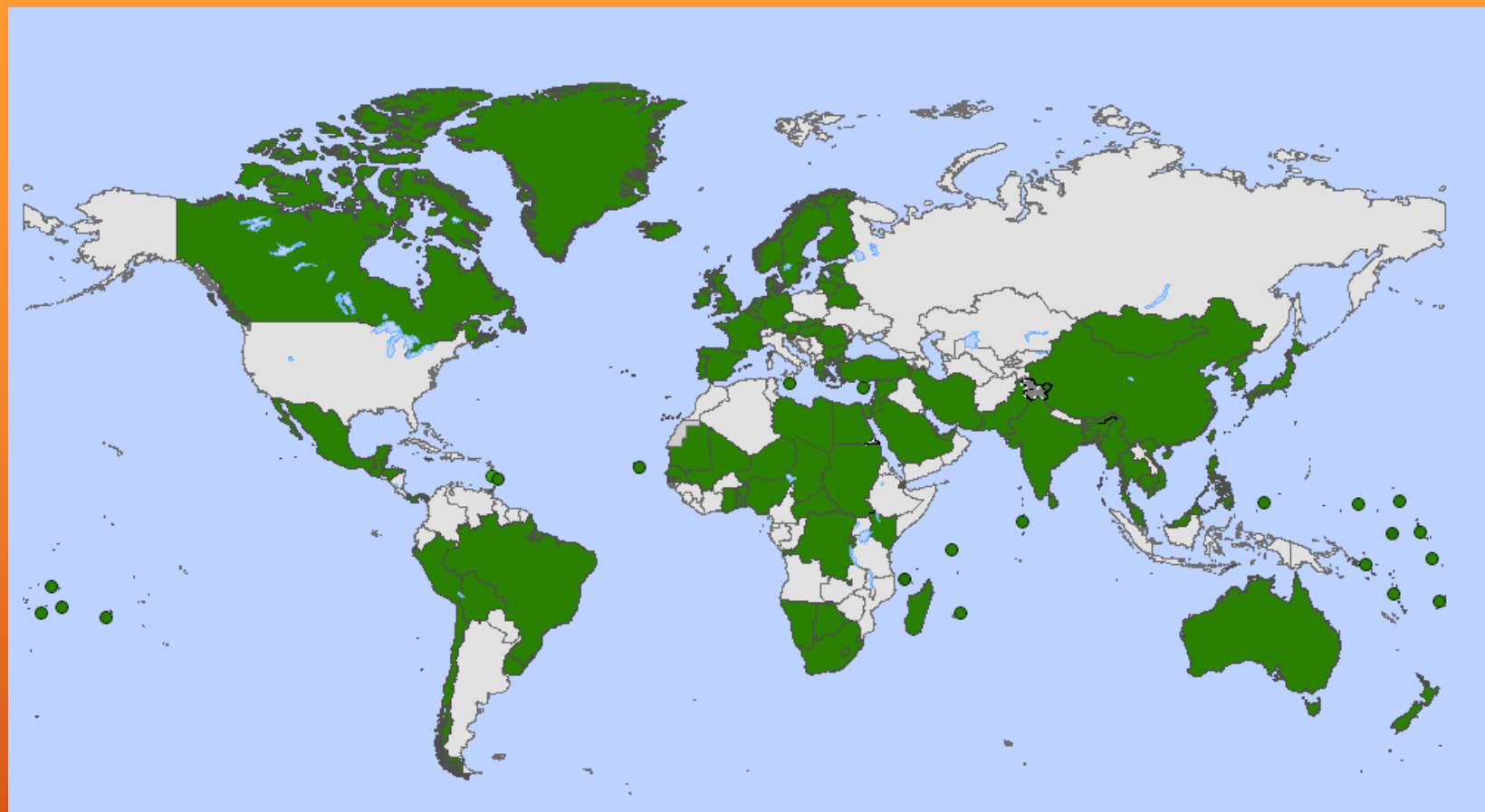




The WHO Framework Convention on Tobacco Control:

*mobilizing the world
for global public health*



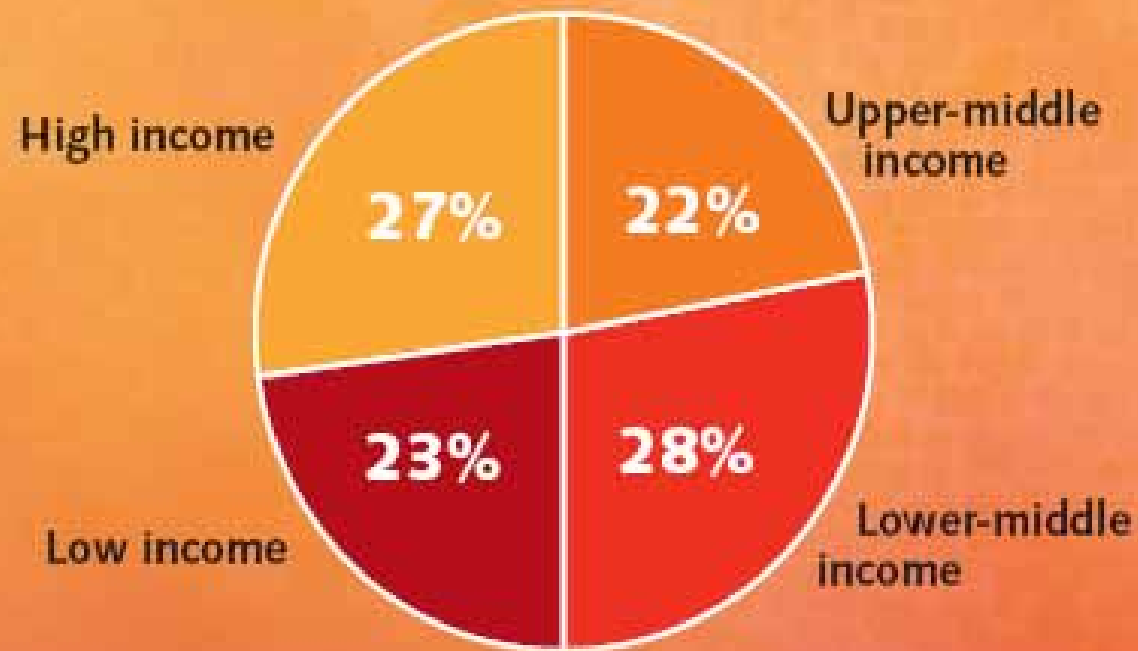


121 Contracting Parties to the WHO Framework
Convention on Tobacco Control

The WHO FCTC is the global response to the globalization of the tobacco epidemic.



The 113 full Parties at the first COP represent:



74% of world tobacco leaf production



63% of world cigarette export



62% of world tobacco leaf export



69% of world cigarette consumption



68% of world cigarette production



74% of world population

WHO FCTC: a unique treaty

It addresses:

- supply and demand
- liability issues
- evidence-based measures

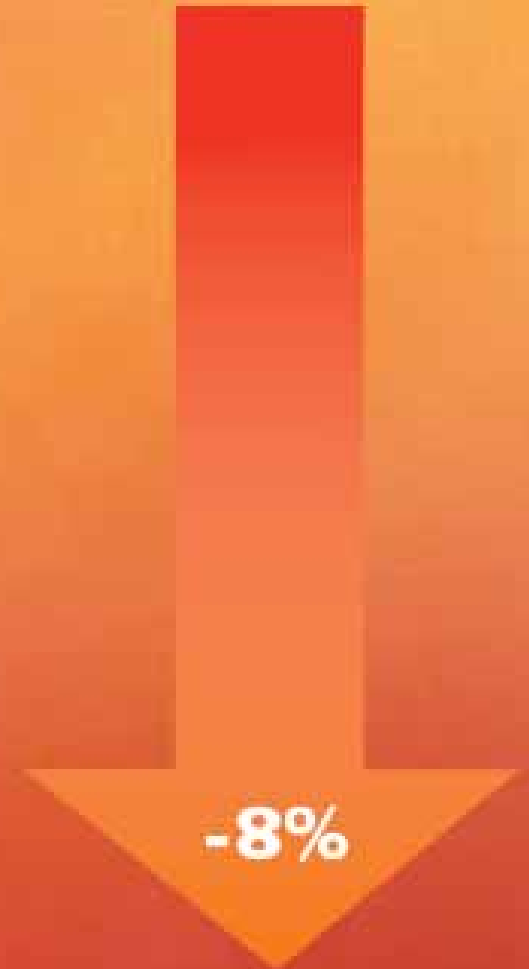


Consumption decreases faster with comprehensive advertising bans



without
comprehensive
ban

consumption
change over
10 years



with
comprehensive
ban

Article 13: Tobacco advertising, promotion and sponsorship



CIGARETTES



CIGARETTES

Article 11: Packaging and labelling of tobacco products

Health warnings remind consumers of the harmful effects of tobacco use – in particular, that tobacco kills when used as intended.



08 15 2 67

Smoking is **highly addictive,**
don't start



Smokers **die younger**

TALK TO US BEFORE IT'S TOO LATE

If you have questions about the health effects of tobacco use, or need support quitting, health professionals can help you. Talk to them. Health professionals are doctors, nurses, midwives, dentists, psychologists, psychiatrists, pharmacists and members of other health-related professions.

www.who.int/tobacco/health_professionals



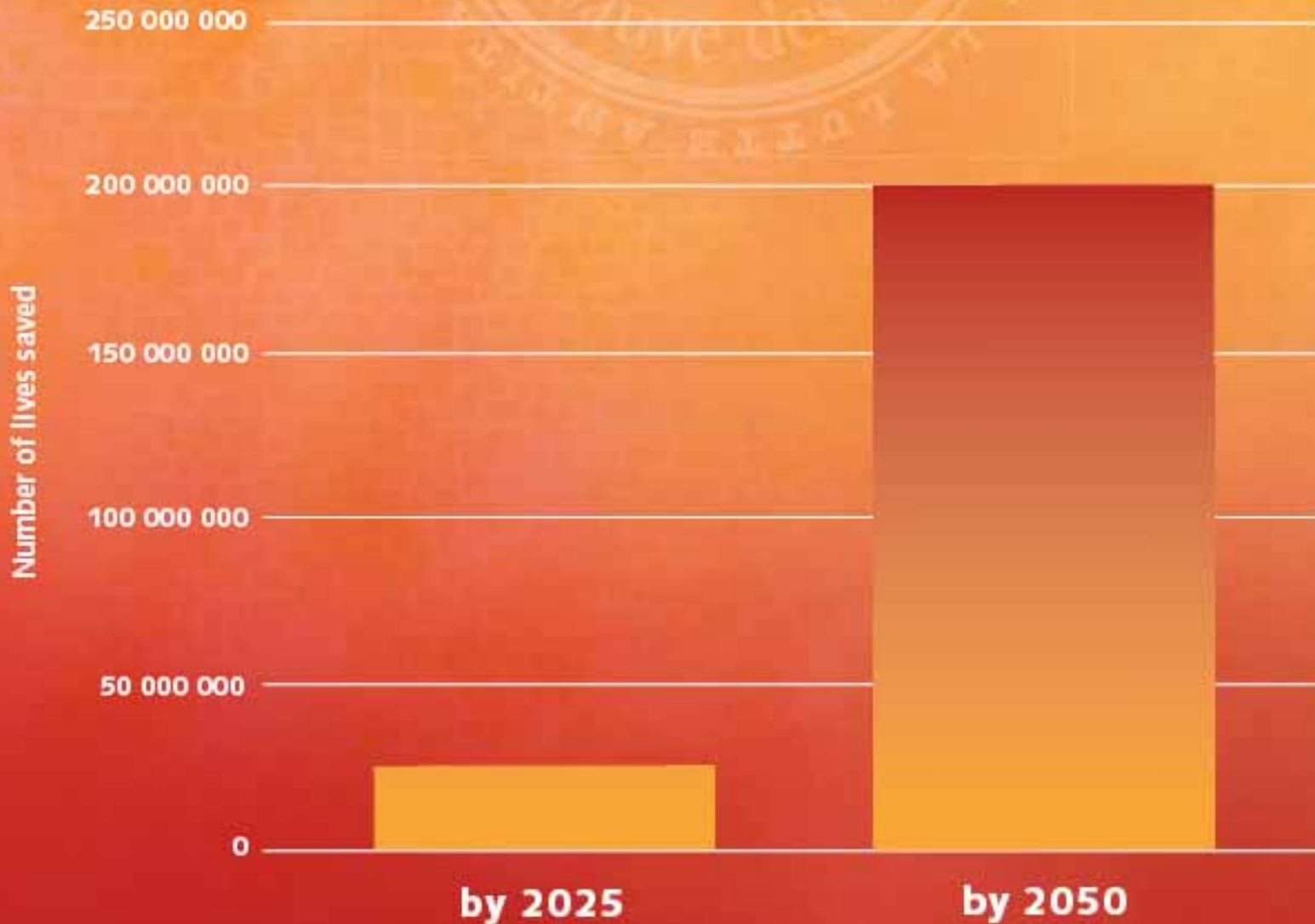
 **HEALTH
PROFESSIONALS
AGAINST
TOBACCO**



WHO FCTC: A tool to save millions of lives

The WHO FCTC can make it happen!

Potential number of lives saved by a progressive 50% reduction in uptake and consumption rates





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