



**WHO  
FCTC**

## **Tobacco Control for Sustainable Development**



**World Health  
Organization**

Regional Office for South-East Asia

# Tobacco control for sustainable development

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# Foreword



Tobacco use is the largest preventable cause of death and main risk factor for major noncommunicable diseases worldwide. Tobacco leads to more than 7.2 million deaths globally each year with many of these deaths being premature and happening in low- and middle-income countries. The WHO South-East Asia Region is home to major tobacco producing as well as consuming countries. Nearly half of all males and two in every five females in the Region consume some form of tobacco. Tobacco use culminates in devastating health, social, environmental and economic consequences. It is a major barrier to sustainable development with impacts on health, poverty, education, economic growth, gender equality, environment, finance and governance.

Tobacco control plays a key role in the 2030 Agenda for Sustainable Development which was adopted by countries at the United Nations in September 2015, marking the transition from the Millennium Development Goals to a new, unprecedented and far-reaching agenda. This comprises 17 Sustainable Development Goals (SDGs) complete with 169 targets. Tobacco control is well reflected in the new set of goals and targets, particularly enshrined in SDG 3 – which relates to ensuring healthy lives and promoting well-being for all ages – and the specific target on reducing premature mortality from noncommunicable diseases by one third by 2030 (Target 3.4).

The World Health Organization's Framework Convention on Tobacco Control (WHO FCTC) has been recognized as one of the “means of implementation” to reach the overall health goal (Target 3.a) and other SDGs. Different SDGs are intertwined and inter-related with each other in many ways. Tobacco growing, production, manufacturing, sale and consumption relate to overall development and hence have major implications in achieving different SDGs.

The theme of World No Tobacco Day 2017 is “Tobacco – a threat to development”. The countries are encouraged to protect health, reduce poverty and promote development while implementing effective tobacco control measures.

This document aims to guide Member States of the South-East Asia Region to counter the threat of tobacco to overall development using effective tobacco control through WHO FCTC implementation for achieving SDG 3 as well as other related SDGs at the country level. The document will be of use not only to the health sector but also help in achieving multisectoral coordination for tobacco control.

Dr Poonam Khetrpal Singh  
Regional Director



# List of Abbreviations

AIDS	Acquired Immuno-Deficiency Syndrome
COP	Conference of the Parties to WHO FCTC
CTRI	Central Tobacco Research Institute
CVD	cardiovascular diseases
DOTS	directly observed treatment, short course
FCTC	Framework Convention on Tobacco Control
GATS	Global Adult Tobacco Survey
GDP	gross domestic product
GYTS	Global Youth Tobacco Survey
HIV	human immunodeficiency virus
ICSID	International Centre for Settlement of Investment Disputes
LBW	low birth weight
LMICs	low- and middle-income countries
MDGs	Millennium Development Goals
MPOWER	package of six policy measures to reduce demand of tobacco
NCDs	noncommunicable diseases
PMI	Phillip Morris International
SDGs	Sustainable Development Goals
SEAR	South-East Asia Region
SHS	second hand smoke

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