ANNUAL REPORT 2



The resilience of ATCA



Akinbode Matthew Oluwafemi

ATCA Board Chairperson

In 2021, the world was embarking on the new normal after the COVID-19 pandemic that almost brought activities in every sector to a standstill. We at ATCA however, had found a way around the pandemic and continued to deliver quality services that helped to uphold the Alliance's main objective of protecting the African population from the devastating consequences of tobacco. As this report highlights, not only did we widen our scope of interventions, we also strengthened our institutional capacity to ensure that we not only meet the tobacco control challenges of our time, but we also remain valuable to our members and to the global tobacco control community.

We invested in building the capacity of our staff in top academic institutions. Prominent amongst these institutions is the Harvard T.H. Chan School of Public Health, where personnel of the alliance completed the Global Tobacco Control training organised by the Center for Global Tobacco Control, Department of Social and Behavioural Sciences. Our staff also had their capacity built in tobacco control through the "Building Effective Tobacco Control Advocate (BETA) program, a course run by the Sefako Makgatho Health Sciences University (SMU) based in South Africa. These trainings, together with others in areas like project management, resource mobilisation and grant writing contributed to upgrading

the ability of ATCA in the delivery of its tobacco control interventions.

In 2021, efforts were made to bring the alliance to standard with other international organisations, through the development and revision of some organizational manuals and policies. Supported by the African Capacity Building Foundation (ACBF), a Monitoring and Evaluation (M&E) Manual was developed, as well as a Human Resources Manual. Added to these is a membership financial contribution mechanism which is the outcome of a study conducted on the feasibility of instituting membership fees within the alliance

In line with our resolve to better our services, we undertook a restructuring of our staff allocations thereby modifying the job description and position of some staff members.

2021 was a challenging year. COVID-19 was still a hindrance to our work, but our resolve to protect our populations from the deadly consequences of tobacco and the tactics employed by the tobacco industry to undermine tobacco control policies, remained unshaken. We remain grateful to our technical and financial partners, notably ACBF, the Campaign for Tobacco-Free Kids (CTFK), the STOP Partnership, The Union, the Global Center for Good Governance

in Tobacco Control (GGTC), the WHO FCTC Secretariat, the Framework Convention alliance (FCA), Corporate Accountability at global level, and the Africa Centre for Tobacco Industry Monitoring and Policy Research (ATIM) and the Center for Tobacco Control in Africa (CTCA) at regional level. They all maintained cordial relationships with ATCA. We look forward to even more fruitful collaboration in the future.



Positioning to better contribute to the implementation of the FCTC



Sessou Leonce Dieudonne ATCA Executive Secretary

2021 was a tough year for tobacco control, but we did not relent our efforts to protect our populations from the harms of tobacco. As a regional organisation coordinating tobacco control civil society initiatives in the continent, we fostered synergy with other tobacco control stakeholders, and ensured mobilisation, knowledge sharing and capacity building, and coordination for effective tobacco control in the continent.

The tobacco industry constantly innovates its tactics and strategies to interfere in public health policies. With that in mind, we constantly built the capacity of our staff and members. As a result, we invested in acquiring skills and knowledge in various tobacco control domains. These were used to support tobacco control interventions leading to major achievements in the continent.

We also continued to reinforce our governance, and extend the reach of our interventions with the sole objective of ensuring acceleration of the implementation of the WHO Framework Convention on Tobacco Control (FCTC).

Today, ATCA stands as a prominent partner for regional and global tobacco control interventions thanks to its experience accumulated in technical domains like tobacco industry monitoring, countering

industry tactics, communication for tobacco control, as well as administrative domains like financial and organizational development. Our wide coverage with membership in 39 countries also gives us a broad reach across the continent, and our established communication hub for tobacco control in Africa is an important component that is highly beneficial for any collaboration.

Things get even better with the consultative international statuses achieved in the year, including Special Consultative Status to the UN Economic and Social Council (ECOSOC) and Observer Status to the Conference of the Parties of the Framework Convention on Tobacco Control. These will permit us to have a voice and more influence in the African and global tobacco control spheres.

ATCA is in a unique position to guide and coordinate tobacco control civil society interventions in Africa.



1. Building communication assets

We have been building on our communication assets to elevate our already firm position as the tobacco control communication hub for Africa. Several communication campaigns and initiatives were launched while others traditional to the alliance were enhanced.

Statements

Through press statements, we made our voice heard within the global tobacco control community on several issues to advance implementation of the WHO FCTC in Africa.

A statement was released following the publication of investigative reports by The Guardian and The Bureau of Investigative Journalism revealing online advertising by British American Tobacco in Kenya, and a bribery attempt by an employee of a PR agency recruited by BAT. The press release helped further push advocacy for the full implementation of the WHO FCTC in Kenya.

- A statement titled. "We can build a fairer, healthier Africa when we effectively tackle the maneuvers of the tobacco industry" was issued on World Health Day. The statement recalled the tobacco industry being the main vector of the tobacco epidemic and urged African governments prioritize the health of their populations by stepping up tobacco control efforts.
- A statement was issued on the release of the WHO Report on the Global Tobacco Epidemic, 2021. It highlighted the fact that while many of the long-term health effects of Electronic Nicotine Delivery Systems (ENDS) use are still unknown, there is growing evidence to demonstrate that they are not harmless. It called for sustained tobacco control efforts to reduce tobacco use and phase out distractions created by the tobacco industry.
- A statement titled, "African governments must secure their tobacco control efforts from tobacco industry interference" was published following the release of the Africa Tobacco Industry Interference Index 2021. The statement noted that governments can protect their health policies from tobacco industry interference by establishing a code of conduct guiding interactions between government officials and the industry and ensuring strict implementation of such codes where they already exist. It also urged governments to ensure that under no circumstance does the tobacco industry get

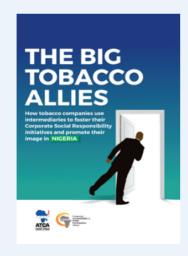
to enjoy preferential treatment or undertake Corporate Social Responsibility activities which facilitate interference.

Campaigns

Communication was undertaken through online and offline campaigns, knowledge and experience sharing sessions, media outreach and other public sensitisation initiatives. Our public sensitisation campaigns generally exposed tobacco industry tactics.

The Big Tobacco Allies

Together with our members in Nigeria, Uganda and Zambia, we launched three reports exposing how tobacco companies exploit the use of front groups. The reports were widely disseminated within the tobacco control community and on social media using <code>#ExposeBigTobaccoAllies</code> and generated several press articles across the three target countries.







Elimination of child labour

2021 being the International Year for the Elimination of Child Labour, we were actively involved in a campaign to galvanise support for this cause. This was done through a sign on letter which we shared with our membership to add their voice and urge the UN General Council (UNGC) to end its partnership with the ECLT.

We also authored an op-ed on the subject which was published on Devex. It highlighted issues like how widespread child labour on tobacco farms in tobacco-growing countries in Africa is, stories that illustrate this problem, the best way to stop child labour practices on tobacco farms, a description of ECLT's activities in Africa, and how it (ECLT) is furthering the tobacco industry's interests.



Opinion: Looking away will not end child labor in tobacco fields

By Leonce Dieudonné Sessou // 06 August 2021

Private Sector Trade & Policy Democracy, Human Rights & Governance















Two girls harvest tobacco in a field in Indonesia. Photo by: Human Rights Watch via Twitter

Celebrating the leadership of African Women in tobacco control

Women have historically played leading roles in the tobacco control movement in Africa. They have contributed immensely to the advancement of the WHO Framework Convention on Tobacco Control (FCTC) across the continent, heading governmental agencies, or engaging bravely in campaigns to isolate tobacco industry interference as civil society leaders. While their efforts and achievements are enormous, women have hardly ever been celebrated for their very valuable input to tobacco control in Africa.

As such, on July 30, we organised a virtual roundtable to celebrate the contributions and leadership of African women in tobacco control. The event witnessed interventions from 8 resource persons, all women who pioneered the tobacco control fight in Africa. It was graced by a keynote address from Dr. Jane Ruth Aceng, the Honourable Minister of Health of Uganda.

Watch the webinar

Engagement with international media

We granted an interview to a journalist from The Lancet. The interview focused on an overview of the scale of the tobacco epidemic in Africa. The article, Petition to ban nicotine pouches in

Kenya - The Lancet Oncology was published on April 29.

World No Tobacco Day 2021

As the continental tobacco control communications hub, we once again led regional World No Tobacco Day 2021 civil society efforts in Africa with a **creative campaign**. Using the WHO global theme of 'Commit to Quit' as a reference point this regional campaign not only had a clear pan-African call to action but was also an outstanding branded communications output for ATCA online and offline in various countries.

We mobilised other regional tobacco control organisations¹ for the campaign which was named "YES WE QUIT". Together with these partners, we developed a campaign logo, key visuals, factsheets, infographics, email signatures and other assets for the campaign.



¹ The Africa Centre for Tobacco Industry Monitoring and Policy Research (ATIM), the Center for Tobacco Control in Africa (CTCA) and the Africa Bureau of the Framework Convention Alliance (FCA)

The campaign had regional activities and local activities in Togo, where the ATCA Secretariat is based. At regional level, two prominent webinars around the central theme of World No Tobacco Day and a joint regional press conference (where a regional Press Statement was read) were organised. Added to this was a social media campaign.

In Togo, we organised a press conference in collaboration with the Ministry of Health and the WHO Country Office. We also funded and a two-day cessation campaign in three health districts Lome, the capital of Togo. Young social media communicators in the country were mobilised to highlight these activities and initiatives.



New Initiative: "in conversation with"

We launched a new communication initiative known as "in conversation with". It is a monthly video slot that discusses issues of concern to the tobacco control community. Previous editions have highlighted prominent tobacco control experts who shared their personal tobacco control experiences, the role of women in the Afro region during negotiations leading to the WHO FCTC, the creation of ATCA, etc.



2. Scaling up coordination of tobacco industry monitoring and response

The tobacco industry, the principal vector of the tobacco epidemic, continues to intensify initiatives and strategies to grow its business in Africa. The industry has amongst other activities, organised or sponsored talent competitions, promoted of the use of flavoured and novel tobacco products, engaged aggressive marketing specifically targeting kids.

And with the COVID-19 pandemic heavily impacting economic activities in the continent, almost bringing tobacco control efforts to a standstill, the tobacco industry, true to its tradition of only caring about its profits and never about the health and well-being of the population, fought fiercely against efforts by governments to protect its citizens from tobacco harms deep into the pandemic.

In 2021, we invested in mitigating the impact of tobacco industry interference by fostering synergy with other regional tobacco control organizations, and ensuring mobilisation, capacity building

and coordination of our membership and the entire Africa tobacco control community. We ensured effective operationalisation the tobacco industry monitoring and response (TIMR) teams we established in 11 countries², by accompanying their efforts to keep the tobacco industry at bay through. Members of the TIMR team from each country were brought together in a regional WhatsApp group to constitute the **Africa TIMR Team** for knowledge, information and experience sharing.



² Benin, Cote d'Ivoire, Ethiopia, Gabon, Kenya, Mauritania, Nigeria, Senegal, The Gambia, South Africa, Uganda

Technical Assistance and Capacity Building

We sustained communication with our members to identify capacity needs for the TIMR teams. This led to capacity building initiatives in some countries with the output being improved productivity in tobacco industry monitoring and response.

Benin

Accompanied by IECT, our member in Benin, we facilitated several sessions to build the capacity of local administrative officials, and law enforcement authorities on tobacco industry interference. These trainings were also used to enlighten the participants of the dangers of shisha and the urgent need to shun its use, following a nationwide move to ban the product. Motivated by the training, authorities in Benin conducted several surprise raids and arraigned people who were found marketing or consuming shisha.









Cote d'Ivoire

We assisted our partner in Cote d'Ivoire, Comité/club Universitaire Unesco pour la lutte contre la drogue et Autres pandémies (CLUCOD) in the selection of a "no tobacco" signage developed in collaboration with the Ministry of Health. Four proposals were submitted from which ideas were extracted and combined to produce the final version.

We also assisted CLUCOD with the development of a mapping of stakeholders involved in the implementation of key provisions in the tobacco control law. Specifically, two templates, one for power mapping and the other for the mapping of stakeholders, were developed and shared with CLUCOD.

We facilitated two virtual workshops organized by CLUCOD for capacity building and sensitization of public authorities. The first of these trainings focused on the provisions of the ban on smoking in public places and public transport, while the second training focused on the provisions related to sale of single sticks of cigarettes and retail sale of other tobacco products. In both workshops, we shared best practices with the participants.

Ethiopia

In March 2021, we visited the TIMR team in Ethiopia to discuss progress in the implementation of their tobacco control activities, and major tobacco industry interference. We discussed recommendations and the way forward to tackle the tobacco industry interference through illicit trade, the major interference strategy identified to be exploited by the industry. We built the capacity of the team members through an experience sharing session where we discussed best practices to dealing with tobacco industry interference from other countries, and we strengthened their skills on the elaboration of a countering campaign plan.

We also provided assistance for the drafting of a letter to the Japanese Embassy in Ethiopia after it was identified that it signed a Memorandum of Understanding (MOU) with Japan Tobacco International for a framework of cooperation to provide scholarship to Ethiopian students and construct a training institution in Dukem Town.



Kenya

We visited the Kenya TIMR team in March where we shared best practices to build their capacity in responding to tobacco industry interference. We also organised a capacity building session for a group of 15 journalists to improve their knowledge of tobacco industry interference and to strengthen their capacity in monitoring and countering. Following this workshop there was an increase in the number of media professionals supporting industry monitoring and countering initiatives in Kenya.



South Africa

In June, we held a virtual coaching session with tobacco control stakeholders in South Africa. Participants were enlightened on tobacco industry interference in tobacco control policies. They were provided interference case studies from across the continent, as well as taxation and illicit trade in South Africa. The training led to the establishment of the TIMR team in South Africa

Senegal

With a disturbing influx of novel tobacco products in the country, we coordinated with our member in Senegal for the organisation of a capacity-building workshop on emerging products for the TIMR team. The team conducted a survey to identify emerging products.

ANNUAL REPORT 2021 | ATCA 15

Advocacy

Implementation of policies in Mauritania

After identification by the TIMR team, during one of their coordination meetings, of a delay in the implementation of pictorial health warnings, a key provision of the tobacco control law, we supported the team in Mauritania with the production of a booklet entitled « Comment les compagnies du tabac interfèrent dans la mise en œuvre de la loi antitabac en Mauritanie » (How tobacco companies interfere in the implementation of the tobacco control law in Mauritania).

Calling for quick implementation of the pictorial health warnings, the booklet was shared with the media during a widely attended press conference. It was also shared with authorities of the Ministry of Health, the Ministry of Commerce, and the Ministry of Social Affairs during advocacy visits.

The following were outcomes of these visits:

- We and AMALUTS, our member in Mauritania, received first hand information on the status of the various regulations. This was helpful in engaging follow-up that eventually led to the adoption of some of the regulations.
- AMALUTS gained the trust and collaboration of the Ministry of Commerce and the Ministry of Social Affairs.









In October, the first tobacco packs bearing pictorial health warnings were identified in Mauritania.



We undertook a second campaign in Mauritania aimed at integrating domestic resource mobilization for tobacco control in the 2022 finance law. For this campaign, visits were undertaken to influential parliamentarians from various committees: economy, religious affairs, health, and the environment as well as to the Minister of Economy. Advocacy was also conducted with influential women parliamentarians and AMLUTS sent a letter to the Ministers of Health and Finance calling for the acceleration of the process to establish the tobacco control fund.

No Tax Holidays for British American Tobacco (BAT) in Kenya

Prior to 2021, under our coordination, two of our members in Kenya, notably the Kenya Tobacco Control Alliance (KETCA) and International Institute for Legislative Affairs (ILA) had championed initiatives to denounce a request by BAT Kenya for a tax holiday on one of its products, Lyft. The media was heavily engaged to denounce this violation of the WHO FCTC and Kenya's Tobacco Control Act, 2015. We engaged our members to meet with top government officials, and to submit a regional petition to Kenyan authorities.

Intense advocacy undertaken by our members continued and guaranteed that Lyft remained deregistered under the Pharmacy and Poisons Board, and consequently, illegal in Kenya. Efforts by British American Tobacco to uplift the ban through press outings, letters to government officials and lawmakers, etc. were heavily exposed and denounced. This ensured that the tax holiday requested by BAT was not approved, and Lyft remained illegal in Kenya.

Implementation of Tobacco Control Act in Nigeria

The Nigeria TIMR team paid courtesy visits to key enforcement government agencies where advocacy was undertaken for the enforcement of provisions of the National Tobacco Control Act. Five agencies³ were visited, sensitised, and engaged for a full enforcement of the act. These visits helped to build strong

³ Federal Competition and Consumers Protection Commission (FCCPC), Abuja Environmental Protection Board (AEPB), National Drug Enforcement Agency (NDLEA), National Agency for Food and Drug Administration (NAFDAC), and National Security and Civil Defense Corps (NSCDC)

commitment in the authorities and in December 2021, the FCCPC carried out raid at the Utako Market, in Abuja Municipal Area Council (AMAC) to enforce the policy on Graphic Health Warnings on tobacco packs.







The Africa Tobacco Industry Interference Index

With support from the Global Center for Good Governance in Tobacco Control (GGTC) we mobilised. trained, and supported our members and partners in 15 countries⁴ to collect data on tobacco industry interference in public health policies and government responses to these interference initiatives. We supported the production of a national tobacco industry interference index in each country, as well as advocacy to call on governments to protect policies from tobacco industry influence.

Data from the country reports were used to produce a regional report which was named the Africa Tobacco Industry Interference Index. Launched virtually as a side event of the 1st Africa Conference on Tobacco and Development in October 2021, the report serves as a great advocacy tool to push for acceleration of implementation of tobacco control policies in the continent.

The regional report and its executive summary, country reports, as well as a factsheet, ATCA statement and other resources related to the index are compiled in a special page on our website.



⁴ Botswana, Burkina Faso, Cote d'Ivoire, Ethiopia, Gabon, Ghana, Kenya, Mozambique, Nigeria, Senegal, South Africa, Tanzania, Uganda, Zambia

18 — ATCA I ANNUAL REPORT 202

3. Global Interventions and Impact

On several occasions, we collaborated with regional and international partners to undertake tobacco control interventions at the global scale. These interventions included amongst others, webinars, conferences, campaigns.

Webinars

In April 2021, we collaborated with the Global Center for Good Governance in Tobacco Control (GGTC), International Cooperation Centre on Tobacco Control, Corporate Accountability, Framework Convention Alliance (FCA), Africa Centre for Tobacco Industry Monitoring and Policy Research (ATIM), and Corporate Accountability & Public Participation Africa (CAPPA) to organise a webinar titled "Illicit trade and tobacco industry interference: a serious threat to the transparency, economy, stability and security of the States?" The event was an interregional dialogue between Latin America and Africa.

Still in collaboration with Corporate Accountability and the Global Center for Good Governance in Tobacco Control and following the publication of a STOP report uncovering corruption by tobacco multinationals in Africa, another webinar was organised on the tobacco industry and corruption. We coordinated a brainstorming session on actions that could be taken to counter corruption by the

tobacco industry.

Prior to COP9, we collaborated with several global partners⁵ to develop a webinar titled "Maximizing Transparency in the lead up to COP9 and MOP2". This webinar provided insight on how governments can counter tobacco industry interference before the meetings begin, background on industry inference at the global tobacco treaty meetings, strategies for how governments can maximize transparency decisions, and Big Tobacco's harm reduction argument — a key industry tactic.

Factsheets, Letters, and Briefs

We collaborated with the European Network for Smoking and Tobacco Prevention (ENSP) and the Global Center for Good Governance in Tobacco Control (GGTC) to produce an Issue Brief pointing out that the largest tobacco transnationals—Philip Morris International (PMI), British American Tobacco and Japan Tobacco International—are key players in, and are poised to dominate the novel and emerging nicotine and tobacco products (NENTPs) market. The brief was highlighted in In-Depth News.

We also helped to disseminate another factsheet on tobacco and the environment, produced by GGTC. This was part of a campaign named "Burned by Tobacco" which we actively supported on social media.

During the nineth Conference of the Parties to the WHO FCTC (COP9) we co-authored an article in the FCA bulletin highlighting Party Declaration of Interest submissions as a critical means of maximizing transparency and safeguarding the WHO FCTC from

Scorporate Accountability, Action on Smoking and Health (ASH), Action on Smoking and Health Canada (ASH Canada), Framework Convention Alliance (FCA), European Network for Smoking and Tobacco Prevention (ENSP), Southeast Asia Tobacco Control Alliance (SEATCA), and Stopping Tobacco Organisations and Products (STOP).

tobacco industry interference. We co-sponsored a factsheet and a letter to government delegates of COP9 and the second Meeting of the Parties to the Protocol to Eliminate Illicit Trade in Tobacco Products (MOP2) reminding them that governments had agreed upon a ground-breaking decision to enhance Article 5.3 of the FCTC; protect against the undue influence of the tobacco industry by maximizing transparency in negotiations. The letter called for strict respect of this engagement during COP9 and MOP2.

Still in line with COP9 and MOP 2, we collaborated with other global partners⁶ to develop a resource hub: Maximizing transparency and tobacco industry accountability.

Global Media Competition (GMC)

An official partner of the competition, we were involved in the planning and coordination of its rollout. We promoted the competition within our networks and with the entire African tobacco control community as well as on our social media platforms. We were also part of the jury that selected the winners of the competition.

Conferences

We played an important role in the organisation of the 1st Africa Conference on Tobacco Control and Development. We were part of the oversight committee and as such, contributed in supervising the general organisation of the event. We were part of a panel discussion on partnerships for tobacco control sustainability

in Africa and excerpts of our statements were highlighted in the conference's newsletter



We also participated in the 9th Conference of the Parties of the WHO FCTC and the 2nd Meeting of the Parties of the Protocol to Eliminate Illicit Trade in Tobacco Products held from 8 to 12 November 2021 and 15 to 18 November respectively. At COP9, we were unanimously granted Observer Status together with four other organisations. This great achievement came barely weeks after we were also granted Special Consultative Status to the UN Economic and Social Council (ECOSOC).



4. Governance

To ensure that we maintain high standards in our functioning, we invested considerably in sustaining our governance.

Board of Directors

For two days, the Board of Directors, meeting in Lome in June, brainstormed on actions and strategies to raise the standard of the alliance. In a second board meeting held virtually in December, they discussed among others points, projects and workplans for 2022.

Two Board members were elected, one each from East Africa, and Francophone West Africa as follows:

- Ms. Celine Awuor from Kenya for the East Africa subregion
- Mr. Djibril Wele from Senegal for the Francophone West Africa sub-region

General Assembly

Our General Assembly was active in ensuring that the public is adequately protected from the harms of tobacco. Members engaged campaigns to either expose and denounce tobacco industry interference, or advocate for implementation of FCTC-compliant policies.

Our strength was felt whenever an action needed the contribution of the tobacco control civil society in the region.

Commitment of our members was also felt during our Annual General Meeting where they provided brilliant ideas to foster the alliance.

5. Financial Report

Statement of Functional Income and Expenses for the year ended 31st December, 2021.

Support and Revenue	FY 2021		
	US\$	CFA F	
Reserves and carried-forward January 2021	134,075	76,122,975	
Grants and Donations	289,079	158,215,142	
Other income	46,221	25,235,543	
Total Support and Revenue	469,375	259,573,660	
Expenses			
Program			
Resource mobilization	2,714	1,451,539	
Training	3,947	2,230,263	
Tobacco Industry Monitoring and Response (TIMR)	51,080	28,393,014	
Advocacy	34,280	19,122,607	
Communication and media	10,504	5,714,235	
Governance and Networking	203,654	112,829,378	
Subtotal Program expenses	306,179	169,741,036	
Supporting Services			
Management and general operations	53,872	29,949,278	

Support and Revenue	FY 2021		
Indirect costs	1,047	568,521	
Subtotal Supporting Services	54,919	30,517,799	
Total Expenses	361,098	200,258,835	
Net Assets			
Opening Balance Equity	22,632	11,316,142	
Funds balance	108,277	59,314,825	
End of the year	130,909	70,630,967	



ADDRESS

African Tobacco Control Alliance P. O. Box: 08 PO Box 81 586 Lome - TOGO

CONTACT

P: 228-22-25-15-82 E: info@atca-africa.org W: http://www.atca-africa.org