"The Tobacco Atlas highlights, in an educational and creative fashion, diverse features of this important global epidemic."

- Dr. John Halamka, President, World Health Organization

Full-colour maps and graphics illustrate in a clear and accessible format the wide range of tobacco issues, revealing similarities and differences between countries and exposing the behaviour of the tobacco companies. It also examines solutions and predicts the future course of the epidemic.

Topics include:

- history of tobacco
- prevalence and consumption
- youth smoking
- the economics of tobacco
- farming and manufacturing
- smuggling
- the tobacco industry
- promotion, profits, trade
- smokers' rights
- legislative action
- smoke-free areas, ad bans
- health warnings
- quitting
- price and tax, litigation
- the future of the epidemic

Dr. Judith Mackay & Dr. Michael Eriksen

World Health Organization

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“When one has a thorough knowledge of both the enemy and oneself, victory is assured. When one has a thorough knowledge of both heaven and earth, victory will be complete.”

— General Sun Tzu

The Art of War: A Treatise on Chinese Military Science
c. 500 B.C.
The Tobacco Atlas

Dr Judith Mackay
and Dr Michael Eriksen
Part Three: THE TOBACCO TRADE

12 Growing Tobacco
Land devoted to growing tobacco by country. Leading producers of tobacco leaves. Deforestation due to tobacco.

13 Manufacturing Tobacco
Number of tobacco workers by country. Where the tobacco dollar goes. Less tobacco per cigarette. Additives.

14 Tobacco Companies
Leading manufacturers by country. The Big Five: revenue and market share of leading transnational tobacco companies. Tobacco industry quote.

15 Tobacco Trade

16 Smuggling
Estimated smuggled cigarettes as a percentage of domestic sales. Major recent or current smuggling routes. Global smuggling. Tackling tobacco smuggling in the UK: projected percentage of market share if action is or is not taken. Lost revenue in EU. Tobacco industry quote.

Part Four: PROMOTION

17 Tobacco Industry Promotion
Most popular cigarette brand by country. World’s most popular brands. How the advertising dollar is spent in the USA. Changes in cigarette marketing expenditure. Tobacco industry quote.

18 Internet Sales
Internet sales. Internet search for sites. Internet cigarette vendors in the USA. Test ordering from 12 websites. HM Customs and Excise quote. User comment posted on website.

Part Five: TAKING ACTION

22 Research
Global Youth Tobacco Surveys completed by country. Current foundation grant recipients. Comparative National Institute of Health expenditure on tobacco compared with other health problems. Published research: PubMed search for tobacco compared with other journal topics. Journals devoted to tobacco control.

23 Tobacco Control Organisations
WHO, international and regional tobacco control organisations. Locations of all World Conferences. Tobacco industry quote.

24 Legislation: Smoke-free Areas
Where smoking is prohibited or restricted in some areas at work, and where employers voluntarily prohibit or restrict smoking. Sales before and after smoking bans in restaurants and bars in California. Nicotine concentration in public places in Barcelona, Spain. The cost of workplace smoking. Tobacco industry quote.

25 Legislation: Advertising Bans
Increases and decreases in adult cigarette consumption, and countries with comprehensive advertising bans in the same period. Effect of advertising bans. Tobacco industry quotes.

26 Legislation: Health Warnings
Where health warnings are required by law. Impact on smokers of Canadian warnings. Public support for visible health warnings. Tobacco industry quote.

27 Health Education

28 Quitting

29 Price Policy
Tobacco tax as a proportion of cigarette price. Cigarette price increases compared with consumption in the UK. Government income from tobacco. Cigarette tax as a proportion of price in the USA. Tobacco industry quote.

30 Litigation
Legal action against the tobacco industry: personal injury, public interest, non-smokers’ and government lawsuits. Cases brought by the tobacco industry. Smuggling litigation. Tobacco industry quote.

31 Projections by Industry

Part Six: WORLD TABLES

Table A: The Demographics of Tobacco

Table B: The Business of Tobacco
Land area devoted to growing tobacco; quantity produced. Number of tobacco workers; number of cigarettes manufactured. Cigarette imports and exports; tobacco leaf imports and exports. Cost of a pack of Malboro cigarettes or equivalent international brand; minutes of labour needed to buy a pack of cigarettes. Tax as a proportion of cigarette price; tobacco tax revenues as a percentage of total tax revenue. Tobacco industry documents.

Glossary
Sources
Useful Contacts
Index
A message from

Dr Gro Harlem Brundtland
Director-General
World Health Organization

"More people smoke today than at any other time in human history. One person dies every ten seconds due to smoking-related diseases.

Research evidence in the past five years shows a bleaker picture of the health danger of smoking than previously realised. Tobacco is the biggest killer, much bigger in dimension than all other forms of pollution.

Children are the most vulnerable. Habits start in youth. The tobacco industry knows it and acts accordingly. This is a medical challenge, but also a cultural challenge. Let us all speak out: tobacco is a killer. It should not be advertised, subsidised or glamourised.

Adolescents should not be allowed to mortgage their lives to the seductive advertisements of the industry. Girls and women are being targeted all over the world by expensive and seductive tobacco advertising images of freedom, emancipation, slimness, glamour and wealth. Tobacco companies should be accountable for the harm caused by tobacco use.

The day I took office I launched the Tobacco Free Initiative (TFI) to spearhead the struggle to reverse the worsening trends in health caused by tobacco and to add momentum to a critical public health struggle. The initiative aims at heightening global awareness of the need to address tobacco consumption. It also seeks to build new partnerships and strengthen existing partnerships for action against tobacco; to commission policy research to fill gaps; and, to accelerate national and global policy to implement strategies.

The way it works illustrates the way we wish WHO to work in the future making the most of our own resources and knowledge and drawing heavily on the knowledge and experience of others.

Our goals are to:

• build "a vibrant alliance" between WHO, UNICEF, the World Bank, and "partnerships with a purpose" with non governmental organisations, the private sector, academic/research institutions and donors.

• try to get more people to work on and support tobacco control activities and ensure that more resources are committed to tobacco research, policy and control.

• develop the Framework Convention on Tobacco Control (FCTC), the world’s first public health treaty. The treaty will only be effective if it works in conjunction with, and builds upon, sound domestic interventions.

The good news is that the epidemic does not have to continue this way. There is a political solution to tobacco – a solution routed through ministries of finance and agriculture as well as health and education.

We know that tobacco control measures can lead to a reduction in smoking as witnessed among some member states. WHO, the World Bank and public health experts have identified a combination of the following as having a measurable and sustained impact on tobacco use:

• increased excise taxes;

• bans on tobacco advertising, sponsorship and
These must all be implemented if the predicted expansion of the epidemic as outlined in this atlas is to be prevented.

The picture is far from bleak. Globally, we have seen a sea change over the past few years. A groundswell of local, national and global actions is moving the public health agenda ahead.

DR GRO HARLEM BRUNDTLAND
Geneva
June 2002

This book is intended for anyone concerned with personal or political health, governance, politics, economics, big business, corporate behaviour, smuggling, tax, religion, internet, allocation of resources, human development and the future.

The atlas maps the history, current situation and some predictions for the future of the tobacco epidemic up to the year 2050.

It illustrates how tobacco is not just a simple health issue, but involves economics, big business, politics, trade and crimes such as smuggling, litigation and deceit.

The atlas also shows the importance of a multifaceted approach to reducing the epidemic – by WHO, other UN agencies, NGOs, the private sector and, in fact, the whole of civil society.

The publication of this atlas marks a critical time in the epidemic. We stand at a crossroads, with the future in our hands. We can choose to stand aside; or to take weak and ineffective measures; or to implement robust and enduring measures to protect the health and wealth of nations.

JUDITH MACKAY, Hong Kong
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Boy in the road selling packs to drivers and passengers, Philippines
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Woman tobacco worker, Vietnam
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Men smoking water pipes, Saudi Arabia
Photo: Garrett Mehl © WHO

Part 1 Prevalence and Health
Man and child smoking, China
Credit: Carol Betson

Part 2 The Cost of Tobacco
Tobacco leaves, Thailand
Credit: Judith Mackay

Part 3 The Tobacco Trade
Woman tagging tobacco, tobacco factory, Virginia, USA
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Part 4 Promotion
Boy in the road selling packs to drivers and passengers, Philippines
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Part 5 Taking Action
“Smoking is Ugly” poster, created by Christy Turlington and reprinted courtesy of the Centers for Disease Control and Prevention (CDC)

Part 6 World Tables
Old Man, Sri Lanka
Credit: Garrett Mehl
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