



**World Health
Organization**

WHO REPORT ON THE GLOBAL TOBACCO EPIDEMIC, 2009
Implementing smoke-free environments

Executive summary

fresh and alive

mpower



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Overview

Tobacco use is the leading cause of preventable death, and is estimated to kill more than 5 million people each year worldwide. Most of these deaths are in low- and middle-income countries. The gap in deaths between these and high-income countries is expected to widen further over the next several decades if we do nothing. If current trends persist, tobacco will kill more than 8 million people worldwide each year by the year 2030, with 80% of these premature deaths in low- and middle-income countries. By the end of this century, tobacco may kill a billion people or more unless urgent action is taken.

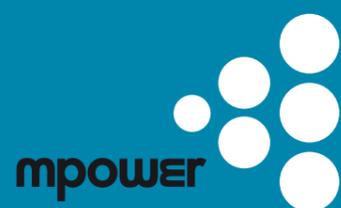
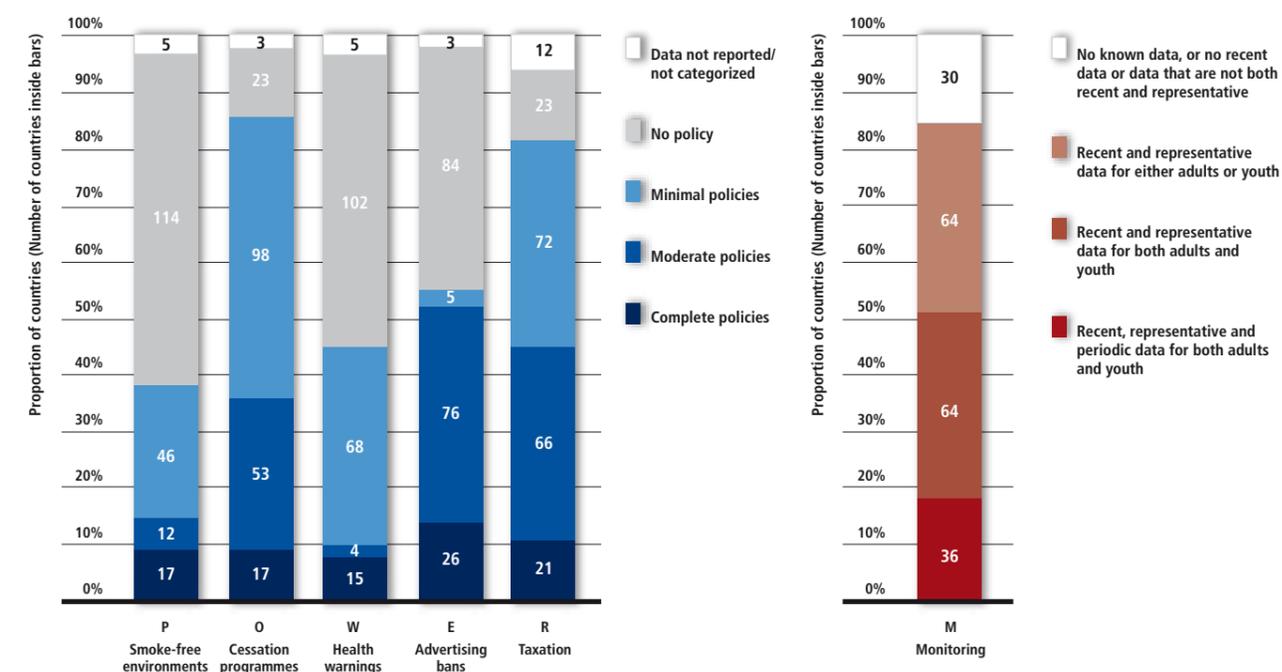
The success of the WHO Framework Convention on Tobacco Control which as of November 2009 has more than 160 Parties covering 86% of the world's population, demonstrates the global political will for making tobacco control far more

comprehensive and successful. The WHO Framework Convention and its guidelines provide the foundation for countries to implement and manage tobacco control. To help make this a reality, WHO introduced the MPOWER package of measures last year. The package is intended to assist in the country-level implementation of effective measures to reduce the demand for tobacco, contained in the WHO FCTC. As the Conference of the Parties carries out its work, MPOWER provides country-level practical assistance for those areas of the WHO FCTC that it covers. MPOWER focuses on demand measures, though WHO also recognizes the importance of and is committed to implementing the supply-side measures in the WHO FCTC.

In this year's WHO Report on the Global Tobacco Epidemic, all data on implementation of the six measures have

been updated through 2008 and additional data have been collected on selected areas. Categories of policy achievement have been refined and, where possible, made consistent with new WHO FCTC guidelines. Last year's data have been reanalysed to be consistent with these new categories, allowing comparisons between 2007 and 2008. The report also provides a comprehensive overview of the evidence base for protecting people from the harms of second-hand tobacco smoke through legislation and enforcement. Also, there is a special focus on the status of the implementation of smoke-free policies, with detailed data collected for the first time ever on a global basis at both the national level and for large subnational jurisdictions. Additional analyses of smoke-free legislation were performed, allowing for a more detailed understanding of progress and future challenges in this area.

THE STATE OF SELECTED TOBACCO CONTROL POLICIES IN THE WORLD, 2008



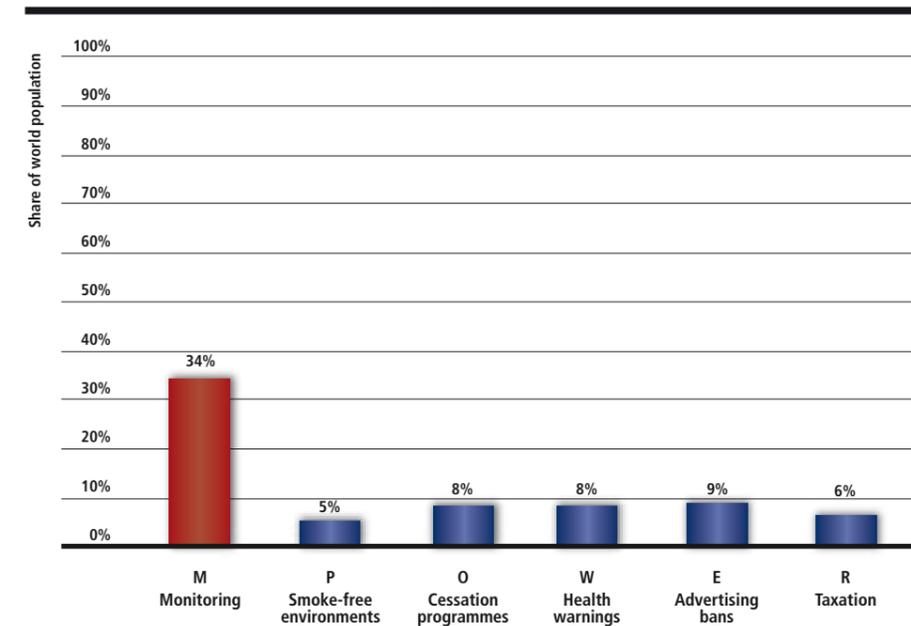
- M**onitor Monitor tobacco use and prevention policies
- P**rotect Protect people from tobacco smoke
- O**ffer Offer help to quit tobacco use
- W**arn Warn about the dangers of tobacco
- E**nforce Enforce bans on tobacco advertising, promotion and sponsorship
- R**aise Raise taxes on tobacco

Key findings

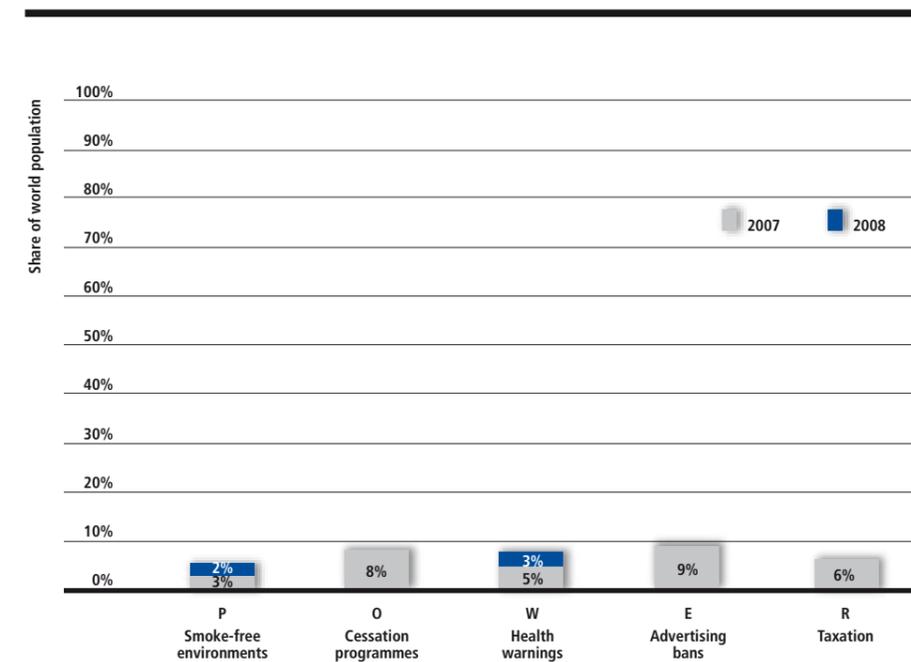
This report shows that nearly 400 million additional people are benefiting from a tobacco control policy newly implemented during 2008 but also that there is still far more work that must be done.

- Less than 10% of the world's population are covered by any one of the MPOWER demand reduction measures.
- Progress has been made on smoke-free policies, which are the focus of this report, yet most people worldwide are still not protected from the dangers of second-hand tobacco smoke exposure.
- An additional 2.3% of the world's population – representing more than 154 million people – became newly covered by smoke-free laws in 2008, with nearly all living in low- and middle-income countries.
- Smoke-free policies at the subnational level are becoming increasingly common. Of the 100 biggest cities in the world, 22 are smoke-free.
- Compliance with smoke-free laws is low. Only 2% of the world's population live in countries with comprehensive smoke-free laws that also have high levels of compliance with these laws.
- Progress on implementing bans on tobacco advertising, promotion and sponsorship has stalled, leaving more than 90% of the world's population without protection from tobacco industry marketing.
- Progress on increasing tobacco taxes has also come to a halt, with nearly 95% of the world's population living in countries where taxes represent less than 75% of retail price.
- Tobacco control remains severely underfunded, with 173 times as many dollars collected worldwide through tobacco tax revenues each year than are spent on tobacco control.

SHARE OF THE WORLD POPULATION COVERED BY SELECTED TOBACCO CONTROL POLICIES, 2008



INCREASE IN THE SHARE OF THE WORLD POPULATION COVERED BY SELECTED TOBACCO CONTROL POLICIES SINCE 2007



Notes: Changes of at least 1% are shown in this graph. Data on monitoring are not shown in this graph because they are not comparable between 2007 and 2008.



Conclusion

The WHO Framework Convention on Tobacco Control demonstrates commitment to decisive action against the global tobacco epidemic, which kills millions of people and disables millions more each year. More than 160 Parties to the WHO FCTC, covering 86% of the world's population, have made a legally binding commitment to implement effective tobacco control policies.

Unlike many leading public health problems, the means to curb tobacco use are within our reach: with the specific demand

reduction measures in MPOWER and other WHO FCTC policies, countries have tobacco control tools needed to reduce tobacco use and save lives.

The results presented in this report show that progress is possible and is being made. In some countries, this progress has been rapid and sweeping – these countries can serve as models for action by countries that still need to do more to protect their people against the harms of tobacco use.

If we do not continue to expand and intensify tobacco control efforts, millions of people will continue to die each year from preventable tobacco-related illness, and tens of billions of dollars will be lost annually to avoidable health-care expenditures and productivity losses.

By taking action to implement the measures to reduce tobacco use, governments and civil society can and will save millions of lives each year.



**There is still considerable work to be done.
Less than 10% of the world's population is covered
by any one of the MPOWER measures.**

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**World Health
Organization**

**20 Avenue Appia
CH-1211 Geneva 27
Switzerland
www.who.int/tobacco/mpower**