

Checklist for Developing a Strategy

Below are some steps that can be followed when developing a strategy to implement Article 5.3.

Developing a National Strategy

- ☑ Identify elements of government with interest in tobacco control.
- ☑ Identify a lead person or institution. This includes identifying a focal point within each institution or participating organization that is responsible for or has expertise in the various measures (e.g., codes of conduct, tobacco industry information regulations, etc.).
- ☑ Identify policy development fora and mechanisms that can be used to coordinate the activities of the government, the private sector, and civil society in the development of the national strategy.

Implementing a National Strategy

- ☑ Identify a lead person or institutions, as well as persons within each institution or participating organization, for each element of the national strategy.
- ☑ Identify mechanisms for coordination.
- ☑ Develop and disseminate tools and fact sheets; provide updates to deepen understanding of the issues.
- ☑ Establish a response team to address emerging issues.
- ☑ Elaborate the national strategy.
- ☑ Develop action plans to build capacity, and allocate/mobilize resources, among others.

Collaborating with Civil Society Organizations

- ☑ Include the civil society perspective in the development and implementation of strategies.
- ☑ Bring civil society groups together to participate in monitoring, surveillance, and reporting.

Preventing Tobacco Industry Interference

- ☑ Identify national coordinating bodies or point persons.
- ☑ Identify a monitoring and reporting process and mechanism.
- ☑ Promote pertinent policies through information dissemination programs.
- ☑ Provide training programs for relevant agencies, including the judiciary.
- ☑ Conduct a baseline survey of the adequacy of existing laws and identify policy gaps.
- ☑ Identify and prioritize actions so that national laws and the legal infrastructure will conform to international norms.



Creating Article 5.3 Implementation Capability

- ☑ Determine roles and functions needed to implement policies relating to Article 5.3.
- ☑ Identify contacts within government including those in law enforcement, tobacco regulation, anti-corruption, education, communities or local governments.
- ☑ Identify non-government organizations (NGOs), private sectors and academe with expertise in the area of transparency and accountability.
- ☑ Conduct and disseminate regular situational analysis and awareness regarding tobacco industry interference.
- ☑ Provide sustainable funding.
- ☑ Develop implementation and enforcement tools and procedures relating to implementation of policies relating to Article 5.3.

Promoting a National Culture of Tobacco Industry Resistance

- ☑ Implement comprehensive awareness programs for all government personnel (include private sectors, when possible).
- ☑ Review and update existing policies with government personnel and stakeholders.
- ☑ Develop awareness of emerging issues to enhance a coordinated response to tobacco industry tactics.
- ☑ Implement a surveillance, monitoring, and reporting mechanism.
- ☑ Support outreach to private sectors to denormalize tobacco industry's so-called CSR.
- ☑ Build the capacity of other units or agencies to replicate national efforts.
- ☑ Build, allocate and mobilize resources.