



**World Health
Organization**

WHO REPORT ON THE GLOBAL TOBACCO EPIDEMIC, 2017
Monitoring tobacco use and prevention policies

fresh and alive

mpower

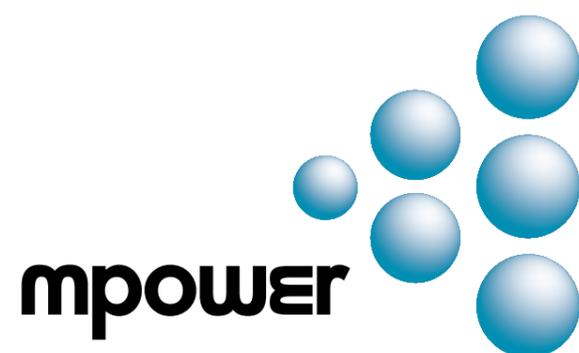


**Tobacco use kills
more than 7 million
people each year.**

m p o o l

**Tobacco use is lethal
and urgent action is
needed to save lives.**

mpool



- 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

Strong monitoring keeps countries on track to combat the tobacco epidemic.

WHO report on the global tobacco epidemic, 2017: Monitoring tobacco use and prevention policies is the sixth 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, 2017: monitoring tobacco use and prevention policies
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WHO REPORT ON THE GLOBAL TOBACCO EPIDEMIC, 2017

Monitoring tobacco use and prevention policies

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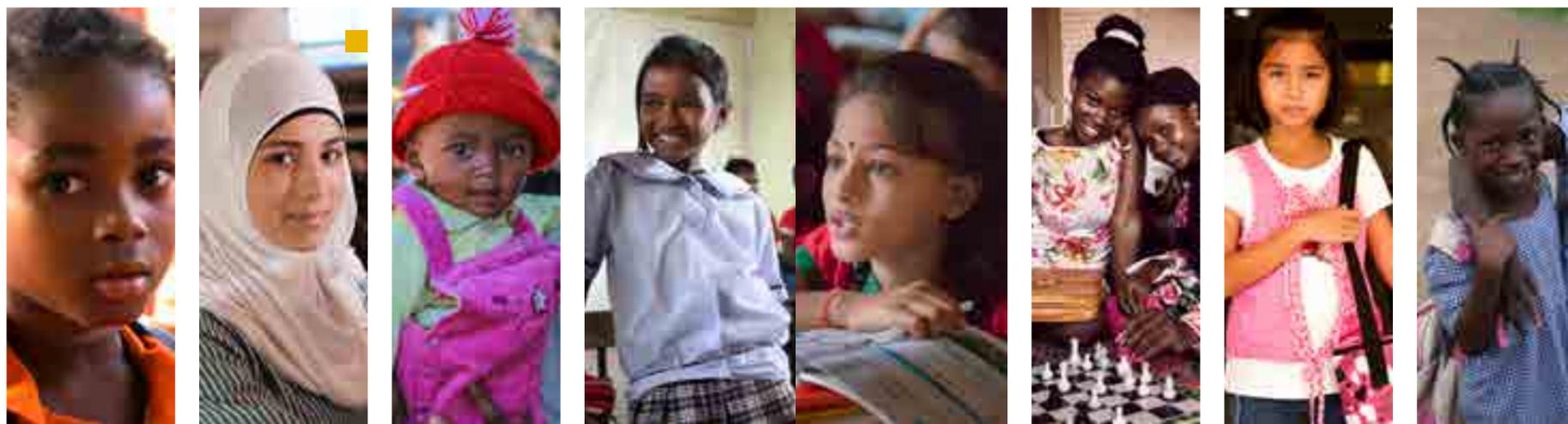
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The number of people protected by at least one best-practice measure has quadrupled to 4.7 billion – almost two thirds of the world’s population.

More than half of the top performers are low- and middle-income countries, showing that progress is possible regardless of economic status.

Dr Tedros Adhanom Ghebreyesus, WHO Director-General

TWO THIRDS OF THE WORLD’S POPULATION IS NOW PROTECTED BY AT LEAST ONE WHO-RECOMMENDED MEASURE TO REDUCE TOBACCO USE

The sixth *WHO report on the global tobacco epidemic* is testament to the remarkable progress many countries have made to reduce tobacco use and thereby cut the risk of people developing cancers, and heart and lung disease.

It is almost a decade since WHO first introduced the six MPOWER measures to help countries implement the WHO Framework Convention on Tobacco Control (WHO FCTC). At that time, only 42 countries were protected by at least one measure at best-practice level. Today, 121 countries have put at least one of these measures into place at the highest level to protect people from tobacco – and eight have four or more of the measures in place. More than half of the top performers are low- and middle-income countries, showing that progress is possible regardless of economic status. Systematic tracking of MPOWER measures (which began in 2007) reveals that the number of people protected by at least one best-practice measure has quadrupled to 4.7 billion – almost two thirds of the world’s population.

Effective tracking depends on stringent monitoring. As other health programmes have illustrated, routine data collection and monitoring are critical in performance evaluation, in identifying areas of concern, opportunities and challenges, and in helping inform policy decisions.

Article 20 of the WHO FCTC calls for global surveillance of tobacco consumption trends and their determinants. Some countries are making good progress on

this: 76 countries effectively monitor tobacco use through recent, representative and periodic surveys of adults and young people.

But as well as monitoring use, countries need to look at policy development and implementation. They need to mainstream tobacco data collection into their health information systems. They need to use statistics not just to show how well they are doing, but where and how they could do better. In effect, they need to use that knowledge to inform and drive policies. The results presented in this report show, for instance, that sufficient tobacco taxation is still the least implemented measure in terms of population coverage (since 2014 global coverage has remained steady at 10%) yet it is the most impactful and cost-effective of all the MPOWER measures – indeed it even generates revenue for countries while reducing tobacco use.

When the WHO FCTC was adopted in 2003, few would have imagined that tobacco control would set a new gold standard in global health. Fourteen years later, the Sustainable Development Goals contain a specific target to “Strengthen the implementation of the WHO Framework Convention on Tobacco Control in all countries, as appropriate” in order to save more lives.

Governments around the world must waste no time in incorporating all the provisions of the WHO Framework Convention on Tobacco Control into their national tobacco control programmes

and policies. They must also clamp down on the illicit tobacco trade, which is exacerbating the global tobacco epidemic and its related health and socioeconomic consequences. Forty Parties are needed for the Protocol to Eliminate Illicit Trade in Tobacco Products, under the WHO FCTC, to come into force. Currently, only a few more Parties are needed for this important step to occur.

Working together to fully implement these internationally agreed steps, countries can prevent millions of people from dying each year from preventable tobacco-related illness, and save billions of dollars a year in avoidable health-care expenditures and productivity losses.



Dr Tedros Adhanom Ghebreyesus
Director-General
World Health Organization

UNPRECEDENTED MPOWER PROGRESS SHOWS THAT THE BATTLE AGAINST THE TOBACCO EPIDEMIC IS WINNABLE

One in 10 deaths around the world is caused by tobacco use. To fight this deadly epidemic, Bloomberg Philanthropies has committed nearly US\$1 billion over the past 10 years to support tobacco control efforts in low- and middle-income countries. Working in partnership with WHO and governments across the globe, we have helped save at least 30 million lives. This is very encouraging, but there is still a long way to go. We remain committed to staying in – and winning – the fight.

Over the past decade, the percentage of the world's population covered by at least one of the six MPOWER measures – a group of policies shown to reduce tobacco use – grew from 15% to more than 60%. Today, thanks to these measures and the WHO Framework Convention on Tobacco Control, over 3.5 billion people are better protected from tobacco, and global sales of cigarettes are down.

This WHO report does more than lay out the global momentum building to tackle the tobacco epidemic: it helps motivate countries by showing the effectiveness of proven – and replicable – solutions.

Some of the greatest gains in the fight against tobacco have come over the past two years. For instance, graphic pack warnings are now in place in India and

throughout the European Union. Today, nearly half the world's population lives in countries with strong graphic warnings on tobacco packaging – more than twice the number of people than were protected at the time of the last edition of this report in 2015. Yet, while increasing tobacco taxes to an adequate level is the most effective measure to reduce use, only 10% of the world's population is covered by such a tax – the lowest adoption rate of any MPOWER policy.

Last year I was appointed WHO Global Ambassador for Noncommunicable Diseases. Noncommunicable Diseases (NCDs) are a global health crisis, killing nearly 40 million people each year – many from tobacco-related causes. Yet efforts to stop these diseases remain overlooked and underfunded. Despite NCDs accounting for 67% of all deaths in low- and middle-income countries, only 1% of all global health funding goes towards preventing them.

The good news: there are proven, life-saving strategies to combat this global challenge, and the MPOWER tobacco control measures are at the top of the list. The progress that has been made worldwide – and documented throughout this report – shows that it is possible for countries to turn the tide. Bloomberg Philanthropies looks forward to partnering

with Director-General Ghebreyesus and continuing our work with WHO to fight all of these preventable causes of death.

More countries are making tobacco control a priority. But not enough. Together, we can encourage more of them to follow the examples highlighted in this report – and save millions more lives.



Michael R. Bloomberg
WHO Global Ambassador for
Noncommunicable Diseases
Founder of Bloomberg Philanthropies

This WHO report does more than lay out the global momentum building to tackle the tobacco epidemic: it helps motivate countries by showing the effectiveness of proven – and replicable – solutions.

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