6th WHO Report on the Global Tobacco Epidemic
Global Launch, 19th July 2017
Tobacco control at the turn of the Millennium was in a vastly different place to now
Progress started to show in the early 2000s...
The WHO Framework Convention on Tobacco Control entered into force

- The first international public health treaty under the auspices of WHO
- Entry into force 2005
MPOWER was created

- WHO FCTC article 20: Monitor...tobacco use and prevention policies
- WHO FCTC article 8: Protect...people from tobacco smoke
- WHO FCTC article 14: Offer...help to quit tobacco use
- WHO FCTC article 11 & 12: Warn...about the dangers of tobacco
- WHO FCTC article 13: Enforce...bans on advertising, promotion and sponsorship
- WHO FCTC article 6: Raise...taxes on tobacco
Progress built upon progress...
Six reports published since 2007 that track the status of the global tobacco epidemic and interventions to combat it.
Global progress, 2007–2016

Population covered by at least one MPOWER measure at the highest level of achievement

<table>
<thead>
<tr>
<th>Year</th>
<th>Population (billion)</th>
<th>Countries</th>
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<tbody>
<tr>
<td>2007</td>
<td>1.1</td>
<td></td>
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<tr>
<td>2008</td>
<td>1.7</td>
<td></td>
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<tr>
<td>2010</td>
<td>2.2</td>
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<tr>
<td>2012</td>
<td>2.4</td>
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<tr>
<td>2014</td>
<td>2.9</td>
<td></td>
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<tr>
<td>2016</td>
<td>4.7</td>
<td>121</td>
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</tbody>
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Total population: 7.4 billion
Total number of countries: 195
The 6th WHO Report tells the latest chapter in the story...
Key findings from the 6th report

- Substantial progress has been made in low- and middle-income countries in particular.
- The most substantial progress has been made in ‘W’ - pictorial health warnings for tobacco packaging.
- The most under-implemented measure remains ‘R’ - raise taxes on tobacco.
Progress by MPOWER measure, 2014-2016

- M Monitoring: 4% (2016), 35% (2014)
- P Smoke-free environments: 1% (2016), 19% (2014)
- O Cessation programmes: 18% (2016), 15% (2014)
- Pack warnings: 27% (2016), 20% (2014)
- W Mass media: 56% (2016), -12% (2014)
- E Advertising bans: 4% (2016), 11% (2014)
- R Taxation: 0% (2016), 10% (2014)
Progress in ‘M’ has been steady but slow.

Population covered by Monitoring measure at the highest level of achievement.
Achieving ‘M’ at best-practice level is a challenge, especially for LMICs

Refer to Technical Note I for definitions of categories.
We are seeing the impact of these measures being introduced across the world...
Smoking prevalence has declined globally...

CURRENT ADULT SMOKING PREVALENCE, 2007-2015

...but the number of tobacco users has been steady.
We Need To Protect The Most Vulnerable Populations

WHO-ESTIMATED TREND IN CURRENT SMOKING PREVALENCE, AGES 15+

Tobacco smoking prevalence (%)

- Global
- High-income
- Middle-income
- Low-income

2007: 27.5
2015: 23.5
2030: 17.6

Fresh and alive
More work needs to be done...
The road ahead...

Without urgent, accelerated action to curb the tobacco epidemic, the SDG target 3.4 and 3.A will not be achieved.