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WHO Collaborating Centres for Tobacco Control



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PART I: INTRODUCTION

What is a WHO Collaborating Centre?

A WHO collaborating centre is an institution designated by the Director-General of the World Health Organization to form part of an international collaborative network carrying out activities in support of WHO's mandate for international health work and its program priorities.

An entire institution, or a department or laboratory within an institution, or a group of facilities for reference, research or training belonging to different institutions, may be designated as a "WHO collaborating centre". When a WHO collaborating centre comprises several departments or institutions, only one of these acts for that centre in relation to WHO.

The use of the title, logo and official letterhead of "WHO collaborating centre" is strictly regulated and limited to matters directly related to WHO collaborative activities.

Role of WHO collaborating centres

WHO collaborating centres play a strategic role in helping the Organization meet two major needs:

- they contribute to implementing WHO's program priorities, in close coordination with the units concerned in WHO's six Regional Offices and at Headquarters;
- they strengthen institutional capacity in countries and regions.

Functions of WHO collaborating centres

Within this context, WHO collaborating centres may carry out one or several of the following functions:

- collection and dissemination of information;
- standardization of terminology and nomenclature, of technology, of diagnostic, therapeutic and prophylactic substances, and of methods and procedures;
- development, application and evaluation of appropriate technology;
- provision of reference substances and of services such as quality assurance;
- participation in collaborative research developed under WHO's leadership, including the planning, conduct, monitoring and evaluation of research, and the promotion of the application of its results;
- education and training, including research training;
- coordination of activities carried out by several institutions on a given subject;
- provision of information and advice on scientific, technical and policy issues.

Criteria for selection of WHO collaborating centres

WHO collaborating centres are selected in fields that are relevant to WHO's activities. They should be able to fulfil one or several essential functions in support of WHO's program priorities. More particularly, their collaboration should be linked to the objectives defined in WHO's program budget. Particular attention will be given to



institutions in less developed countries which can play a strategic role in strengthening WHO's network in terms of geographical coverage and areas of expertise for health development.

Other criteria for selection include the scientific and technical standing of the institution, its actual level of commitment at national, regional and international level, and its ability to strengthen national and regional capacity for health development. The institution must also have collaborated successfully with WHO in the past, for at least two years in carrying out jointly planned activities.

WHO collaborating centres must have the capacity and institutional stability to develop relations with other institutions through shared activities and networking. They should be willing and prepared to use their own resources to implement the collaborative activities proposed in their work plans.

Designation of WHO collaborating centres

The designation procedure is the same for all parts of the Organization. This ensures that the selection process is as objective and transparent as possible. The initiative for proposing institutions as WHO collaborating centres may come from institutions and governments or from WHO's regional offices and headquarters, however the procedure is always initiated by the WHO Staff Member that is working with the candidate institution.

WHO collaborating centres are designated for a limited period of time (up to four years). Designation is based on technical considerations which include geographical and subject relevance. It can be renewed on the basis of review of performance and assessment of the continued relevance of collaboration, taking into consideration WHO's evolving needs and policy. Evaluation, for both designation and redesignation, is carried out through an open and collective process which involves WHO country representatives, regional offices and relevant units at headquarters, as well as the governments concerned.

Final authority in designating a collaborating centre rests with the WHO Director-General.

Management of collaboration with the centres

Collaboration with the centres is managed by relevant units in that part of the WHO which initiated the designation process, whether at headquarters or regional office. WHO collaborating centres, however, maintain technical links with all parts of the Organization relevant to their agreed programme of work. The scope and objectives of the collaboration, including the terms of reference of the centre and its work plan for the four-year period of designation, are jointly defined by the WHO and the institution. On that basis, monitoring of collaboration is carried out annually and final evaluation after four years. The Organization commits its own staff time and related resources, although not necessarily direct financial support, to ensure that the collaboration can develop in a useful manner – which implies frequency and intensity



in the collaboration. WHO collaborating centres are encouraged to develop networks with other institutions and to hold regular meetings either at country and regional level to promote exchange of experience and collaboration.

The global database on WHO collaborating centres provides the only official and updated list of existing WHO Collaborating Centres, including information such as their terms of reference and period of designation (available at <http://whocc.who.int/>). It serves as a tool for enhancing communication and collaboration between institutions, networks and WHO.

PART II: WHO TOBACCO FREE INITIATIVE (TFI)

The WHO Tobacco Free Initiative (TFI) was established in July 1998 to focus international attention, resources and action on the global tobacco epidemic.

TFI's objective is to reduce the global burden of disease and death caused by tobacco, thereby protecting present and future generations from the devastating health, social, environmental and economic consequences of tobacco consumption and exposure to tobacco smoke. To accomplish its mission, TFI:

- provides global policy leadership;
- encourages mobilization at all levels of society; and,
- promotes the WHO Framework Convention on Tobacco Control (WHO FCTC), encourages countries to adhere to its principles, and supports them in their efforts to implement tobacco control measures based on its provisions.

TFI's global structure

TFI is part of the Noncommunicable diseases and Mental Health (NMH) cluster at WHO Headquarters (HQ) in Geneva. Regional advisers for tobacco control are based in WHO's regional offices for Africa, the Americas, the Eastern Mediterranean, Europe, South-East Asia and the Western Pacific. TFI/HQ works closely with its regional advisers and staff in Regional Offices to plan and implement all activities. The Regional Advisers, in turn, collaborate with WHO's country representatives and national counterparts for tobacco control. Most of TFI's major activities are coordinated by the WHO Regional Offices and decentralized to country level.

TFI's activities

TFI's current core functions comprise the following areas:

1) Capacity building and training

In this area, TFI works on the planning and implementation of tobacco control projects aimed at strengthening national tobacco control capacity. These activities include technical support for the preparation of national plans of action, human



resource development, establishment of basic infrastructure, establishment of multi-sectoral committees and adjustment of recommended activities to existing programmes and structures. TFI organizes regional, subregional and national workshops to support countries in developing and implementing tobacco control measures tailored to their local needs, allocating WHO seed grants for the establishment of country programmes. It provides support for the preparation of national legislation, and for economic and product regulation, and prepares and disseminates tobacco control guidelines and reports.

II) TFI global network

TFI participates with collaborating centres and other international agencies to promote regional and country tobacco control work. Within WHO, TFI participates in and contributes to internal coordination and WHO wide development programmes including the preparation of reports for and attendance at meetings of WHO's governing bodies. TFI also attends and participates in fund-raising exercises. TFI provides the secretariat of the WHO Study Group on Tobacco Product Regulation (TobReg), which advises WHO about recommendations and scientific advice to Member States on evidence based means to achieve a coordinated regulatory framework for tobacco products. It also provides Secretariat support for the WHO Tobacco Laboratory Network (TobLabNet), which facilitates information sharing, standard setting, capacity building and training in the area of tobacco product testing. TFI also chairs and provides secretariat functions for the United Nations Ad Hoc Interagency Task Force on Tobacco Control, working with the Task Force to develop cross-sectoral tobacco-control projects. TFI collaborates with nongovernmental organizations to support global, regional and country tobacco control through educational campaigns, training sessions, awareness workshops and the production of tobacco control materials and participates in world conferences and other global and regional meetings relevant to tobacco control. It disseminates information on current practices and lessons learnt from country experiences.

III) Surveillance and monitoring programme

TFI monitors and evaluates international tobacco related issues by reviewing structural elements (task forces, commissions, nongovernmental organizations), process developments (laws and regulations, economics, behaviour, exposure, advocacy) and epidemiological data (prevalence, morbidity, mortality). TFI, in collaboration with CDC, has established a global tobacco surveillance system including the Global Youth Tobacco Survey, the Global School Personnel Survey and the Global Health Professionals Survey. The Regional Offices have established comprehensive databases on the use of tobacco products and national tobacco control policies in their respective countries. A global information system for tobacco control has been implemented and tobacco industry monitoring, reporting, research and analysis are being carried out.



IV) Research and policy development

TFI collaborates with an international network of scientists and health experts to promote research on various aspects of tobacco production and consumption and their impact on health, economics and environment. TFI develops and disseminates policy recommendations on second hand tobacco smoke; tobacco and youth; gender responsive tobacco control; smoking cessation; liability and litigation; indigenous population and tobacco control; and tobacco and tuberculosis. TFI is developing recommendations for the health professionals' role in policy development, according to the code of practice for health professionals. TFI facilitates and provides expert technical assistance for economic research into tobacco control at the global, regional and country levels.

V) Communications and Media

TFI works to ensure that tobacco remains in the public consciousness by supporting anti-tobacco media campaigns and workshops undertaken by local, national and international civil society organizations. It sponsors and coordinates World No Tobacco Day with global and regional events, campaigns and awards, participates in media collaboration (interviews, writings, press activities) and has established and maintains its own web site. A progress report on its activities and work programme is continuously updated.

VI) WHO Framework Convention on Tobacco Control Secretariat functions

TFI currently provides interim secretariat support for the WHO FCTC and is preparing for the first session of the Conference of the Parties and the subsequent implementation of the Convention. TFI provides support to WHO Member States, non-governmental organizations and other partners in the tobacco control, public health and legal aspects of the Framework Convention. TFI provides technical support to countries in their efforts to strengthen their infrastructure and take the necessary steps towards becoming parties to and implementing of the Framework Convention. TFI prepares and disseminates background material on the treaty and responds to requests and technical questions about the treaty from permanent missions in Geneva and other government representatives. TFI also conducts and supports awareness raising workshops and meetings with politicians, policy makers, health professionals, journalists and society at large. Prior to the adoption of the Framework Convention TFI has provided support for the Intergovernmental Negotiating Body and the Open-ended Intergovernmental Working Group. TFI also provided secretariat support for a global public hearing on the Framework Convention.

PART III: CURRENT WHO COLLABORATING CENTRES FOR TOBACCO CONTROL



Figure 1: ● WHO Collaborating Centres for Tobacco Control around the world as of July 2005.

I) WHO Collaborating Centre for Tobacco Control

Instituto Nacional de Câncer - INCA

Pc. Da Cruz Vermelha, 23

20230-130 Rio de Janeiro RJ

Brazil

Web sites www.inca.gov.br; www.inca.gov.br/tabagismo

Head: Dr. Luiz Antônio Santini, Director-General of the National Cancer Institute of Brazil

Terms of reference:

- To strengthen tobacco control in Brazil.
- To collaborate with PAHO to ensure effective implementation of the Smoke Free Americas Initiative in Brazil & throughout Latin America.
- To provide written material to WHO in Portuguese that will help strengthen tobacco control in all Portuguese-speaking (Lusophonic) areas of the world.
- To implement training programs & strategies on tobacco control in Brazil that are consistent with PAHO/WHO recommendations. Provide assistance in the implementation of similar programs and strategies throughout Latin-America.
- To provide support for the implementation of comprehensive tobacco legislation in Brazil and throughout Latin America.
- To collaborate with WHO in implementing the WHO Tobacco or Health Plan of Action.



Highlights:

In 2003, the National Cancer Institute of Brazil (INCA) hosted a capacity building workshop for Portuguese speaking (Lusophonic) countries: Angola, Cape Verde, Guinea Bissau, Mozambique, São Tomé and Príncipe, Timor-Leste and Portugal. These countries are currently developing or implementing projects for national tobacco control. Support and leadership for this project was obtained from different sources, including the Governments of Brazil and Portugal as well as from INCA.

In 2004, the National Cancer Institute of Brazil, in partnership with Johns Hopkins School of Public Health, hosted a workshop for countries of MERCOSUR, Bolivia and Chile to organize and integrate a tobacco control surveillance system and national plans for tobacco control as part of a Regional plan of the Intergovernmental Commission on Tobacco Control – MERCOSUR, in order to establish or reinforce national teams and coordinator mechanisms for tobacco control.

The National Cancer Institute (INCA), Rio de Janeiro, Brazil.

Dr. Luiz Antônio Santini, Director-General of the National Cancer Institute of Brazil (INCA) & Head of the WHO Collaborating Centre for Tobacco Control Instituto Nacional de Câncer - INCA, Rio de Janeiro, Brazil.



II) WHO Collaborating Centre on Tobacco Control Surveillance and Evaluation

Department of Epidemiology
 Institute for Global Tobacco Control (IGTC)
 Johns Hopkins Bloomberg School of Public Health
 615 N. Wolfe Street
 Baltimore, MD 21205
 USA

Head: Dr Jonathan Samet

Website: <http://www.jhsph.edu/IGTC>

Terms of reference:

- To provide technical support to develop national capacity to carry out tobacco control research; to use research information to drive program development, implementation and to mobilize resources.
- To develop tools for assessing and enhancing regional capacity for tobacco control, particularly in relation to the WHO FCTC.
- To provide on-going technical and training support for PAHO's Smoke Free Americas Initiative.

**Highlights:**

TFI is currently working with the WHO Collaborating Centre on Tobacco Control Surveillance and Evaluation and other experts to develop a report on the health effects of second hand tobacco smoke and effective policies to create smoke free places. This report will provide Member States with:

- Updated scientific evidence of the adverse effects of second-hand tobacco smoke;
- Interventions to reduce exposure to secondhand tobacco smoke;
- Examples of best practices with special attention to specific interventions (the workplace, health-care settings, schools, restaurants, hotels, etc.); and,
- Specific policies for countries with different priorities and funds.



On the occasion of World No Tobacco Day 2005 on the role of health professionals in tobacco control, the WHO Collaborating Centre on Tobacco Control Surveillance and Evaluation have updated their CD ROM with power point presentations on: i) smoking and health; and ii) passive smoking and health for, among other purposes, distribution to students. The CD ROM now also includes the Code of Practice on Tobacco Control for Health Professional Organizations that was developed by the participants of the WHO Informal Meeting on Health Professionals and Tobacco Control, Geneva, Switzerland, 28-30 January 2004.

Johns Hopkins Bloomberg School of Public Health, Baltimore, USA.

Dr Jonathan Samet, Head of the WHO Collaborating Centre on Tobacco Control Surveillance and Evaluation, Department of Epidemiology, Institute for Global Tobacco Control (IGTC), Johns Hopkins Bloomberg School of Public Health, Baltimore, USA.

III) WHO Collaborating Centre on Tobacco Control Policy Development

Suite 366 University Library
Center for Tobacco Control, Research and Education
University of California
San Francisco, CA 94143-1390
United States of America
Websites: www.tobacco.ucsf.edu; www.smokefreemovies.ucsf.edu;
www.tobaccoscam.ucsf.edu; <http://repositories.cdlib.org/>
Head: Dr Stanton Glantz

Terms of reference:

- Training in the use of tobacco industry documents at the country level, regional level (starting with PAHO) and global level.
- To provide intellectual support and leadership to research related to understanding tobacco industry behaviour and how it influences tobacco control policy. An increased understanding will result in the development of more effective national tobacco control programs.



- Development of integrated tobacco control courses aimed at building a cadre of trainers in academic institutions in developing countries. An initial focus on the PAHO Region will be developed subject to availability of resources.
- Dissemination of information produced by the Center for Tobacco Control Research and Education to developing countries, building on recent studies of tobacco industry youth programs and of the tobacco industry efforts subverting the International Agency for Research on Cancer (IARC) second-hand smoke study.
- Via the Internet, respond to online requests for support in carrying out tobacco industry document searches, subject to available resources.

Highlights:

An understanding of tobacco industry practices is fundamental to lay the foundations of effective tobacco control programs. In order to assist WHO TFI with the monitoring of activities and practices of the tobacco industry in Member States, the WHO Collaborating Center on tobacco control policy development offers training in the use of tobacco industry documents at the country level, regional level (starting with PAHO) and global level. Training was, for example, provided during the 12th World Conference on Tobacco or Health, Helsinki, Finland, 3-8 August 2003 and during the meeting with WHO Collaborating Centers for Tobacco Control, Heidelberg, Germany, 13-15 September 2004.

The Center has also continued to expand its collection of previously secret tobacco industry documents, now totalling about 50 million pages. The most recent acquisitions have been from the BAT Guildford Depository, which is of particular relevance to international tobacco control. The document collections are available to all at no charge at legacy.library.ucsf.edu and bat.library.ucsf.edu.

The Center has also been taking the lead on what has become an international effort to reduce the presence and impact of smoking in the movies. In 2003, it worked with TFI to make the theme of WNTD “Smoke Free Film and Fashion” and in 2005 it worked with the Minister of Health of India to support his efforts to get smoking out of Bollywood movies. For more information, kindly see: www.smokefreemovies.ucsf.edu/international.

The WHO Collaborating Center on tobacco control policy development has also been working with PAHO to translate the entire www.TobaccoScam.ucsf.edu website into Spanish, as part of PAHO’s Smoke Free Americas project.

*Kalmanovitz Library, Center for Tobacco Control, Research and Education,
University of California, San Francisco.*

*Dr Stanton Glantz, Head of the WHO Collaboration
Centre on Tobacco Control Policy Development, Center for Tobacco Control,
Research and Education, University of California San Francisco.*





IV) WHO Collaborating Centre for Global Tobacco Surveillance

National Centers for Chronic Disease Prevention and Health Promotion
Centers for Disease Control & Prevention
Office on Smoking & Health
4770 Buford Highway, N.E., Mailstop K-50
Atlanta, GA 30341-3717
United States of America
Web Site <http://www.cdc.gov/tobacco/global>
Head: Dr Samira Asma, Associate Director, Global Tobacco Control

Terms of reference:

- To establish a global tobacco surveillance system for tobacco control.
- To facilitate dissemination of surveillance data.
- To advance and disseminate science & research for effective tobacco control programs.

Highlights:

In 1999, WHO and CDC recognized the need for developing a global tobacco surveillance system (GTSS). The GTSS was developed to:

- assist all 192 WHO Member States in collecting data on youth and adult tobacco use;
- have a flexible system that includes common data items but allows countries to include important unique information at their discretion;
- use a common survey methodology within each component of GTSS;
- use similar field procedures for data collection; and
- use similar data management and processing techniques. The GTSS includes collection of data for youth (Global Youth Tobacco Survey – GYTS) and adults (Global School Personnel Survey – GSPS and Global Health Professional Survey – GHPS).

Global Youth Tobacco Survey (GYTS)

In support of enhanced surveillance systems, the CDC provides financial and technical assistance for the Global Youth Tobacco Survey (GYTS), including survey design and sample selection, training of research coordinators for fieldwork implementation procedures, data management and processing, initial tabulation of the data, and training for analysis. The GYTS assesses youth attitudes, perceptions and behaviours regarding tobacco use among youth. By the end of 2004, GYTS had been completed in 138 countries and repeated in 27 countries across all WHO regions. In addition, 22 countries have been trained and are in the process of completing the survey and 13 new countries are scheduled to initiate the survey in 2005. So far, data collection has been published in three cross-country peer reviewed papers. WHO and CDC are now exploring ways to link the data collected through GYTS to action at country level.

Global School Personnel Survey (GSPS)

CDC supports the Global School Personnel Survey (GSPS) which is conducted in



coordination with the GYTS. The GSPS collects data from school personnel concerning their use of tobacco and the tobacco-related school policies and programs.

Global Health Professionals Survey (GHPS)

The CDC also supports the development of the Global Health Professionals Survey (GHPS) which was piloted in 2004-2005 in 10 countries (covering all WHO regions). The GHPS collects information on tobacco use prevalence, exposure to second hand smoke, skills/training, knowledge and attitudes on tobacco related issues from 3rd year students attending medical, dental, nursing, and pharmacy schools. A training workshop for research coordinators was held in Geneva, Switzerland, October 2004 and a data analysis workshop was held in Geneva, Switzerland, April 2005. GHPS is being expanded to other countries.



Office on Smoking & Health, Centers for Disease Control & Prevention, Atlanta, United States of America.

Dr Samira Asma, Head of the WHO Collaborating Centre for Global Surveillance, Office on Smoking & Health, Centers for Disease Control & Prevention, Atlanta, United States of America.

V) WHO COLLABORATING CENTRE ON TOBACCO CONTROL

Unit Cancer Prevention

German Cancer Research Centre

Im Neuenheimer Feld 280

D-69120 Heidelberg

Germany

Web site <http://www.dkfz-heidelberg.de/>

Head: Dr Martina Pötschke-Langer

Terms of reference:

- To develop guidance, recommendations and other technical materials for advocacy work towards a strong and public health oriented WHO Framework Convention on Tobacco Control.
- To contribute to the development and monitoring of the implementation of the Fourth Action Plan for a Tobacco-Free Europe with particular focus on the areas of smoking cessation, passive smoking, advocacy work and role of health professionals in tobacco control.
- To develop a draft national tobacco control program in accordance with WHO recommendations.
- To analyse current strategies and develop proposals for new interventions in the area of smoking cessation.
- To analyse the current international evidence for the hazards of passive smoking in children.



- To give capacity for German speaking and other interested countries on medical and public health aspects of tobacco control.
- To create and maintain a website on international tobacco control issues in German language targeted to both national and international audience.
- To contribute to the work of the WHO Regional Office for Europe within the framework of its Bilateral Collaborative Agreements with CCEE and NIS countries in the area of tobacco control.
- To contribute to WHO's work in organizing World No Tobacco Day campaigns.
- To co-organize and host WHO meetings on tobacco control.



Highlights:

In order to strengthen tobacco control capacity in German speaking Countries, the WHO Collaborating Centre on Tobacco Control in Heidelberg translated the World Bank publication “Curbing the Epidemic” into German. In December 2003 and in the fall of 2004, the Centre organized the first National Conferences on Tobacco Control to strengthen the network of tobacco control advocates and to facilitate the development of a draft national tobacco control program in line with the provisions of the WHO FCTC and the Fourth European Action Plan for Tobacco Control. In September 2004, the Centre hosted the meeting of WHO Collaborating Centres on Tobacco Control.

German Cancer Research Centre (DKFZ), Heidelberg, Germany.

Dr Martina Pötschke-Langer, Head of the WHO Collaborating Centre for Tobacco Control, Unit Cancer Prevention, German Cancer Research Centre, Heidelberg, Germany.

VI) WHO Collaborating Centre for the Action Plan for a Tobacco-Free Europe

Cancer Epidemiology & Prevention Department
Maria Skłodowska-Curie Cancer Centre & Institute of Oncology
5, Roentgena Street
PL-02781 Warsaw
Poland
Head: Professor Witold Zatonski

Terms of reference:

The overall objective of the WHO Collaborating Centre is providing support to the WHO in its work for the implementation of selected policy areas contained in the WHO Framework Convention on Tobacco Control (WHO FCTC) and the European Strategy for Tobacco Control (ESTC), with particular focus on research, surveillance, policy analysis and development, advocacy and smoking cessation. The scope of activities will include:

- To provide support to the establishment of an alliance for the European Strategy for Tobacco Control with particular focus on countries in Central and Eastern



Europe (CCEE).

- To provide support to development and implementation of multi-sectoral tobacco control policies.
- To provide support to development and implementation of surveillance and smoking cessation policies.
- To protect children's health by reducing their exposure to passive smoking.
- To build and strengthen capacity for tobacco control (stronger leadership and implementation).

Highlights:

The WHO Collaborating Centre for the Action Plan for a Tobacco-Free Europe organized and hosted the third European Conference on Tobacco or Health "Closing the Gaps - Solidarity for Health" which was held in Warsaw, Poland from 20-22 June 2002. The conference focused on four main topics: closing the gaps; medicalisation of tobacco control; the economics of tobacco control; and, secondhand smoke and health.

The WHO Collaborating Centre for the Action Plan for a Tobacco-Free Europe played an important role in the implementation of the WHO/US EPA project "Clearing the air from tobacco smoke pollution: creating healthy and safe environments for children". The countries that have participated in this project in Europe include Poland and Latvia. The results of the project showed that smoke-free policies can contribute to an improvement in children's health by reducing their exposure to secondhand smoke.

Maria Sklodowska-Curie Cancer Centre & Institute of Oncology, Warsaw, Poland.

Prof. Witold Zatonski, Head of the WHO Collaborating Centre for tobacco control, Maria Sklodowska-Curie Cancer Centre & Institute of Oncology, Warsaw, Poland.



VII) WHO Collaborating Centre for Tobacco or Health

Beijing Red Cross Chaoyang Hospital

8 Baijiazhuang Road

Beijing 100020

People's Republic of China

Head: Professor WENG Xinzhi

Terms of reference:

- To organize and carry out research in the following areas, by using internationally accepted methodologies:
 - Smoking prevalence surveys among selected populations groups, either because they are considered vulnerable populations (e.g. women, children, adolescents) or for collecting information as a baseline for assessing interventions to reduce tobacco use.



- Health effects of exposure to involuntary tobacco smoke.
- Evaluation of the impact on educational interventions on smoking uptake and prevalence.
- Evaluation of the efficacy of smoking cessation programs on smoking quit rates.
- To conduct educational campaigns on various topics related to tobacco control.
- To collaborate with institutions in other parts of China on smoking-related research and anti-smoking educational campaigns.
- To act as a clearinghouse for the dissemination of information on tobacco or health activities within China.

Highlights:

In March 2003, the WHO Collaborating Centre for Tobacco or Health in Beijing, People’s Republic of China organized two workshops on strategies for smoking cessation in Beijing. The centre also developed a pocket guide for tobacco control in communities which introduced comprehensive tobacco control measures. The pocket guide also includes information on evidence-based methods for treatment for tobacco dependence for Chinese health professionals. In collaboration with the CDC China, the WHO Collaborating Centre for Tobacco or Health regularly issues a Newsletter on Tobacco Control in China both in English and in Chinese. In the upcoming designation period, the WHO Collaborating Centre for Tobacco or Health will focus on the following three main projects: i) a project to make the upcoming Olympic Games Tobacco Free; ii) a project to create smoke-free hospitals to raise awareness and enhance understanding among health professionals on the effects of smoke and tobacco control; and, iii) a project to establish and evaluate a national quit line.



The Beijing Chaoyang Hospital, Beijing, People’s Republic of China.

The WHO Collaborating Center for Tobacco or Health at the Beijing Chaoyang Hospital, Beijing, People’s Republic of China .



Professor WENG Xinzhi, Head of the WHO Collaborating Center for Tobacco or Health at the Beijing Chaoyang Hospital, Beijing, People’s Republic of China.

VIII) WHO Collaborating Centre for Reference on Smoking and Health

National Cancer Centre Research Institute
 5-1-1 Tsukiji, Chuo-ku
 Tokyo 101
 Japan
 Web site <http://www.ncc.go.jp/>
 Head: Dr Tomotaka Sobue



Terms of reference:

- To provide WHO with detailed, localised information on smoking habits, the epidemiology of smoking-related diseases, and the effects of smoking on health in Japan.
- To collect and disseminate information on tobacco or health activities.
- To support the implementation of the Western Pacific Regional Action Plan on Tobacco or Health and the implementation of a related national Action Plan.
- To participate actively in the global network of WHO collaborating centres for effective tobacco control.
- To collect and disseminate information on the involvement of health professionals and their associations in mobilising support for the WHO Framework Convention on Tobacco Control (WHO FCTC).
- To develop a Japanese language web-site for the dissemination of information relating to the Western Pacific Regional Action Plan on Tobacco or Health, and the WHO FCTC.

Highlights:

The WHO Collaborating Centre for Reference on Smoking and Health recently carried out research on the health effects of tobacco use in Japan. A systematic review on smoking and cancer in the Japanese population and an analysis of large-scale cohort studies on smoking and health in Japan were conducted. The research results were published in the International Journal on Cancer.

The Centre co-organized a symposium on the occasion of World No Tobacco Day 2003 on “tobacco free film, tobacco free fashion” to call on the entertainment industry, in particular the world of films and fashion, to stop promoting tobacco products. The Centre also initiated a campaign to promote smoke-free environments for children.

The National Cancer Centre Research Institute, Tokyo, Japan.

Dr Tomotaka Sobue, Head of the WHO Collaborating Centre for Reference on Smoking and Health, National Cancer Centre Research Institute, Tokyo, Japan.



PART IV: EXPANDING THE NETWORK OF WHO COLLABORATING CENTRES FOR TOBACCO CONTROL AND STRENGTHENING COLLABORATION

WHO TFI aims to expand its network of WHO Collaborating Centres, in particular with institutes in the regions of Africa, Eastern Mediterranean and Southeast Asia. In order to strengthen the network of WHO collaborating centres for tobacco control, it is proposed that one of the centres host a meeting every two years.



The first such meeting was organized from 13-15 September 2004 at the WHO Collaborating Centre for Tobacco Control, Unit Cancer Prevention, German Cancer Research Centre, Heidelberg, Germany. The meeting was supported by the German Government.

The objectives of the meeting were to:

- learn about the work that the different WHO Collaborating Centres are carrying out;
- discuss the priority technical areas for future collaboration;
- discuss how the current WHO Collaborating Centres can contribute to these areas of work;
- discuss how to maintain and create good links, networking and collaboration among the different WHO Collaborating Centres and WHO;
- explore the areas in which new WHO Collaborating Centres on Tobacco Control are needed.

The meeting provided an opportunity for the WHO collaborating centres to:

- Network among themselves and with the WHO;
- Allow participants to set the directions for future collaboration;
- Explore the need for new WHO collaborating centres; and,
- Keep abreast of current activities and discuss future priorities.

The meeting was also attended by representatives from institutions such as the International Agency for Research on Cancer (IARC), the Canadian Public Health Association (CPHA), the Research for International Tobacco Control at the International Development Resource Centre, Ottawa, Canada (RITC/IDRC), and representatives of various German Ministries.

It was agreed that the core activities of the WHO Collaborating Centres for Tobacco Control should consist of:

- providing support to ratification and implementation of the WHO Framework Convention on Tobacco Control (WHO FCTC) by raising awareness among politicians, policy-makers, health professionals and the society at large; and,
- providing technical support to countries to assist them in their efforts to strengthen their tobacco control infrastructure and take the necessary steps towards ratification and implementation of the treaty.

To this extent, WHO CCs for tobacco control can provide the rationale for tobacco control, share information with partners and participate in public hearings as required.

The WHO collaborating centres for tobacco control can also contribute in an important way to the monitoring of the ratification and implementation process of the WHO FCTC.

A need for intensified collaboration was highlighted in the following areas:



(i) Research and policy development:

Research should cover product regulation; health effects of consuming tobacco products in its various forms; analysis of cancer registries to determine the tobacco related cancer impact; economic aspects of tobacco control including taxation and price policies. The WHO Collaborating Centres for tobacco control could provide support to the development and implementation of WHO policy recommendations to provide guidance to countries on smoking cessation and treatment of tobacco dependence; gender-responsive tobacco control strategies; cost-effective tobacco control programmes for youth; and second-hand tobacco smoke.

(ii) Surveillance and monitoring:

The WHO collaborating centres for tobacco control could assist in: setting up national surveillance systems to monitor the prevalence of tobacco use among youth and adult populations and its health impact; increasing knowledge on tobacco control related issues among the population; and, the development, implementation and enforcement of tobacco control policies and regulation. The surveillance systems should be standardized across countries (a core methodology); adapted to local needs and available resources (an expanded methodology); practical (data should be useful for the development of policy recommendations) and sustainable.

(iii) Training and capacity building:

The WHO collaborating centres for tobacco control can play an important role in the identification and dissemination of good practices in tobacco control. In order to expand capacity for tobacco control, they could further play an important role in training other agencies and institutes. The current WHO collaborating centres for tobacco control should work closely with institutes such as IARC, RITC/IDRC, and the CPHA to this extent.

(iv) Communication and media:

In order to provide support to ratification and implementation of the WHO FCTC, each WHO collaborating centre for tobacco control could raise awareness among politicians, policy-makers, health professionals and the society at large (ensuring ‘a critical mass at country level’). TFI believes that an understanding of the tobacco industry practices is fundamental to lay the foundations of effective tobacco control programmes. To this extent, the WHO collaborating centres for tobacco control could further contribute to the monitoring of the tobacco industry, among others, through tobacco industry document searches and highlighting the tactics of the tobacco industry at various occasions. This activity is in line with WHA Resolution 54.18 and the text of the WHO FCTC where it asks Countries to “... alert to any efforts by the tobacco industry to undermine or subvert tobacco control efforts and the need to be informed of activities of the tobacco industry that have a negative impact on tobacco control efforts ...”.



WHO Collaborating Centres for tobacco control could organize events on the occasion of World No Tobacco Day celebrated on 31 May every year. This yearly celebration informs the public on the dangers of using tobacco, the strategies of the tobacco industry, what WHO is doing to control the tobacco epidemic, and what people around the world can do to claim their right to health and healthy living and to protect future generations.

At the end of the Heidelberg meeting, a matrix was prepared highlighting which WHO collaborating centres for tobacco control cover which key areas of tobacco control and indicating the existing and potential capacity of the respective institutes to this extent. The matrix will also facilitate the identification of needs and guide the expansion of the network of WHO Collaborating Centres for tobacco control.

The network of WHO collaborating centres for tobacco control will be strengthened through regular email updates and an up-to-date section on the collaborating centres at the TFI website. The collaborating centres were encouraged to participate in WHO meetings and to link with other existing networks such as Globalink (www.globalink.org). The collaborating centres should link with local media as appropriate and can be instrumental in addressing language specificities.

It was agreed that the next meeting with WHO CCs on tobacco control will be held in two-years time. An important topic for discussion at the next meeting will be how the WHO Collaborating Centres can best provide support to specific WHO regions.