

# BEYOND THE CHAMPIONS

Fiji's post-military regime, the tobacco industry,  
and the unlikely triumph of public interests in tobacco control



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84%

Deaths because  
of NCDs



60%

Premature deaths



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# CAUSES OF NCDs

Tobacco use

Alcohol consumption

Consumption of unhealthy  
foods and beverages

Lack of physical activity

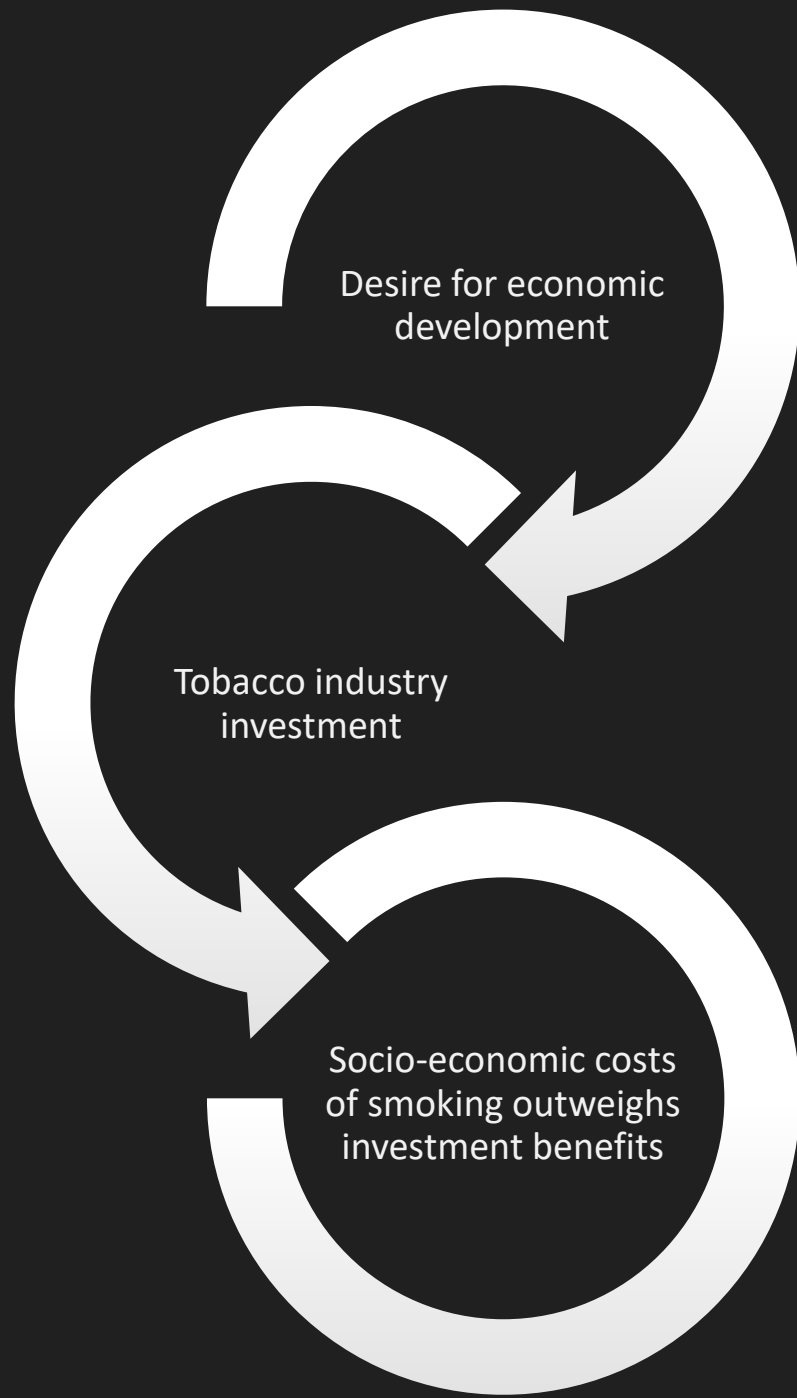
47%

Smoking prevalence  
among males

14%

Smoking prevalence  
among females

# THE DILEMMA OF SMALL ISLAND DEVELOPING STATES



# TOBACCO CONTROL IN FIJI

Fiji is one of the highest performer among PICs

based on WHO reports

## BUT!

- only selected measures
- the Ministry of Health tends to operate alone
- Non-health ministries are rarely on board

# THE MECHANISMS FOR ELEVATING HEALTH INTERESTS

## IN INTERGOVERNMENTAL WORK



- the **lack of understanding the role of non-health sectors** in NCDs
- **conflicting interests**
- Perception of **MoH as low-power** actor
- **capacity issues** of meaningfully contributing to the planning process of another sector
- the remnants of **prohibition on gatherings** of high-level officials



- **lack of real intention** to incorporate stakeholder interests or join discussions
- **capacity issues** of meaningfully contributing to the planning process of another sector

# THE REASONS OF THE DIVIDE

BETWEEN THE HEALTH AND THE TRADE, ECONOMY AND AGRICULTURE SECTORS



INTERESTS



IDEAS



INSTITUTIONS

3-i framework

# INTERESTS

## PRO-TOBACCO CONTROL

- Ministry of Health
- WHO

## CONTRA-TOBACCO CONTROL

- British American Tobacco
- Ministry of Trade and Industry
- The Public
- Ministry of Economy
- Ministry of Agriculture
- Tobacco farmers



# IDEAS & NORMS

## **'DEEP CORE'**

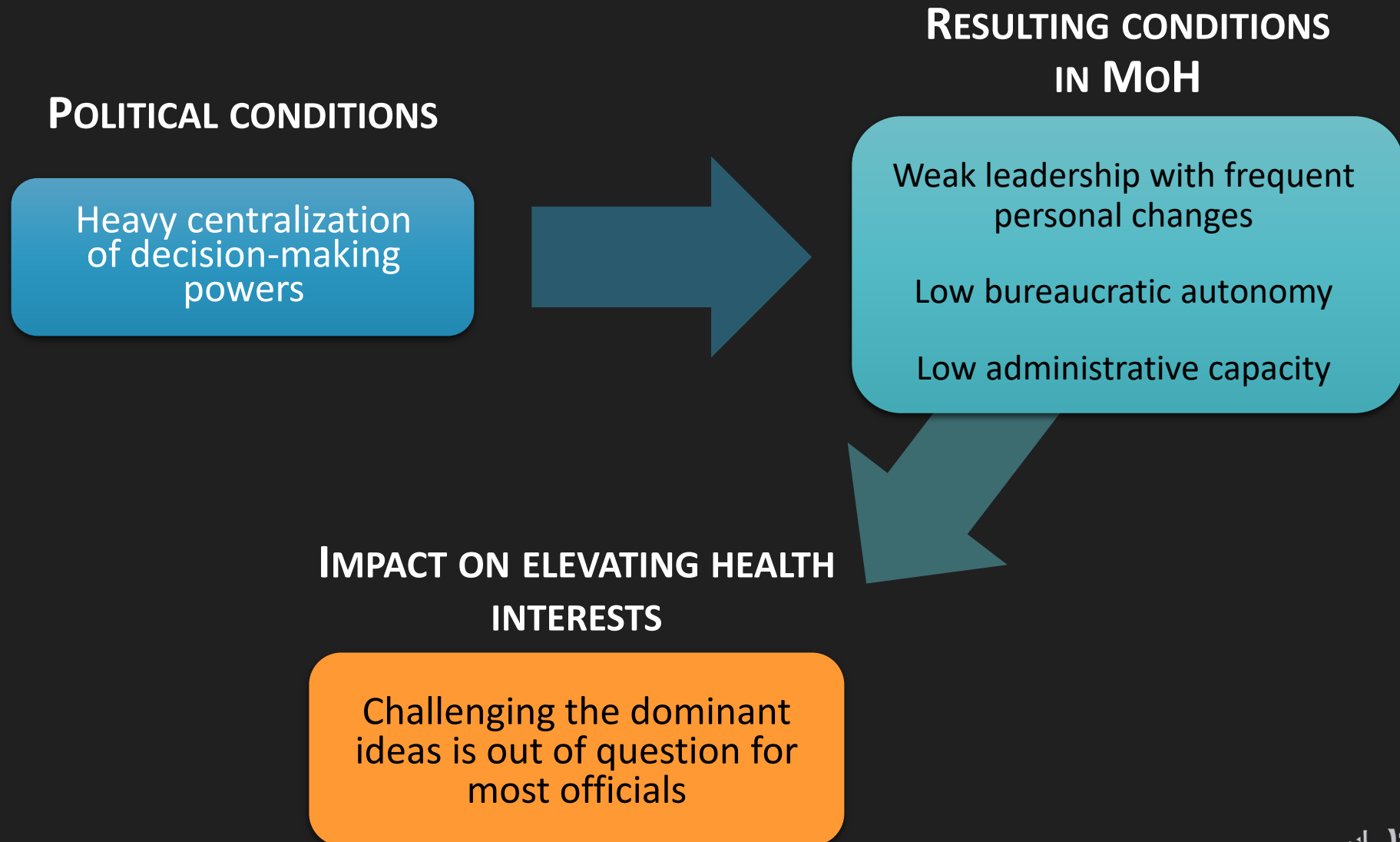
### **Neoliberalism**

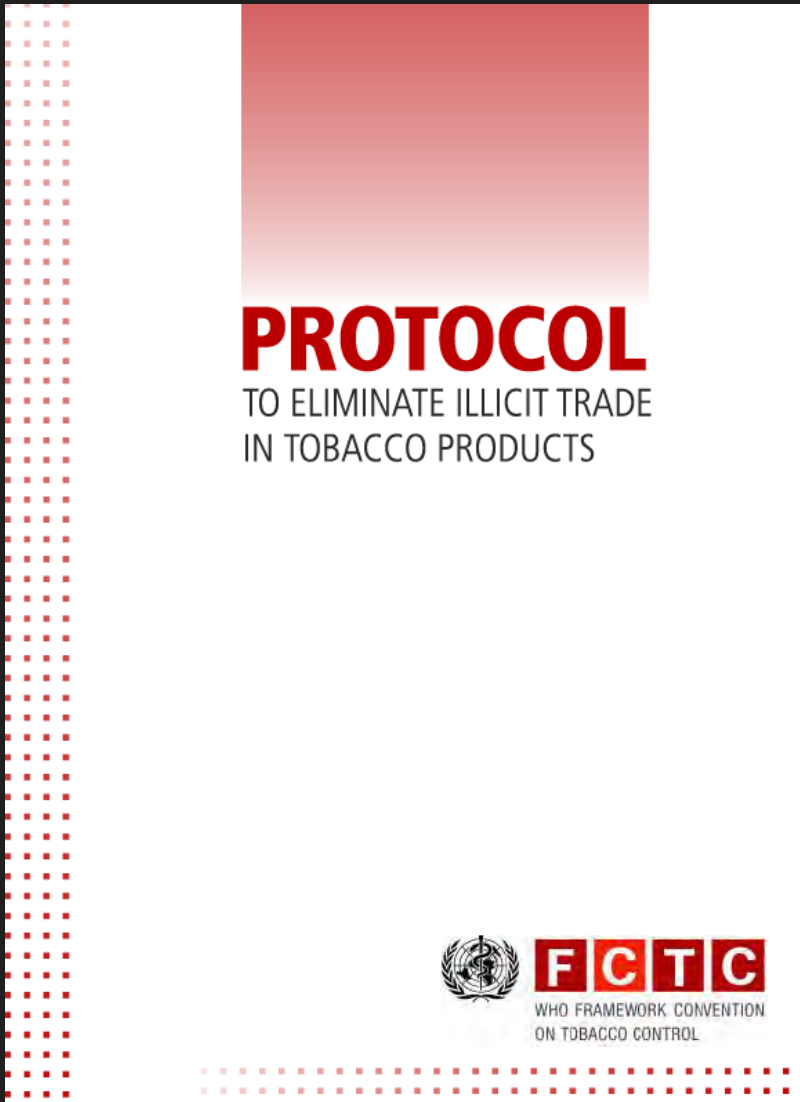
- Wealth creates health
- Individual responsibility

## **PROGRAMMATIC IDEAS**

- The tobacco industry benefits the economy
- The limited recognition of commercial determinants of NCDs
- Positive public attitude to smoking

# INSTITUTIONS





# BEYOND THE CHAMPIONS

The ratification of WHO Protocol on Illicit Trade of Tobacco Products



MoH and WHO shifted the ideas and perception of interests

# MAIN MESSAGES

**1** The trade, economic, and agricultural policies of PICs significantly impact to the NCD crises

**2** Intergovernmental mechanisms for elevating health interests are disabled by a wide divide between the government sectors

**3** The perception of interests, norms and structures can be shaped and are actively shaped by vested interests. The health lobby must do the same.

# WANT TO HEAR MORE?

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