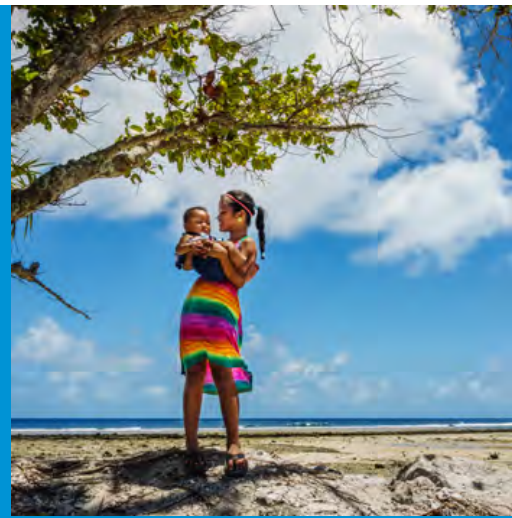


Regional Action Plan for Tobacco Control in the Western Pacific (2020–2030)

Working towards a healthy, tobacco-free Region



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ABBREVIATIONS

ENDS	electronic nicotine delivery systems (including electronic cigarettes or vaping devices)
ENNDS	electronic non-nicotine delivery systems (including electronic cigarettes or vaping devices)
GS2025	Global Strategy to Accelerate Tobacco Control: Advancing Sustainable Development through the Implementation of the WHO FCTC 2019–2025
HTPs	heated tobacco products
NCD	noncommunicable disease
NGO	nongovernmental organization
NRT	nicotine replacement therapy
SDG	Sustainable Development Goal
TAPS	tobacco advertising, promotion and sponsorship
UHC	universal health coverage
WHO	World Health Organization
WHO FCTC	WHO Framework Convention on Tobacco Control

FOREWORD

In the rapidly changing context of the Western Pacific Region, tobacco use remains a persistent health challenge. Tobacco-related illnesses claim the lives of five people every minute in the Western Pacific Region. The Region is home to one third of the world's smokers. These 388 million smokers, as well as many non-smokers, are at risk of tobacco-related disease and premature mortality. Tobacco use fuels the noncommunicable disease epidemic; its appeal to youth and its impact on the working-age population extract a heavy socioeconomic toll and impede regional and national development. Tobacco also imposes significant pressures on the environment, disrupting ecological balance and damaging the environment.

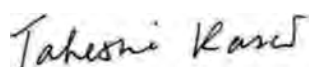
In developing our shared vision, *For the Future: Towards the Healthiest and Safest Region*, Member States identified tobacco control as a key area of concern. That is why I am personally committed to making tobacco control a priority for action to protect health today and for generations to come in the Region.

The Western Pacific Region has a proud record on tobacco control. We are the only Region where all Member States within the Region are Party to the WHO Framework Convention on Tobacco Control. Strong efforts to ensure the implementation of the treaty have helped turn the tide on the tobacco epidemic, as documented by the declining prevalence of tobacco use. However, the rate of decline is not enough to meet the global target of a 30% reduction in tobacco use among adults by 2030.

In the meantime, emerging products such as heated tobacco products and electronic nicotine and non-nicotine delivery systems, including e-cigarettes and vaping devices, are enticing a generation of non-smokers into dependence on potentially very dangerous products. Clearly, we must accelerate efforts to counter this major preventable cause of ill health and early mortality and protect the Region's youth. Every person protected from a tobacco-related illness is a life saved and a family spared the heartache of losing a loved one to an early death that could have been prevented.

This 10-year Regional Action Plan represents the collaborative efforts of Member States, civil society, academia and other relevant tobacco control stakeholders and experts, along with WHO, to establish a roadmap for more intensive action against the tobacco epidemic. The four strategic areas for action reflect the need to bolster the implementation of established tobacco control interventions while simultaneously protecting young people by addressing the issue of emerging products, through the strategic integration of tobacco control into all relevant policies, and the application of innovation and whole-of-government and whole-of-society approaches.

In times of rapid change, we must stress fundamentals. Tobacco control is fundamental to health and development. This Regional Action Plan points the way forward towards transforming health through tobacco control. Let us work together to protect our future and achieve a healthy, tobacco-free Western Pacific Region.



Takeshi Kasai, MD, Ph.D.
Regional Director

EXECUTIVE SUMMARY

While the World Health Organization (WHO) Western Pacific Region is tremendously diverse, all 37 countries and areas in the Region share the common health and socioeconomic burden of tobacco use.

Noncommunicable diseases (NCDs) are the leading cause of death and ill health, with around 86% of all premature deaths in the Region linked to NCDs. Tobacco is a major driver of the NCD epidemic. The Western Pacific Region is home to more than 388 million smokers, or one third of the world's smokers. Of those, at least half will be killed by their tobacco use. All are at risk for tobacco-related disease.

Tobacco's toll on the health of the overall population and on working-age people translates into significant health-care costs and a considerable burden on health systems. Moreover, the health-care costs from tobacco-related diseases are compounded by productivity losses from an unhealthy labour force and premature deaths among working-age people. While tobacco consumption worsens poverty at the national level by impeding economic growth, the impact of impoverishment is felt all the way down to the families of tobacco users.

Investing in tobacco control is critical to achieving poverty reduction and economic growth and to combating the NCD epidemic. Countries and areas in the Region have been taking action, as evidenced by 100% ratification of the *WHO Framework Convention on Tobacco Control* (WHO FCTC) by countries within the Region and action to support the inclusion of its implementation into the Sustainable Development Goals (SDGs) and the United Nations sustainable development agenda. Consequently, overall tobacco smoking (the most predominant form of tobacco use) is declining in the Western Pacific Region. However, the rate of decline is insufficient to meet the 2025 voluntary NCD target of a

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