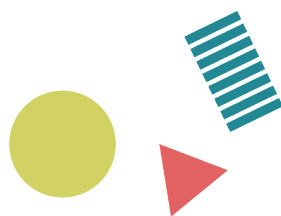




**PMAC**

PRINCE MAHIDOL  
AWARD CONFERENCE

**2019**



## **PARALLEL SESSION 3.3**

**WHAT'S LAW GOT TO DO WITH IT ?**



## | BACKGROUND

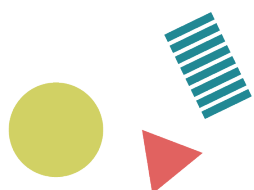
The law can be a powerful tool to prevent, control and treat NCDs as it can be used to prohibit or permit specific behaviors. The law is also a vital tool in the creation of safeguards and normative frameworks that shape politics, economics and governance. However, the law can also create barriers and challenges to optimal NCDs responses. As part of ongoing efforts to improve policy coherence in global, regional and national legal frameworks and create and implement public health-driven legal and normative strategies, including by sensitizing and supporting parliamentarians to accelerate progress towards Agenda 2030 implementation, much can be done to support NCD-related priorities.

The session will discuss challenges and opportunities related to the NCD responses & the Law, including discussion of the following topics:

- Global norm-setting to prevent, control and treat NCDs, from the WHO Framework Convention on Tobacco control and beyond
- Best practices in creating strategies and safeguards to promote evidence-driven policy-coherent legal responses and avoid undue influence
- Making the case for a rights-based approach to NCD treatment: a patient perspective
- The law as a tool to deal with commercial determinant in NCD responses –NCD strategies to increase legal policy coherence on health, trade and investment regimes

## | OBJECTIVES

This session will increase visibility of the opportunities, progress and challenges in creative effective framework legislation and normative guidelines and the role of international law and rules based agreements in NCD responses. It will also provide an overview of how international and domestic legislative and normative strategies interact and to highlight opportunities for increased policy coherence and best practices. The session will provide an opportunity to discuss strategies for multisectoral and whole-society responses, while managing undue influence and conflicts of interest.





## Panelist

### Patricia Lambert

*Director International Legal Consortium*

Campaign for Tobacco Free Kids  
United States of America

Patricia Lambert is a South African human rights lawyer and social justice advocate currently working as the Director of the International Legal Consortium (ILC) at the Campaign for Tobacco-Free Kids (CTFK) in Washington, DC – part of the Bloomberg Initiative to Reduce Tobacco Use. In the past twelve years, the ILC has provided legal technical assistance to more than 90 countries. For ten years, during the Mandela and Mbeki administrations, Patricia worked as a legal adviser to the South African government on a range of human rights, international trade, environmental and health issues. She was appointed as the Chief Negotiator for the South African government for the negotiations that culminated in the WHO Framework Convention on Tobacco Control (FCTC), the world's first public health treaty, and became Africa's representative on the Bureau that managed the treaty-making process. Beyond tobacco control, Patricia was a lead author on South Africa's National Plan for the Promotion and Protection of Human Rights; she advised the South African government during its historic legal battle with the multinational pharmaceutical industry over the country's groundbreaking laws aimed at providing affordable medicines; and was appointed as South Africa's Chief Negotiator for the revision of the WHO International Health Regulations. Patricia serves as an advisor to the Board of the African Tobacco Control Alliance (ATCA). She is a past President of the International Network of Women Against Tobacco (INWAT) and has served on the Boards of the Framework Convention Alliance (FCA) and Action on Smoking or Health (ASH-US).

