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THE WHO FRAMEWORK CONVENTION ON TOBACCO CONTROL AND MPOWER

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Three things to remember about tobacco control

1. Tobacco use is the leading **preventable** cause of death in the world
2. The main vector of the tobacco epidemic is the tobacco **industry**
3. There are very effective **measures** to control de epidemic

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The Global Tobacco Epidemic is a public health emergency

Over 8 Million people

Die each year from tobacco use

Each day, **22,000** people die from tobacco use or second-hand smoke exposure

Tobacco is NOT a done issue!

1.3 billion tobacco users

Tobacco currently kills nearly 6 Million/year. This will increase to **over 8 Million/year** in a few decades.

If current use patterns continue, the death toll from tobacco use will be:

- **2000–2025 ~ 150M**
- **2025 – 2050 ~ 300M**
- **2050 – 2100 > 500 M**

Tobacco could kill up to **1 Billion** persons in the 21st Century unless urgent action is taken

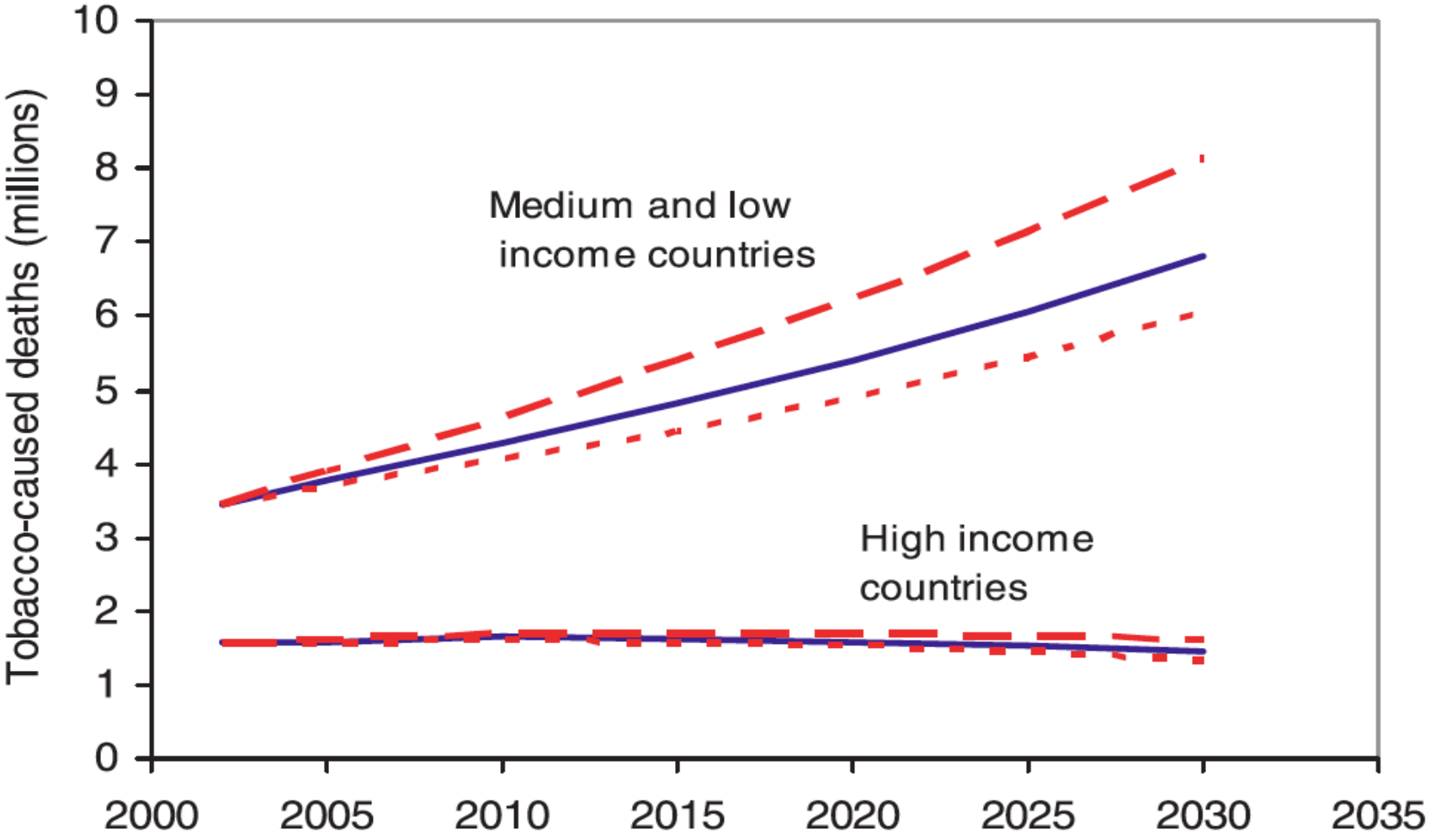
Leading Causes of Deaths

	Global
1	Ischemic heart disease
2	Stroke
3	Lower respiratory infections (including influenza and pneumonia)
4	Chronic lower respiratory diseases
5	Diarrheal diseases
6	HIV/AIDS
7	Lung cancers
8	Tuberculosis
9	Road traffic crashes
10	Hypertensive heart disease

Tobacco is responsible for 6 of the10 leading causes of deaths

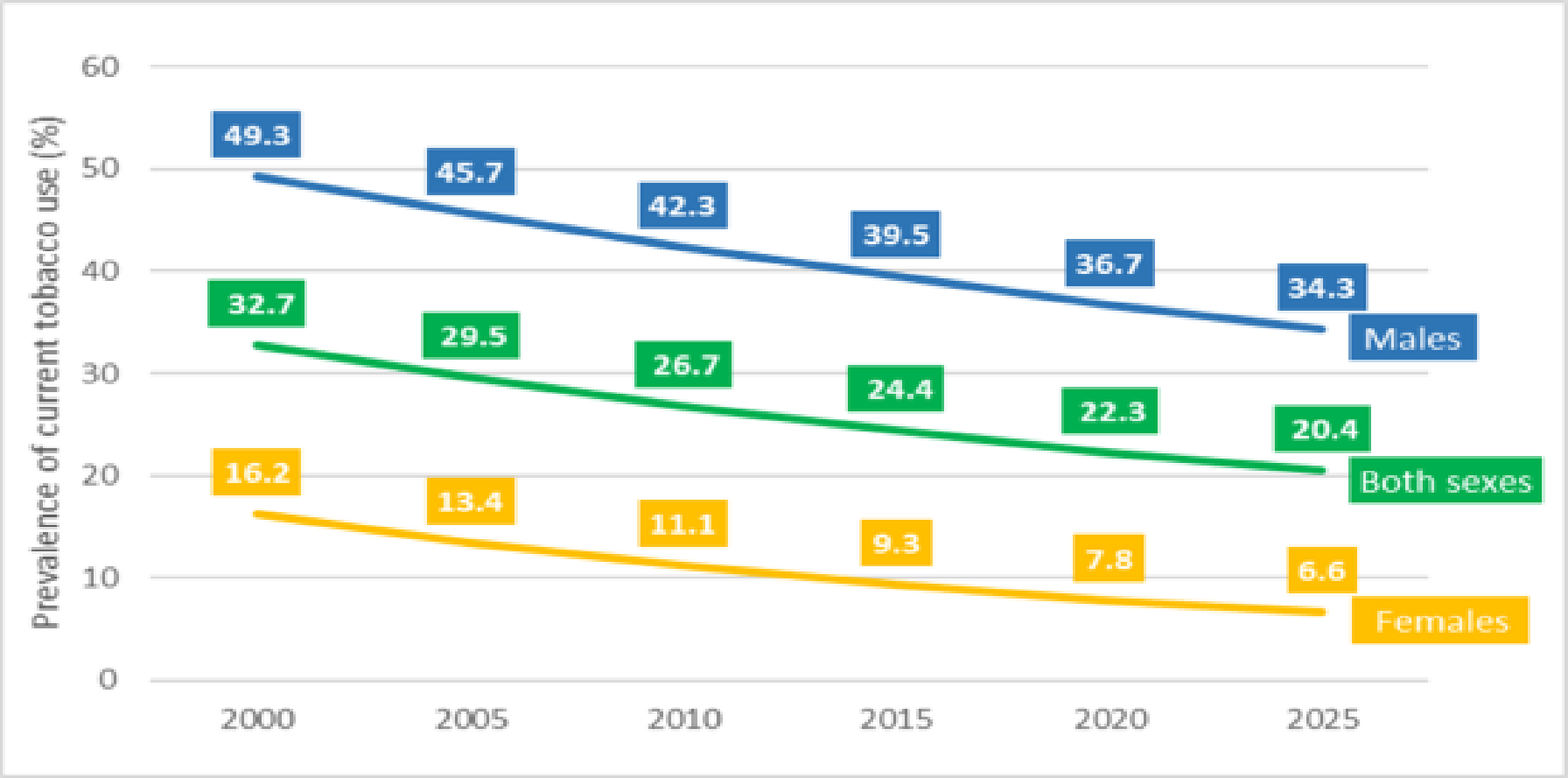
tobacco control | road traffic programs | obesity prevention programs

Increased tobacco deaths in low/mid-income countries through 2030



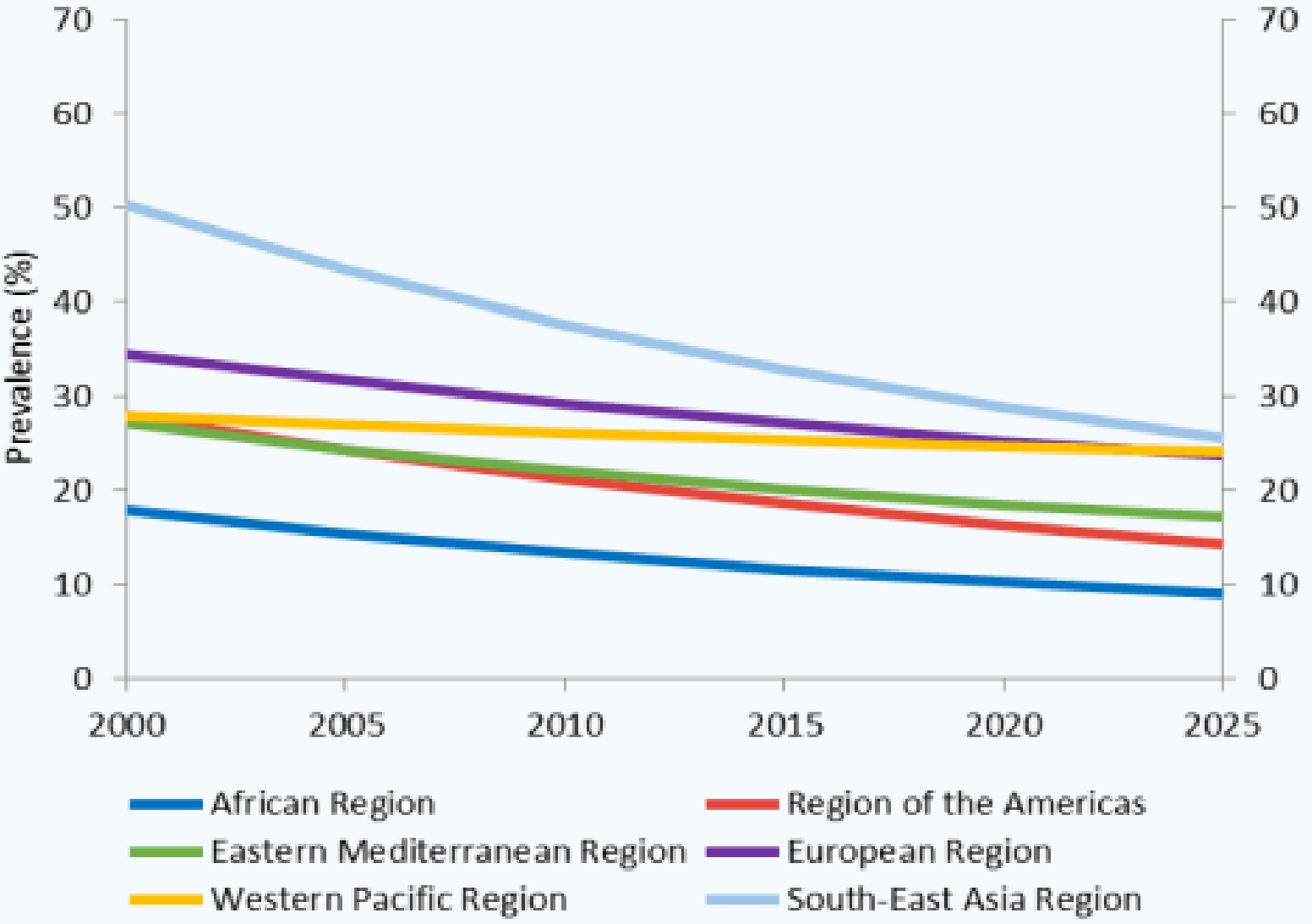
Source: Mathers and Loncar. PLoS Med 2006;3:e442.

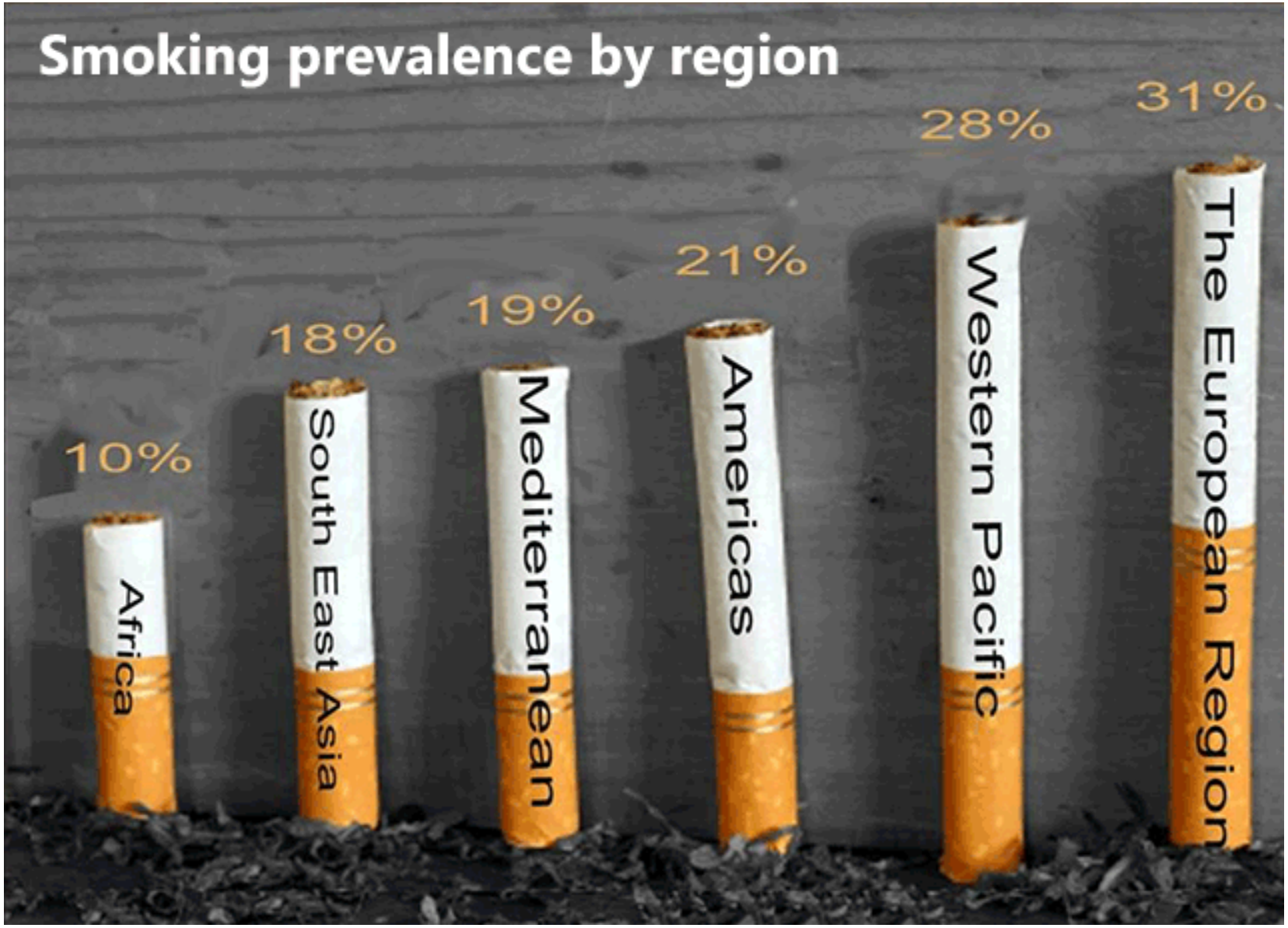
Global trends in prevalence of tobacco use among people aged 15 years and older, by sex



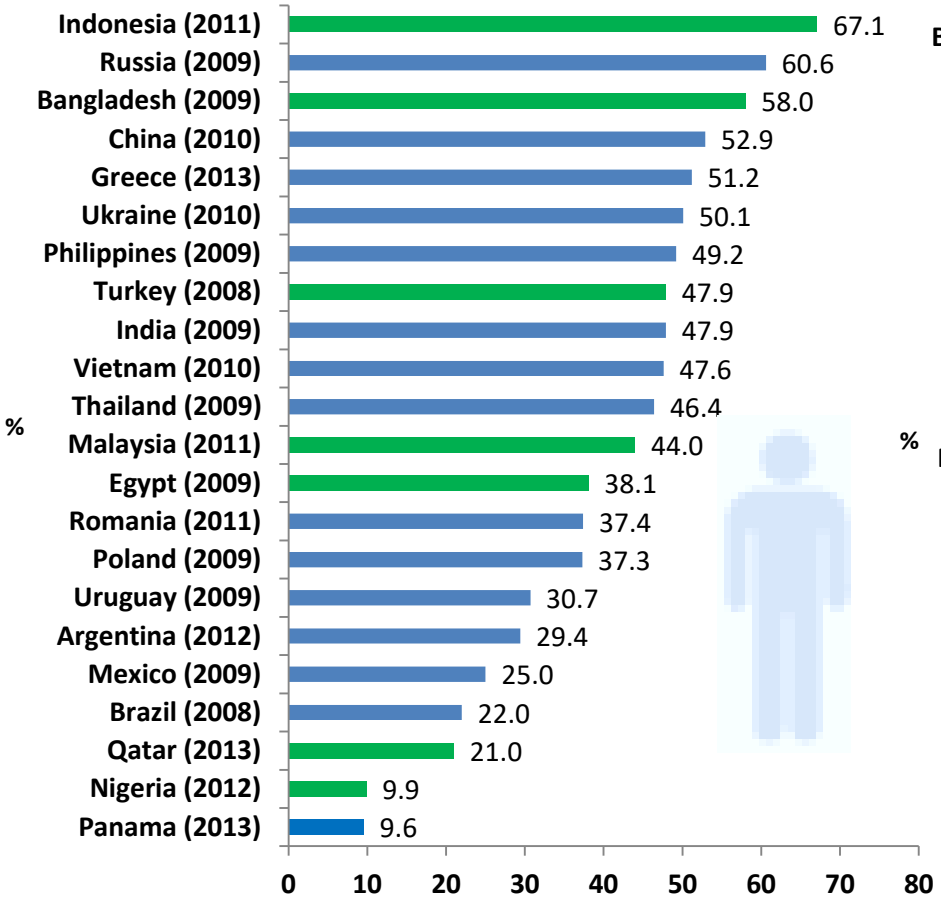
https://iris.who.int/bitstream/handle/10665/348537/9789240039322-eng.pdf?sequence=1

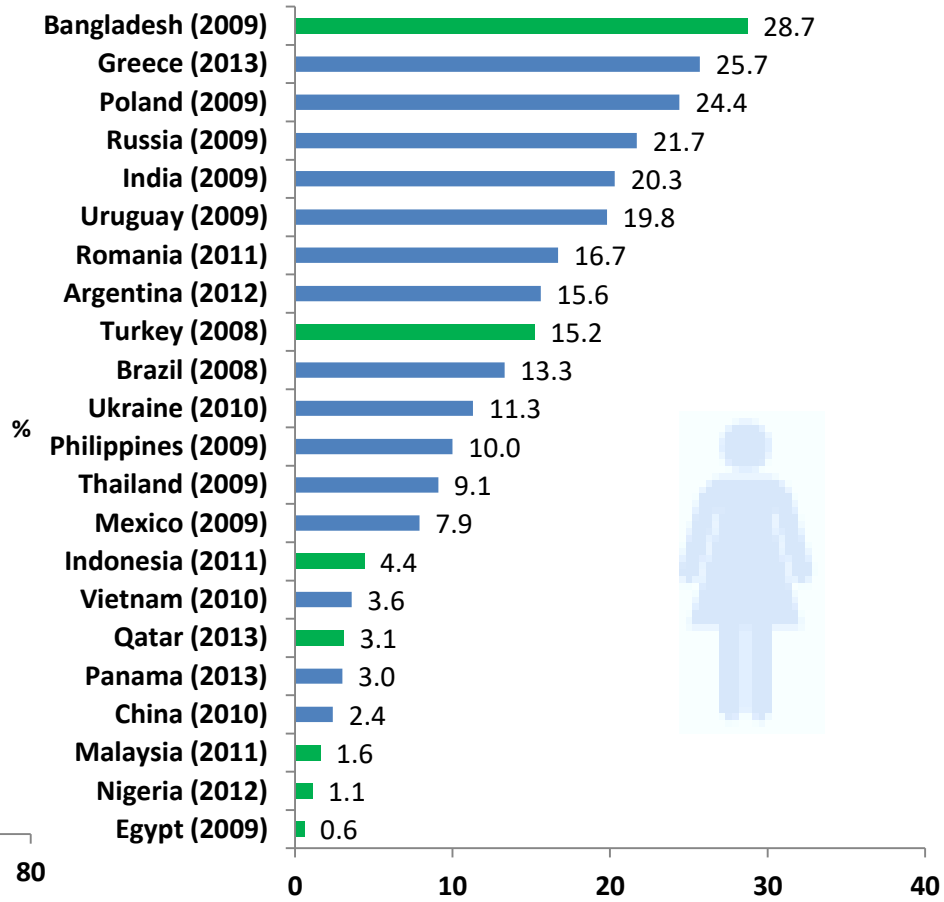
Trends in current tobacco use among people aged 15 years and older




Smoking prevalence by region
10%
Africa
18%
South East Asia
19%
Mediterranean
21%
Americas
28%
Western Pacific
31%
The European Region

Current Adult Tobacco Use





Source: Global Adult Tobacco Survey, 2008-2013

WHO FCTC

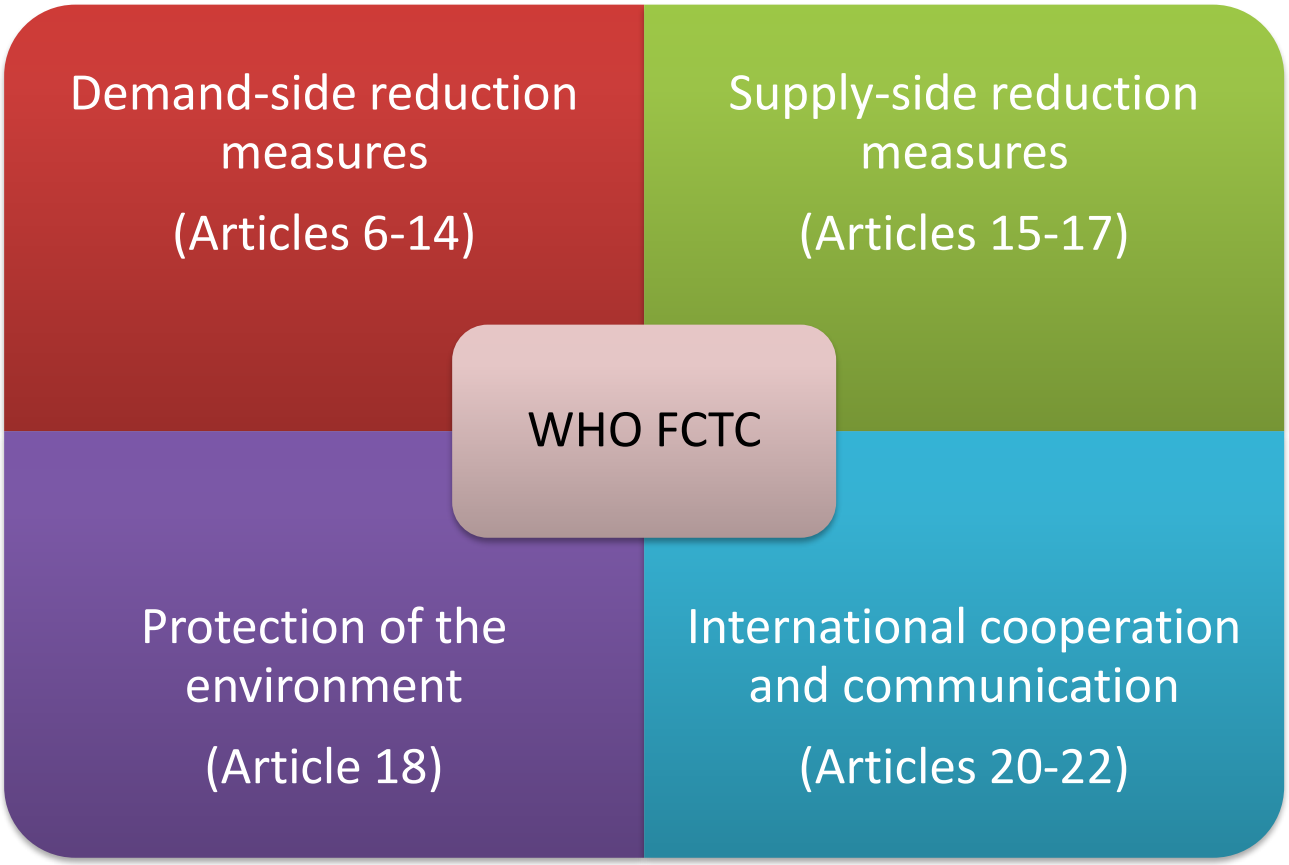
- The powerful tool to reverse tobacco epidemic

- First global health treaty negotiated under auspices of WHO – adopted in **2003,** entered into force on **27 Feb 2005**
- **182 parties, covering about 90% of the world population**

Key articles of the WHO FCTC

- Articles 6 to 14: demand reduction measures
  - 6: tobacco taxation
  - 7: non-price measures
  - 8: smoke-free public places
  - 9-10: product emissions
  - 11: packaging and labelling
  - 12: education, training, public awareness
  - 13: advertising, promotion and sponsorship
  - 14: cessation
- Articles 15-17: supply-side reduction measures
  - 15: illicit trade
  - 16: limiting underage access and sale
  - 17: economically viable alternatives to tobacco growing
- Article 18: protection of the environment

WHO FCTC: An evidence- based treaty



PLUS

- Guidelines for implementation- assist Parties in meeting their legal obligations under the WHO FCTC
- Protocol to Eliminate Illicit Trade in Tobacco Products

Demand reduction provisions

- Price and tax measures (Art.6)
- Protection from secondhand smoke (Art.8)
- Contents regulation (Art.9)
- Disclosure of contents (Art.10)
- Packaging and labelling (Art.11)
- Education and awareness-raising (Art.12)
- Advertising, promotion and sponsorship (Art.13)
- Cessation programmes (Art.14)

Supply reduction provisions

- Elimination of illicit trade (Art.15)
- Prohibition of sales to and by minors (Art.16)
- Support for viable crops for growers (Art.17)

Article 5.3 Protection of public health policies from commercial and other vested interests of the tobacco industry

FCTC
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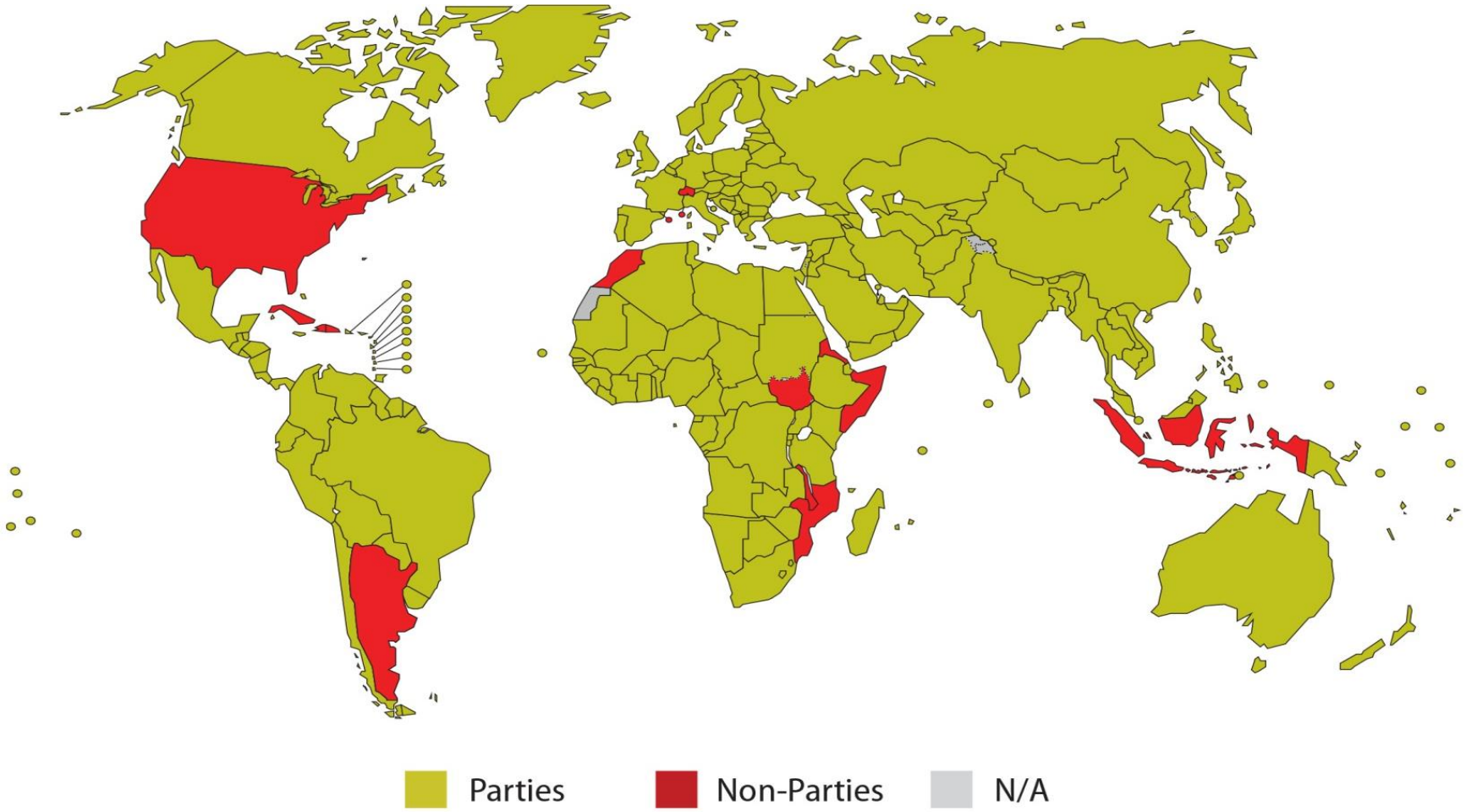
Where we are now

90% of the world's population covered by the treaty provisions



FCTC Status Organisation of Islamic Cooperation (OIC) Member States

52/56

- Indonesia
- Somalia
- Morocco (signed on 2004, not ratified)
- Mozambique (singned on 2003, not ratified)

Tobacco control tools: MPOWER

Best- buy demand reduction articles of the WHO FCTC

Article 20 →	**M**onitor tobacco use and prevention policies
Article 8 →	**P**rotect people from tobacco smoke
Article 14 →	**O**ffer help to quit tobacco use
Articles 11 & 12 →	**W**arn about the dangers of tobacco
Article 13 →	**E**nforce bans on tobacco advertising, promotion and sponsorship
Article 6 →	**R**aise taxes on tobacco

Multisectoral Government approach

…Worked with Minister of Finance, Minister of Health and Parliamentarian on Tobacco Control and Taxation policy

October 2011 - Minister of Finance, Mehmet Şimşek, Minister of Health, Prof Dr Recep Akdağ and Head of Health Parliamentary Commission, Prof. Dr.Cevdet Erdöl

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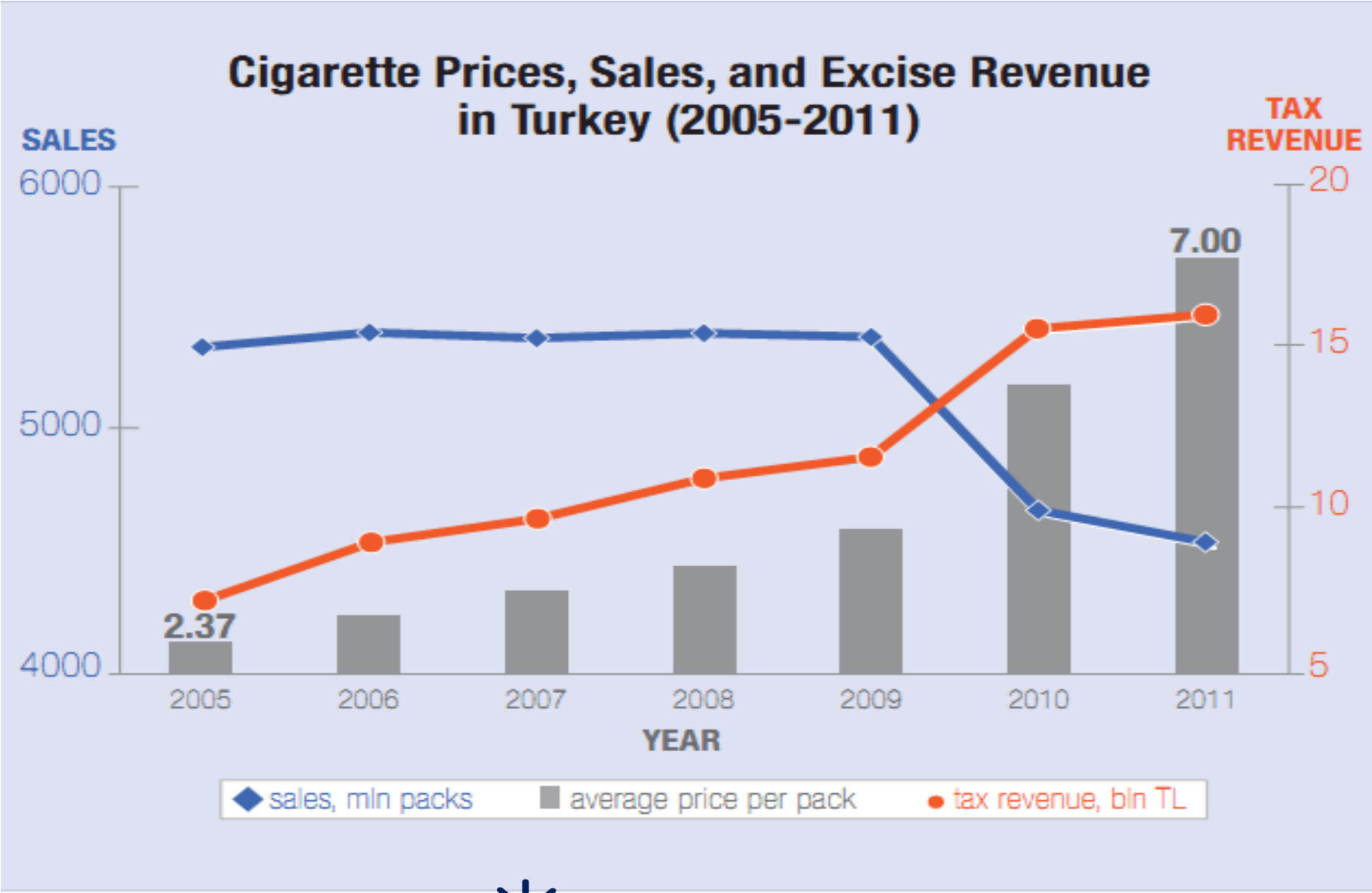

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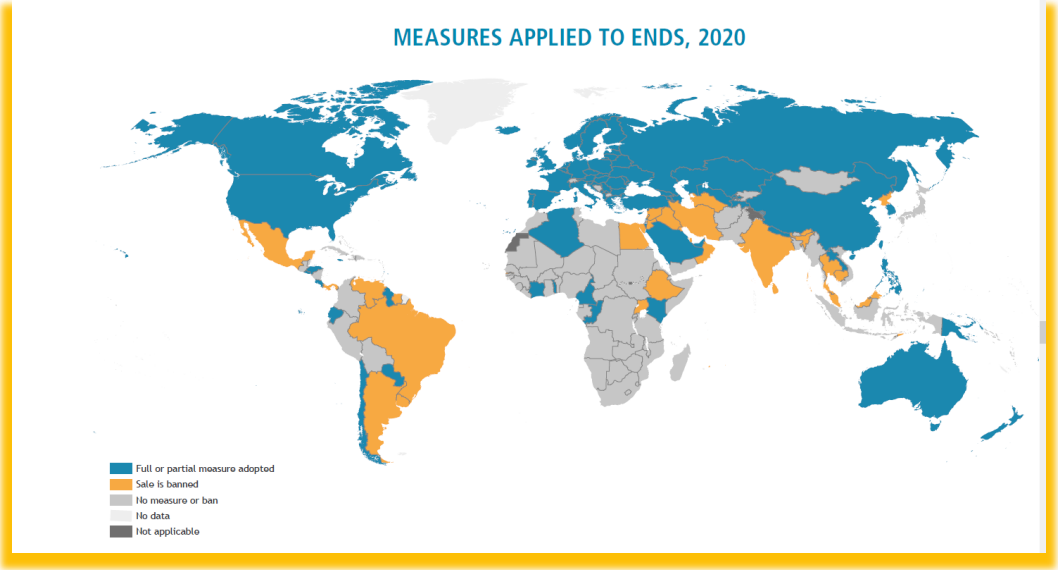
New challenges

- **Tobacco industry interference and the evolution of their tactics**
- **The Foundation for a Smoke-Free World (PMI)**
  - **WHO recommends no communication and/or partnership with such entities and with the tobacco industry in general**
- **Lack of regulation of new and emerging tobacco and nicotine products which undermine tobacco control**
- **E-cigarettes are marketed to appeal to youth**

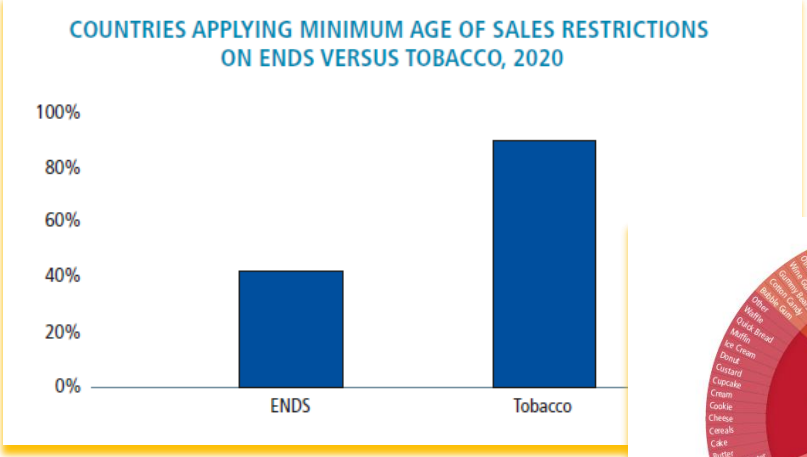
Regulation of e-cigarettes

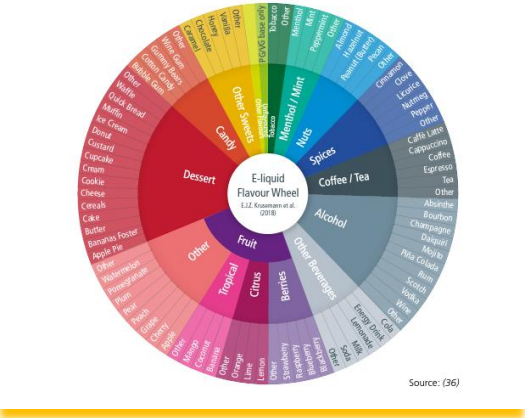


- 84 countries, home to 27% of the world's population, have no regulations in place addressing e-cigarettes
- One third of countries applied no excise taxes on e-cigarettes
- Only 3 countries tax e-liquid at 75% or more of the retail price

We need regulation to protect children and adolescents

- Only 69 countries apply a minimum age of sale or purchase to ENDS
- Only 3 countries have adopted a ban all flavours in ENDS, except for “tobacco” flavor.
- Six other countries ban only selected flavours or permit specific flavours.





Children and adolescents that use ENDS are more than twice as likely to use conventional cigarettes

- There is a lot of progress (partial and complete) to springboard from
- Progress is NOT stagnating. There has been a lot of work and tobacco use prevalence rate reductions prove it
- Many tobacco users want to quit but have no access to cessation support
- Innovative solutions and digital tools can fill the tobacco cessation services gap

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THANK YOU

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