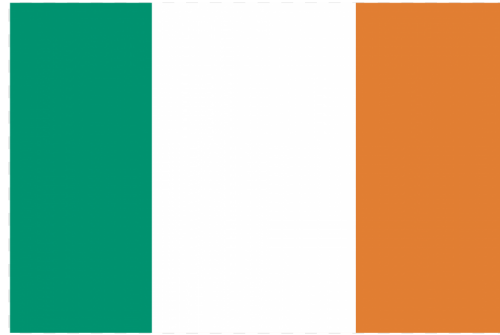


# **IRELAND**

## **WORLD HEALTH ORGANISATION**

**Topic:** Strengthening the  
Implementation of the WHO  
Framework Convention on Tobacco  
Control (WHO FCTC)



Tobacco remains one of the greatest preventable threats to global public health, contributing significantly to non-communicable diseases and premature mortality. Ireland believes that effective implementation of the WHO Framework Convention on Tobacco Control (WHO FCTC) is essential to safeguarding the right to health and achieving sustainable development. As the first country in the world to introduce standardized plain packaging for tobacco products in 2015, Ireland has consistently demonstrated global leadership in evidence-based tobacco control.

Ireland has adopted a comprehensive approach to tobacco control through plain packaging legislation, high tobacco excise duties, comprehensive smoke-free laws, bans on tobacco advertising and sponsorship, and accessible smoking cessation services. Ireland's national policy, Tobacco Free Ireland, aims to reduce smoking prevalence to below 5%, reflecting the country's long-term commitment to eliminating the health and economic burden of tobacco use.

Ireland strongly supports the full implementation of the WHO FCTC, particularly Article 5.3 on protecting public health policies from tobacco industry interference, Article 11 on packaging and labelling, Article 13 on comprehensive advertising bans, and Article 15 on combating illicit tobacco trade. Ireland further supports international

cooperation to address emerging challenges such as cross-border digital tobacco marketing, novel nicotine products, and illicit trade networks that undermine national legislation.

Ireland proposes the establishment of an International Digital Tobacco Monitoring Network under the World Health Organization to detect cross-border online tobacco promotion and ensure compliance with Article 13. The delegation also supports a Global FCTC Compliance Review Mechanism through which Member States voluntarily assess implementation progress and share best practices.

Finally, Ireland advocates for enhanced international customs cooperation and interoperable digital track-and-trace systems under the Protocol to Eliminate Illicit Trade in Tobacco Products to curb illicit tobacco trade. Ireland remains committed to strengthening international collaboration to achieve a tobacco-free future grounded in transparency, accountability, and public health.

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