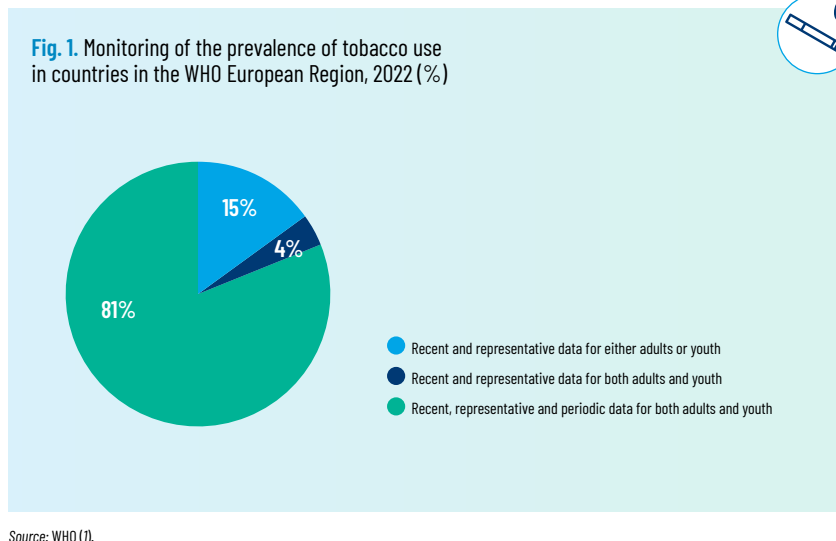


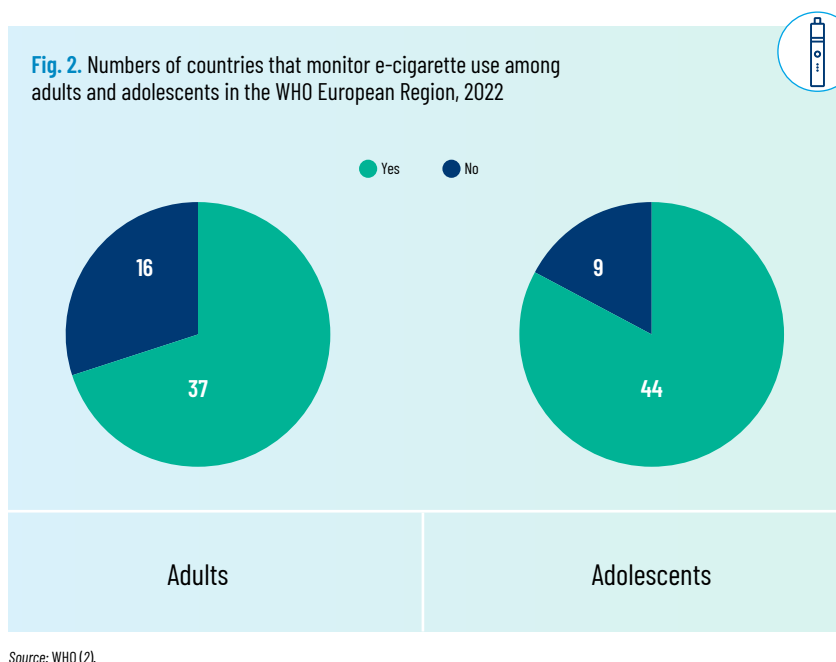
Monitor tobacco use and prevention policies

KEY MESSAGES

- In 2022, all countries in the WHO European Region had at least recent, representative data on tobacco use among either adults or young people.
- Forty-three countries (81%) had achieved the recommended level of monitoring for both groups and thus had recent, representative, periodic data on both adults and young people (Fig. 1).



- More and more countries are surveying both adults and adolescents about their use of e-cigarettes. By 2022, 37 and 44 countries were monitoring e-cigarette use by adults and adolescents, respectively, in the WHO European Region, covering 79% of adult and 81% of adolescent populations. Still, 16 and 9 countries had not started monitoring e-cigarette use by adults and adolescents and had no data to guide local policy or regulatory decisions (Fig. 2) (2).



WHAT SHOULD BE DONE?

- Prioritize and fund monitoring of tobacco use and prevention policies. Monitoring provides the basis for effective tobacco-control policy development and implementation.
- Include in tobacco-control monitoring:
 - surveillance of tobacco-use indicators, patterns and trends, including surveillance of novel and emerging nicotine and tobacco products;
 - tracking of exposure to tobacco smoke; and
 - monitoring of policies to reduce tobacco use.
- Use standardized monitoring and surveillance tools to ensure comparable data.
- Conduct regular surveys to measure changes in the epidemic over time.
- Consider including standardized questions in national surveys or censuses on the prevalence of tobacco use and the implementation of MPOWER measures.
- Disseminate findings through government policy papers, academic publications and mass media, including news reports and paid media (3,4).

References¹

1. WHO report on the global tobacco epidemic, 2023: protect people from tobacco smoke. Geneva: World Health Organization; 2023 (<https://www.who.int/publications/i/item/9789240077164>)
2. WHO global report on trends in prevalence of tobacco use 2000–2030. Geneva: World Health Organization; 2024 (<https://www.who.int/publications/i/item/9789240088283>).
3. Monitoring is a critical tobacco control activity. In: MPOWER brochures [website]. Chandigarh: Resource Center for Tobacco Control; 2024 (<https://rctcpgi.org/pdf/mpower-brochure-Monitor-Tobacco-use-and-Prevention-Policies.pdf>).
4. WHO Framework Convention on Tobacco Control [website]. Geneva: World Health Organization; 2024 (<https://www.who.int/fctc/en/>).

¹ Websites accessed 10 January 2024