GLOBAL NCD TARGET: REDUCING TOBACCO USE

Background
While the annual number of global deaths due to infectious diseases is expected to decline in the future, deaths from noncommunicable diseases (NCDs) are expected to rise. Recognizing the social, economic and public health impact of NCDs, the WHO Global NCD Action Plan 2013–2020 and nine voluntary global NCD targets were adopted by the World Health Assembly in 2013. This document provides information about the target to reduce tobacco use by 2025. Reaching this target is also an important step toward realizing the commitments made at the UN General Assembly High-level Meetings on NCDs in 2011 and 2014, and the vision of the 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs), including target 3.a to strengthen the implementation of the WHO Framework Convention on Tobacco Control (WHO FCTC) and target 3.4 to reduce premature NCD mortality.

Global Target
A 30% relative reduction in prevalence of current tobacco use in persons aged 15+ years by 2025.

Tobacco use is a preventable risk factor that continues to take too many lives.

Fast Facts
Tobacco use and exposure to second hand smoke cause 6 million global deaths each year, accounting for 7% of all female and 16% of all male deaths.

The 1.1 billion smokers worldwide, as well as those exposed to second-hand smoke, are subject to increased risk from the four main NCDs – cardiovascular diseases, cancer, chronic respiratory disease, and diabetes.

In 2014 there were 346 million smokeless tobacco users – 7% of the world’s population. 80% of these users reside in the South East Asian region, and are at an increased risk from oral cancers.

The health cost burden in most economies throughout the world exceeds the total tax revenue collected from tobacco products.

The annual death toll from tobacco is projected to increase to 8 million deaths each year by 2030 if no action is taken.
Priority Actions

Meeting this target is possible if action is taken now. The WHO FCTC and its guidelines provide the roadmap for Parties to attain the tobacco reduction target. The Conference of the Parties to the WHO FCTC has called parties to contribute to achieving and monitoring the voluntary global NCD target to reduce tobacco use. The WHO Global NCD Action Plan 2013–2020 lists a comprehensive set of policy options for tobacco control. Significant progress in efforts to control tobacco use has been made in many countries by implementing these approaches. But interference from the tobacco industry, lack of “whole of government” approaches, and insufficient political action have continued to hinder progress in a large number of countries. Focusing on the implementation of demand and supply reduction measures and the Protocol to Eliminate Illicit Trade in Tobacco Products will continue to drive progress in tobacco control. High-impact very cost-effective interventions include:

- Raise taxes on all tobacco products to reduce consumption, consistent with Article 6 (Price and tax measures to reduce the demand for tobacco) of the WHO FCTC.
- Create by law completely tobacco smoke-free environments in all indoor workplaces, public transport, indoor public places and other public places as appropriate, consistent with Article 8 (Protection from exposure to tobacco smoke) of the WHO FCTC.
- Warn people about the dangers of tobacco use, including through hard-hitting evidence-based mass-media campaigns and large, clear, visible and legible health warnings, consistent with Articles 11 (Packaging and labelling of tobacco products) and 12 (Education, communication, training and public awareness) of the WHO FCTC.
- Ban all forms of tobacco advertising, promotion, and sponsorship consistent with Article 13 (Tobacco advertising, promotion and sponsorship) of the WHO FCTC.

By working in partnership, governments, relevant civil society and private sector entities can effectively prevent and control NCDs.

Tweet!
Looking for an #SDG solution? Raising tobacco taxes generates $$ for governments to help finance sustainable development and #beatNCDs

For more information
WHO site: http://www.who.int/beat-NCDs
Tell your story at “NCDs&me”: http://www.who.int/ncds-and-me
@who
#beatNCDs

Key Resources
http://www.who.int/fctc/en/


http://www.who.int/tobacco/publications/surveillance/reportontrendstobaccosmoking/en/


COP Decision: Towards a stronger contribution of the Conference of the Parties to achieving the noncommunicable disease global target on reduction of tobacco use.