

## Box 1 Next steps

### *For WHO*

- Look into the possibility of holding a follow-up, interregional meeting for the WHO African and Eastern Mediterranean regions (at the highest possible level).
- Initiate follow-up missions to countries on the implementation of the agreed steps (with international experts).
- Raise political commitment and awareness on tobacco control among policy-makers.
- Request the WHO FCTC secretariat to better mobilize the available tools that are designed to support better implementation of the WHO FCTC at the national level.
- Initiate coordination between the WHO African and Eastern Mediterranean regions on tobacco control in the light of current trends.
- Communicate the decision and the target agreed in the meeting to the highest possible authority to ensure national commitment.
- Regularly follow up with countries on their tobacco control plans and activities.
- Share success stories and achievements at regional and global levels with the countries.

### *For WHO country offices*

- Ensure that the national health authority is supportive and committed to the agreed national target.
- Identify jointly with ministries of health the next steps to achieve the action plan agreed upon during the meeting.
- Include the agreed-upon action plan in the upcoming Joint Programme Review and Planning Mission to secure funding for its implementation.
- Provide the needed technical support to countries to achieve the agreed-upon target.
- Conduct continued and regular evaluation of the achievements to quickly identify gaps, and work jointly with the national authority to bridge them.
- Share the scientific evidence and required tools (e.g. the Tobacco Questions for Surveys Guide) with national authorities to achieve the voluntary tobacco global targets.

### *For the countries*

- Officially adopt the agreed upon national targets and priority policies through the Ministry of Health and higher level authorities.
- Communicate the agreed-upon target to the highest national health authority for consensus.
- Adopt and apply the guidelines for implementing Article 5.3 of the WHO FCTC to block tobacco industry interference.
- Develop country profiles on tobacco control measures based on the MPOWER data to identify gaps and accelerate the actions that have not yet been implemented.
- Take innovative actions to activate a multisectoral approach at country level to support national/subnational plans towards achieving the agreed upon target.
- Identify gaps in evidence related to the tobacco epidemic, and work to bridge them with national, regional and international partners, e.g. ratification of WHO FCTC Illicit Tobacco Trade Protocol.
- Take a comprehensive approach in national plans to address all tobacco products.
- Ensure the visibility of tobacco control as a national priority through creating partnerships/alliances with key stakeholders, including professional organizations, institutions, academia, youth and the media.
- Take the media on board through press conferences/workshops urging them to play a central role in advocating for tobacco control.
- Integrate the agreed-upon national tobacco control target and priority policies within the national noncommunicable diseases control plan.
- Explore all available possibilities to incorporate the Tobacco Questions for Surveys in all on-going national surveys.