



Report 2016

FIC Argentina

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REPORT 2016
FIC Argentina

INDEX

①	OPENING WORDS FROM BELÉN RIOS, LEGAL AREA DIRECTOR	7
②	MISSION, AGENDA AND WORK PRIORITIES	11
③	OUR STAFF	15
④	MAIN ACTIONS AND OUTCOMES IN 2016	17
⑤	FINANCIAL SUPPORT	37
⑥	PARTICIPATION IN NETWORKS AND COALITIONS	38

1

OPENING WORDS



Belén Ríos

Legal Area Director

In the few years of our organization's life, we have set the objective of addressing the issue of non-communicable diseases from an increasingly interdisciplinary approach. In this way, we seek to contribute to broadening the view on public health beyond the medical paradigm by incorporating a human rights perspective. Tobacco control policies, prevention of harmful use of alcohol and promotion of healthy eating and physical activity are effective tools for protecting the human right to health. However, their importance has not always been acknowledged.

Tobacco control movement is a good example of how this process took place. For decades, the issue was only promoted by the medical community, who saw the consequences of tobacco consumption on their patients' health.

However, with the appearance of the World Health Organization's (WHO) Framework Convention on Tobacco Control (FCTC), the discussion on tobacco control as a part of the human rights agenda became stronger. Since 2005, 180 States ratified the FCTC and several debates on the human rights nature of this treaty took place in different countries. Judicial decisions around the world have considered tobacco control policies as a valuable resource to guarantee the protection of public health, as established in international treaties. This discussion was different in Argentina, especially considering that our country has not yet ratified the FCTC. FIC Argentina has made great efforts to consolidate the link between tobacco control and human rights. One of our strategies –which got remarkable relevance in 2016– was to conduct advocacy actions during the evaluation meetings in which the Committees of International Treaties reviewed Argentina's situation and in events where the scope and limitations of the right to health were discussed.

In 2010 FIC Argentina presented its first shadow report before the CEDAW Committee (the United Nations (UN) body of experts of the Convention on the Elimination

of All Forms of Discrimination against Women), which details the marketing strategies deployed by the tobacco industry that specifically target women and girls promoting the consumption of an addictive and mortal product. In this opportunity, and for the first time, the United Nations Committee included the obligation of ratifying the FCTC in its recommendations for Argentina, as a way of fulfilling its human rights duties. In 2011 Argentina was reviewed by the Committee on Economic, Social and Cultural Rights, the UN body that monitors implementation of the International Covenant on Economic, Social and Cultural Rights. FIC Argentina presented a shadow report before this Committee highlighting the State's debts in regards to tobacco control and the need of enacting more restrictive measures for the protection of the right to health, enshrined in article 12 of the Covenant. This Committee also included FIC Argentina's recommendations in its final observations. Finally, in 2012, the three countries that evaluated Argentina in the Universal Periodic Review of the UN Human Rights Council also recommended the FCTC ratification, taking the recommendations of our shadow report into consideration.

These recommendations have been part of an international process through which we have stopped discussing the status of tobacco control as a human rights issue, and instead acknowledge it as an indicator of compliance in right to health agenda. In addition, in 2015 the UN acknowledged the FCTC as an indicator of compliance of the sustainable development goals (Goal 3: Ensure healthy lives and promote well-being for all at all ages).

In this framework, 2016 constituted a milestone for FIC Argentina's international advocacy efforts: we were able to include the tobacco control agenda in some of the most relevant discussion instances worldwide, understanding that these are key opportunities to promote effective policies to protect the right to health. In April 2016, and for the first time in its history, the Inter American Commission on Human Rights (IACHR) held a thematic hearing concerning the tobacco epidemic in the Americas as a human rights issue. FIC Argentina, along with the O'Neill Institute for National and Global Health Law and Action on Smoking & Health (ASH) presented arguments before the IACHR to raise awareness about the need of enacting restrictive tobacco control measures and stopping

the tobacco industry interference. The Commissioners understood the relevance tobacco control has for the human rights agenda and highlighted the importance of controlling the tobacco industry, understanding that their corrupt actions block the protection of fundamental rights. The thematic hearing in the IACHR gave us access to other advocacy opportunities, such as our participation in the Organization of American States' (OAS) Report on Poverty, and the report for the Special Rapporteur for Freedom of Expression. In both cases, we presented information on non-communicable diseases, its risk factors and human rights protection.

FIC Argentina also provided information for the UN Special Rapporteur on the Right to Health and for its report on the Sustainable Development Goal 3. We highlighted the importance of non-communicable diseases' determinants and the effective measures to prevent them. We also stressed the need of protecting the government from the tobacco industry interference and promoting conflict of interest-free policies.

Finally, Argentina was reviewed again by the CEDAW Committee in 2016 and, along with other organizations, presented a new shadow report on tobacco control and women's rights. This was an important experience for our advocacy efforts since it was the first time these subjects were included in the formal civil society presentation before the Committee, stressing the urgency of ratifying the FCTC as an effective way of protecting women's rights. The inclusion of tobacco control in the formal presentation shows that the gap between human rights and tobacco control is closing and that civil society considers tobacco control as a valuable tool to effectively protect the right to health. Also, the CEDAW Committee followed up its 2010 recommendations and, once again, acknowledged tobacco consumption as a serious menace for women's health and understood that the Argentinian State does not comply with the obligations enshrined in the Convention as long as it does not enact regulations to reduce tobacco consumption.

All these international advocacy actions have not only contributed to put non-communicable diseases and tobacco control into the human rights agenda but have

also provided valuable tools to locally promote the enactment of laws and regulations that meet international commitments and the obligations established in our National Constitution.

2

MISSION, AGENDA AND WORK PRIORITIES

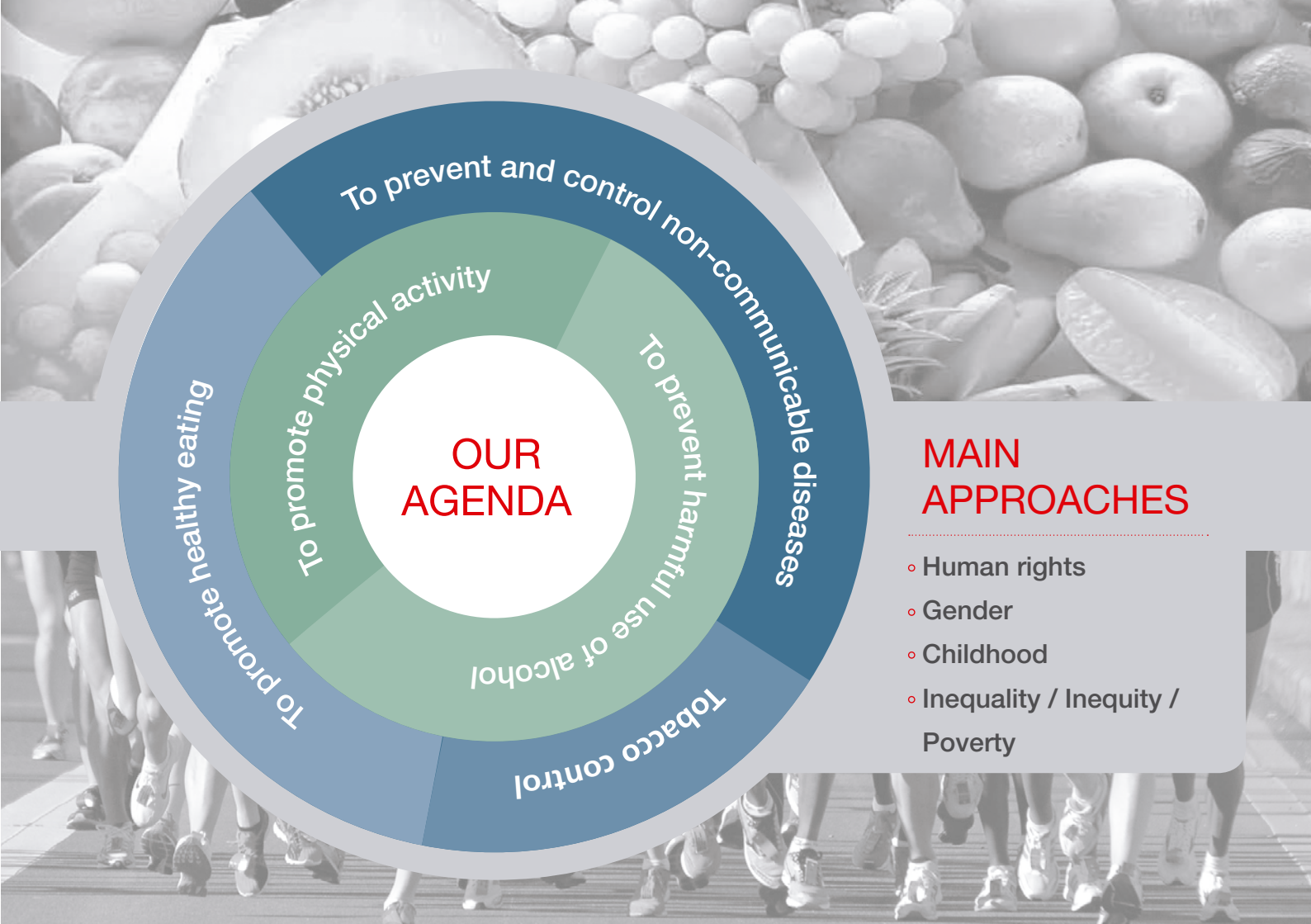
FIC Argentina is a non-profit organization created in 2008 with the mission of promoting public policy and social change that guarantee the protection of the right to health through the reduction of non-communicable diseases, such as cardiovascular and cerebrovascular disease, cancer, diabetes and respiratory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

Tobacco consumption, malnutrition, harmful use of alcohol 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 prioritize children and adolescents, as well as low-income sectors, which face the greatest barriers to adopting healthy habits,

suffer more from the consequences of non-communicable diseases and have poor access to health services.

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 1995 in the United States, with whom FIC Argentina shares its mission.





MAIN APPROACHES

- Human rights
- Gender
- Childhood
- Inequality / Inequity / Poverty

Why FIC Argentina?

Tobacco consumption kills 44,000 Argentinians each year.

Almost 8 out of 10 adolescents start drinking alcohol before the age of 14.

Argentina spends 12% of its health expenditure to treat tobacco consumption-related diseases.

6 out of 10 adults are overweight.

8 out of 10 adolescents have sedentary lifestyles.

60% of deaths in Argentina are caused by non-communicable diseases.

The average age in which children start smoking is between 12 and 13 years old.

Argentina is one of the few countries in the world that has not ratified the Framework Convention on Tobacco Control.

FIC ARGENTINA'S WORK SEEKS TO CHANGE THIS REALITY BY PROMOTING INCLUSIVE AND EQUITABLE PUBLIC POLICY.

3

OUR STAFF



BOARD OF DIRECTORS

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Treasurer: **Leah Tandeter**
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Verónica Schoj

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Luciana Castronuovo

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Patricio Sánchez
Berenice Cerra



On December 12th Marta Santore became FIC Argentina's new president. An anthropologist and psychoanalyst, she was the Director of the Superior School of Health (Escuela Superior de Sanidad) at the Buenos Aires Province's Ministry of Health. She was also professor at the School of Psychology of the University of Buenos Aires. She joined FIC Argentina in November 2014 as a member of the Advisory Board with the objective of enriching the organization's perspective and contributing to the fulfillment of our mission. Later, in May 2015, she became the Secretary of the Board of Directors and, since December 2016, she is the organization's President.

Her predecessor, Ana María Tambussi, has been elected as the President of the Inter American Heart Foundation and remains as a member of FIC Argentina's Board of Directors as the new Secretary.

4

MAIN ACTIONS AND OUTCOMES IN 2016

During 2016 FIC Argentina conducted a series of actions to promote public policies and social changes that help reducing the impact of non-communicable diseases (NCDs) in our country and the Latin American region.

NATIONAL ACTIONS TO PROMOTE NCDs PREVENTION POLICIES

- We actively promoted an increase on cigarettes taxes to protect the right to health, which was achieved by a Presidential Decree in May 2016. At the same time, we provided information to advisors at the National Ministries of Health, Treasury and Public Finance and Representatives at the National Congress to promote a tobacco taxes law. FIC Argentina explained them the need of a comprehensive and sustainable law that constitutes an effective resource to reduce tobacco consumption and prevent initiation among children.

"Cigarettes prices raised by 60%, the biggest increase in the last 15 years". Clarín, May 3rd, 2016.

Consumo Una medida que golpea al bolsillo, pero beneficia a la sa

Suben un 60% los cigarrillos y es el mayor aumento de los últimos 15 años

Es por el alza de los impuestos a la producción tabacalera y por el impacto de la inflación. Desde hoy, un atado de primera marca ya cuesta hasta 50 pesos.



Por las nubes. Comprar un atado de primera marca por día se traduce en un gasto anual de \$ 18 mil, así resulta.

Composición del precio de venta al público

COMPARACION DE PRECIOS	
Impuestos	80,1%
Argentina	3,0

- We advised decision makers and national and provincial representatives in the development of draft bills to establish complete bans on tobacco advertising, promotion and sponsorship (TAPS), in order to meet international standards for the protection of the right to health.



- We participated in deliberative dialogues between civil society organizations and governmental authorities with the objective of promoting healthy eating policies. We also provided technical advisory to national representatives and helped them develop seven draft bills concerning obesity prevention. We spoke about obesity public policies at the National Congress and in meetings organized by the Pan-American Health Organization (PAHO). FIC Argentina's staff disseminated research results in diverse academic conferences.

Un informe de Unicef muestra correlación entre pobreza, sobrepeso y obesidad

La alimentación, acorde al nivel social

Los chicos de bajo nivel socioeconómico tienen un 31 por ciento más de posibilidades de tener sobrepeso que los de alto nivel socioeconómico, según un estudio realizado por Unicef y la Fundación Interamericana del Corazón Argentina (FICA). La investigación también señala que los adolescentes con sobrepeso tienen un 25 por ciento más de probabilidades de consumir tabaco.

“El principal aporte de la investigación es que corrobora que la obesidad y el sobrepeso en la Argentina son un problema con un mayor riesgo asociado a la pobreza, como también muestran estudios realizados en otros países, y desmitifica la idea de que la obesidad está asociada principalmente a los sectores de mayores ingresos”, afirmó Lorena Allemanni, directora del área de políticas de alimentación saludable de FIC Argentina. “Además de traer aparatosas graves consecuencias en parámetros de salud física, el sobrepeso y la obesidad están asociados a problemas psicosociales e implican una barrera para el desarrollo integral de niños, niñas y adolescentes. Es por eso que la problemática se debe abordar a una edad temprana con políticas públicas disociadas con una perspectiva integral y con especial énfasis en la reducción de las brechas de desigualdad social y la protección del derecho a la salud de los grupos más

Por cada diez chicos ricos con problemas de peso por mala alimentación, hay trece chicos pobres, asegura un estudio que revela que la gordura es una epidemia que afecta sobre todo a los más desfavorecidos. Unicef propone un enfoque conjunto para encararla.



“Eating habits according to social level”. Página 12, February 26th 2016

- National and subnational policies to prevent harmful use of alcohol were promoted during 2016.

Pese a la flamante ley, exigen que pongan más límites para la publicidad de bebidas alcohólicas

“More regulations on alcoholic drinks advertising demanded despite the recently enacted law”. Clarín, December 1st 2016.

- A dissemination campaign was conducted for our study “Social inequities in the obesity epidemic in children and adolescents in Argentina”, developed collaboratively by FIC Argentina and UNICEF.

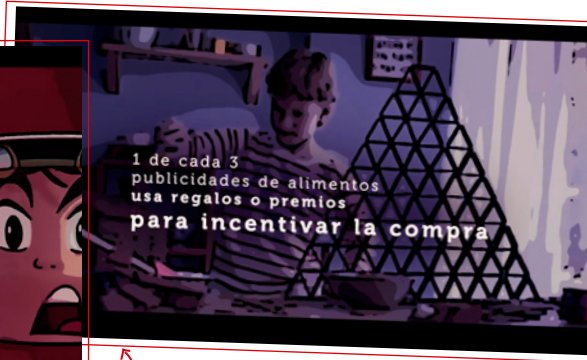


“Poor children have 31% more chances of being overweight”.

- In order to promote the ratification of the Framework Convention on Tobacco Control, we advised Senators at the National

Congress and constituted the Argentinian Coalition for Tobacco Control (Coalición Argentina para el Control del Tabaco - CACTA), along with other civil society organizations.





"1 out of 4 food advertisements uses famous characters or celebrities to attract children".

"1 out of 3 advertisements uses gifts or prizes as a strategy to stimulate the purchase".

- Two testimonial videos were developed and launched warning about the impact of unhealthy food advertising that targets children. These materials were developed to raise awareness on the childhood obesity epidemic.

promotion and prevention. Our presence in the media was fundamental to put FIC's objectives into the public agenda and to promote public policies with a human rights perspective.

- We participated in collaborative and intersectoral instances to discuss public health policies, such as the National Committee for Non-Communicable Diseases (Comisión Nacional para las Enfermedades Crónicas no Transmisibles), the National Tobacco Control Committee (Comisión Nacional de Control de Tabaco) and the National Nutrition Committee (Comisión Nacional de Nutrición).



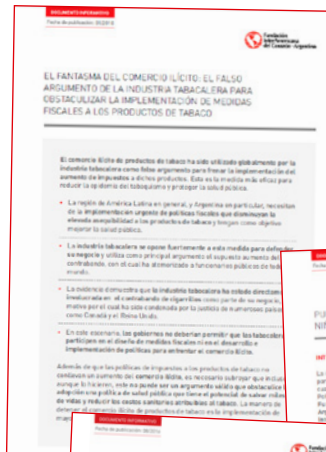
"70% of salt is in processed foods".

- Over 400 media articles and interviews were published and broadcasted in 2016, including newspapers, radio, television and digital media presenting FIC Argentina as a leader in health





- We presented the results of our study “NCD determinants in Argentinian adolescents” study before the UNICEF Global Advisory Board, and promoted the discussion about priority policies for obesity prevention in a panel of experts.
- We provided technical advice to national governmental institutions such as the Secretariat for Integral Policies on Drugs (Secretaría de Políticas Integrales sobre Drogas - SEDRONAR), the Ministries of Health, Treasury and Public Finance, Social Development, the Secretariat of Agriculture and the National Congress. Support to provincial representatives was also provided for the development of NCDs prevention policies.
- Publications and dissemination materials were developed to promote tobacco control, healthy eating, physical activity and harmful use of alcohol policies.



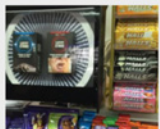
559
kioscos que venden tabaco
relevados en **CABA**
cercanos a las escuelas



Por cada escuela, hay
6,5 kioscos que venden
cigarrillos a **menos**
de **250m** de distancia



70%
TIENEN
EXHIBIDORES DE
PRODUCTOS DE
TABACO



1 de cada 2
UBICA LOS
CIGARRILLOS CERCA
DE GOLOSINAS O
PRODUCTOS
PARA CHICOS



1 de cada 4
TIENEN ANUNCIOS
PUBLICITARIOS
DE CIGARRILLOS
CON SABORES



"559 kiosks that sell tobacco products were surveyed near schools" / "For each surveyed school, there are 6.5 kiosks selling cigarettes nearer than 250 m." / "70% have tobacco products displays" / "1 out of 2 kiosks place cigarettes near candy or products for children" / "1 out of 4 kiosks have flavored cigarettes advertisements".

RESEARCH COMPLETED IN 2016

- A study on the impact of the increase of cigarettes taxes and prices on Argentinian population's health and public tax revenue, which showed that an increase of 50% in cigarettes retail price would lead to a 15% reduction in tobacco consumption and would increase annual tax revenue by AR\$ 17,400 million.
- A collaborative investigation with the Institute for Global Tobacco Control (IGTC) at the Johns Hopkins University's Bloomberg School of Public Health that monitored the tobacco industry's marketing actions at the points of sale near schools.
- A survey in cities in the Atlantic Coast to identify marketing actions deployed by the tobacco industry and assessed compliance levels with regulations in force.

"Tobacco advertising bans are violated in bars and discos of the Atlantic Coast". Télam, February 10th, 2016.

Se incumple la prohibición de publicitar cigarrillos en bares y boliches de la costa

A pesar de las estrictas restricciones que la legislación impone a la promoción de los productos del tabaco, las principales marcas "desplegaron agresivas acciones publicitarias" en los principales balnearios de la costa atlántica este verano, según un censo de la Federación Interamericana del Consumidor (FIC) que denunció que muchas de ellas son "violaciones explícitas" a la norma.

UBICACION

- A research on the tobacco industry's strategies to promote low-cost cigarette brands to counter the tobacco taxes increase in Argentina.
- A study on small tobacco growers' characteristics in Argentina and their attitudes towards crops diversification.
- A qualitative investigation on mothers' perceptions and experiences towards the impact of unhealthy food advertising in children's eating habits.
- A research on tobacco crops reconversion, diversification and substitution from a public health perspective.
- A collaborative investigation along with UNICEF Argentina about the overweight and obesity tendency among girls, boys and adolescents taking considering the social inequities that determine this epidemic.
- An analysis of the Special Tobacco Fund (Fondo Especial del Tabaco - FET), a subsidy on tobacco production, and its role as a hindrance for public health policies.



WORKSHOPS AND EVENTS HOSTED BY FIC ARGENTINA



- Capacity building workshop on tobacco taxes and complete bans on advertising policies, along the Argentinian Smokefree Alliance (Alianza Libre de Humo Argentina - ALIAR). March 21st and 22nd, Buenos Aires City.



- Multisectoral event on unhealthy food advertising targeting children. April 18th 2016, Buenos Aires City.
- Debate with decision makers and national and international experts on tobacco control to analyze the opportunities and challenges regarding tobacco taxation in Argentina. July 12th 2016, Buenos Aires City.



ACTIONS AND PRESENTATIONS BEFORE INTERNATIONAL ORGANIZATIONS

- We participated in the first thematic hearing on the tobacco epidemic before the Inter American Commission on Human Rights (IACHR), along with the O'Neill Institute for National and Global Health and Action on Smoking & Health (ASH).



"NGO's combat against the tobacco industry reaches the IACHR". La Voz del Interior, April 6th, 2016.



- We presented recommendations before the Secretariat of Human Rights and Cultural Pluralism (National Ministry of Justice and Human Rights) for its project to develop and implement a National Action Plan on Human Rights (2030 UN Agenda for Sustainable Development), to be presented before the UN Human Rights Council.
- Along with other organizations, FIC Argentina participated in the UN Special Rapporteur on the Right to Food's consultation. We also attended the open consultation of the UN Special Rapporteur on the Right to Health. As a result, the reports presented by the Rapporteurs before the UN General Assembly acknowledged the menace of the non-communicable diseases epidemic, warned about conflicts of interest between public health goals and the industry's interests and urged the States to implement evidence-based policies with a human rights perspective.
- We participated in the "Advertising" chapter of the "Questionnaire for Consultation with the States and Civil Society for drafting the report on children's rights, freedom of expression, and the media in the Americas" of the Special Rapporteur for Freedom of Expression and the Rapporteur on the Rights of the Child at the Inter-American Commission on Human Rights.
- Along with the O'Neill Institute for National and Global Health, the Foundation for Women Studies and Research (Fundación para Estudio e Investigación de la Mujer - FEIM), the Foundation for the Development of Sustainable Policies (Fundación para el Desarrollo de Políticas Sustentables - FUNDEPS) and the Argentinian Smokefree Alliance (Alianza Libre de Humo Argentina - ALIAR), FIC Argentina presented a shadow report before the Committee on the Elimination of All forms of Discrimination against Women (CEDAW) to urge the Argentinian State to advance with policies that prevent and reduce tobacco consumption among women. The presentation was successful as the CEDAW Committee recommended Argentina to ratify the Framework Convention on Tobacco Control, which would contribute to reducing tobacco consumption in the country, especially among girls.



"Argentina urged to ratify an international treaty". La Nación, November 22nd, 2016.

PARTICIPATION IN INTERNATIONAL CONFERENCES AND EVENTS

- Regional workshop on fiscal policies, advertising regulations and labeling of products with high-calories and low nutritional value. May 2016, Lima.



- World Congress of Cardiology & Cardiovascular Health 2016, held by the World Heart Federation. June 2016, Mexico City.



- Tobacco Economics Research Capacity Building Programme, held by Cancer Research UK. July 2016, Buenos Aires City.
- Workshop on “Policy-oriented research on prevention and treatment of obesity, diabetes and cardiovascular diseases”, held by the National Institute of Public Health of Mexico (Instituto Nacional de Salud Pública de México - INSP). August 2016, Cuernavaca.

- Research Capacity Building Workshop for Tobacco Control”, held by the National Cancer Institute (NCI) and the United States Center for Global Health (CGH). August 2016, Cuernavaca.
- 2nd Congress of the World Public Health Nutrition Association and workshop on “Food Systems: Policy and research”. August/ September 2016, Cape Town.
- Workshop “Advancing Economics for the Prevention and Control of NCDs in the Americas”. August/September 2016, Washington DC.
- Sub-regional multisectoral protocol workshop for the Parties to the FCTC, aimed at promoting the enforcement of the Protocol to Eliminate Illicit Trade in Tobacco Products. September 2016, Brasilia.
- “Controlling tobacco industry interference/responsibilities in tobacco control in the Americas region”, held by the National Ministry of Panama and the Pan-American Health Organization (PAHO). September 2016, Panama City.
- 6th International Congress on Physical Activity and Public Health (ISPAH). November 2016, Bangkok.
- “Latin American and Caribbean Tobacco Control Leadership Program”. December 2016, Santiago de Chile.



CAPACITY BUILDING AND TECHNICAL ADVISORY

- FIC Argentina conducted a workshop on tobacco and gender for the Institute of Alcoholism and Drug Dependence of Costa Rica (Instituto de Alcoholismo y Farmacodependencia de Costa Rica - IAFA). October 2016, San José de Costa Rica.



- We did a consultancy for the Institute for Clinical Effectiveness and Health Policy (Instituto de Efectividad Clínica y Sanitaria - IECS) in the frame of a research project about disease burden attributable to tobacco consumption in 12 Latin American countries.
- We provided technical advisory to FIC Bolivia for a tobacco control research project funded by the Campaign for Tobacco-Free Kids.

- We did a consultancy for the O'Neill Institute for National and Global Health for the systematization and legal analysis of current regulations regarding alcoholic beverage in Central American countries.

RELATIONS WITH THE COMMUNITY AND INSTITUTIONAL DEVELOPMENT ACTIONS

◦ “Healthy Work Environments” Program

The program was implemented in institutions and companies that committed to the protection of its staff right to health and that seek to improve their health quality at workplaces. During 2016 we conducted a workshop on healthy eating at Dass Company and another one on tobacco consumption and smokefree environments at Oxbow Enterprises.



- **Volunteer program**

During 2016 Sarah Crockett, Stephanie Ulan, Chandler Means, Camila Valenti, Marina Ferenc and Agustina Crinó joined FIC Argentina as volunteers.

- Institutional collaboration agreements were signed through with the Center for the Study of State and Society (Centro de Estudios de Estado y Sociedad - CEDES), the INEBA Foundation, the National University of La Plata's School of Medicine and Health Care Without Harm.
- We received a consultancy on institutional strengthening from the non-profit organization "Aportes de Gestión para el Tercer Sector".

"I volunteered at FIC Argentina for five incredible months. I felt like a part of the FIC family the whole time. I have been totally convinced that changing our environment through public policy is the best way to promote health and welfare in the community" (Sarah Crockett, FIC Argentina's volunteer during 2016.)

"Volunteering at FIC Argentina has given me a clearer idea of how I would like my professional career to be, and that is working for an NGO. My time at FIC has definitely been one of the best experiences in my life" (Stephanie Ulan, FIC Argentina's volunteer during 2016.)



SCIENTIFIC PUBLICATIONS

- Schoj VI, Mejía R, Alderete MC, Peña L, Gregorich SE, et al. Use of Smoking Cessation Interventions by Physicians in Argentina. *Journal of Smoking Cessation*. 2016 September; 11(3):188-197.
- Rodríguez Iglesias GA, Rios MB, Shammah C, Schoj VI. State of Affairs Regarding Fiscal and Affordability Aspects of Tobacco in Argentina. *Revista Argentina de Cardiología*. 2016; 84(2):146 - 151.
- Mejía R, Pérez Stable EJ, Kaplan CP, Gregorich SE, Livaudais-Toman J, Peña L, Alderete M, Schoj V, Alderete E. Effectiveness of an Intervention to Teach Physicians How to Assist Patients to Quit Smoking in Argentina. *Nicotine Tob Res*. 2016 May; 18(5):1101-9. doi: 10.1093/ntr/ntv153. PubMed PMID: 26175459.
- Rodríguez Iglesias GA, Schoj VI, Chaloupka F, Champagne BM, González Rozada M. Analysis of Cigarette Demand in Argentina: the impact of price changes on consumption and government revenues. *Salud Pública de México, [S.l.]*, v. 59, n. 1, p. 95-101, ene. 2017. ISSN 1606-7916.
- Castronuovo L, Gutkowski P, Tiscornia MV & Allemandi L. Las madres y la publicidad de alimentos dirigida a niños y niñas: percepciones y experiencias. *Salud Colectiva, [S.l.]*, v. 12, n. 4, p. 537-550, dec. 2016. ISSN 1851-8265.
- Castronuovo L, Allemandi L, Tiscornia MV, Champagne B, Campbell N & Schoj V. Analysis of a voluntary initiative to reduce sodium in processed and ultra-processed products in Argentina: Public and Private sector representatives' views, en *Cadernos de Saúde Pública* (Being printed. Accepted for publication).

AWARDS AND HONORS

- In 2016 FIC Argentina received an award from the Argentine Medical Association for its commitment, participation and contributions in the field of tobacco control.





#AltoALasTabacaleras

LA EXHIBICIÓN DE
PRODUCTOS DE TABACO
ES UNA ESTRATEGIA PARA
ATRAER A NIÑOS, NIÑAS Y
ADOLESCENTES AL
CONSUMO DE
TABACO.



Fundación
InterAmericana
del Corazón - Argentina

"#StopBigTobacco
Tobacco products exhibition is a marketing
strategy to attract children and adolescents
into tobacco consumption."

What people are saying about FIC...

Jorge Tartaglione
@JTartaglione

Seguir

Una gaseosa de 600 ml contiene 13 cucharaditas de azúcar. Mas de lo que debemos consumir en un día La OMS recomienda 10 x día @ficargentina

"A 600 ml. soda bottle contains 13 teaspoons of sugar. That exceeds the recommended daily intake. The WHO recommends 10 per day @ficargentina"

Agencia Télam
@AgenciaTela

Siguiendo

El aumento del precio de los cigarrillos los hace menos accesibles para los jóvenes bit.ly/29G9MJH



"Cigarettes price increase makes tobacco less affordable for young people"

OPS/OMS Argentina
@opsargentina

Seguir

Compartimos video de @ficargentina sobre crecimiento de la #obesidad infantil



Publicidad de alimentos no saludables dirigida a niños 2
¡No al marketing de comida chatarra!
youtube.com

RETWEETS 3 ME GUSTA 4

8.19 - 25 ago. 2016

1 3 4

"We share @ficargentina's video on the increase of childhood #obesity"

UNICEF ARGENTINA
@UNICEFArgentina

Seguir

El sobrepeso es 31% más frecuente entre los chicos más pobres. Brechas sociales de la #obesidad. Con @ficargentina uni.cf/1SMaUHP

RETWEETS 16 ME GUSTA 9

"Overweight is 31% more frequent among more vulnerable kids. Social inequities in #obesity. With ficargentina"

Sergio Elguezábal
@vascoverde

Seguir

En la #SemanaDeSal2016, recomiendo la lectura de este documento: [ficargentina.org/images/stories ...](http://ficargentina.org/images/stories...) publicado x @ficargentina

29/02 al 06/03

#SemanaDeSal2016

APERITIVOS



1415mg

CHACINADOS



1080mg

PLATOS LISTOS



941mg

AZÚCARES



933mg

UNTABLES CÁRNICOS (por ej. paté)



700mg

*Mg de sodio cada 100g de producto

Éstos son los 5 alimentos procesados

"In the #WorldSaltAwarenessWeek I recommend reading this document: ficargentina.org/images/stories... published by @ficargentina"

Derecho enZapatillas
@dZapatillas

Seguir

Tabacaleras violan la ley anti tabaco en la costa atlántica, informe de @ficargentina:

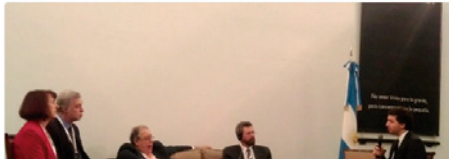
"Tobacco companies violate the anti-tobacco law in the Atlantic Coast, a report by @ficargentina"

"Tomar una gaseosa chica equivale a 13 cucharaditas de azúcar" @ficargentina
bit.ly/2d1qkHw



"Drinking a small soda bottle equals a sugar intake of 13 teaspoons" @ficargentina

Ahora en mesa de debate sobre políticas de impuestos al tabaco como política de salud, organizada por @ficargentina



"Now, in the debate on tobacco taxation policies as a health measure, organized by @ficargentina"

Las cuatro estrategias de las tabacaleras para que las personas sigan fumando a pesar de la suba de precios infobae/2dQH2Yf



"The four strategies used by the tobacco industry to maintain tobacco consumption levels in spite of the cigarettes price increase"

.@veronicaschoj en #HaceteCargo: "Para mantener el mercado, las tabacaleras impulsan marcas más baratas"

RETWEETS 2 ME GUSTA 1

12:33 - 19 oct. 2016

"@veronicaschoj at #HaceteCargo: "To protect their business, tobacco industry promotes low-cost brands"

#Salud en #EINotiDeLaMañana. Lucha contra el tabaquismo en adolescentes. Entrevista a Verónica Schoj @veronicaschoj



"#Health in #EINotiDeLaMañana. Fight against tobacco consumption among adolescents. Interview with Verónica Schoj @veronicaschoj"

Obesidad infantil: cuando el marketing inclina la balanza infobae/2bdMoeL Por @valeriacchavez



"Childhood obesity: when marketing tilts the balance infobae/2bdMoeL. By @valeriacchavez"

5

FINANCIAL SUPPORT

Through 2016, 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)



American Cancer Society



Ministerio de Salud
Presidencia de la Nación

Health Research Scholarships "Dr. Abraam Sonis", National Ministry of Health

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.

At the same time, the **consultancies** and the "**Healthy Work Environments**" **Program** contribute to the funding of our organization while allowing us to fulfill our mission.

6

PARTICIPATION IN NETWORKS AND COALITIONS

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



Argentine Network for International Cooperation – RACI



Argentinian Smokefree Alliance – ALIAAR, to which FIC Argentina provides secretariat support



Healthy Latin American Coalition – HLAC



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



Framework Convention Alliance – FCA



Argentinian Coalition for Tobacco Control – CACTA



Human Rights on Tobacco Control



Global Physical Activity Network – GlobalPANet

Regional Collaborative Group for the reduction of tobacco industry's interference

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

Salt Smart Consortium (PAHO Regional Consortium on Salt Consumption)



**LOS CHICOS DE 5 A 17
AÑOS DEBERÍAN REALIZAR
AL MENOS 60 MINUTOS
DIARIOS DE ACTIVIDAD FÍSICA
MODERADA, SEGÚN LA OMS.**

¡MOVERSE ES SALUD!

**06/04 - Día mundial
de la actividad física**

"April 6th – World Day of Physical Activity
According to the World Health
Organization, children between 5 and 17
years old should perform a minimum of
60 minutes of moderate physical activity a
day. Moving is healthy!"



**Fundación
InterAmericana
del Corazón - Argentina**

VOLUNTEER PROGRAM

If you are interested in public health issues and you are willing to commit to a social organization, we invite you to join FIC Argentina's Volunteer Program.

Send us your application by entering www.ficargentina.org or contacting us at institucional@ficargentina.org or +54 11 4775 8290.



COLLABORATE WITH FIC ARGENTINA!

With your help, you contribute to our work to reduce tobacco and harmful alcohol use and promote healthy eating and physical activity.

You can help 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:

Bank Name: Industrial and Commercial Bank of China (Argentina) S.A. (ICBC)
Account No.: 9 3 0 / 0 2 1 0 1 0 5 0 / 7 6
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Account Name: FUNDACION INTERAMERICANA DEL CORAZON ARGENTINA
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