

Act globally, think locally

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Abstract

There are a number of regional and global influences on the spread of tobacco control efforts in the Pacific region. In this presentation Matthew Allen will discuss the role of the WHO Framework Convention on Tobacco Control in sparking local tobacco control actions using country examples. He will also outline efforts being made by a number of global and regional bodies to support Pacific states to implement effective tobacco control programmes. These efforts have had variable success. Some of the drivers for what makes for effective implementation of population-level interventions will be presented.

There are a number of threats unique to the tobacco control movement in the Pacific region. Matthew will outline some of these, including new tobacco cultivation and manufacturing operations and concerns raised regarding the potential impact of the Pacific Island Countries Trade Agreement (PICTA).

Suggestions for responding to the inevitable challenges to tobacco control efforts in the Pacific will also be presented.