

Report 2015

FIC Argentina

Cigarrillos: denuncian un alto incumplimiento de las restricciones publicitarias

empresarios. En su momento se denunció como irregularidades en la promoción de los productos, así como que los chicos pueden ser un público en riesgo



Report **2015**
FIC Argentina

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1. FIC Argentina



The Fundación Interamericana del Corazón 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 disease, cancer, diabetes and respiratory diseases.

Tobacco consumption, malnutrition, problematic alcohol consumption and physical inactivity are the main determinants of non-communicable diseases. For people to adopt healthy lifestyles, education for individual change is essential, but not sufficient. Public health policies aimed at modifying the environment and creating conditions that encourage decision-making processes are needed. These measures must be inclusive and give priority to low-income sectors, which face the greatest barriers to

adopting healthy habits, suffer the consequences of non-communicable diseases and have poor access to health services. Policies for the prevention and control of non-communicable diseases have thus become fundamental to the sustainable development agenda for the next fifteen years and were included among the new Millennium Development Goals (2015-2030) of the United Nations (UN). Health is a human right and must be protected worldwide.

FIC Argentina is a self-financed, non-governmental organization formally constituted in Argentina. Along with FIC México, FIC Jamaica and FIC Bolivia, it is affiliated to the InterAmerican Heart Foundation (IAHF), an organization created in 1992 in the United States, with whom FIC Argentina shares its mission. IAHF also has associated members in several countries of the region, which work collaboratively to prevent non-communicable diseases across the Americas.

Mission

To promote public policy and social change that guarantee the protection of the right to health through the reduction of non-communicable diseases, particularly cardiovascular and cerebrovascular diseases.

Vision

We wish to live in a country where health is regarded as a human right, with policies that contribute to the reduction of morbi-mortality caused by preventable chronic diseases and which promotes social development and the reduction of inequity and vulnerability.

Goals

- To promote effective legislation and development of public policies that reduce the impact of cardiovascular and chronic diseases.
- To contribute to the design, implementation and assessment of public health policies through research.
- To contribute with capacity building and networking with other civil society organizations to promote the implementation of public policies concerning health prevention and promotion.
- To defend people's right to health through advocacy for the fulfillment of obligations assumed by the States through international laws and treaties.
- To educate on the cultural changes necessary to adopt healthy habits and lifestyles.

2. Our agenda

Institutional Agenda

- Policies for preventing and controlling non-communicable diseases
- Tobacco control policies to reduce consumption and exposure to second hand smoke
- Healthy eating policies to reduce malnutrition and obesity
- Public policies to promote healthy and active lifestyles and to reduce sedentary habits
- Public policies to reduce problem drinking

Main approaches

- Human rights
- Gender
- Inequality / Inequity / Poverty

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 to raise awareness about healthy lifestyles and to promote social and cultural change and citizen participation
- Policy-oriented research to promote design, implementation and evaluation of health policies
- Monitoring of transnational corporations that interfere with the design of public health policies
- Promotion of governmental transparency and accountability

¿Why FIC Argentina?

6 out of 10 adults are overweight

Argentina has one of the most affordable cigarettes in the world

1 out of 2 adults have sedentary lifestyles

On average, Argentinian girls and boys take up smoking at 13 years old

Tobacco kills 40,000 Argentinians each year

Only 2 out of 10 adolescents perform enough physical activity

Children of low socio-economic status are 31% more likely to be overweight, which shows that obesity is a poverty-related issue

Argentina spends 12% of its health expenditure on treatment for patients with diseases directly related to tobacco consumption

Children are exposed to 60 unhealthy food TV advertisements per week

60% of deaths are caused by non-communicable diseases

FIC Argentina's work seeks to change this reality by promoting inclusive and equitable public policies

3. Our staff



Board of Directors

President: Ana María Tambussi

Secretary: Marta Santore

Treasurer: Leah Tandeter

Honorary President: Herman Schargrodsky

Ex-officio member: Beatriz Champagne

Executive Direction

Director: Verónica Schoj

Vice-director: Mariela Alderete

Healthy Eating Policies Area Director

Lorena Allemandi

Tobacco Control Area

Director

Verónica Schoj

Physical Activity Policies Area

Director

Gabriela Lozano

Project Managers

Cynthia Shammah

Luciana Castronuovo

Marita Pizarro

Research Team

Victoria Tiscornia

Germán Rodríguez Iglesias

Miguel Ponce

Legal Area

Director: Belén Rios

Team: Luciano Bini

Communications Area

Director: Patricia Gutkowski

Team: Camila Chidiak

Institutional Development Area

Director: Gabriela Lozano

Administration Area

Director: Moira O'Shee

Birkenfield

Team: Mario Bedosti

Advisors

Martín González Rozada

Marty Otañez

Frank Chaloupka

Patricia Aguirre

Norma Samman

Collaborators

Juan Miguel Litvachkes

Agustina Zamora

Mariana Nardone

Malena Pirola

Melisa Keller

Advisory Board

Carlos Chiareli

Irma Mogilevsky

Ernesto Sebríe

Oscar Cabrera

Alejandro Ramos

4. Main actions and outcomes in 2015

Although Argentina has made significant progress in recent years by implementing effective measures aimed at reducing the impact of non-communicable diseases (NCDs), the current situation remains worrying and it is necessary to move forward to the implementation of more public policies to change this reality. In this context, FIC Argentina has carried out a series of actions in 2015 to promote policies and social changes that help reducing the impact of NCDs in our country and the Latin American region:

- During 2015 **research was conducted to assess the content of critical nutrients** (sodium, trans-fatty acids and sugar) in processed food in Argentina. We developed a database of over 4000 products that allows us to monitor policies in force in the country and carry out different evaluations. In this framework, we completed and disseminated **a study about the content of trans-fatty acids** reported on the nutritional labels of 528 Argentinean products. The objective was to monitor the implementation of national policies that seek to eliminate trans-fatty acids in processed food in our country through the time.



“The legal loopholes found by the tobacco industry”

Página 12, April 4th 2015.

- We filed **complaints before the National Ministry of Health** denouncing tobacco industry's violations to tobacco advertising restrictions established in National Law No. 26687 and its regulations. In addition, **two requests for access to public information (“FOIA” requests) were made** to monitor and strengthen surveillance processes carried out by enforcement authorities.

- FOIA requests were made to monitor the regulation process of the Provincial Law that establishes the

“Experts warn about products with the highest sodium levels”

Tiempo Argentino. March 18th 2015.



implementation of smokefree environments in the Buenos Aires Province.

- **In collaboration with the Inter American Heart Foundation, we conducted a set of researches on tobacco economy in Argentina** to promote taxation policies that increase the retail price of cigarette, in order to reduce tobacco consumption and protect the right to health. The main studies conducted in 2015 were:
 - > An opinion poll in the biggest Argentinian cities to survey the public opinion towards a potential tobacco tax increase. **86% of respondents supported the adoption of such increase** as a measure to reduce tobacco use and protect public health.

> **A quali-quantitative research to learn about the living conditions of small tobacco growers in Argentina** and the obstacles for crop diversification in the provinces of Salta and Corrientes. A survey targeting small growers in Salta was also conducted, in collaboration with the Asociación para la Promoción Integral (API), an NGO from Tilcara (Jujuy Province) that is a member of the Red PUNA, a national farmer-native movement that seeks to protect sectorial rights.

> **An analysis of the tobacco value chain.** The study sought to provide in-depth understanding about the sector, its stakeholders, its characterization and the impact it has on the provincial economy and employment.

> **A quali-quantitative, socio-economic analysis of the Special Tobacco Fund** (Fondo Especial del Tabaco – FET), a subsidy to tobacco production in force in our country.

> **A comprehensive document on tobacco economy in Argentina** was developed. This material includes an analysis on the relationship between tobacco economy and tobacco control policies in force in the country.

- We developed a series of **actions to promote an increase on tobacco taxes that raises cigarette retail price in order to discourage and reduce tobacco consumption**, both at the national level and the provincial levels (Mendoza, Buenos Aires Province, San Luis, Buenos Aires City and Neuquén). Our strategy included advising

and holding meetings with public officers and policy-makers, capacity-building for civil society organizations, participation in events related to the subject and design of informative materials on the matter.

- Since 2010, we have led the **regional initiative “Health is Not Negotiable”** with the goal of denaturalizing and denouncing the tobacco industry actions that interfere with public health policies. The main work lines of this project, in which we worked along FIC México, Corporate Accountability International Colombia (CAI Colombia) and Aliança de Controle do Tabagismo e Saúde Brasil (ACT+ Brasil), were:

“80% of the population supports an increase in cigarette price”

El Día, July 7th, 2015



“Tobacco. 84% of Argentinians supports price increase to protect public health”

La Nación, July 9th, 2015



> **Launch of the first stage of the #AltoALasTabacaleras (#StopBigTobacco) campaign** on February 2015, which aimed at raising awareness and denouncing the tobacco industry's actions to get new consumers through advertising strategies at points of sale (POS). We created and disseminated a video in the social networks that got over 120,000 views, and we accomplished wide media coverage.

> Publication of the report **"Health is not negotiable. 3rd edition. Children targeted by Big Tobacco"**, which provides evidence of the tobacco industry's strategies at the POS to attract children and adolescents into tobacco consumption in Latin America. The report, led by FIC Argentina, was developed collaboratively by civil

organizations from 14 countries of the region: Fundación Interamericana del Corazón Argentina, Empoderate Bolivia, Aliança de Controle do Tabagismo e Saúde (ACT+ Brasil), Chile Libre de tabaco-EPES, Corporate Accountability International Colombia (CAI Colombia), Red Nacional Antitabaco (RENATA, Costa Rica), Unidad de Cirugía Cardiovascular de Guatemala, Alianza Hondureña Antitabaco, Fundación Interamericana del Corazón México, Instituto Gorgas de Estudios de Salud (Panamá), Libres de Tabaco Paraguay, Comisión Nacional Permanente de Lucha Antitabáquica (COLAT Perú), Centro de Investigación para la Epidemia del Tabaquismo (CIET Uruguay) and Fundación Venezolana del Corazón.

This report was publicly acknowledged by the President of Uruguay, Tabaré Vázquez, who highlighted the joint work of these organizations during the acceptance speech he gave upon receiving the "Science for Peace" award by the IAHF, in Santiago de Chile.



Verónica Schoj (FIC Argentina), Paula Johns (ACT+ Brasil), the president of Uruguay Tabaré Vázquez and Beatriz Champagne (IAHF). Chile, December 2015.

> **The second stage of the digital campaign**

#AltoALasTabacaleras was released on November 2015. Its goal was to publicly expose the actions deployed by the tobacco industry to seduce children and adolescents and demand Latin American governments to implement complete bans on tobacco advertising, promotion and sponsorship (TAPS), in order to protect the health of the coming generations. In this context, we launched the website www.altoalastabacaleras.org, which got over 60,000 visits in three weeks.



#AltoALasTabacaleras campaign
www.altoalastabacaleras.org

Health is Not Negotiable / 3rd edition

Children Targeted by Big Tobacco

An analysis of the advertising and display of tobacco products at points of sale in Latin America as a strategy to attract children and adolescents to tobacco use



• As in recent years, through 2015 we continued monitoring compliance with and implementation of 100% smokefree environments and tobacco advertising restrictions across the country, along with the Smokefree Alliance of Argentina (ALIAR):

> **We carried out and disseminated an investigation about the implementation of the National Tobacco Control Law in regards to advertising, promotion and sponsorship at the points of sale.** The study, which took place in the cities of Córdoba and Buenos Aires, also assessed the innovative marketing strategies of the tobacco industry at the point of sale, with a special focus on tobacco products exhibition.

> **We surveyed and publicly denounced the tobacco industry's advertising and promotional actions targeting youth.** In this frame, we detected several campaigns seeking to reach young people through "below-the-line" strategies (non-traditional media or "BTL"), such as events, competitions, promoters, handing out free samples, e-mail marketing and other actions that violate the National Tobacco Control Law.

> In April 2015 we conducted **a new survey on compliance levels with smokefree environment laws in bars and nightclubs of the Buenos Aires City.** Once more, the study showed that the regulations in force in this matter are being constantly violated.

"The Tobacco Industry targets children with their promotional actions".

Tiempo Argentino,
May 28th, 2015



"Cigarettes: Serious complaints about violations of advertising restrictions"

La Nación,
August 6th,
2015



> We continued working on **the collective lawsuit or “Amparo” filed against the Government of Buenos Aires City for the lack of control regarding the implementation of this City’s smokefree environment law**, which is still systematically violated in bingo halls, nightclubs and pubs. The action was rejected at the first and second judiciary instances. At the time of publishing this report, the Amparo is pending resolution at the Superior Court of Justice of Buenos Aires City.

• From February to August 2015 **we monitored the existence of agreements between the tobacco industry and provincial government agencies for developing smoking prevention programs targeting children and adolescents**. Such programs, despite their apparent political correctness, do not reduce smoking and are aimed at discouraging effective policies and improving the image of tobacco companies. The existence of these programs in Cordoba and Buenos Aires City was detected. FIC Argentina warned relevant authorities on this interference, and those stated that the agreements with the tobacco companies were no longer in force and urged the companies to modify the information in their corporate communication channels.

• In the frame of the ALIAR coalition we cooperated with local organizations and advocacy referents:

> **We provided support to local referents to promote complete tobacco advertising, promotion and sponsorship prohibitions** in the Buenos Aires City, Buenos Aires Province, Tierra del Fuego and Mendoza. We also supported law bills to establish 100% smokefree environment in Tierra del Fuego, Catamarca and the City of Carlos Paz.

> **We collaborated with referents of Córdoba, San Luis and San Juan** to disseminate and promote research results.

> We promoted the strengthening of compliance levels, supervision and regulation of the smokefree law in Buenos Aires Province.

> **We supported local referents** in promoting the regulation of complete bans on tobacco advertising in Neuquén and La Pampa.

> Under the leadership of ALIAR, FIC Argentina collaborated with the development of a national survey to assess compliance with smokefree environment policies in public offices in eight provinces.



• Informational materials, digital campaigns and dissemination actions were developed to promote the implementation of effective tobacco control, healthy eating and physical activity policies. These materials were also aimed at advising and sensitizing different audiences and promoting healthy lifestyles among the citizenship.

• Looking ahead to the presidential elections, we shared our agenda with various political forces to promote the inclusion of NCDs prevention policies in their electoral proposals.

• **We conducted a research on TV food advertising for children in Argentina.** The study, disseminated in the media and among policymakers, provided useful information to promote effective policies to combat the epidemic of childhood obesity. **This research was awarded in the contest “Health Education” organized by the Comité Argentino de Educación para la Salud de la Población (Argentinean Committee for Public Health Education - CAESPO).**



“When television fattens children”

Los Andes, August 23rd, 2015



Verónica Schoj, Ana Tambussi and Lorena Allemandi received the CAESPO award.

- **We disseminated our actions in the media** to raise awareness about the need of implementing tobacco control, healthy eating and physical activity policies in order to prevent NCDs. Through 2015, **over 500 articles** referred to FIC Argentina as a leader on these issues **were published in the mass media**.

- In the context of the election campaign held in 2015 to designate President of the Republic and legislative authorities, **FIC Argentina conducted an investigation**



La Prensa, July 5th 2015

"Sugary beverages, a time-bomb"



RSalud, August 13th

"Changing the environment to change the individual"



Verónica Schoj at Conversaciones La Nación

to monitor the relationship between the candidates and their surroundings, and the tobacco industry.

Regulations on campaign-funding and the affidavits of political parties were analyzed. We also held meetings with civil society organizations with expertise on transparency during electoral periods and with representatives of the Electoral Chamber. The results showed that there is little transparency in campaign funding, and that there is an urgent need to promote a change in these regulations. FIC Argentina built capacity in the field and generated strategic alliances to continue working on bringing transparency into the relationship between the tobacco industry and policy makers.

- We took part in **the 10x10 Initiative, “Deliberative Dialogues on health and rights in adolescence”** carried out by the **United Nations Children’s Fund (UNICEF) Argentina**. We participated as a leader NGO on the promotion of policies to prevent NCDs in children and adolescents. In this frame, we conducted two research projects:

- > A diagnosis of the **social inequities in the epidemic of childhood obesity in Argentina** was developed to

gain knowledge about the epidemiological situation of overweight and obesity within children and adolescents and school policies in force concerning this issue in our country.

- > We initiated a research about **NCDs determinants among Argentinian adolescents**: unhealthy eating, physical inactivity, tobacco use and exposure to second hand smoke, and alcohol consumption. We identified the problems related to these issues and sorted them in a prioritization matrix, after which we identified the main obstacles to solve them in order to guarantee the protection of young people’s right to health.



Workshop for experts about NCDs social determinants in adolescents, October 2015

- As a member of the Healthy Latin American Coalition (HLAC), led by the IAHF, FIC Argentina took part in and collaborated with the design and implementation of a series of actions to promote policies for NCDs prevention:

- > We participated in the elaboration of a statement with recommendations for protecting public health policies from the interference and the interests of ultra-processed foods, beverages and tobacco companies, among others industries whose products are harmful for people's health.

- > We participated in the preparation of recommendations for the elaboration of two documents by the World Health Organization (WHO): the Ending Childhood Obesity (ECHO) and a document concerning WHO's collaboration with non-state actors. We also made inputs to the WHO

initiative for developing a Framework Convention on Eating Habits, led by Consumers International (CI) and the World Obesity Federation (WOF).

- > We participated in regional actions to support the legislative processes on the healthy eating issue in Peru, Chile and Mexico.

- > On behalf of the HLAC's, we attended the Non-Communicable Diseases Global Forum, held in Sharjah (United Arab Emirates), and participated in the elaboration of the Sharjah Declaration during the Forum.

"Non-communicable diseases"

Diario Popular,
June 28th, 2015



"Over 1.700 Argentinians die each year due to diseases related to the consumption of sugary drinks"

Perfil, July 19th,
2015



16/10
DÍA DE LA ALIMENTACIÓN

CELEBRÁ ESTE DÍA
AYUDÁNDONOS A PROMOVER
UNA ALIMENTACIÓN SALUDABLE
DESDE LA INFANCIA.
¡DONÁ HOY A FIC ARGENTINA!



Fundación
InterAmericana
del Corazón - Argentina

5. Relationship with the community and institutional development actions

• “Healthy Work Environments” Program

We consolidated our ties with the community through the “Healthy Work Environments” Program. The program is oriented to institutions, companies and organizations that share our values and are interested in promoting healthy lifestyles within their workspace. This initiative has been developed to promote the adoption of institutional policies that improve the quality of life in workplaces, focusing on the promotion of:

- > Healthy eating
- > Physical Activity
- > A smokefree life

Through 2015, FIC Argentina organized workshops in companies with the main goal of raising awareness among employees about the importance of a smokefree life and the benefits of adopting healthy eating habits, while pointing out the need to promote healthy policies in workplaces.

• FIC Argentina’s Small Donors Program

Our Small Donors program invites the community to commit to our cause and collaborate with our efforts for



Healthy Work Environments Workshop on smoking cessation

the improvement of people’s health and quality of life through a small monthly donation. Our donors receive our institutional news, information about our research and news about advances in health policy, and support our actions by signing our petitions and participating in our activities.

• “Aportes de Gestión para el Tercer Sector” Consultancy

FIC Argentina was selected among numerous organizations to receive a consultancy from “Aportes de Gestión para el Tercer Sector”. With the collaboration of senior professionals –who volunteer in Aportes, this organization aims at improving the impact of social organizations by strengthening their management capacity. During 2015 FIC Argentina received their support and advice for the development of the “Healthy Work Environments” program.

6 ■ Scientific Publications

Through 2015, FIC Argentina's participated in the publication of the following scientific papers:

- **Sodium content in processed foods in Argentina: compliance with the national law**

Authors: Lorena Allemandi, María Victoria Tiscornia, Miguel Ponce, Luciana Castronuovo, Elizabeth Dunford and Verónica Schoj.

Published in: Cardiovasc Diagnosis & Therapy, Vol.5 n.3. June 2015.

- **Real price and affordability as challenges for effective tobacco control policies: an analysis for Argentina**

Authors: Germán Rodríguez Iglesias, Martín González Rozada, Beatriz Marcet Champagne and Verónica Schoj.

Published in: Revista Panamericana de la Salud, vol.37 n.2, Washington. February 2015.

- **Las conclusiones de un artículo que pueden verse amenazadas por su validez interna [Respuesta a la carta de Konfino y Ondarsuhu] [“The conclusions of an article that may be threatened by internal validity”] [An answer to Konfino and Ondarsuhu's letter]**

Authors: Germán Rodríguez Iglesias, Verónica Schoj, Martín González-Rozada and Beatriz Champagne.

Published in: Revista Panamericana de Salud Pública, 38(1):87-8. Washington. July 2015.

- **Effectiveness of an Intervention to Teach Physicians How to Assist Patients to Quit Smoking in Argentina**

Authors: Mejia R, Pérez Stable EJ, Kaplan CP, Gregorich SE, Livaudais-Toman J, Peña L, Alderete M, Schoj V and Alderete E.

Published in: Nicotine Tob Res. 2015 Jul 14. pii: ntv153.:

7. Events hosted by FIC Argentina

- **Capacity building workshop on tobacco control policies for referents of civil society organizations** May 2015, Buenos Aires City

FIC Argentina and the Alianza Libre de Humo de Tabaco (ALIAR) held a capacity building workshop in which participants were able to share their experiences as tobacco control advocates, and be trained on tobacco taxation policies, smokefree environments and tobacco advertising, promotion and sponsorship bans. Referents from all over the country participated in this event.



ALIAR members from all over the country in the workshop in Buenos Aires City

- **Seminar on strategic litigation for the protection of the right to health** August 2015, Buenos Aires City

Lawyers from civil society organizations discussed about strategic litigation as a tool for the protection of the right to health. FIC Argentina co-hosted the event along the University of Buenos Aires' Right to Health Observatory and the Association for Civil Rights (ADC).

- **Workshop on taxation and tobacco production subsidies in Argentina** August 2015, Buenos Aires City

In this event, FIC Argentina shared the results of its research on the Tobacco Special Fund (FET), conducted in the frame of a project on Tobacco Economy in Argentina, funded by Fogarty International Center/National Institutes of Health of the United States (NIH). Several Latin American tobacco control advocates participated in the workshop along FIC Argentina's research team.



FIC Argentina's research team along Latin American tobacco control referents.

- **Workshop on non-communicable diseases and adolescents**

October 2015, Buenos Aires City

FIC Argentina and UNICEF Argentina hosted a workshop on NCDs and adolescents. The event was aimed at discussing healthy eating policies, physical activity promotion, smoking prevention and problematic alcohol consumption among adolescents. Civil society referents on the subject participated in the workshop.



FIC Argentina and UNICEF's workshop

8 ■ Events in which FIC Argentina participated and disseminated its work

International Events

- **International Seminar: “Healthy diets promotion: a key strategy for the prevention of non-communicable diseases”**

January 2015, Lima

Lorena Allemandi, Director of FIC Argentina’s Healthy Eating Policies Area, was invited by the Peruvian Studies Institute to introduce the results of the Area’s research. The event was a means for strengthening exchange and collaborative work among regional referents.

- **XVI World Conference on Tobacco or Health**

March 2015, Abu Dhabi

Mariela Alderete, Belén Rios, Patricia Gutkowski and Germán Rodríguez Iglesias took part in this global conference that brings together tobacco control referents from all over the world every three years. They were able to disseminate FIC Argentina’s work in regard to research and public policy promotion, and shared our experiences with governmental and civil society advocates.



Members of FIC Argentina, FIC México, FIC Bolivia and the IAHF at the World Conference “Tobacco or Health”

- **Multi-sectoral workshop for the Parties to the WHO Framework Convention on Tobacco Control in Central America for the effective implementation of the Protocol to Eliminate Illicit Trade in Tobacco Products**
April 2015, Panama City

Germán Rodríguez Iglesias, FIC Argentina’s researcher, participated in this workshop in which international experiences of countries that have already ratified the protocol, and strategies concerning illicit trade control, were discussed.

Germán Rodríguez Iglesias and regional referents



• **Regional workshop on Non-communicable Diseases: strengthening civil society's response**

June 2015, Panama City

Verónica Schoj and Lorena Allemandi attended a meeting held by the IAHF –Healthy Latin-American Coalition (HLAC)'s leading organization – along with the Pan-American Health Organization, the Government of Panama, the NCD Alliance and other HLAC members. The event focused on the promotion of policies for the prevention of NCDs.

Verónica Schoj and Paula Johns (ACT+Brasil's Executive Director) at the Workshop in Panama.



• **Training on tobacco economy**

July and August 2015, San Francisco and Chicago

In the frame of FIC Argentina's tobacco economy project, Germán Rodríguez Iglesias, member of our research team, was trained by international experts of the Center for Tobacco Control Research and Education of the University of California at San Francisco (UCSF) and the Institute for Health Research and Policy (IHRP) of the University of Illinois at Chicago (UIC).

• **I Latin-American Workshop on Tobacco Control for Communicators**

June 2015, Lima

Patricia Gutkowski and Mariela Alderete participated in this training workshop that brought together civil society communicators with the goal of articulating a network for communicators who work on tobacco control and strengthening collaborative work in the region. The participants shared their experiences and were trained on the use of different dissemination strategies.

Mariela Alderete and Patricia Gutkowski with Latin-American communicators and tobacco control referents



- **VII Latin American Workshop on Law and Tobacco Control**

July 2015, Montevideo

FIC Argentina's legal team participated in the Workshop "Complete Bans on Tobacco Advertising, Promotion and Sponsorship", along with numerous tobacco control policy experts.

- **Tobacco and International Law: Evaluating and Enforcing the Framework Convention on Tobacco Control**
September 2015, Washington DC

Belén Ríos attended this event, organized by the American Society of International Law (ASIL) and Action on Smoking and Health (ASH), and in which she introduced the work of FIC Argentina's legal area from a human rights perspective.



Belén Ríos along Latin-American tobacco control lawyers

- **Workshop on "Global Experience in Alternative Systems for Nicotine Delivery (electronic cigarettes and others) to inform research, surveillance and policy-making organizations"**

September 2015, Florence

This workshop, organized by the John Hopkins Bloomberg School of Public Health and the New York University, brought together tobacco control referents from all over the world. The debate focused on the electronic cigarette, its legal status across the world and the need of producing scientific literature on the subject. Verónica Schoj, FIC Argentina's Executive Director, was present in this meeting.

- **Workshop on communication and political strategies: towards the Seventh Session of the Conference of the Parties to the FCTC.**

September 2015, Bogota

This preliminary workshop for the Seventh Session of the Conference of the Parties of the FCTC (COP7), organized by Corporate Accountability International Colombia (CAI Colombia) and in which Verónica Schoj -FIC Argentina's Executive Director- participated, aimed at designing strategies to strengthen networking among civil organizations towards the COP7's goals and strengthening the implementation of the FCTC's articles.

- **I NCD Alliance Global Forum**

November 2015, Sharjah

Verónica Schoj, Belén Rios and Lorena Allemandi participated in the first forum that brought together referents from over 40 national and regional civil society organizations and networks, committed to the fight against NCDs. The event's main objectives were to encourage collaborative work, to identify priorities and to

coordinate the development of health policy promotion activities at the national, regional and global levels.



FIC Argentina's team along Latin American referents at the Sharjah Forum.

- **Project Management Course**

November 2015, Cuernavaca

Moirá O'Shee Birkenfield attended this course organized by The International Union Against Tuberculosis and Lung Disease (The Union), in the frame of "The International Management Development Programme". The course's objective was to train civil society organizations' referents on project and program management following the guidelines of the "Logical Framework Approach".



Verónica Schoj and Ana Tambussi with Beatriz Champagne (IAHF) and members of FIC México, FIC Jamaica and FIC Bolivia.

National Events

- ***Pan American Forum for Action on NCDs: A dialogue on how to advance multi-sector approaches to NCDs in the Americas***

December 2015, Washington DC

Belén Rios participated in this event held by the Pan-American Health Organization.

- ***InterAmerican Heart Foundation 20th Anniversary***

December 2015, Santiago de Chile

Ana Tambussi, FIC Argentina's President, and Verónica Schoj, Executive Director, participated in the celebration of the IAHF's 20th Anniversary along all other affiliated organizations. During the event, Michelle Bachelet, President of Chile, awarded Tabaré Vázquez, President of Uruguay, with the IAHF's "Science of Peace" Award.

- ***IX Argentinian Conference on Tobacco or Health***

August 2015, Mar del Plata

From August 6th to August 8th the IX Argentinian Conference on Tobacco or Health took place in Mar del Plata along the VI Argentinian-Uruguayan Meeting. Verónica Schoj attended the conference to introduce FIC Argentina's work.

- ***Intersectoral and Federal Workshop on technological strategies for the substitution of trans fatty acids in food***

September 2015, Buenos Aires City

Lorena Allemandi and Luciana Castronuovo participated in this activity organized by the National Industrial Technology Institute (INTI)'s Differentiated Food Programme.

- ***National and International Conferences on the right to health, held by the University of Buenos Aires (UBA)***

October 2015, Buenos Aires City

UBA's School of Law held the First National Conference and First International Conference on the Right to

Health. FIC Argentina participated with a lecture on public policies for NCD prevention as a priority to reduce inequity in health issues.

• **3rd Conference on Preventive Medicine for Companies**

November 2015, Buenos Aires City

Verónica Schoj participated in this conference held by the Neuroscience Institute of Buenos Aires (INEBA) and talked about the importance of healthy work environments as an efficient tool to promote health.

• **Parallel Consultancy Meeting on Food and Beverages. UNICEF Latin America Workshop on Fundraising and Partnership with the Private Sector**

November 2015, Buenos Aires City

The objective of this event was to discuss and recommend next steps regarding the relationship with the food and beverage industries in Latin America and to establish priorities for the global agenda. Latin American UNICEF subsidiaries participated along with representatives of its Regional Office. Veronica Schoj was invited to a panel discussion on civil society efforts to limit children's exposure to and consumption of unhealthy products.

• **XX Argentinian Nutrition Conference**

November 2015, Mar del Plata

Victoria Tiscornia, FIC Argentina's researcher, participated in this conference and shared our organization's work.



Victoria Tiscornia introducing FIC Argentina's research results



#ObesidadInfantil
#ChicosEnRiesgo

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del Corazón - Argentina

9 ■ Financial Support

Through 2015, FIC Argentina received financial support for the development of its projects from the following funders:



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



National Institutes of Health (NIH)



International Development Research Centre (IDRC)



UNICEF Argentina

The “Healthy Work Environments” is a FIC Argentina’s initiative that contributes to the funding of our organization while allowing to fulfill our mission. At the same time, FIC Argentina is honored to receive the continuous support of individual donors who commit to the right to health and enable us to carry out many of our activities.

10. Collaborative Work

As in previous years, we have participated in numerous instances of intersectoral collaboration promoted by the National Ministry of Health:

- > National Committee on Non-Communicable Diseases
- > National Committee for Tobacco Control
- > Pan-American Health Organization

We have also signed collaboration agreements and carried out joint projects with the following organizations and institutions:

Argentine Organizations

- Association for Civil Rights (ADC)
- School of Engineering, National University of Jujuy
- Maimónides University
- Argentine Pediatrics Association
- ACIAPO Foundation
- Institute for Clinical Effectiveness and Health Policy (IECS)
- Center for Studies of the State and Society (CEDES)
- Foundation for the Development of Sustainable Policies (FUNDEPS)
- Association for Integral Promotion (API)
- UNICEF Argentina
- University of Buenos Aires's Right to Health Observatory
- Aportes de Gestión del Tercer Sector
- Civil Association for Equality and Justice (ACIJ)

- Argentina Elections
- Fundación Instituto de Neurociencias de Buenos Aires (INEBA)
- Health Care Without Harm
- Argentine Consumers

International Organizations

- The O'Neill Institute for National and Global Health Law at Georgetown University (USA)
- Aliança de Controle do Tabagismo é Saúde (ACT+) (Brasil)
- Corporate Accountability International (CAI) (Colombia)
- Fundación Interamericana del Corazón México
- Toronto University (Canadá)
- Inciensa (Costa Rica)
- ASH (Action on Smoking or Health) (EE.UU)

11. Participation in networks and coalitions

FIC Argentina is a member of the following civil society networks or coalitions:



Argentine Network for International Cooperation (RACI)



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



Healthy Latin American Coalition (HLAC)



Health and Salt Latin American Action (ALASS)



World Action on Salt and Health (WASH)



International Network of Women Against Tobacco (INWAT)



Framework Convention Alliance (FCA)



The NCD Alliance



American Network of Physical Activity (RAFA PANA)



Human Rights on Tobacco Control



Regional collaborative group for the reduction of tobacco industry interference

Global Physical Activity Network (GlobalPANet)

The Scientific and Technical Advisory Network (STAN) of World Obesity Federation (WOF)

Salt Smart Consortium (The Multi-stakeholders Committed to Reducing the Overconsumption of Dietary Salt in the Americas)



Words from Marta Santore

Member of FIC Argentina's Board of Directors

Looking over and listening to present society, we are able to understand that the promise of inclusion is for people to be consumers and contributors only, and not creators of culture or its main characters.

Being a main character, a leader, legitimizes an authority. And authorities give us the possibility to choose.

Nobody ignores that childhood, puberty and adolescence are times of constant growth and change, which generate internal crisis and tension -a movement from things being left behind to things to come that implies learning to lose, with the consequent anguish. The market targets their products towards the youth precisely to turn them into consumers, thus hindering their path to become grown responsible adults.

The market needs "subjects" with no desire for living their own experiences. Market-civilization seduces children, adolescents and youths, while institutions fail at accompanying them in their growing process to become self-conscious subjects.

It is the illusion of a "full body" which is sold to them. Every subject must be "filled", and if they lack something, they must then buy it. The body is a controllable machine that exists out of itself and disassociated from feelings. The illusion of an "all satisfaction" body overrides the emergence of a desiring subject that builds bonds with others from its lacks.

FIC Argentina is a non-profit organization that, from this analysis of the social reality, has made the promotion of public policies and social change -as a means to protect the right to health through NCDs prevention and reduction- its principal mission since 2008. The results of the various researches conducted by its multidisciplinary team show that several factors contribute to this reality, including medical careers in which, not coincidentally, the predominant biomedical approaches train professionals with poor knowledge and experience in public health issues. Clearly in these cases, the object of study is the disease or, at best, "sick people". Health cannot be healed...

Prevention and health promotion, which are supposed to be a part of Western medicine, are rarely implemented.

The consumer society promises profits to laboratories in exchange for generating addicts. Incapable of providing such benefits, the poor suffer death and disease from conditions whose cure has been found long ago. FIC Argentina believes that those responsible for putting coming generations at risk while talking about 'security' must be named and exposed.

FIC Argentina says "Stop Big Tobacco". But "Stop", in this case, best expresses the achievements of this year and the ones yet to come. "Stop" strategically stands for the protection of our children, adolescents and youths. This demand seeks to acknowledge them as subjects of law, citizens that are capable of making decisions and escape the market that targets them only as consumers, contributors and refugees.

This is why through 2015 FIC Argentina has focused its work especially on the protection of youths; future efforts will follow the same approach through research, capacity building, advocacy and exposure of marketing strategies that violate laws.

Present times reveal extreme abundance and scarcity: rich people with no social bonds, isolated for their safety, accumulating, consuming and who cannot lose; and poor people living in misery, isolated to hide the humiliation of eating from garbage.

FIC Argentina's mission is to fight for young people's right to choose what to eat and to help them realize that the pleasure of eating is in sharing. That mere "consumption" is antisocial. That safety is possible with others. That individual and sedentary lifestyles are sickening. Life is movement.

FIC Argentina works for them to be able to recognize that food, alcohol, tobacco and any other substance enters through the mouth, the place where words come out to speak to us, telling us of the indissoluble wefts expressed in the language that founds our condition and today shows its misery. A paradox in the age of communication. In the act of consumption others are absent, and us humans are social beings.

The globalized consumer society broadens, a true epidemic never fought against, for marketing reasons. Addicts are their sick product, sold as healthy.

HEALTH IS A HUMAN RIGHT: HELP US PROTECT IT. COLLABORATE WITH FIC ARGENTINA!

With your help, you commit to the defense of the right to health and contribute to the promotion of healthy lifestyles, the reduction of tobacco consumption and exposure, the improvement of people's access to healthy foods and the promotion of physical activity for the prevention of non-communicable diseases.

You can collaborate by making a one-time contribution or by annual periods through a bank transfer or automatic debit in your credit card. If you wish to donate through a bank transfer, please refer to the following information:

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Fundación Interamericana del Corazón - Argentina
(FIC Argentina)

www.ficargentina.org

Arévalo 2364 1°A

Buenos Aires City, Argentina.

Tel/fax: +54 11 4775 8290

institucional@ficargentina.org

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