

SFP'S ADVOCACY STRENGTHS

Policy expertise

SFP and the SFP Coalition focus exclusively on policy analysis and advocacy for the implementation of the WHO Framework Convention on Tobacco Control (FCTC). Our expertise lies in a deep understanding of the FCTC coupled with the knowledge of legislative processes and institutional dynamics.

Track record of successful campaigns

SFP has led many successful campaigns to advance important tobacco control policy areas: the EU Council recommendations on smoke-free environments (2009), the Tobacco Tax Directive (2011), the Tobacco Products Directive (2014). It contributed to advocacy for strong FCTC guidelines on tobacco industry interference (2008) and on tobacco taxation (2014). SFP advocated for the adoption and ratification of the Illicit Trade Protocol (2018) and for impactful EU action against illicit tobacco trade.

Bridging public health and other policies

SFP has cross-policy expertise and well-established contacts with policy-makers and advocacy organisations in the areas of public health, tax and finance, customs and law enforcement, and research in the EU and the wider European Region.

Strategic global partnerships

As regional EURO coordinator for the Framework Convention Alliance (FCA), SFP bridges national and regional challenges with an in-depth understanding of global themes and priorities in tobacco control. SFP supports joint activities with multiple global networks to promote the FCTC implementation.

Strong governance

SFP draws particular strength and strategic direction from an involved Board of experts with a wide range of experience and solid track records in tobacco control advocacy at national, European and global level.

Worldwide recognition

SFP has been acknowledged for its outstanding global achievement and exemplary leadership in tobacco control work by the World Health Organisation with a World No Tobacco Day Award in 2011 and by the American Cancer Society with a Luther L. Terry Award in 2015.



SFP Board and Secretariat, December 2018

Design by lyon.nu



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SFP's vision is a world where all children can grow up healthy, and free from the harm caused by tobacco

This leaflet is the result of an activity that received funding under an operating grant from the European Union's Health Programme (2014-2020). The content of this leaflet represents the views of the author only and is his/her sole responsibility; it cannot be considered to reflect the views of the European Commission and/or the Consumers, Health, Agriculture and Food Executive Agency or any other body of the European Union. The European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains.



SFP receives funding under an operating grant from the European Union's Health Programme (2014-2020).

SFP'S MISSION IS TO FIGHT TO PREVENT THE DEATH AND SUFFERING CAUSED BY TOBACCO

To achieve this:

We mobilise stakeholders and decision makers to make tobacco control a political priority in Europe.

We advocate for evidence-based tobacco control policies.

We engage health organisations, researchers and international networks to strengthen the global response to tobacco.

We call for the implementation of the **Framework Convention on Tobacco Control** in Europe to contribute to ending the global tobacco pandemic.

SFP VALUES



Evidence based. Our work draws its strength from peer-reviewed science, expert advice, and the evidence-based guidelines for implementing the FCTC.



Solution oriented. Drawing on our expertise in European policy and politics, we provide the most effective means to respond to immediate priorities and to shape the long term policy agenda.



Part of a global network. We recognise that the tobacco pandemic is driven by a global industry and requires global cooperation and a coordinated response.



Consensus oriented. As part of a global community, we draw on a wide range of views and expertise to reach consensus on priorities and policies, enabling us and our partners to speak with one voice.



Part of health in all policies. Tobacco control contributes to reducing health inequalities and achieving the Sustainable Development Goals to ensure healthy lives and promote well-being for all at all ages.

THE SFP COALITION: JOINING FORCES FOR TOBACCO CONTROL

The SFP Coalition is a network of over 45 European-wide and national organisations, coordinated by SFP and working together on shared advocacy objectives towards the implementation of the WHO Framework Convention on Tobacco Control (FCTC).

The SFP Coalition's overarching goal is **to prevent cancer and chronic diseases through tobacco control advocacy** at EU and Member State level with a special focus on young people and health in all policies.

THE SFP COALITION'S STRATEGIC POLICY OBJECTIVES

- Increasing taxation and excise duties for tobacco products
- Fighting illicit trade
- Promoting tobacco control policy research to assist policy-makers in implementing evidence-based measures
- Advocating for tobacco control as a priority area for sustainable development
- Supporting the FCTC implementation at national and regional level with a focus on smokefree policies, combating tobacco industry interference, plain packaging, and tobacco advertising restrictions



WHY JOIN THE SFP COALITION?

As a partner in the pan-European SFP Coalition, you will benefit from:

- access to expertise and advocacy support on tobacco control policy priorities
- sharing of best practices in advocacy and policy across a variety of countries
- information and co-operation on priority policy issues within the SFP Coalition
- access to expert-led policy conferences and advocacy capacity building workshops
- greater political influence at national, regional and global level

THERE ARE THREE LEVELS OF PARTNERSHIP

	Main partnership (paid)	Associate partnership (paid)	Advocacy partnership (free)
SFP Board membership, visibility and strategic decision-making power	✓		
Project-focused work and recognition on topics relevant to your organisation	✓	✓	
Advocacy co-operation with SFP and Coalition members	✓	✓	✓

More information on becoming a SFP partner can be found at www.smokefreepartnership.eu or by emailing us at info@smokefreepartnership.eu