



FIC

Argentina

2013 REPORT

FIC Argentina

2013 REPORT

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**Words from Dr. Ana Tambussi,
FIC Argentina's President**

This introduction aims to express our gratitude for having accomplished our goals for this year, which is an incentive to continue and a natural reward for those who have participated in these achievements.

This deserves a celebration and, at the same time, a call for reflection on FIC Argentina's actions and what things are truly important to us.

The conclusion is that we have chosen the right path, and this Report is sufficient proof of it, just by listing what was done through 2013.

These results are bright examples of what our team can do and of the way we work.

The sheer number of FIC Argentina's achievements is eloquent enough; however, what is most astonishing is the speed and the vibrance of the work and the painstaking

skill involved in each task. All the same, effective outcomes do not sufficiently account for the "invisible" energy that has been invested on other objectives that are yet to be achieved.

Gratitude and acknowledgments are not enough: it is essential to find the right formula to sustain this progress. We suspect the secret is in the devotion to teamwork that has guided our efforts so far.

One may wonder what remains to be done in the future years and what new contributions could we make for knowledge and public health. There is undoubtedly much work to do, and nothing but creativity and wisdom can ensure future success.



**Words from
Dr. Mariela Alderete,
FIC Argentina's Executive
Vice-Director**

2013 has set another milestone in the development and institutional consolidation of our organization, and we want to share with the community our goals, actions and achievements, in line with our ethical and social commitments with our country.

Throughout the past year we have validated our role as a civil society organization capable not only of taking part in the processes of creation and enforcement of public policies in collaboration with governmental actors, but also of working closely with other social organizations and providing direct services of great significance for the community. Participation in the National Commission for Prevention and Control of Non-Communicable Diseases and the National Commission for Tobacco Control and Prevention; alliances with Latin American organizations to complement and enhance common strategies in public welfare and the promotion of public health legislation; and development of tobacco control, healthy eating and physical activity research studies

to contribute to policy implementation and the development of strategies to promote healthy habits; these are only examples that show the variety of the instruments we use and the diversity of the audiences with which our organization works to promote healthy environments.

FIC Argentina has made great progress in the use of new channels to spread its word and to promote social and governmental change. In addition to the traditional means for dissemination, awareness and promotion of public policy, in 2013 our organization created its Strategic Litigation area to promote effective legislation through the interaction with representatives of the Executive and Legislative Powers, in line with the growing judicialization in the protection of social rights, particularly in the field of health.

This simple reminder of the most significant interventions made through 2013 reveals the solid grounding of our organization: commitment to human rights and the community, diversification of program contents, innovation in operative actions and transparency in the management of our resources.

We are grateful for the people and organizations who share our vision and commitment to public health.



About FIC Argentina

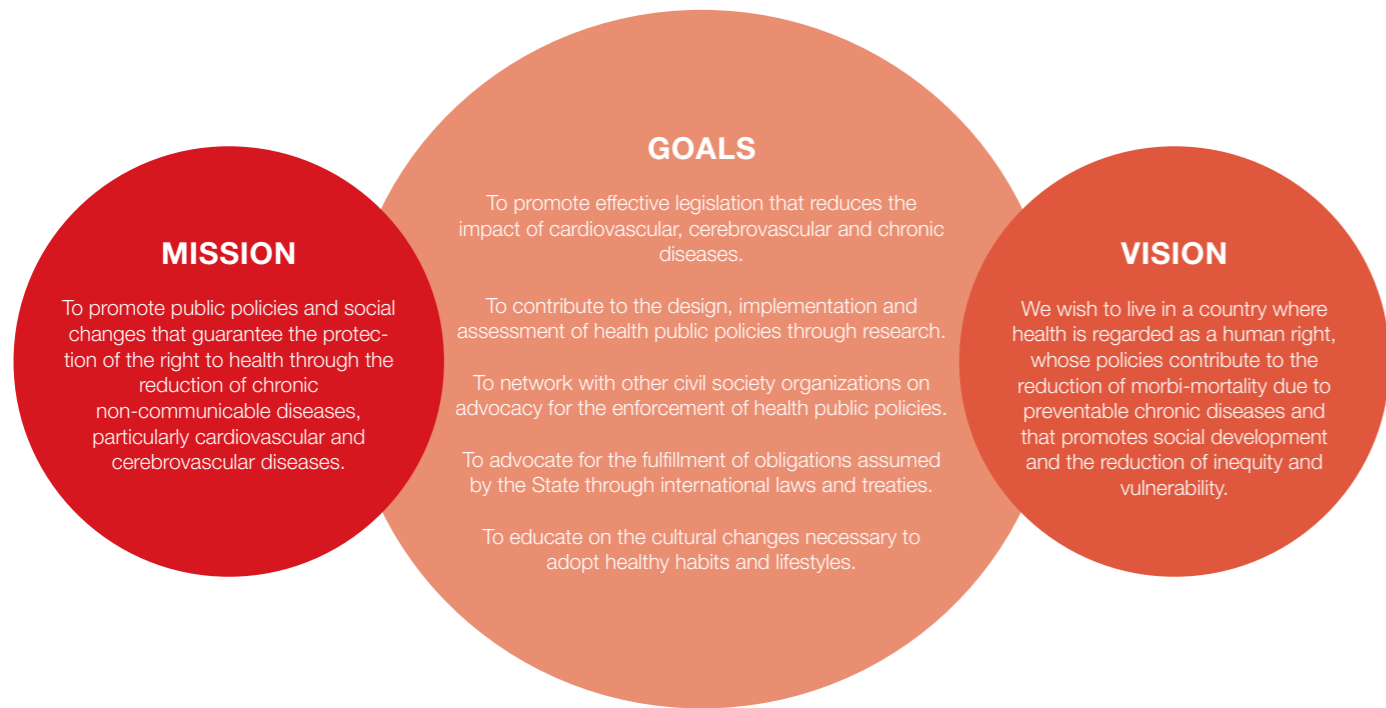
FIC Argentina is a non-profit organization created in 2008 with the mission of promoting public policy and social change that guarantee the protection of the right to health through the reduction of non-communicable diseases, such as cardiovascular and cerebrovascular diseases, cancer, diabetes and respiratory diseases.

Non-communicable diseases are preventable through healthy habits, and the most effective way to promote these is through public policy. For this reason, FIC Argentina develops three lines of work: reduction of tobacco use and exposure, promotion of healthy eating and encouragement of physical activity.

A healthy lifestyle depends on more than an individual decision: governmental measures that favor social change are necessary. These measures must be inclusive and prioritize low-income groups who, due to their living conditions, are more exposed to non-communicable diseases and have less access to health systems. Health is a human right and must be guaranteed for the entire population.

FIC Argentina is a self-financed, non-governmental organization formally constituted in Argentina. Along with FIC Mexico and FIC Jamaica, it is affiliated to the InterAmerican Heart Foundation (IAHF), an organization based in the United States with whom it shares its mission and works in continuous collaboration. The IAHF also has associate members in different countries of the region. This networking facilitates capacity building and the exchange of experience

among American countries in order to prevent non-communicable diseases, with a focus on cardiovascular and cerebrovascular diseases.



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Our agenda

INSTITUTIONAL AGENDA

- Prevention of non-communicable diseases.
- Tobacco control.
- Healthy eating.
- Physical activity.

MAIN APPROACHES

- Human rights.
- Gender.
- Inequality / Inequity.

WORK STRATEGIES

- Promotion of public policies for the prevention of non-communicable diseases.
- Networking with other organizations.
- Legal advice and legal actions to strengthen the enforcement of governmental measures and international laws and treaties.
- Dissemination and awareness raising about healthy lifestyles and promotion social change.
- Monitoring of companies and advocacy oriented local research.

With the aim of promoting and strengthening public policies for the prevention of non-communicable diseases, through 2013 we have focused our actions and projects on the following areas:

Tobacco Control

- Measures to reduce tobacco consumption, such as bans on tobacco advertising and tax policies.
- Measures to reduce exposure to second-hand smoke.
- Monitoring and exposing tobacco industry actions that seek to undermine laws or measures to reduce the tobacco epidemic.

Healthy Eating

- Measures to reduce salt intake.
- Measures to reduce trans-fats intake.
- Measures to reduce childhood obesity.

Physical Activity

- Mapping of physical activity national policies.

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Our staff

BOARD OF DIRECTORS

President: Ana María Tambussi
Secretary: Leah Tandeter
Treasurer: Saúl Drajer
Honorary President: Herman Schargrodsky
Ex-officio member: Beatriz Champagne

EXECUTIVE DIRECTION

Director: Verónica Schoj
Vice-Director: Mariela Alderete

PROJECTS AREA

Project Leaders: María Elisabet Pizarro / Lorena Allemandi
Research team: Cinthia Shammah, Luciana Castronuovo, Victoria Tiscornia, Germán Rodríguez Iglesias, Alejandra Clemente

LEGAL AREA

Director: Belén Rios
Team: Juan Martín Carballo

COMMUNICATIONS

Director: Patricia Gutkowski
Team: Debora Mazzola

INSTITUTIONAL DEVELOPMENT

Director: Gabriela Lozano

ADMINISTRATION

Director: Malena Pirola
Team: Moira O'Shee Birkenfield

EXTERNAL ADVISORS

Patricia Aguirre, Oscar Cetrángolo, Frank Chaloupka, Martín González Rozada, Marty Otañez y Norma Samman.



Tobacco Control

→ We worked to promote the regulation of the National Tobacco Control Law, finally passed on May 28th. The regulation is a key tool for law enforcement, since it establishes measures for monitoring its observance, mechanisms for filing complaints and exemptions -especially regarding tobacco advertising, promotion and sponsorship. After the approval of the draft regulation, our organization was convened by the Ministry of Health as a civil society representative, in order to work on the law's enforcement in the framework of the National Commission for Tobacco Control and Prevention.



→ Since 2010 we have led the regional initiative “Health Is Not Negotiable”, with the aim of de-normalizing and bringing public attention to tobacco industry actions

→ that hinder health policies and promoting the exclusion of the industry from tobacco control policy design and implementation. In the framework of this project, in which other organizations from Brazil, Mexico and Colombia participate, we trained and networked with organizations from other 8 countries of the region to expose tobacco companies and defend public health.



→ We promoted the signing of a joint declaration made by Latin American organizations representing 12 different countries, through which they committed to work together to promote the exclusion of the tobacco industry from the elaboration and enactment of health policies, as well as to reject all kinds of agreements between governments and these corporations, as recommended by the Framework Convention for Tobacco Control of the World Health Organization.

→ We continued monitoring the enforcement of 100% smoke-free environments legislation in several jurisdictions throughout the country, in collaboration with the Smoke-free Alliance of Argentina (ALIAR):

- In February we conducted an observational protocol in nearly 40 discos of the City of Buenos Aires. The study showed that people still smoke in 95% of these venues.

- In August and September we conducted research that proves that “smokers clubs” have been set up in several gambling halls of the Buenos Aires Province. In this context, we have called for urgent regulation of the



provincial smoke-free environments law to guarantee the protection of the health of all workers and clients.

- In October we conducted a survey to assess the opinions, attitudes and behaviors of Buenos Aires City citizens regarding smoke-free environments laws. The survey showed that 2 out of 3 youths between 15 and 29 are still exposed to tobacco smoke in the City's public venues.

→ We developed a study in eight provinces that monitors the observance of bans on tobacco advertising, promotion and sponsorship.

→ We filed a collective lawsuit against the City of Buenos Aires for the breach of tobacco control law N°1799. The systematic violation of this norm generates unequal conditions before the law and harms especially vulnerable groups, such as youth. The lawsuit, submitted with the legal representation of

the Asociación por los Derechos Civiles (Civil Rights Association - ADC), seeks to protect the right to health, the right to work in a healthy environment and the right to non-discrimination.

→ We launched two campaigns in social networks to raise public awareness and promote the adequate regulation and enforcement of tobacco control legislation in our country.



→ We helped install the issues of tobacco and non-communicable diseases in the media agenda. Through 2013, over 200 media articles and notes were published in the print, audiovisual and online media, with FIC Argentina cited as an expert in tobacco control issues.



→ We published the chapter "El derecho y la protección frente a la epidemia de tabaquismo" ("Law and protection against the tobacco epidemic") in "Tratado de Derecho a la Salud" (Treatise on Right to Health) (Clérico; Ronconi; Aldao -coord.-, 2013)¹.

→ In collaboration with the IAHF we developed qualitative research on tobacco economy issues in Argentina, with the goal of promoting effective tax policies that raise cigarette prices and reduce tobacco use, as well as to improve the living conditions of small tobacco growers. In this context, the following research lines (currently under review for publication) were developed:

- Legal research to describe and analyze tobacco economics regulatory frameworks in Argentina
- Social research (through in-depth interviews) among key stakeholders of the tobacco industry in Argentina, in order to characterize the sector, assess the national policies that subsidize tobacco production through the Fondo Especial del Tabaco (Tobacco Special Fund – FET) and identify the industry's influence on tobacco control policies.
- Economic research on tobacco price-elasticity, which helped us evaluate the impact of tax and price increase on tobacco consumption, tax revenues and tobacco leaf production.
- Research on cigarette affordability in the last decade in Argentina.

NOTE:

1. Verónica Schoj, Juan Carballo, Belén Ríos, "El derecho y la protección frente a la epidemia de tabaquismo"; in Clérico, Laura; Ronconi, Liliana; Aldao, Martín (coord.), Tratado de Derecho a la Salud, Buenos Aires, Abeledo Perrot, 2013. (TOMO I, Parte IC).

→ We developed informational materials to promote the enforcement of tobacco control legislation, provide advice and sensitize different audiences.



Healthy Eating

→ In collaboration with the Instituto de Efectividad Clínica y Sanitaria (Institute for Clinical Effectiveness and Health Policy (IECS)) and the Centro de Estudios de Estado y Sociedad (Center for State and Society Studies – CEDES), we developed an integral research project to inform policy makers about the impact of policies to reduce salt and trans-fats intake. FIC Argentina is in charge of the following research lines:

- We conducted a research study to evaluate the content of sodium and trans-fats in processed foods. We have a database of over 2500 products that allows us to monitor our country's current policies and assess their impact.

- We carried out qualitative research with in-depth interviews with the main stakeholders involved in the implementation of sodium reduction and elimination of trans-fats from processed foods in Argentina, in order to explore attitudes, knowledge and beliefs regarding the impact that sodium and trans-fats included in processed foods have on health, and the strategies to comply with food reformulation policies in Argentina.

- In collaboration with the Facultad de Ingeniería (Engineering School) of the Universidad Nacional de Jujuy (National University of Jujuy), we developed a chemical research to analyze the content of sodium in industrial breads in our country.



- We developed Nutrialerta, a free application for mobile phones that allows evaluating the content of trans-fats in packaged foods for people to make healthier choices when shopping.



- We collaborated with the working group of experts in Human Rights developing a model for periodic reports that States Parties will submit as part of the Protocol of San Salvador. As part of this process, the group

called for a public consultation on how to build indicators related to the right to food. FIC Argentina made recommendations for the promotion of healthy eating public policies that help reduce non-communicable diseases and their risk factors.

- We helped install the issue of healthy eating and non-communicable diseases in the media agenda. Through 2013, 150 media articles in which FIC Argentina appears as an expert in the subject were published.



- We began working on a research project to evaluate food television advertising aimed at children. The results of this study will provide useful information for the promotion of effective policies to fight against the epidemic of childhood obesity.

- We worked in collaboration with policy makers to promote policies for the reduction of sodium intake. A law to regulate salt intake and sodium content in a group of processed foods, sensitize the public and implement healthy strategies in restaurants was passed in November 2013. We will continue working for its adequate enforcement –a process that is currently in its initial phase.

- We developed documents and informational materials to raise awareness among different audiences regarding the issue of sodium and trans-fats consumption and childhood obesity.



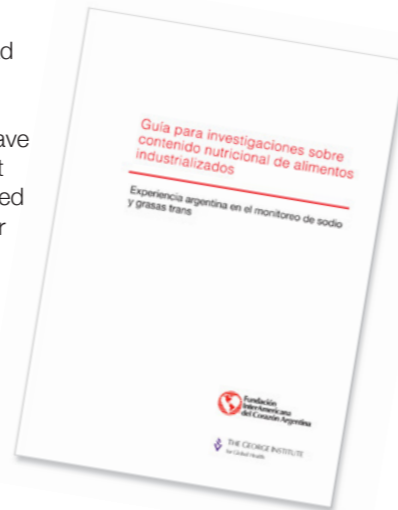
→ We published our research work “Análisis de contenido de sodio y grasas trans en los alimentos de Argentina” (“Analysis of sodium and trans-fats content in processed foods in Argentina”) in Revista Argentina de Salud Pública² (Argentinean Journal of Public Health).

→ Since 2012, we represent our country in the international collaborative group to monitor the nutritional content of processed foods, coordinated by The George Institute of Australia (Food Monitoring Group). In this context, we were co-authors in the research paper “Progress with a global branded food composition database” published by Food Chemistry³.

→ With the support of The George Institute of Australia we developed and published the “Guía para investigaciones sobre contenido nutricional de alimentos industrializados. Experiencia argentina en el monitoreo de sodio y grasas trans”⁴ (“Guidelines for research on the nutritional content of processed foods. Argentina’s experience in the monitoring of sodium and trans-fats”). The document aims at assisting researchers who wish to join projects framed by the international collaborative group to monitor the nutritional content of processed foods.

→ In collaboration with the IAHF we mapped civil society stakeholders in Latin America and the Caribbean who are working for the reduction of salt intake, in order to forge alliances and plan collaborative work strategies to promote healthy eating policies.

→ We developed a practice program with Nutrition students of the Universidad Maimónides (Maimónides University). Through the second half of 2013 we have been working with our first student, who has developed diverse activities within our Healthy Eating Area.



Physical Activity

→ Invited by the University of Zurich, in collaboration with the IAHF, we elaborated a report on the situation of national physical activity policies in Argentina. The research will be part of the book Global State of Physical Activity, to be published by Human Kinetics in 2014 and with focus on the progress made in public policy to promote physical activity at the global level.

→ Since June, FIC Argentina is part of the Global Physical Activity Network (GlobalPANet), a network formed by the main actors in the field of physical activity policy at the international level.

→ We contributed to the discussion in the media about the need to implement physical activity policies for disease prevention.



NOTES:

2. Allemandi L, Garipe L, Schoj V, Pizarro M, Tambussi A; Análisis de contenido de sodio y grasas trans en los alimentos de Argentina; Rev. Argentina de Salud Pública, 2013; 4(15):14-19.
3. The Food Monitoring Group, Progress with a global branded food composition database; Food Chemistry; Volume 140, Issue 3, 1 October 2013, Pages 451-457.
4. Available at: http://www.ficargentina.org/images/stories/biblioteca/guia_investigacion_alimentacion.pdf.

- Trébol de Plata - Rotary Club

Verónica Schoj, FIC Argentina's Executive Director, was awarded the Trébol de Plata Award 2012-2013 by the Female Rotary Committee of Rotary International for her work in FIC Argentina in the fields of research, networking and promotion of public policy to reduce the tobacco epidemic in Argentina. This distinction is given annually to outstanding female personalities in service to the community and their professions.



Verónica Schoj, FIC Argentina's Executive Director, receiving the Trébol de Plata Award 2012-2013

- ISALUD Award 2013 for the Argentina Smokefree Alliance

The Argentina Smoke-Free Alliance (ALIAR), a coalition to which FIC Argentina provides secretarial support, obtained the 2013 ISALUD Award. Every year, ISALUD University recognizes the work and commitment of people and institutions that have developed transcendent activities and actions in the fields of health, environment, economy and society, among other categories. ALIAR is a coalition of over 100 civil society organizations and people that work for the promotion of tobacco control legislation –particularly 100% smoke-free environments laws- throughout the country; it was honored with the 2013 ISALUD Award in the category “Society and Institutional Health”.



Marita Pizarro, ALIAR National Coordinator 2012-2013; Ginés González García, ISALUD Honorary Principal and Verónica Schoj, FIC Argentina's Executive Director

- First Place in the competition for mobile applications “Desarrollando América Latina” (“Developing Latin America”)

The application for mobile phones Nutrialerta, created by FIC Argentina and a group of voluntary web developers, obtained the first place in the Argentinean edition of the competition “Desarrollando América Latina 2013” (Developing Latin America 2013), organized simultaneously in 12 countries of the region. Nutrialerta is an application to help people interpret trans-fats values in food labels by detecting whether they follow international recommendations in order to make healthier choices when shopping.



Victoria Tiscornia and Debora Mazzola (FIC Argentina) with Juan Irungaray, Kevin Furman and David Machado, Nutrialerta developers

- Special mention in the “Buenos Aires Apps” Competition

The application Nutrialerta was a finalist and won a special mention in a competition organized by the Government of the City of Buenos Aires, in which 70 applications for mobile phones participated.

- Selected for the “Global Leadership” Program by Tulane University’s A. B. Freeman School of Business

In the framework of a call by Help Argentina, our organization was selected to receive a Pro-Bono consulting from students at the Tulane University’s A. B. Freeman School of Business (United States). In November, 21 students, accompanied by their professors and principals, visited FIC Argentina’s offices and presented proposals for the institutional strengthening of our organization.



Mariela Alderete and Patricia Gutkowski (FIC Argentina) with Tulane University students and faculty

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Collaborative work

Collaborative work is what distinguishes our organization and, among these actions, our work with IAHF (to which FIC Argentina is affiliated and with whom it shares its mission) deserves a special mention. Partnership and the articulation of our agenda with IAHF’s and other affiliated foundations of this family (especially with FIC México) is a continuous source for exchange and capacity building on health policy in the region. Dating back to our roots, this joint work allows us to keep a regional, Latin American perspective about and deepen our knowledge of the health issues we address.

As in previous years, in 2013 FIC Argentina and IAHF jointly developed several projects, researches and training and promotion activities, such as research on tobacco economics; mapping of physical activity policies in Argentina and dissemination of the results; mapping of stakeholders in who work on sodium reduction policies in Latin America and the Caribbean; a collaborative program on healthy workplaces (with the participation of FIC México); organization of a meeting among IAHF members in Buenos Aires; and organization of the regional conference “Tobacco or Health”, to be held in Costa Rica in 2014, among many other joint actions.

Apart from these collaborative activities with IAHF, FIC Argentina has participated in several intersectorial actions promoted by the National Ministry of Health:

- National Commission for Prevention and Control of Non-Communicable Diseases.
- National Commission for Tobacco Control and Prevention.
- Networks of social organizations coordinated by the National Ministry of Health.

FIC Argentina was also invited by the Ministry of Health to endorse the following documents:

- “Manual Director de Actividad Física y Salud en la República Argentina” (Argentinean Guidelines for Physical Activity and Health).
- “Manual de Implementación de Escuelas Saludables” (Guidelines for the Implementation of Healthy Schools).

We have also signed cooperation agreements or have undertaken projects in collaboration with the following organizations and institutions:

- Smokefree Alliance of Argentina (ALIAR)
- Georgetown University’s O’Neill Institute (United States)
- Asociación por los Derechos Civiles (Association for Civil Rights (ADC)) (Argentina)
- Facultad de Ingeniería - Universidad Nacional de Jujuy (National University of Jujuy’s School of Engineering) (Argentina)
- Universidad Maimónides (Maimónides University) (Argentina)
- Sociedad Argentina de Pediatría (Pediatric Society of Argentina)
- Fundación ACIAPO (ACIAPO Foundation) (Argentina)
- Embassy of Australia at Argentina
- Aliança de Controle do Tabagismo (Alliance for Tobacco Control (ACT)) (Brasil)
- Corporate Accountability International (CAI) (Colombia)
- Fundación InterAmericana del Corazón México (InterAmerican Heart Foundation Mexico - FIC Mexico)
- The George Institute for Global Health (Australia)
- Instituto de Efectividad Clínica y Sanitaria (Institute for Clinical Effectiveness and Health Policy (IECS)) (Argentina)
- Centro de Estudios de Estado y Sociedad (Center for State and Society Studies (CEDES)) (Argentina)

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Events hosted by FIC Argentina

WORKSHOP: “Health Is Not Negotiable. Monitoring and response to the tobacco industry interference”.

Date and place: April 22 and 23, Buenos Aires.

Along with civil society organizations from 12 Latin American countries and the Interamerican Heart Foundation, we analyzed the tobacco industry’s strategies to hinder tobacco control measures in the region.

- After the meeting, the participant organizations signed a declaration in which they committed to work together to promote the exclusion of the tobacco industry from the elaboration and enactment of health policies.



FIC Argentina’s staff with experts from other Latin American organizations in the workshop “Health Is Not Negotiable”.

InterAmerican Heart Foundation Members' Meeting

Date and place: October 18, 19 and 20, Buenos Aires.

With the goal of exchanging experiences and explore potential collaborative strategies, a meeting was held among the InterAmerican Heart Foundation and its affiliates' main referents (FIC Argentina, FIC México and InterAmerican Heart Foundation Jamaica (IAHF Jamaica)). Meetings among national, regular and associate members to the IAHF from different countries of the region were also held.



IAHF, FIC Argentina, FIC México and IAHF Jamaica referents in Buenos Aires.

SEMINAR: "Tobacco Tax Policies to Protect Public Health"

Date and place: November 19, Buenos Aires.

FIC Argentina organized a meeting among national and international experts on tobacco taxation. The event was aimed at generating a space for debate about different political options to increase cigarette taxes and their legal and political feasibility in Argentina. The meeting was hosted by the Embassy of Australia at Argentina and was supported by the Instituto Nacional del Cáncer (National Cancer Institute) of the National Ministry of Health.



FIC Argentina's staff with local and international experts in tobacco taxation.

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Events in which FIC Argentina participated and disseminated its work

National Meetings:

- Jornadas de la Red Argentina de Actividad Física y Desarrollo Humano (Meeting of the Physical Activity and Human Development National Network) (May 2013, Buenos Aires).
- III Jornadas Nacionales de Actividad Física y Deportiva en el Niño y el Adolescente (3rd National Meeting of Physical Activity and Sports for Children and Teenagers) (June 2013, Buenos Aires).
- Jornadas de Economía de la Salud 2013: "En búsqueda de la Eficiencia Social en la Gestión de la Cronicidad y la Dependencia" (Meeting on Health Economics 2013: "In Search of Social Efficiency on Chronicity and Dependence Management") (June 2013, Buenos Aires).



Verónica Schoj (FIC Argentina) in the Meeting on Health Economics

- VIII Congreso Argentino “Tabaco o Salud”. IV Encuentro Argentino – Uruguayo (VIII Argentinean Conference “Tobacco or Health” – IV Argentinean-Uruguayan Meeting) (August 2013, Buenos Aires).



Juan Carballo, Marita Pizarro and Mariela Alderete (FIC Argentina) in the National Conference on Tobacco or Health.

- II Jornadas Nacionales de Políticas Públicas y Acuerdos Intersectoriales. XXX Jornadas regionales de Bromatología y XV de Nutrición (II National Meeting on Public Policies and Intersectorial Agreements. XXX Regional Meeting on Bromatology. XV Regional Meeting on Nutrition) (October 2013, Gualeguaychú).
- XIX Congreso Argentino de Nutrición (XIX Argentinean Conference on Nutrition) (November 2013, Mar del Plata).



Victoria Tiscornia (FIC Argentina) in the Argentinean Conference on Nutrition

International Meetings:

- Global Conference on Governance of Tobacco - Harvard University (February 2013, Boston).
- Regional Meeting on Strategic Litigation for Tobacco Control, hosted by The Campaign for Tobacco-Free Kids (CTKF), University of Georgetown's O'Neill Institute and the International Union Against Tuberculosis and Lung Disease (April 2013, Buenos Aires).



FIC Argentina's staff with referents from Latin American organizations and experts from Georgetown University's O'Neill Institute and the Campaign for Tobacco Free Kids (USA)

- V Workshop for Latin American Attorneys on Tobacco Control, hosted by The Campaign for Tobacco-Free Kids

- (CTKF), the International Union Against Tuberculosis and Lung Disease and the Framework Convention Alliance (June 2013, Lima).



Belén Ríos (FIC Argentina) with Silvina Etcharte (Ministry of Health of Uruguay) in the Workshop for Attorneys

- International Conference “Towards the Construction of Public Policies for Healthy Eating” (July 2013, Lima).
- Panamerican Health Organization's “Buena Salud – America” Meeting (September 2013, Bogotá).



Mariela Alderete (FIC Argentina) at the “Buena Salud - América” Conference

- Meeting of Partners of the Bloomberg Initiative to Reduce Tobacco Use (October 2013, New York).
- Annual Meeting of the American Physical Activity Network, hosted by the American Physical Activity Network (RAFA/PANA) (November 2013, Montevideo).



Gabriela Lozano (FIC Argentina) with physical activity experts in the Meeting of the American Physical Activity Network

- Regional Workshop on Tobacco Control Research Priorities In Latin America And The Caribbean, hosted by the InterAmerican Heart Foundation and the International Development Research Centre (IDRC) (December 2013, La Paz).



Beatriz Champagne (IAHF) with Cinthia Shammah and Mariela Alderete (FIC Argentina)

- Regional Workshop on Research on Tobacco Economics, hosted by the Escuela de Negocios of the Universidad Adolfo Ibáñez (Adolfo Ibáñez University's School of Business (UAI)) and the American Cancer Society (ACS) (December 2013, Viña del Mar).



Germán Rodríguez Iglesias (FIC Argentina) with tobacco economy experts.

9

Financial support

Throughout 2013, FIC Argentina financed its projects with funds from the following organizations:



Bloomberg Initiative through the Campaign for Tobacco Free Kids (CTFK)



International Development Research Centre (IDRC)



National Institutes of Health (NIH)

In 2013 we began to consolidate two new programs:

→ FIC Argentina Partners Program

Being a FIC Argentina's partner is to commit to the defense of the right to health and the promotion of healthy lifestyles.

Over 250 people have joined our organization and collaborate with the promotion of public policy and social change to guarantee the protection of the right to health through the reduction of non-communicable diseases.

Our partners receive information about our research and the latest advances in health policy. They support our actions by signing our petitions and participating in our activities.

→ Healthy Work Environments Program

Each time more institutions commit to build healthy workplaces. For this reason, in 2013 we launched a program for those institutions that share our values and who wish to promote healthy lifestyles in these environments.

Through institutional policies, organizations are able to improve the quality of life of their employees and to reduce the impact of non-communicable diseases, such as cancer,

diabetes and cardiovascular, cerebrovascular and respiratory diseases. This type of diseases is preventable, since their main risk factors are unhealthy diets, tobacco use, physical inactivity and excessive alcohol consumption.

The Program aims to promote healthy habits through:

- Promotion of healthy eating,
- Encouragement of physical activity,
- Tobacco cessation promotion, and
- Strengthening of 100% smoke-free environments in workplaces.

Check our website at www.ficargentina.org,
call (54 11) 4831 2238
or e-mail us at institucional@ficargentina.org.

FIC Argentina belongs to the following civil society networks and alliances:



Argentinean Network for International Cooperation



Smokefree Alliance of Argentina (ALIAR), to which FIC Argentina provides secretarial support



Healthy Latin American Coalition



Latin American Action on Salt and Health (ALASS)



World Action on Salt and Health (WASH)



International Network of Women Against Tobacco (INWAT)



Framework Convention Alliance (FCA)



The NCD Alliance



Global Smokefree Partnership



Globalink



American Network of Physical Activity RAFA-PANA

Argentina Physical Activity Network - RAAF



Global Physical Activity Network (GlobalPANet)



Human Rights on Tobacco Control

Regional collaborative group for the reduction of tobacco industry interference

International collaborative group for monitoring the nutritional content of processed foods (Food Monitoring Group)

Words from Dr. Verónica Schoj,
Executive Director



Another year living our dream to work for the defense of the right to health and reduce inequity. A real joy for all of us who form FIC Argentina, but also a continuous challenge... Non-communicable diseases (NCDs), which kill 6 out of 10 Argentinians, are a national and global preventable scourge that can only be fought with high-impact public policies that reduce their main determinants: tobacco, unhealthy eating, physical inactivity and excessive alcohol consumption. Modifying these determinants requires making fundamental environmental and educational changes, as well as the enforcement of measures that are usually resisted by powerful economic sectors. In spite of these obstacles, great advances in the prevention of NCDs have been made in Argentina, and we are happy to celebrate this progress. However, we are only at the beginning of a long road. Mortality due to tobacco use has not decreased; obesity and physical inactivity in adults, children and youths have increased, and high blood pressure is still among the highest in the region, to mention just some of the most worrying indicators. Of great concern is also the fact that social gaps are getting wider and that these indicators are significantly worse among the most vulnerable sectors. This situation perpetuates the circle of poverty and inequality.

Lowering the impact of NCDs is a human rights issue, since it involves defending the right to life, the right to health, the right to be socially included (thus reducing inequality), the right to a healthy diet, the right to access truthful information, the right to non-discrimination and the right to work in a healthy environment, among others.

It is therefore a great challenge to duplicate the efforts to improve these indicators, and for this reason we need to strengthen the involvement of diverse social sectors to work in cooperation with governments. In this process, the role of social organizations is essential -as it is in all human rights' struggles- through providing decision-makers with solid evidence, defending the citizenship's rights, raising awareness, contributing to the transparency of political processes and management of conflicts of interest, and cooperating with the assessment of the policies implemented. We have invested our greatest efforts to achieve this in 2013, as in previous years, and we are committed to continue this work in the future.

On behalf of FIC Argentina I want to express my deepest and most sincere gratitude to all who have shown their support. I would like to specially thank our Board of Directors, our staff and consultants, the InterAmerican Heart Foundation –the organization which has inspired our creation as an institution and which provides their permanent support-, our colleagues in Argentina and the world who share our struggle, our partners, policy-makers committed to health and our donors, who have us their trust. Without their contribution, our work would have been impossible.

Thank you!

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