



# FIC

## Argentina

2014 REPORT



**FIC Argentina**

2014 REPORT



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## About FIC Argentina

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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.

Non-communicable diseases (NCDs) 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.

Our organization addresses these issues from a human rights perspective. We believe that, to prevent NCDs, reduce their impact and adopt healthy lifestyles, people need policies that favor social change. These measures must be inclusive and protect vulnerable sectors that, due to their living conditions, are more exposed to NCDs and have less access to health systems.

FIC Argentina is a self-financed, non-governmental organization formally constituted in Argentina. Along with FIC México and FIC Jamaica, it is affiliated to the Inter American Heart Foundation (IAHF), an organization based in the United States with whom it shares its mission and works in continuous collaboration.

## MISSION

To promote public policy and social change that guarantee the protection of the right to health through the reduction of chronic 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, cerebrovascular 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 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

**INSTITUTIONAL AGENDA**

- Prevention of non-communicable diseases

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- Tobacco control

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- Healthy eating

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- Physical activity

**MAIN APPROACHES**

- Human rights

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- Gender

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- Inequality / Inequity

**WORK STRATEGIES**

- Promotion of public policies for the prevention of non-communicable diseases

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- Networking with other organizations

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- Legal advice and legal actions to strengthen the enforcement of governmental measures and international laws and treaties

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- Dissemination to raise awareness about healthy lifestyles and to promote social change and citizen participation

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- Monitoring of companies interfering with the design of public health policies and promotion of governmental transparency and accountability

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- Policy-oriented local research





### BOARD OF DIRECTORS

**President:** Ana María Tambussi

**Secretary:** Leah Tandeter

**Treasurer:** Saúl Drajer

**Honorary President:** Herman Schargrodsky

**Ex-officio member:** Beatriz Champagne

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**Vice-Director:** Mariela Alderete

### HEALTHY EATING AREA DIRECTOR

Lorena Allemandi

### TOBACCO CONTROL AREA DIRECTOR

Verónica Schoj

### PROJECT MANAGERS

María Elisabet Pizarro

Cinthia Shammah

### TOBACCO CONTROL AND HEALTHY EATING RESEARCH TEAM

Luciana Castronuovo

Victoria Tiscornia

Germán Rodríguez Iglesias

Miguel Ponce

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**Team:** Luciano Bini

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Gabriela Lozano

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Norma Samman

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Irma Mogilevsky

Ernesto Sebríe

Oscar Cabrera

Alejandro Ramos

Non-communicable diseases are the leading cause of death in Argentina and in most countries. Despite the progress made by our country in the last years to reduce their impact, the situation in this matter is still worrying. In this context, through 2014 FIC Argentina has developed a series of actions oriented at promoting public policies and social changes that help reduce the impact of NCDs in Argentina and Latin America:

→ We developed a set of **research studies on tobacco economics in Argentina** to promote tax policies that raise the price of cigarettes. These studies were used to elaborate a technical proposal to raise taxes on tobacco products in Argentina, with the goal of reducing the impact of the tobacco epidemic and protecting the right to health. The main studies developed in 2014 include:

- an assessment of tobacco demand (price elasticity) by socioeconomic status
- an analysis of the tobacco value chain
- an assessment of the impact of diverse policies to increase tobacco taxes on tobacco consumption and tax revenue
- a revision of the alleged impact of tobacco tax policies on tobacco smuggling

- a mapping of tobacco tax policies in the world
- an analysis of the feasibility of implementing provincial tobacco taxes in Argentina

→ We carried out a **campaign to promote an increase on tobacco taxes to improve public health**, both in the national and provincial levels (particularly in the Province of Mendoza, the Province of Buenos Aires and Buenos Aires City). The strategy included advice and debates in diverse political ambits -such as the National Ministry of Health's National Tobacco Control Committee- and with national and provincial representatives. We also trained referents from civil society organizations, developed informational materials and disseminated a "World No Tobacco Day Declaration" urging to raise tobacco taxes, to which 40 civil society organizations adhered.



TOBACCO TAXES – An effective policy to protect public health

	IMPUESTOS ESPECÍFICOS	AD VALOREM
DEFINICIÓN	Una cantidad fija por unidad de venta, por ejemplo, \$5 por cada paquete de 20 cigarrillos.	Un porcentaje del valor de la unidad de venta, por ejemplo, el 50% del precio del paquete de cigarrillos.
ASPECTOS POSITIVOS	<ul style="list-style-type: none"> <li>• Da lugar a precios relativamente altos, particularmente para los cigarrillos de marcas más económicas.</li> <li>• Como se aplica a todas las marcas por igual, aumentan proporcionalmente las marcas más económicas y se reduce la brecha de precios.</li> </ul>	<ul style="list-style-type: none"> <li>• Como el impuesto es proporcional al precio de venta, cuando el precio de venta aumenta, el impuesto también lo hace.</li> <li>• Mantienen su valor ajustado frente a la inflación (mientras que los impuestos específicos necesitan ser ajustados regularmente).</li> </ul>
ASPECTOS NEGATIVOS	<ul style="list-style-type: none"> <li>• El peso del impuesto y el efecto sobre el consumo se deterioran junto con la inflación (al reducirse el valor real del impuesto).</li> </ul>	<ul style="list-style-type: none"> <li>• No reducen las brechas de precio entre cigarrillos premium y marcas más económicas. Es frecuente que ante aumentos de precios, los fumadores migren al consumo de marcas más baratas, reduciendo el impacto sanitario de la medida.</li> </ul>

“Top three foods highest in sodium”

→ Through 2014, we continued developing a set of researches to assess the level of critical nutrients (sodium, trans fatty acids and sugar) in processed foods in Argentina. This project is a part of the “Food Monitoring Group”, an international collaborative group led by The George Institute of Australia and in which over 25 countries participate. To this day, we have a database of more than 4000 products that allows us to monitor the policies in force in our country and develop different evaluations:

- In early 2014 we concluded the first **analysis of salt content in processed foods**. The results were shared with social referents and policy makers.
- In May, we concluded an **investigation on the content of trans fatty acids in processed foods**. We evaluated products’ labels and lists of ingredients in order to assess their adequacy to the parameters established by the Argentine Food Code, in force since December 2014. The results were presented before the authorities of the National Ministry of Health to promote the norm’s control and observance.
- In September, we developed an analysis of nutritional labels to measure **sugar content in beverages** sold in Argentina.



“A bottle of soft drink exceeds the recommended daily amount of sugar”



Luciana Castronuovo and Cinthia Shammah, researchers at FIC Argentina, interviewing small tobacco growers.

→ In collaboration with the Asociación por los Derechos Civiles (Association for Civil Rights - ADC), in December 2013 we submitted a collective lawsuit or amparo against the Government of Buenos Aires City for the violation of Tobacco Control Act N° 1799, understanding that said violation harms the right to health and the right to work in a healthy environment. In August 2014, the Buenos Aires

City Court rejected the amparo. We appealed the overruling before the Buenos Aires City Court of Appeals. A resolution is still pending.

→ We started developing a **quali-cuantitative research on the living conditions of small tobacco growers in Argentina** and the obstacles for crop diversification in the provinces of Salta and Corrientes. Also, in collaboration with the Asociación para la Promoción Integral (Association for Integral Promotion - API), we started surveying small producers in Salta. API is an NGO constituted in Tilcara (Province of Jujuy) and part of the PUNA Network, a national rural-indian movement that works for the protection of this sector's rights.

→ Since 2010, we have led the regional initiative “Health Is Not Negotiable”, which goal is to denormalize and expose the tobacco industry's strategies to block health policies. In the frame of this project, in which organizations from Brazil, Mexico and Colombia also participate, in August 2014 **we launched the campaign #AltoALasTabacaleras (#StopBigTobacco) in the digital media to expose the industry's actions** that hinder health policies and target youths.

A close-up photograph of an elderly person's mouth, showing a cigarette held between the lips. The person has white hair and a wrinkled face, suggesting a long history of smoking. The background is blurred, focusing attention on the cigarette and the person's mouth.

**El 90% de los fumadores comenzó a fumar antes de los 19 años. Por eso la industria tabacalera apunta a los jóvenes.**

**#NoALaPublicidadDeTabaco**  
**#AltoALasTabacaleras**

“90% of smokers started smoking before age 19. This is why **the tobacco industry targets youths.**  
#SayNoToTobaccoAdvertising  
#StopBigTobacco”



→ We published and disseminated a mapping of civil society stakeholders working on the promotion of policies to reduce salt intake in Latin America and the Caribbean. This mapping will help forge alliances and joint strategies to foster the adoption of healthy eating policies in the region.

→ We were formally incorporated into the **World Obesity / Policy & Prevention / Scientific & Technical Advisory Network (STAN)**, formed by members of the scientific, medical and research communities of over 50 regional and national associations working on obesity. This group's mission is to lead global efforts towards the reduction, prevention and treatment of obesity.

→ **We disseminated the results of our researches in the media** to raise population awareness and promote a discussion about the need to enforce tobacco control, healthy eating and physical activity policies to prevent non-communicable diseases. Through 2014, over 600 media articles published in the print press and audiovisual and digital media took FIC Argentina as a referent in these subjects.



1. "Sugary drinks and health"
2. "The end of trans fats in Argentinean foods is near"
3. "Trans fats will be prohibited in all processed foods".
4. "Childhood overweight, a risk factor for the future".

→ We continued to monitor compliance with 100% smokefree environment laws and the prohibition of tobacco advertising in different jurisdictions, in collaboration with the Alianza Libre de Humo de Tabaco Argentina (Smokefree Alliance of Argentina - ALIAR):

- **We concluded a research on tobacco industry's strategies in points of sale in eight Argentine provinces.** After more than one year, an analysis of advertising strategies in 1200 kiosks and 240 nightclubs finished in March showed that the bans on tobacco advertising established by National Law No. 26687 and its regulations are systematically violated. These results were presented before the National Ministry of Health to strengthen collaborative strategies and improve the norm's monitoring and observance.

- In September, we developed a **survey to assess compliance with the smokefree environments law in the Province of Buenos Aires**, which demonstrated the need to reinforce the monitoring of this norm, since people still smoke in forbidden places and is therefore exposed to second-hand smoke, especially in nightclubs and workplaces.

→ We participated in a public consultation led by *Consumers International* to elaborate a series of recommendations for the development of a Framework Convention, with the goal of promoting healthy eating



1. "Cigarettes without control. In 3 out of 4 kiosks the tobacco control is violated".
2. "Great Buenos Aires: people still smoke where it is prohibited".
3. "Out-of-law cigarettes".

policies at the global level. The aim is to create a legal tool that helps countries to make advances in policies that guarantee the right to healthy eating.



→ We published “**Health Is Not Negotiable | Second edition. Civil Society Against the Tobacco Industry’s Strategies in Latin America. Case Studies 2014**”.

The goal of this book was to expose specific strategies used by the tobacco industry in this region meant to stop the advance of tobacco control policies. This second edition compiles recent experiences of civil society organizations from Uruguay, Peru, Mexico, Colombia, Brazil, Chile and Argentina. The publication was disseminated in several Latin

American countries, the media and in the VI Conference of the Parties to the Framework Convention for Tobacco Control, held in Russia.



→ We detected and **exposed tobacco industry interference actions in the Province of Mendoza which sought to block the implementation of effective policies to fight against the tobacco epidemic.**

In October, Mendoza’s Health Minister publicly announced the signature of an agreement with the tobacco industry for the implementation of a program to prevent tobacco sales to minors, but which also stopped the advance of a law bill to raise tobacco taxes. Facing this situation, FIC Argentina and other civil society organizations disavowed the agreement since, in spite of the apparent political correctness of the industry’s program, it is inefficient in reducing tobacco consumption and a fundamental part of the tobacco companies’ strategies to block the implementation of policies with a true impact in tobacco consumption, like tax policies and full bans on tobacco advertising, promotion and sponsorship. Following this claim, the Minister recognized the conflict of interest

between the goals of public health and the industry’s commercial interests and announced the break of the agreement between the government and the companies.

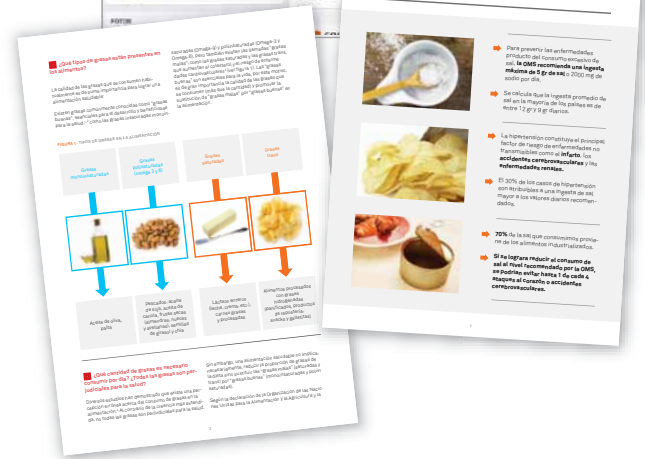
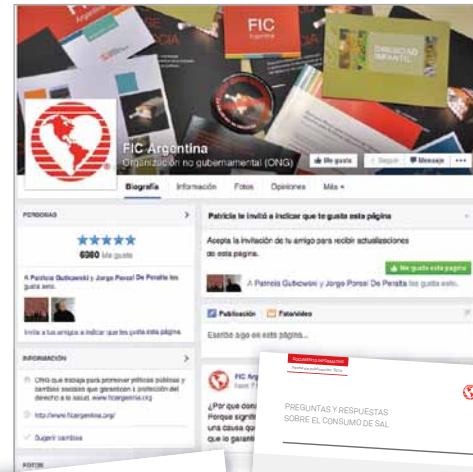
“Roby backtracked on the polemic agreement with tobacco companies.”



→ In collaboration with the Fundación para el Desarrollo de Políticas Sustentables (Foundation for the Development of Sustainable Policies - FUNDEPS), and in the frame of a lawsuit initiated in Colombia by Corporate Accountability International, we submitted an Amicus Curiae claiming for the invalidity of the provisions that regulate the exhibition of tobacco products, considering these violate complete bans on tobacco advertising, promotion and sponsorship in force in this country.

→ Part of FIC Argentina's team participated in the elaboration of "Use of Smoking Cessation Interventions by Physicians in Argentina", a scientific paper published by the Journal of Smoking Cessation. Also, our legal team was summoned to publish an article in the law journal Letra's December special issue on right to health.

→ We elaborated informative materials, digital campaigns and disseminating actions to promote the implementation of effective measures on tobacco control, healthy eating and physical activity promotion, give advice and raise awareness in different audiences, and promote healthy lifestyles.



→ We are currently developing a **research project on food advertising to children in the Argentinean television.**

We have completed normative analysis, in-depth interviews and an assessment of the amount and quality of TV food ads aimed at children. The results of these activities are expected for early 2015. This study will provide useful information to promote the design of effective policies to fight against the epidemic of childhood obesity.

→ We participated in the letter of support to the Plan of Action for the Prevention of Obesity in Children and Adolescents of the Pan American Health Organization, approved in October 2014.

→ We participated in a photo contest organized by Tobacco Counter to expose tobacco industry's advertising strategies in points of sale -especially those tactics that aim at children and youths. Our photo was awarded in the category Best International.

The winning photo of the Tobacco Counter contest in the international category



## Relationship with the community and institutional development actions

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### FIC Argentina's Partners Program

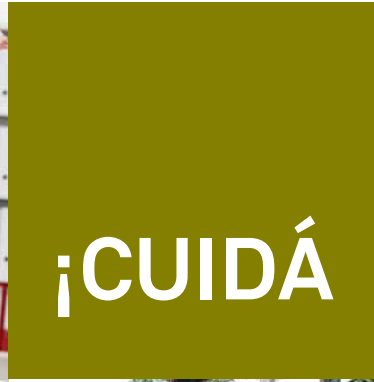
FIC Argentina's Partners Program invites the community to commit to our cause and collaborate with our efforts for the improvement of people's health and quality of life through a small monthly donation. Our Partners receive our institutional news, information about our researches and news about advances in health policy, and support our actions by signing our petitions and participating in our activities.

### "Healthy Work Environments" Program

We began consolidating our ties with the community through the "**Healthy Work Environments**" Program for institutions, companies and organizations that share our values and are interested in promoting healthy lifestyles within their space. The program was designed to promote the adoption of institutional policies for improving the quality of life in workplaces and preventing non-communicable diseases like cardiovascular and cerebrovascular diseases, cancer, diabetes and respiratory disease.

In 2014, FIC Argentina implemented this program in Mutual Olimpia and gave lectures about the importance of physical activity and healthy eating to seniors.

PROTECT YOUR HEALTH!  
HEALTHY WORK  
ENVIRONMENTS PROGRAM



¡CUIDÁ



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SALUD!

PROGRAMA ENTORNOS LABORALES SALUDABLES

## Volunteering and Rotation Program

Since 2013, FIC Argentina receives Nutrition students from the Universidad Maimónides, who perform their professional practices in our organization.

In addition, in 2014 we launched a volunteering program for promoting citizen participation and commitment to the defense of the right to health, the integration of those who share our mission in the development of our activities and the generation of opportunities for learning and exchange.

## Advisory Board

As a part of a set of institutional strengthening actions, in 2014 FIC Argentina summoned a group of experts and formed an **Advisory Board** whose challenge is to accompany our actions with a strategic perspective, give advice for the development of our projects and institutional activities, and collaborate in institutional planning and relationships, among other actions. The diversity of the profiles, knowledge and experience of the members of FIC Argentina's Advisory Board will enrich our vision and contribute to the fulfillment of our mission:

**Marta Santore** – Anthropologist. Psychoanalyst. Former Director of the Escuela Superior de Sanidad de la Provincia de Buenos Aires (Buenos Aires School of Health). Former

Researcher and Professor at the National Directorate of Adult Education, and the Universidad de Buenos Aires's Faculties of Psychology and Philosophy and University Extension Department.

**Carlos Chiarelli** – Physician. Former Medical Director of Emergencias S.A. and Advisor of the Chamber of Medical Emergencies of the City of Buenos Aires.

**Irma Mogilevsky** – Responsible for the Area of Cardiac Rehabilitation of Instituto Mogilevsky. Teacher of Physical education for Children. Professor of Physical Activity for Adults and Seniors in the National Institute of Physical Education Dr. Enrique Romero Brest.

**Ernesto Sebríé** – Physician. Specialist in Epidemiology (Universidad de Rosario). M.D. of Public Health (University of California). Associate Director of International Researcher at The Campaign for Tobacco Free Kids.

**Oscar Cabrera** – Lawyer. Master of Laws (LLM), Health Law and Policy. Executive Director and Visiting Professor at the O'Neill Institute for National and Global Health Law (Georgetown University Law Center).

**Alejandro Ramos** – M.D. in Economics (Iowa State University). Research and Policy Advisor in tobacco tax policy and illicit trade. Former Advisor for the World Health Organization, The World Bank and the Inter-American Development Bank.

Workshop on taxation and other effective policies to reduce tobacco consumption.

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June 9-10, Buenos Aires City.

This workshop, organized in collaboration with the Smokefree Alliance of Argentina, aimed to initiate a discussion about diverse strategies for promoting tobacco tax policies and local bans on tobacco advertising, promotion and sponsorship.



ALIAR members and FIC Argentina's team in the workshop



## IV Latin American Conference on Tobacco or Health

March 2014, Costa Rica.

FIC Argentina's team presented experiences and political, legal and communication strategies to promote tobacco control policies and the exposure of tobacco industry's actions.



FIC Argentina's team in the Conference:  
Belén Ríos, Verónica Schoj, Patricia Gutkowski,  
Marita Pizarro and Mariela Alderete



## I Regional Workshop on Tobacco Advertising, Promotion and Sponsorship

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May 2014, Panama.

Marita Pizarro, Project Manager at FIC Argentina, presented the results of our advertising protocol in points of sale developed in eight Argentine provinces.

## Workshop on Legal Strategies for the Implementation of Tobacco Control Laws

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June 2014, Washington DC.

In this workshop, organized by The Campaign for Tobacco Free Kids' International Legal Consortium, diverse cases and legal strategies for the enactment and enforcement of tobacco control norms were discussed. Belén Ríos, Director of FIC Argentina's Legal Area, participated in the event.

## II United Nations' High-level Meeting on the comprehensive review and assessment of the progress achieved in the Prevention and Control of Non-Communicable Diseases (NCDs)

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July 2014, Washington DC.

Verónica Schoj, Executive Director at FIC Argentina, represented Argentina's civil society in this Summit and its satellite events -such as the Meeting on Salt Reduction Policies in the Americas organized by the WHO Pan American Health Organization.



Verónica Schoj (left) with the Argentinean delegation in the UN Summit

## V Argentinean-Uruguayan Conference on “Tobacco or Health”

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August 2014, Colonia.

Mariela Alderete, FIC Argentina’s Executive Vice-Director, presented the work of our organization and participated in the I International South-South Cooperation Forum, held in the frame of this Conference.



Beatriz Champagne, Inter American Heart Foundation’s Executive Director (left), and Mariela Alderete, FIC Argentina’s Executive Vice-Director (right), with Geoffrey Fong, Director of the International Tobacco Control Policy Evaluation Project (middle).

## “Mass Media and Communications” Course of the International Union Against Tuberculosis and Lung Disease (The Union)

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August 2014, Cuernavaca.

Patricia Gutkowski, Director of FIC Argentina’s Communications Area, participated in this course destined to referents from Latin American organizations and in which communication strategies for the promotion of tobacco control policies were discussed.



Patricia Gutkowski (middle) with the participants of the Mass Media and Communications Course.

### I Summit on Food, Nutrition and Health of the Province of Buenos Aires

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September 2014, Buenos Aires City.

Event organized by the Pontificia Universidad Católica Argentina. FIC Argentina participated in a Seminar on “Food labeling and advertising” and a course on “Food Legislation”.

### IV International Conference on Public Communications in Science and Technology (COPUCI)

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October 2014, Buenos Aires City.

FIC Argentina’s Communications team presented a summary of its work with the media, aimed at installing the issue of the need to implement healthy eating policies as a matter of public interest in the public agenda.

### III Salt Smart Consortium Meeting

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October 2014, Brasilia.

Lorena Allemandi, Director of FIC Argentina’s Healthy Eating Area, participated in a multi-sectorial consortium organized by the Pan American Health Organization to advance in the reduction of salt intake in the Americas. In this frame, the outcomes of our monitoring of sodium reduction policies were presented.



Lorena Allemandi (below left) with the Meeting participants.

### International Seminar: Public Policy to prevent Childhood Overweight and Obesity

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November 2014, Mexico City.

Lorena Allemandi, Director of FIC Argentina's Healthy Eating Area, participated in this seminar and presented the results of our work.

### International Conference on Health, Food and Physical Activity

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November 2014, Buenos Aires City.

We participated of this Conference organized by the International Association of Health, Food and Physical Activity.

### World Conference on Tobacco and Non-Communicable Diseases

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November 2014, Panama.

Cynthia Shammah, Project Manager at FIC Argentina, participated in this meeting and gave a lecture on tobacco industry's actions in Argentina.



Cynthia Shammah (right) with Reina Roa (Panama), Daniela Guedes (Brazil) and Yul Francisco Dorado (Colombia).

## I Conference for Health Promotion through Education (PROSAME)

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November 2014, San Juan.

Victoria Tiscornia, Nutritionist at FIC Argentina, gave a lecture on the promotion of healthy school environments.

## National Ministry of Health's "Argentina 2014 Free of Trans Fats" Conference

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November 2014, Buenos Aires City.

Verónica Schoj, FIC Argentina's Executive Director, presented the results of our research on the content of trans fats as informed in the labels and lists of ingredients of processed foods in Argentina.

Continuous collaborative work and the articulation of agendas and activities with the Inter American Heart Foundation and its affiliates –particularly the Fundación Interamericana del Corazón México (FIC México) - are part of the permanent exchange and capacity building encouraged in the field of regional health policy. As in previous years, through 2014 FIC Argentina and IAHF collaborated in the elaboration and development of several projects, researches, and training and policy promotion activities.

At the same time, we have signed collaboration agreements and/or joint projects with the following organizations and institutions:

• Smokefree Alliance of Argentina (ALIAR)
• Georgetown University's O'Neill Institute (USA)
• Association for Civil Rights (Argentina)
• School of Engineering, Universidad Nacional de Jujuy (Argentina)
• Universidad Maimónides (Argentina)
• Sociedad Argentina de Pediatría (Argentina)
• Fundación ACIAPO (Argentina)
• Aliança de Controle do Tabagismo of Brazil (ACT Brasil)
• Corporate Accountability International (CAI) (Colombia)
• Fundación Interamericana del Corazón México (FIC México)
• The George Institute for Global Health (Australia)
• Institute for Clinical Effectiveness and Health Policy (IECS) (Argentina)

- Center for the Study of the State and Society (CEDES) (Argentina)
- Foundation for the Development of Sustainable Policies (FUNDEPS) (Argentina)
- Asociación para la Promoción Integral (Association for Integral Promotion - API) (Argentina)
- Aportes de Gestión para el Tercer Sector (Argentina)

FIC Argentina continues participating in diverse ambits of intersectorial collaboration promoted by the National Ministry of Health:

- National Committee on Non-Communicable Diseases
- National Committee for Tobacco Control
- National Ministry of Health's Social Organizations Network

Through 2014, 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) through  
Fogarty International  
Center



International Development  
Research Centre (IDRC)

Since this year, FIC Argentina has also begun to receive support from small individual donors who join our cause and commit to the defense of the right to health.



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)



Acción Latino-Americana de Sal y Salud (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



Red de Actividad Física de las Américas (American Network of Physical Activity - RAFA-PANA)



Human Rights on Tobacco Control



Global Physical Activity Network (GlobalPANet)

Regional collaborative group for the reduction of tobacco industry interference

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

World Obesity / Policy & Prevention / Scientific & Technical Advisory Network (STAN)





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

I would like to make a review of certain concepts addressed in the previous Reports. First, I must highlight the quality of the activities performed and their organization based on FIC Argentina's goals and mission. Our work foregrounds non-communicable diseases as a first-priority issue in the public health agenda.

I must acknowledge the high performance of FIC Argentina's teamwork, developed with the coordination of a highly qualified group under demanding, vertiginous conditions, and which outcomes have been only projects of excellence. Today, we can say that our achievements have progressed geometrically in relation to previous years.

Regional production in regards to our work agenda has grown and we have diversified our funding sources. The incorporation of an Advisory Board has allowed the implementation of novel networking paradigms for

Area Directors and in task specialization. All of these are outstanding achievements, but also pose new challenges.

What remains of the past year? I can only recognize the personal qualities of the members of FIC Argentina's team: all have a clear understanding of the context in which their duty is inserted, and they form a dedicated group who achieves relevant results, deeply convinced of the importance of the activities developed in the field of public health, but addressing everyday challenges with modesty, tenacity and solidarity.

My deepest wish for the years to come is that these virtues expand and influence political decisions in our country for the benefit of the community we serve.

## **COLLABORATE WITH PUBLIC HEALTH, DONATE TO 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 to prevent non-communicable diseases, like cardiovascular and cerebrovascular diseases, cancer, respiratory diseases and diabetes.

You can collaborate by making a one-time contribution or by annual periods through a bank transfer or through automatic debit on 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.: 930 / 02101050 / 76  
CBU: 0 1 5 0 9 3 0 8 / 0 2 0 0 0 1 0 1 0 5 0 7 6 2  
Account Name: FUNDACION INTERAMERICANA DEL CORAZON ARGENTINA  
CUIT: 30 – 71152346-0

- If you wish to donate through your credit card, visit [www.ficargentina.org](http://www.ficargentina.org), e-mail us at [institucional@ficargentina.org](mailto:institucional@ficargentina.org) or call (54 11) 4775 8290









**Fundación InterAmericana del Corazón Argentina  
(FIC Argentina)**

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