



Accelerating WHO FCTC Implementation in the WHO South-East Asia Region

A PRACTICAL Approach



**World Health
Organization**

Regional Office for South-East Asia

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ISBN: ISBN 978-92-9022-577-5

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Cataloguing-in-Publication (CIP) data. CIP data are available at <http://apps.who.int/iris>.

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Acknowledgement

Under the guidance of Director Dr Thaksaphon Thamarangsi, this publication was prepared by the TFI Unit of the Department of Noncommunicable Diseases and Environmental Health.

Contributions to the publication were made by Dr Jagdish Kaur, Dr Palitha Mahipala and Dr Manju Rani.

We extend sincere thanks to Member States for their inputs and feedback.

We acknowledge the research assistance provided by Dr Rohini Ruhil.

Foreword



Tobacco kills more than 7.2 million people worldwide every year, with over 80% of them living in low- and middle-income countries (LMICs). The WHO South-East Asia (SEA) Region is home to one in every four smokers globally (nearly 246 million), and more than 80% of the world's smokeless tobacco users (290 million). More than 1.3 million persons in the Region die each year as a result of tobacco use. Tobacco control remains a challenge in the Region in view of countries having contrasting geographical patterns, diverse populations and ethnicity, wide range of political systems, different socio-cultural norms, rampant tobacco industry interference, and large variety of tobacco products consumed.

The World Health Organization's Framework Convention on Tobacco Control (WHO FCTC) is an evidence-based treaty which consists of demand reduction and supply reduction measures. The treaty has also been recognized as one of the implementation target (target 3a) under the Sustainable Development Goals (SDG3) to be achieved by 2030.

To assist the country-level implementation of the WHO FCTC demand reduction measures, WHO introduced a package of six effective tobacco control policies in 2008, called the MPOWER package.

The SEA Region Member countries are working towards achieving the voluntary target of 30% relative reduction in prevalence of current tobacco use in persons aged 15 years and above by 2025 as enshrined in their respective National NCD Action Plans under the Global NCD Monitoring Framework. For more than a decade of WHO FCTC implementation in the SEA Region, Member States have achieved many milestones, but a lot still remains to be done. Countries have been constantly taking steps to enhance various tobacco control initiatives.

The WHO Regional Office for South-East Asia (SEARO) has guided and supported its Member States in the effective implementation of FCTC and the MPOWER package. This document has been developed to further accelerate the implementation of WHO FCTC in the SEA Region Member States. A PRACTICAL Approach for the prevention and control of tobacco in the Region comprising a mix of effective demand and supply reduction measures is recommended to support countries.

It is hoped that the countries will gain and benefit by curtailing the tobacco epidemic and reducing its impact on the health of citizens, the environment and national economies by adopting and implementing the "PRACTICAL Approach".

A handwritten signature in black ink, appearing to read "Poonam Khetrpal Singh".

Dr Poonam Khetrpal Singh
Regional Director

List of Abbreviations

AFTA	ASEAN Free Trade Area
ASEAN	Association of South-East Asian Nations
COP	Conference of the Parties to the WHO FCTC
ENDS	electronic nicotine delivery system
ENNDS	electronic non-nicotine delivery system
FCTC	Framework Convention on Tobacco Control
GATS	Global Adult Tobacco Survey
ITP	Illicit Trade Protocol
MDGs	Millennium Development Goals
MoHFW	Ministry of Health and Family Welfare, Government of India
NCD	noncommunicable diseases
NRT	nicotine replacement therapy
SDGs	Sustainable Development Goals
SEAR	South-East Asia Region
SHS	second-hand smoke
ST	smokeless tobacco

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