

Summary

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 low- and middle-income countries 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 FCTC, which as of July 2009 had 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, 2009*, all data on implementation of the six measures have been updated through 2008 and additional data have been collected on selected

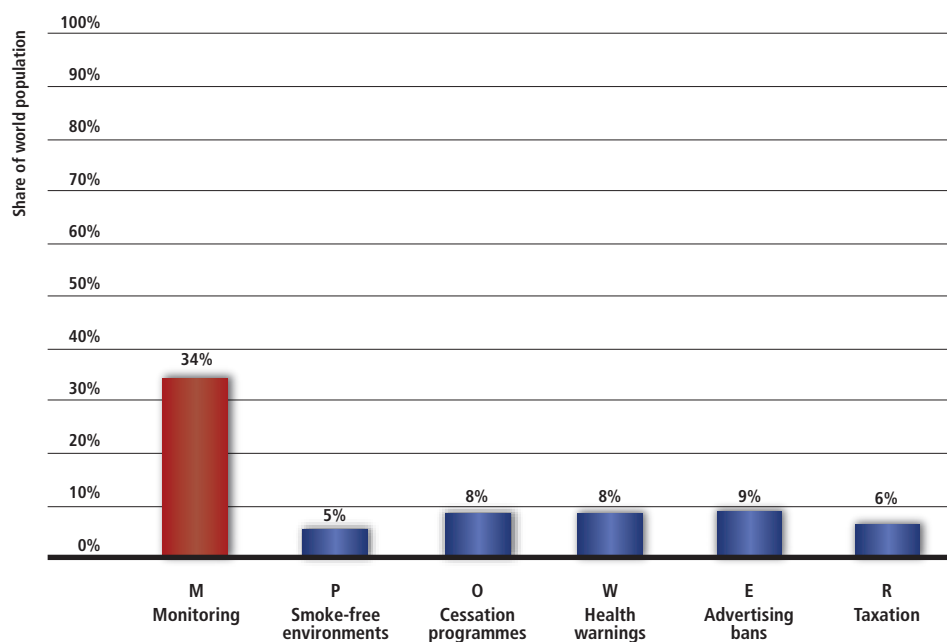
areas, as described in Technical Note I. Categories of policy achievement have been refined and, where possible, made consistent with new WHO FCTC guidelines. Last year's data have been reanalysed to be consistent with these new categories, allowing comparisons between 2007 and 2008. This year's printed report is presented in a more streamlined fashion; please see www.who.int/tobacco/mpower for all country-specific data.

This report provides a comprehensive overview of the evidence base for protecting people from the harms of second-hand tobacco smoke through legislation and enforcement. 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

154 million people, mostly in low- and middle-income countries, became newly covered by comprehensive smoke-free laws in 2008.



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



For the definitions of highest categories depicted here, please refer to Technical Note I.



analyses of smoke-free legislation were performed, allowing for a more detailed understanding of progress and future challenges in this area.

Although progress in implementing the MPOWER measures has been made, with nearly 400 million people newly covered by at least one complete measure during 2008, there is still considerable work to be done. Less than 10% of the world's population is covered by any one of the measures.

The report's focus on smoke-free legislation shows that much more progress is needed in this area. In 2008, 154 million people, mostly in middle-income countries, became newly covered by comprehensive smoke-free laws. Smoke-free policies at the subnational level are becoming increasingly common, and progress at the subnational level should continue and be encouraged alongside national progress. Of the 100 biggest

cities in the world, only 22 are completely smoke-free but progress continues – since completion of data collection for this report, three additional large cities in Brazil (Rio de Janeiro, Salvador and São Paulo) have passed comprehensive smoke-free legislation*. Cities and other subnational jurisdictions can protect their citizens even before national legislation is in place. Despite these positive signs, more than 90% of the world's population is not protected by comprehensive smoke-free policies. Further, compliance with smoke-free laws is low: only 2% of the world's population live in countries with comprehensive smoke-free laws and high levels of compliance with these laws.

Alarmingly, progress on advertising and marketing bans has stalled, with virtually no progress in 2008. Only Panama passed a new advertising ban, leaving more than 91% of the world's population without the protection afforded by a comprehensive advertising ban. Progress on increasing

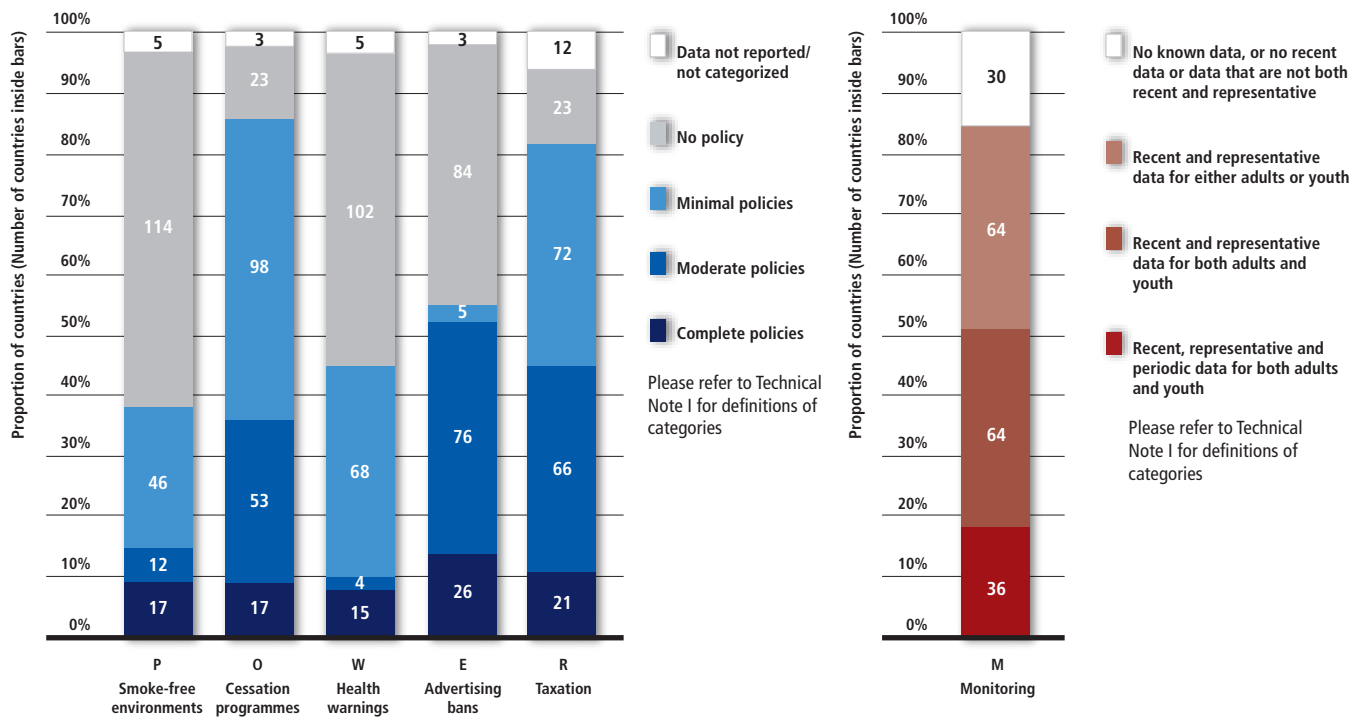
taxes is too slow – although some countries have made progress, others have slid backwards. Nearly 94% of the world's population live in a country where taxes represent less than 75% of the cigarette pack price. Increasing taxes during this time of financial hardship is universally beneficial – governments can increase their revenues, and smoking prevalence can be greatly reduced. Even with existing tax rates, tobacco control remains severely under-funded. Globally, more than 170 times as many dollars are collected through annual tobacco tax revenues as are spent each year on tobacco control.

* Please refer to Table 2.4.0 for detailed information.

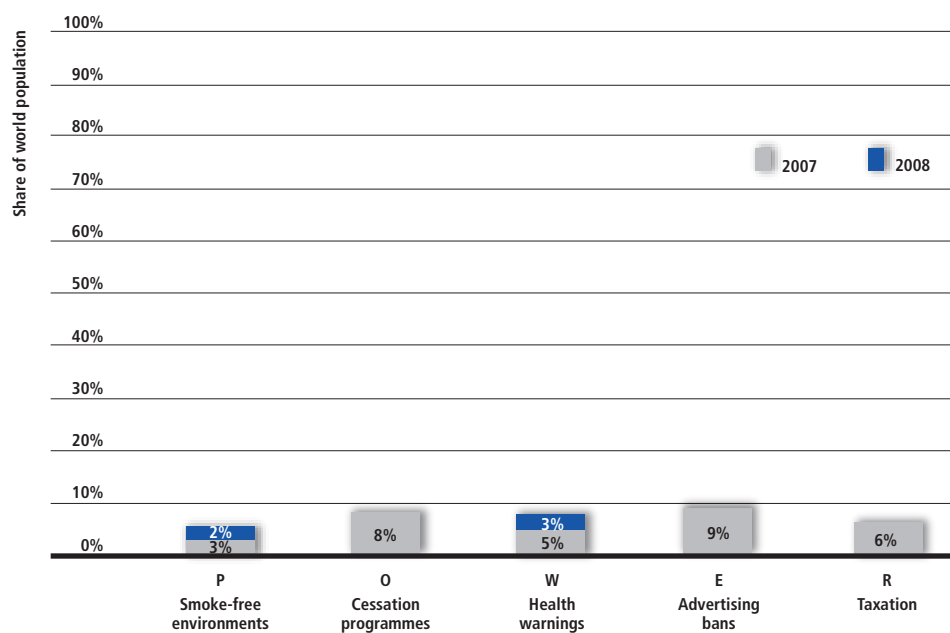
There is still considerable work to be done. Less than 10% of the world's population is covered by any one of the MPOWER measures.



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