



WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL

**Conference of the Parties to the
WHO Framework Convention
on Tobacco Control**

Seventh session
Delhi, India, 7–12 November 2016

12 November 2016

DECISION

FCTC/COP7(5) Tobacco advertising, promotion and sponsorship: depiction of tobacco in entertainment media

The Conference of the Parties (COP),

Mindful of the Report by the Convention Secretariat on Tobacco advertising, promotion and sponsorship: depiction of tobacco in entertainment media (document FCTC/COP/7/38);

Recognizing the challenge Parties face in addressing and controlling cross-border advertising, including tobacco advertising, promotion and sponsorship (TAPS) in entertainment media;

Acknowledging the need for further technical guidance to parties on how Article 13 of the World Health Organization Framework Convention on Tobacco Control (WHO FCTC) and the Article 13 Guidelines can be comprehensively implemented on both cross-border advertising and TAPS in entertainment media to bridge existing implementation gaps;

Reaffirming the need for international coordination and collaboration to successfully address and control cross-border advertising and TAPS in entertainment media;

Recognizing the importance of addressing cross-border advertising in a comprehensive manner that bridges all existing implementation gaps at the national, regional and global levels;

Mindful that there is a variation among Parties in terms of the existence of cross-border advertising and TAPS in entertainment media;

Recognizing that there are successful national experiences in prohibiting cross-border advertising and TAPS in entertainment media;

1. CALLS ON Parties to consider:

- (a) scaling up the implementation of WHO FCTC Article 13 and its Guidelines to achieve comprehensive coverage on both cross-border advertising and TAPS in entertainment media;

- (b) monitoring the use of TAPS in entertainment media and cross-border advertising in accordance with national legislation and priorities;

2. REQUESTS the Convention Secretariat:

- (a) to establish an expert group with regional representation, in collaboration with the World Health Organization (WHO), to provide recommendations on operationalizing the implementation of Article 13 and its Guidelines on cross-border advertising and TAPS in entertainment media, collect successful national and regional experiences in this regard, and develop a report to be submitted to next COP on suggestions and the way forward, with the Convention Secretariat to coordinate the establishment of the group and its terms of reference with the Bureau guidance;
- (b) to report to the eighth session of the COP on progress towards combatting cross-border advertising and TAPS in entertainment media.

(Fifth plenary meeting, 12 November 2016)

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