

# THE TOBACCO ATLAS

*Perspectives from the WHO South-East Asia Region*



World Health  
Organization

REGIONAL OFFICE FOR

South-East Asia

First Edition, 2020



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# Just like mommy

Children whose parents or siblings smoke are three times more likely to smoke than children living in non-smoking households.

Visit [www.ash.org](http://www.ash.org) to learn more about smoking and health.



The Tobacco Atlas-*Perspectives from the South-East Asia Region*  
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## MESSAGE FROM THE REGIONAL DIRECTOR

The WHO South-East Asia Region is home to around 237 million adult smokers, or around one fifth of the world's smokers. It has by far the largest number of smokeless tobacco users (301 million), representing 82% of all users globally, and the world's highest prevalence of smokeless tobacco use among young people (7.3%). Besides being a major risk factors for non-communicable diseases, tobacco kills nearly 1.6 million people across the WHO South-East Asia Region every year.

As outlined in the second edition of the WHO Global Report on trends in prevalence of tobacco smoking (2000–2025), the prevalence of tobacco smoking in the Region is decreasing in almost all countries. Despite this positive trend, the Region may still not reach the target of a 30% relative reduction in tobacco use prevalence among adults by 2025. As per the report, a gap of 1.5% persists between the 2025 target prevalence and the 2025 projected prevalence of tobacco smoking among people aged  $\geq 15$  years in the Region. Thus, for the Region's countries to attain the global targets, now is the time for them to bolster their efforts and fully implement all tobacco control measures.

To that end, this tobacco atlas will prove useful. Based on available evidence and data, the atlas tracks the tobacco prevalence and implementation of tobacco control measures in each of the Region's Member States. The objective is to enable them to review progress and identify high-impact and achievable action points moving forward.

WHO will continue to support the Region's Member States in their crusade against tobacco and in achieving related time-bound goals and targets. I am confident that this document will help do that, and that Member States will be able to leverage it strategically in their ongoing fight against the tobacco epidemic.

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**Dr Poonam Khetrpal Singh**  
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**WHO South-East Asia Region**



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