

**Globally, the population covered by at least one effective tobacco control measure has more than doubled.**

**We have the tools and we have the will. Millions of lives stand to be saved – we must act together and we must act now.**

Dr Oleg Chestnov, Assistant Director-General, World Health Organization

## ONE THIRD OF THE WORLD'S POPULATION - 2.3 BILLION PEOPLE - ARE NOW COVERED BY AT LEAST ONE EFFECTIVE TOBACCO CONTROL MEASURE

### AN ADDITIONAL 3 BILLION PEOPLE ARE COVERED BY A HARD-HITTING NATIONAL MASS MEDIA CAMPAIGN

When WHO's Member States adopted the WHO Framework Convention on Tobacco Control (WHO FCTC) in 2003, the promise of giving governments real power to combat the deadly effects of tobacco consumption was realized. Ten years later, the tremendous growth in the number of people covered by tobacco control measures is testament to the strength and success of the WHO Framework Convention, and the will of governments to protect their citizens.

This report, WHO's fourth in the series, provides a country-level examination of the global tobacco epidemic and identifies countries that have applied selected measures for reducing tobacco use. Five years ago, WHO introduced the MPOWER measures as a practical, cost-effective way to scale up implementation of specific provisions of the WHO FCTC on the ground. Since then, globally the population covered by at least one effective tobacco control measure has more than doubled from 1 billion to 2.3 billion. This comprises more than a third of the world's population. Mass media campaigns have been shown in 37 countries, covering an additional 3 billion people. As part of a comprehensive tobacco control programme, these measures will, without doubt, save lives.

Advancement such as this is possible because countries, regardless of size or income, are committed to taking the steps necessary to reduce tobacco use and tobacco-related illnesses.

This report focuses on enforcing bans on tobacco advertising, promotion and sponsorship (TAPS). TAPS bans are one of the most powerful tools that countries can put in place to protect their populations. In the past two years, impressive progress has been made. The population covered by a TAPS ban has more than doubled, increasing by almost 400 million people. Demonstrating that such measures are not limited to high-income countries, 99% of the people newly covered live in low- and middle-income countries.

However, the report also serves to show us where there is still work to be done. Only 10% of the world's population is covered by a complete TAPS ban. The tobacco industry spares no expense when it comes to marketing their products – estimates indicate that it spends tens of billions of dollars each year on advertising, marketing and promotion. This is an industry eager to target women and children, and to forward their broad, overt ambition to open new markets in developing countries.

Countries that have implemented TAPS bans have demonstrably and assuredly saved lives. These countries can be held up as models of action for the many countries that need to do more to protect their people from the harms of tobacco use. With populations ageing and noncommunicable diseases (NCDs) on the rise, tackling a huge and entirely preventable cause of disease and death becomes all the more imperative. The global community has embraced this reality, as reflected by the Political Declaration of the High-level Meeting of the United Nations General Assembly on the Prevention and Control of Noncommunicable Diseases, in which heads of state and government acknowledged that NCDs constitute one of the major challenges to development in the 21st century.

NCDs – primarily cancers, diabetes and cardiovascular and chronic lung diseases – account for 63% of all deaths worldwide, killing an astounding 36 million people each year. The vast majority (86%) of premature deaths from NCDs occur in developing countries. Tobacco use is one of the biggest

contributing agents and therefore tobacco control must continue to be given the high priority it deserves.

In May 2013, the World Health Assembly adopted the WHO global action plan for the prevention and control of noncommunicable diseases 2013–2020, in which reducing tobacco use is identified as one of the critical elements of effective NCD control. The global action plan comprises a set of actions which – when performed collectively by Member States, WHO and international partners – will set the world on a new course to achieve nine globally agreed targets for NCDs; these include a reduction in premature mortality from NCDs by 25% in 2025 and a 30% relative reduction in prevalence of current tobacco use in persons aged 15 years and older.

Since 2010, 18 new countries have implemented at least one effective tobacco control measure at the highest level. There are now 92 countries that have achieved this commendable goal, which puts them on track to achieve the adopted target on time. With the support of WHO and our intergovernmental and civil society partners, countries will continue to use a whole-of-government approach to scale up the evidence-based tobacco control measures that we know save lives, leading to full implementation of the WHO FCTC.

Dr Margaret Chan, Director-General of WHO, has been a tireless champion of tobacco control and has been forthright in speaking against the tobacco industry, which continues to profit from its deadly products. This and future editions of this report are key components of the global tobacco control fight, measuring how much has been achieved and identifying places where more work must be done. We have the tools and we have the will. Millions of lives stand to be saved – we must act together and we must act now.



**Dr Oleg Chestnov**