



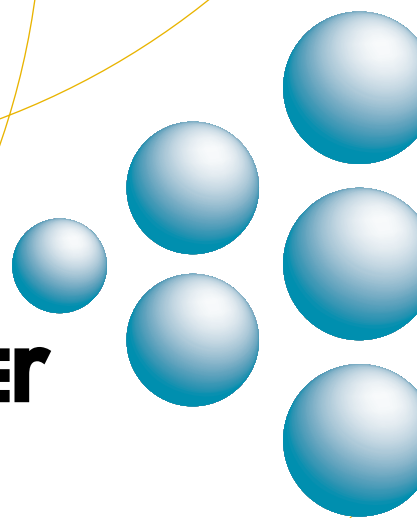
**World Health
Organization**

WHO REPORT ON THE GLOBAL TOBACCO EPIDEMIC, 2019

Offer help to quit tobacco use

fresh and alive

mpower



m p o u

Chances of quitting
tobacco can more
than double
with the right
support.

Quitting tobacco has
major and immediate
health benefits.

mpou

**We will not reach
global targets to
reduce tobacco use
and related deaths if
we do not help people
to quit now.**



Monitor	Monitor tobacco use and prevention policies
Protect	Protect people from tobacco smoke
Offer	Offer help to quit tobacco use
Warn	Warn about the dangers of tobacco
Enforce	Enforce bans on tobacco advertising, promotion and sponsorship
Raise	Raise taxes on tobacco

Helping people to quit has more impact when efforts are combined with other tobacco control strategies.

WHO report on the global tobacco epidemic, 2019: Offer help to quit tobacco use is the seventh in a series of WHO reports that tracks the status of the tobacco epidemic and interventions to combat it.

WHO Report on the Global Tobacco Epidemic, 2019
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WHO REPORT ON THE GLOBAL TOBACCO EPIDEMIC, 2019

Offer help to quit tobacco use

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THE NUMBER OF PEOPLE PROTECTED BY AT LEAST ONE MPOWER MEASURE HAS MORE THAN QUADRUPLLED SINCE 2007

Tobacco control is a perfect example of what can be achieved in global health through global commitments. Since the adoption of the WHO Framework Convention on Tobacco Control (WHO FCTC) in 2003, most countries have made great strides in implementing tobacco control measures. In 2008, WHO introduced the six MPOWER measures to help countries implement the WHO FCTC using effective interventions that are proven to reduce demand for tobacco.

Since the introduction of MPOWER, the number of countries that have adopted at least one measure at best-practice level has more than quadrupled. We can now report that 136 countries covering 5 billion people have implemented at least one of the key policy interventions to reduce tobacco demand. More than ever, people are aware of tobacco's harms and consequences. Due in part to these successes, many tobacco users now want to quit; and we know how to help them.

This seventh *WHO report on the global tobacco epidemic* focuses on the "O" of MPOWER: "Offer help to quit tobacco use". Today's tobacco users will make up the majority of future tobacco-related deaths, which will disproportionately affect low- and middle-income countries. Providing access to, and encouraging the use of, effective cessation interventions greatly increases the likelihood of successfully quitting tobacco.

Article 14 of the WHO FCTC calls for tobacco cessation services to be put in place at country level. Recommended approaches include: brief advice at primary care level, national toll-free tobacco quit lines, cost-covered nicotine replacement therapies and the use of digital and mobile technologies to empower those who want to quit. These interventions work best in combination but can be introduced in a step-wise approach where resources are limited.

Help to quit tobacco can and should be incorporated into any universal health coverage strategy. Over the past decade there has been a dramatic increase in middle-income countries incorporating partially or fully cost-covered quit interventions into some or most of their primary care services – population coverage rose from 16% in 2007 to 78% in 2018. Among high-income countries, the rate has increased from 61% to 97%. Implementation of a full package of cessation services at best-practice levels however, remains remarkably uncommon in most countries. As of 2018 only 23 countries (including only six middle-income countries and one low-income country) offered comprehensive cessation support for tobacco users seeking help to quit.

Governments must recognize this unmet need and act on it immediately as part of a comprehensive tobacco control strategy. Population-level, cost-effective

tobacco cessation interventions must be a priority for countries. At the same time, innovation is to be encouraged and mobile technologies should be fully harnessed to improve access to large and hard-to-reach populations.

The importance of tobacco control and cessation for global health are reflected in the Sustainable Development Goals, which call for strengthened implementation of the WHO FCTC. The MPOWER measures can assist governments by providing key tools to combat the global tobacco epidemic. Only if we help people quit tobacco now will we be able to reach our global targets to reduce the prevalence of tobacco use and avert years of debilitating illness and millions of preventable deaths.



Dr Tedros Adhanom Ghebreyesus
Director-General
World Health Organization

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"Tobacco control is a perfect example of what can be achieved in global health through global commitments."