

# Regional Action Plan for the **Tobacco Free Initiative** in the Western Pacific (2015–2019)





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# ABBREVIATIONS

|               |  |
|---------------|--|
| <b>ASEAN</b>  | Association of Southeast Asian Nations   |
| <b>COP</b>    | Conference of Parties  |
| <b>CSR</b>    | corporate social responsibility  |
| <b>ENDS</b>   | electronic nicotine delivery systems (e-cigarettes)  |
| <b>FCTC</b>   | Framework Convention on Tobacco Control  |
| <b>GATS</b>   | Global Adult Tobacco Survey  |
| <b>GTSS</b>   | Global Tobacco Surveillance System   |
| <b>GYTS</b>   | Global Youth Tobacco Survey  |
| <b>MPOWER</b> | <p>A set of measures that correspond to one or more of the demand reduction provisions in the WHO FCTC.</p> <p><i>The acronym MPOWER stands for:</i></p> <ul style="list-style-type: none"> <li>• Monitor tobacco use and prevention policies;</li> <li>• Protect people from tobacco smoke;</li> <li>• Offer help to quit tobacco use;</li> <li>• Warn about the dangers of tobacco;</li> <li>• Enforce bans on tobacco advertising, promotion and sponsorship;</li> <li>• Raise taxes on tobacco.</li> </ul> |
| <b>NCD</b>    | noncommunicable disease  |
| <b>NRT</b>    | nicotine replacement therapy   |
| <b>PEN</b>    | Package of Essential Noncommunicable Disease Interventions for Primary Health Care   |
| <b>SHS</b>    | second-hand smoke  |
| <b>STEPS</b>  | WHO Stepwise Approach to Surveillance  |
| <b>TAPS</b>   | tobacco advertising, promotion and sponsorship   |
| <b>TFI</b>    | Tobacco Free Initiative  |
| <b>TQS</b>    | Tobacco Questions for Surveys  |
| <b>UN</b>     | United Nations   |
| <b>UNDAF</b>  | United Nations Development Assistance Framework  |
| <b>WHO</b>    | World Health Organization  |
| <b>WTO</b>    | World Trade Organization   |

# FOREWORD

**Tobacco is the world's deadliest preventable killer. Tobacco kills 6 million people every year. Second-hand smoke causes 600 000 deaths, including 130 000 children.**

The Western Pacific Region is home to 26% of the world's population but 36% of the world's tobacco users. Two people die per minute in the Region from tobacco-related diseases. Globally, tobacco stands to kill 1 billion lives in the 21st century—unless we act to curb the epidemic.

The WHO Framework Convention on Tobacco Control (WHO FCTC), which came into force in 2005 as the first global health treaty of its kind, provides a complete package of measures to reduce tobacco consumption and save lives. All Western Pacific Member States are parties to the WHO FCTC.

To guide Member States in accelerating implementation of the WHO FCTC with support from WHO, the Regional Committee for the Western Pacific endorsed the Regional Action Plan for the Tobacco Free Initiative in the Western Pacific (2015–2019) at its sixty-fifth session in October 2014. Building on our experiences, the new regional action plan is structured around three pillars: strengthening sustainable institutional capacity; developing comprehensive legislation and regulation; and facilitating consistent enforcement through a whole-of-society approach. For each of these strategic outcomes, the regional action plan identifies clear objectives and critical steps to be taken by countries and WHO.

While we should be encouraged and empowered by the progress in tobacco control under the WHO FCTC, we must pick up the pace. We must synergize our efforts and remain ready to respond to emerging threats from the tobacco industry.

The 1.8 billion people of the Western Pacific Region are counting on us.



Shin Young-soo, MD, Ph.D.  
Regional Director

## EXECUTIVE SUMMARY

Tobacco use continues to be the single greatest preventable cause of death in the world. It is the cause of 22% of all cancers and 70% of lung cancers. In the Western Pacific Region, two people die every minute from tobacco-related diseases.

There are proven, cost-effective ways to combat this deadly epidemic. Actions to reduce tobacco use are described in the WHO Framework Convention on Tobacco Control (WHO FCTC). All Western Pacific Member States are parties to the WHO FCTC.

The WHO in the Western Pacific Region, in consultation with all Member States, has been developing five-year regional action plans for the past two decades to guide the development of national action plans and optimize collaborative activities at the regional level for accelerated implementation of the WHO FCTC.

In the previous *Regional Action Plan 2010–2014 for the Tobacco Free Initiative (2010)* in the Western Pacific Region, a set of strategic actions were agreed for countries and for WHO to reach targets including an overall 10% reduction in smoking prevalence for adults and adolescents, for both males and females.

Significant progress has taken place including development of laws and policies and enforcement mechanisms.

In this new action plan, countries and areas in the Western Pacific Region and WHO are encouraged to work towards accelerated WHO FCTC implementation to achieve strategic outcomes:

- establishment of sustainable institutional capacity for tobacco control.

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