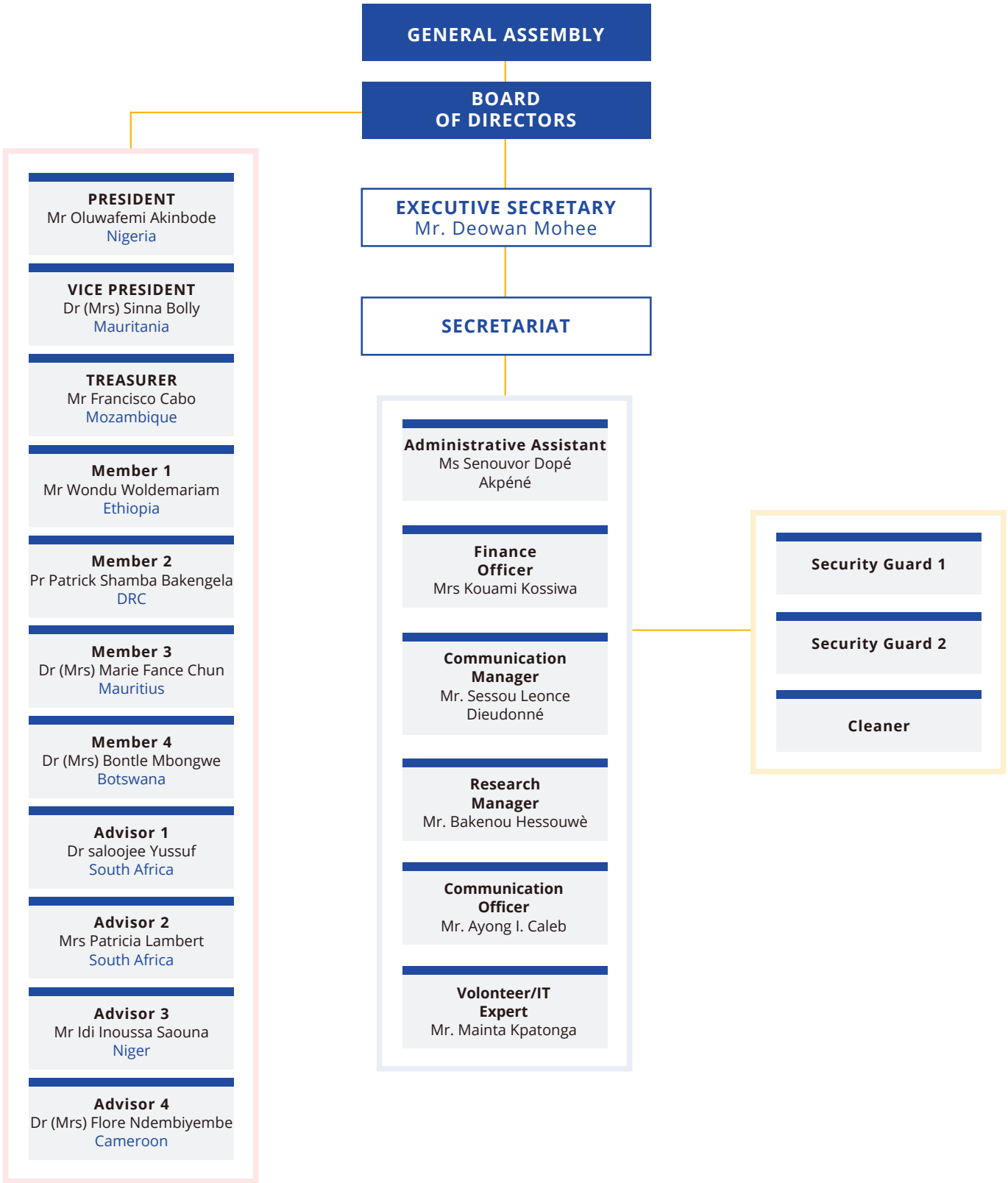


- 7 **Dr (Mrs) Bontle Mbongwe**
(Botswana)
- 8 **Dr Saloojee Yussuf**
Advisor (South Africa)
- 9 **Mrs Patricia Lambert**
Advisor (South Africa)



- 10 **Mr Idi Inoussa Saouna**
Advisor (Niger)
- 11 **Dr (Mrs) Flore Ndembiyembe**
Advisor (Cameroon)

Organigram of ATCA



Conclusion

During the 2016-2017 period, ATCA demonstrated strong capacity in successfully managing projects and achieving results. The positive outcomes of the Tobacco Industry Accountability and Policy Advocacy projects are testimony to the fact that, given the required resources, ATCA has the potential to mobilize civil society, influence decision-making and advance tobacco control in Africa.

However, at a time when ATCA is celebrating ten years of its existence (2008-2018), the challenges ahead are enormous. Resource mobilisation to sustain and consolidate its actions is an immediate priority. It requires the continued assistance of donor agencies to tap its huge potential to promote public health across the African continent through civil society mobilisation.

