Member State Briefing on Health Promotion with Special Emphasis on Physical Activity and Tobacco Control

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Department of Health Promotion
Healthier Populations Division

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Session overview

1. Opening and welcome (Dr Rüdiger Krech)

2. Current work in Health Promotion (Dr Rüdiger Krech, 7 min)

3. Progress of implementing the Global Action Plan on Physical Activity and results of the first WHO Global Status Report on Physical Activity (Nov 2022) (Dr Fiona Bull, 10 min)
   ➢ Q & A on Physical Activity (10 min)

4. Global Progress in tobacco control efforts; challenges with regard to tobacco industry interference and novel tobacco products; and World No Tobacco Day 2023 (with FCTC Secretariat). (Dr Vinayak Prasad, 10 min)
   ➢ Q & A on Tobacco Control (10 min)

5. Open discussion/ Q & A (40 min)
Health Promotion Department

• Established in 2019 as a result of WHO Transformation process

• 6 technical units: 3 NCD risk factors, and 3 cross-cutting functions

• Risk factors: Alcohol, physical inactivity, tobacco

• Cross-cutting functions: Fiscal Policies for Health (TAX), Public Health Law and Policies (LAW), Enhanced Well-Being
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<th>More Physical Activity</th>
<th>Good Governance and Wellbeing</th>
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<td>Fiscal measures to reduce unhealthy choices</td>
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Current work in Health Promotion (1/3)

Draft global framework for integrating well-being into public health utilizing a health promotion approach

- For consideration by WHA76, agenda item 16.1 Well-being and health promotion
- Documents: A76/7 (‘omnibus report’) and A76/7 Add.2 (draft decision)
- Full document: https://www.who.int/publications/m/item/wha-76---achieving-well-being--a-global-framework-for-integrating-well-being-into-public-health-utilizing-a-health-promotion-approach
Current work in Health Promotion (2/3)

Alcohol

- Portfolio of policy options to tackle the determinants of alcohol consumption (‘Snapshot series on alcohol control policies and practice’ – see links in notes)
- Guide for training journalists to report on alcohol to be rolled out
- Adult learning package to be applied to countries in Africa (May), South-East Asia (Aug) and Western Pacific (Oct)
- 3rd ed. of webinars on alcohol control policies, systems and practices: from July 2023
- Call for collective prioritization of young people through a high-level event on Youth and alcohol
Current work in Health Promotion (3/3)

**Health taxes**

- Increased focus on country work: **tax policy** support to Member States on **tobacco, alcohol and sugar-sweetened beverages** (SSBs)
- Normative work: WHO technical manual on alcohol tax policy and administration, publ. in early Autumn 2023 (**tobacco tax**: April 2021, **SSB taxation**: December 2022),
- Data generation: publication of global data on alcohol and SSBs taxes and prices scheduled for Autumn 2023.

**Health law**

- Country support to **develop and defend laws** growing from tobacco control to other NCD risk factors
- Publication on regulating digital marketing is forthcoming
- Team supporting WHO’s engagement with UNEP plastics pollution treaty negotiations, including on eliminating plastics from cigarette filters
Global action plan on physical activity 2018-2030 (Resolution WHA71.6)

There are many ways to be active – walking, cycling, sport, active recreation, dance and play - and many policy opportunities to increase participation.

GOAL TO REDUCE PHYSICAL INACTIVITY

BY 2025
10%

BY 2030
15%
Five requests to WHO Secretariate

1. Support countries to implement
2. Update the 2010 global guidelines on PA for youth, adults and older adults
3. Finalize a GAPPA Monitoring Framework
4. Produce WHO Global Status Report on PA
5. Report on progress on implementation in WHA 2021, 2026 and 2030
ACTIVE TECHNICAL PACKAGE – supporting country implementation
UPDATED AND NEW GUIDELINES COVERING THE LIFE COURSE

“Every Move Counts”

Source: www.who.int/health-topics/physical-activity
GLOBAL MONITORING FRAMEWORK FOR GAPPA

Available in: WHO Global status report on physical activity 2022 – Figure 8
1st GLOBAL STATUS REPORT ON PHYSICAL ACTIVITY 2022

Full report
Executive Summary
194 Country Profile Cards
Technical Supplement

Let’s Get Moving – Launch Video (1’ & 2’ min)

Access WHO resources here

https://tinyurl.com/2kccs9ee

Podcast interview: NCDA Voices of Health

Resources available at: https://tinyurl.com/ak8m58jd
SUMMARY OF COUNTRY PROGRESS: 36 POLICY INDICATORS

Traffic Light Coding: % of countries meeting indicator

- **>75%**: 7/36 policy indicators achieved by more than three quarters of all countries (20% of 36 indicators)
- **51-75%**: 9/36 policy indicators achieved by between a half to two thirds of countries (25% of 36 indicators)
- **0-50%**: 20/36 policy indicators achieved by less than half of countries (55% of 36 indicators)
MAIN FINDINGS

• Progress is slow and has been impacted by COVID-19

• Progress is uneven which will exacerbate health inequalities

• Slow progress will cost communities through impact on health, environment and the economy

The price tag of not increasing physical activity

500 million new cases of NCD and mental health conditions

US$300 billion/year (~US$27 billion / year) cost to public health care systems globally

ADVOCACY TOOLS – responding to impact of COVID

Physical activity is a **must have** not **nice to have**!

**Called for 3 key actions:**

1. Strengthen the use of policy, and regulatory frameworks to ensure and protect opportunities for physical activity

2. Partner better - effective alignment to deliver better in local communities.

3. Smarter investment

Available at: [https://www.who.int/publications/i/item/WHO-HEP-HPR-RUN-2021.1](https://www.who.int/publications/i/item/WHO-HEP-HPR-RUN-2021.1)
The way forward for countries:

1. Strengthen policy implementation with practical tools and training:
   - Toolkits

2. Work in partnership and engage local communities:
   - MOU (i.e. sport sector) and knowledge sharing platforms

3. Drive change with stronger data, monitoring, and knowledge translation:
   - Improve data collection/use; knowledge sharing

4. Mobilize and align funding with national policy commitments:

5. Strengthen ownership of action across government and accountability:
The way forward for countries - WHO response & support

1. Strengthen policy implementation with practical tools and training:
   ✓ ACTIVE Toolkits and training

2. Work in partnership and engage local communities:
   ✓ MOU (i.e. between health & sport) and knowledge sharing platforms

3. Drive change with stronger data, monitoring, and knowledge translation:
   ✓ Improve data collection/use; knowledge sharing and training

4. Mobilize and align funding with national policy commitments:
   ✓ Advocacy to mobilize funding

5. Strengthen ownership of action across government and accountability:
   ✓ Conduct policy assessment, build and bridge across multisector, report progress
Q & A on Physical Activity (10 min)

For more information on physical activity visit: https://www.who.int/teams/health-promotion/physical-activity
Q & A on Physical Activity (10 min)
Global Progress in tobacco control efforts; challenges with regard to tobacco industry interference and novel tobacco products; and World No Tobacco Day 2023 (with FCTC Secretariat).

Dr Vinayak Prasad
No Tobacco Unit (TFI)
Health Promotion Department, WHO
The need for accelerated implementation of tobacco control policies: Tools and challenges

Dr Vinayak Prasad
No Tobacco Unit (TFI)
Health Promotion Department, WHO
22 billion tonnes of water used in tobacco production globally.

5% of global deforestation due to tobacco production.

8.7 million deaths every year!!

1.3 million deaths amongst non-smokers!!

47,000 deaths every year amongst in children under 5

Amongst males - tobacco is the leading cause of illness globally.

Economic Cost: More than US$ 1 trillion annually in healthcare expenditure and lost productivity.
SDG 3.4
By 2030, reduce by one-third premature mortality from non-communicable diseases

SDG 3.a
Strengthen the implementation of the WHO Framework Convention on Tobacco Control

MPOWER – a tool to assist countries with WHO FCTC implementation
INCREASE IN THE WORLD POPULATION COVERED BY SELECTED TOBACCO CONTROL POLICIES, 2007* TO 2020

*2010 for W Mass Media, 2008 for R Taxation

- Monitoring: 38% (2007: 19%) (2020: 21%)
- Smoke-free environments: 21% (2007: 3%) (2020: 5%)
- Cessation programmes: 27% (2007: 5%) (2020: 5%)
- Pack warnings: 55% (2007: 5%) (2020: 32%)
- Mass media: 11% (2007: 3%) (2020: 19%)
- Advertising bans: 19% (2007: 3%) (2020: 6%)
- Taxation: 6% (2007: 7%) (2020: 7%)
Trends in prevalence of tobacco use 2000 – 2025
Accelerated progress in countries needed to meet the 3rd billion target

Projected country progress with trajectories for indicators
In millions of lives

- 2023 projections
- Agreed trajectories

Safe sanitation: 472 (70)
Clean household fuels: 313 (177)
Safe drinking water: 132 (115)
Tobacco non-use (aged +15): 111 (92)
Children not stunted (aged <5): 22 (26)
Healthy fats ($) 8
Children not wasted (aged <5) 6
Reduced suicide attempts ($) 4
Children not overweight (aged <5) 4
Road safety ($) -12
Not obese (aged 5-19 yrs) 27 (10)
Reduced alcohol use ($) (aged +15) -43
Not obese (aged +18) -110 (110)
Ambient air quality ($) -178
Challenges

• Tobacco Industry interference

• New products that confuse policy makers and the general public:
  • Electronic cigarettes (claimed to help tobacco users quit)
  • Heated Tobacco Products (claimed to be less harmful)
  • Nicotine Pouches

• Tobacco Industry trying to infiltrate Pharmaceutical companies

• Disruptions due to COVID-19 Pandemic and competing priorities
Lipstick, Watches and Merchandise
Candy – Children and Adolescents
Discrete ‘Vape’ – younger generation appeal
Undermining Tobacco Control, Sponsorship, Influencers and Evolution
World No Tobacco Day 2023

- **349 million people** are facing acute food insecurity.

- Tobacco is grown in **over 124 countries**, taking up **3.2 million hectares** of fertile land that could be used to grow food.

- Tobacco growing harms our health, the health of farmers and the planet’s health.
World No Tobacco Day 2023

The “Grow Food, Not Tobacco” campaign aims to:

1. Raise awareness of benefits of shifting from tobacco to sustainable crops;

2. Support efforts to combat desertification and environmental degradation;

3. Expose tobacco industry efforts to obstruct sustainable livelihoods work;

4. Mobilize governments to end subsidies on tobacco growing and use the savings for crop substitution and food security programs.

The campaign will be launched on 31 May with the support of partners such as WFP, FAO, UNCDF as well as the private sector.
Take Away Messages

• Tobacco Control is working, more than 60 countries on track to SDG targets
• Tobacco industry increasingly aggressive/interference, and reinventing itself, deliberately targeting next generation
• Priority (know the market, Protect the next generation, prioritize health, ensure regulations are kept at pace)
• Monitor the industry tactics including on trade and investment
Thank you!
prasadvi@who.int
www.who.int/health-topics/tobacco
Q & A on Tobacco Control (10 min)
Discussion and Q & A