

ARTICLE 5.3: HOW AND WHY

CHALLENGES FACED	RECOMMENDATIONS UNDER THE ARTICLE 5.3 GUIDELINES TO ADDRESS THE CHALLENGES	POLICIES/PROGRAMS THAT MUST BE DEVELOPED OR ADOPTED	IMMEDIATE ACTION
Lack of understanding of the past and present interference by the tobacco industry, including industry strategies and tactics	Raise awareness about the addictive and harmful nature of tobacco products and about tobacco industry interference with Parties' tobacco control policies	Programs and surveillance systems to raise awareness about tobacco industry interference, and identification of tobacco industry players	Conduct awareness-raising activities, including media action
The tobacco industry interacts with government	Avoid interactions unless strictly necessary	Code of Conduct and similar personnel policies; corresponding state policies	Utilize existing laws governing public officials
The tobacco industry partners with and provides policy drafts to government	Do not partner with or accept policy drafts from the tobacco industry	Code of Conduct and similar personnel policies; corresponding state policies	Utilize existing laws governing public officials
The tobacco industry creates conflicts of interest for government officials	Do not accept contributions, gifts, or invitations from the tobacco industry	Code of Conduct and similar personnel policies; corresponding state policies	Utilize existing laws governing public officials
The tobacco industry is not transparent	Require the tobacco industry to be transparent and accountable	Laws or rules regulating the tobacco industry (on transparency, information, privileges, and investment)	Utilize existing laws regulating the tobacco industry; awareness-raising activities, including media exposure
The tobacco industry does so-called CSR to remove attention from the harmful effects of tobacco	Denormalize so-called CSR of the tobacco industry	Policies/programs for surveillance and enforcement of tobacco advertising and sponsorship bans	Utilize existing laws regulating the tobacco industry; awareness-raising activities, including media exposure
The government gives exemptions or benefits to the tobacco industry	Do not give privileges or benefits to the tobacco industry	Laws prohibiting (or removing) benefits to the tobacco industry	Review government laws and contracts providing such benefits
Existence of state monopolies	Treat state monopolies the same way	Additional provision in the above-cited policies to ensure that such policies apply equally to state monopolies	Encourage government to withdraw its investment from the tobacco business