



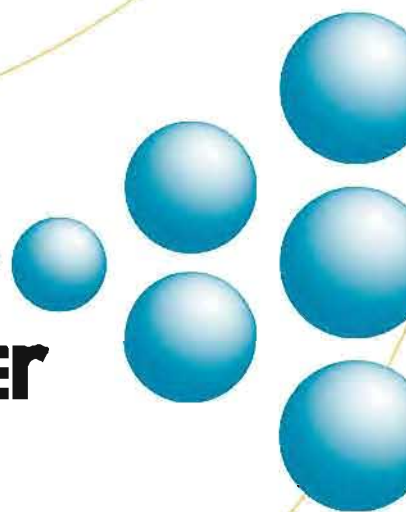
**World Health
Organization**

WHO REPORT ON THE GLOBAL TOBACCO EPIDEMIC, 2013

**Enforcing bans on tobacco advertising,
promotion and sponsorship**

fresh and alive

mpower



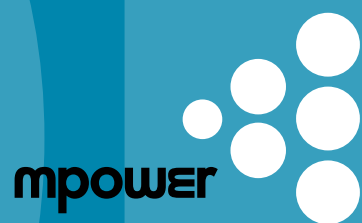
Includes a special section on five years of progress

**Tobacco companies spend
tens of billions of dollars
each year on tobacco
advertising, promotion
and sponsorship.**

**One third of youth
experimentation with tobacco
occurs as a result of exposure
to tobacco advertising,
promotion and sponsorship.**

Complete bans on tobacco advertising, promotion and sponsorship decrease tobacco use.

WHO Report on the Global Tobacco Epidemic, 2013: Enforcing bans on tobacco advertising, promotion and sponsorship is the fourth in a series of WHO reports that tracks the status of the tobacco epidemic and the impact of interventions implemented to stop it.



- M**onitor Monitor tobacco use and prevention policies
- P**rotect Protect people from tobacco smoke
- O**ffer Offer help to quit tobacco use
- W**arn Warn about the dangers of tobacco
- E**nforce Enforce bans on tobacco advertising, promotion and sponsorship
- R**aise Raise taxes on tobacco

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WHO REPORT ON THE GLOBAL TOBACCO EPIDEMIC, 2013

Enforcing bans on tobacco advertising, promotion and sponsorship

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ABBREVIATIONS

AFR	WHO African Region
AMR	WHO Region of the Americas
CDC	Centers for Disease Control and Prevention
COP	Conference of the Parties to the WHO FCTC
EMR	WHO Eastern Mediterranean Region
EUR	WHO European Region
NRT	nicotine replacement therapy
SEAR	WHO South-East Asia Region
STEPS	WHO's STEPwise approach to Surveillance
US\$	United States dollar
WHO	World Health Organization
WHO FCTC	WHO Framework Convention on Tobacco Control
WPR	WHO Western Pacific Region

Appendices VI to XII are available online at <http://www.who.int/tobacco>



**Globally, the population covered
by at least one effective tobacco control measure
has more than doubled.**

**We have the tools and we have the will.
Millions of lives stand to be saved –
we must act together and we must act now.**

Dr Oleg Chestnov, Assistant Director-General, World Health Organization

ONE THIRD OF THE WORLD'S POPULATION - 2.3 BILLION PEOPLE - ARE NOW COVERED BY AT LEAST ONE EFFECTIVE TOBACCO CONTROL MEASURE

AN ADDITIONAL 3 BILLION PEOPLE ARE COVERED BY A HARD-HITTING NATIONAL MASS MEDIA CAMPAIGN

When WHO's Member States adopted the WHO Framework Convention on Tobacco Control (WHO FCTC) in 2003, the promise of giving governments real power to combat the deadly effects of tobacco consumption was realized. Ten years later, the tremendous growth in the number of people covered by tobacco control measures is testament to the strength and success of the WHO Framework Convention, and the will of governments to protect their citizens.

This report, WHO's fourth in the series, provides a country-level examination of the global tobacco epidemic and identifies countries that have applied selected measures for reducing tobacco use. Five years ago, WHO introduced the MPOWER measures as a practical, cost-effective way to scale up implementation of specific provisions of the WHO FCTC on the ground. Since then, globally the population covered by at least one effective tobacco control measure has more than doubled from 1 billion to 2.3 billion. This comprises more than a third of the world's population. Mass media campaigns have been shown in 37 countries, covering an additional 3 billion people. As part of a comprehensive tobacco control programme, these measures will, without doubt, save lives.

Advancement such as this is possible because countries, regardless of size or income, are committed to taking the steps necessary to reduce tobacco use and tobacco-related illnesses.

This report focuses on enforcing bans on tobacco advertising, promotion and sponsorship (TAPS). TAPS bans are one of the most powerful tools that countries can put in place to protect their populations. In the past two years, impressive progress has been made. The population covered by a TAPS ban has more than doubled, increasing by almost 400 million people. Demonstrating that such measures are not limited to high-income countries, 99% of the people newly covered live in low- and middle-income countries.

However, the report also serves to show us where there is still work to be done. Only 10% of the world's population is covered by a complete TAPS ban. The tobacco industry spares no expense when it comes to marketing their products – estimates indicate that it spends tens of billions of dollars each year on advertising, marketing and promotion. This is an industry eager to target women and children, and to forward their broad, overt ambition to open new markets in developing countries.

Countries that have implemented TAPS bans have demonstrably and assuredly saved lives. These countries can be held up as models of action for the many countries that need to do more to protect their people from the harms of tobacco use. With populations ageing and noncommunicable diseases (NCDs) on the rise, tackling a huge and entirely preventable cause of disease and death becomes all the more imperative. The global community has embraced this reality, as reflected by the Political Declaration of the High-level Meeting of the United Nations General Assembly on the Prevention and Control of Noncommunicable Diseases, in which heads of state and government acknowledged that NCDs constitute one of the major challenges to development in the 21st century.

NCDs – primarily cancers, diabetes and cardiovascular and chronic lung diseases – account for 63% of all deaths worldwide, killing an astounding 36 million people each year. The vast majority (86%) of premature deaths from NCDs occur in developing countries. Tobacco use is one of the biggest

contributing agents and therefore tobacco control must continue to be given the high priority it deserves.

In May 2013, the World Health Assembly adopted the WHO global action plan for the prevention and control of noncommunicable diseases 2013–2020, in which reducing tobacco use is identified as one of the critical elements of effective NCD control. The global action plan comprises a set of actions which – when performed collectively by Member States, WHO and international partners – will set the world on a new course to achieve nine globally agreed targets for NCDs; these include a reduction in premature mortality from NCDs by 25% in 2025 and a 30% relative reduction in prevalence of current tobacco use in persons aged 15 years and older.

Since 2010, 18 new countries have implemented at least one effective tobacco control measure at the highest level. There are now 92 countries that have achieved this commendable goal, which puts them on track to achieve the adopted target on time. With the support of WHO and our intergovernmental and civil society partners, countries will continue to use a whole-of-government approach to scale up the evidence-based tobacco control measures that we know save lives, leading to full implementation of the WHO FCTC.

Dr Margaret Chan, Director-General of WHO, has been a tireless champion of tobacco control and has been forthright in speaking against the tobacco industry, which continues to profit from its deadly products. This and future editions of this report are key components of the global tobacco control fight, measuring how much has been achieved and identifying places where more work must be done. We have the tools and we have the will. Millions of lives stand to be saved – we must act together and we must act now.



Dr Oleg Chestnov

Summary

The WHO Framework Convention on Tobacco Control (WHO FCTC) recognizes the substantial harm caused by tobacco use and the critical need to prevent it. Tobacco kills approximately 6 million people and causes more than half a trillion dollars of economic damage each year. Tobacco will kill as many as 1 billion people this century if the WHO FCTC is not implemented rapidly.

Although tobacco use continues to be the leading global cause of preventable death, there are proven, cost-effective means to combat this deadly epidemic. In 2008, WHO identified six evidence-based tobacco control measures that are the most effective in reducing tobacco use. Known as “MPOWER”, these measures correspond to one or more of the demand

reduction provisions included in the WHO FCTC: Monitor tobacco use and prevention policies, Protect people from tobacco smoke, Offer help to quit tobacco use, Warn people about the dangers of tobacco, Enforce bans on tobacco advertising, promotion and sponsorship, and Raise taxes on tobacco. These measures provide countries with practical assistance to reduce demand for tobacco in line with the WHO FCTC, thereby reducing related illness, disability and death. The continued success in global tobacco control is detailed in this year’s *WHO Report on the Global Tobacco Epidemic, 2013*, the fourth in a series of WHO reports. Country-specific data are updated and aggregated in the report.

To ensure ongoing improvement in data analysis and reporting, the various levels of achievement in the MPOWER measures have been refined and, to the extent possible, made consistent with updated WHO FCTC guidelines. Data from earlier reports have also been reanalysed so that they better reflect these new definitions and allow for more direct comparisons of the data across years. As in past years, a streamlined summary version of this year’s report has been printed, with online-only publication of more detailed country-specific data (<http://www.who.int/tobacco>).

There continues to be substantial progress in many countries. More than 2.3 billion people living in 92 countries – a third of the world’s

More than 2.3 billion people are now covered by at least one of the MPOWER measures at the highest level of achievement.

population – are now covered by at least one measure at the highest level of achievement (not including Monitoring, which is assessed separately). This represents an increase of nearly 1.3 billion people (and 48 countries) in the past five years since the first report was released, with gains in all areas. Nearly 1 billion people living in 39 countries are now covered by two or more measures at the highest level, an increase of about 480 million people (and 26 countries) since 2007.

In 2007, no country protected its population with all five or even four of the measures. Today, one country, Turkey, now protects its entire population of 75 million people with all MPOWER measures at the highest level.

Three countries with 278 million people have put in place four measures at the highest level. All four of these countries are low- or middle-income.

Most of the progress in establishing the MPOWER measures over the past five years since the first report was launched, has been achieved in low- and middle-income countries and in countries with relatively small populations. More high-income and high-population countries need to take similar actions to fully cover their people by completely establishing these measures at the highest achievement level.

This year’s report focuses on complete bans on tobacco advertising, promotion and sponsorship (TAPS), which is a highly effective way to reduce or eliminate exposure to cues for tobacco use. The report provides a comprehensive overview of the evidence base for establishing TAPS bans, as well as country-specific information on the status of complete bans and bans on individual TAPS components.

While there has been a steady increase in the number of countries that have established a complete TAPS ban and the number of people worldwide protected by this type of ban, this measure has yet to be widely adopted. Only 24 countries (with

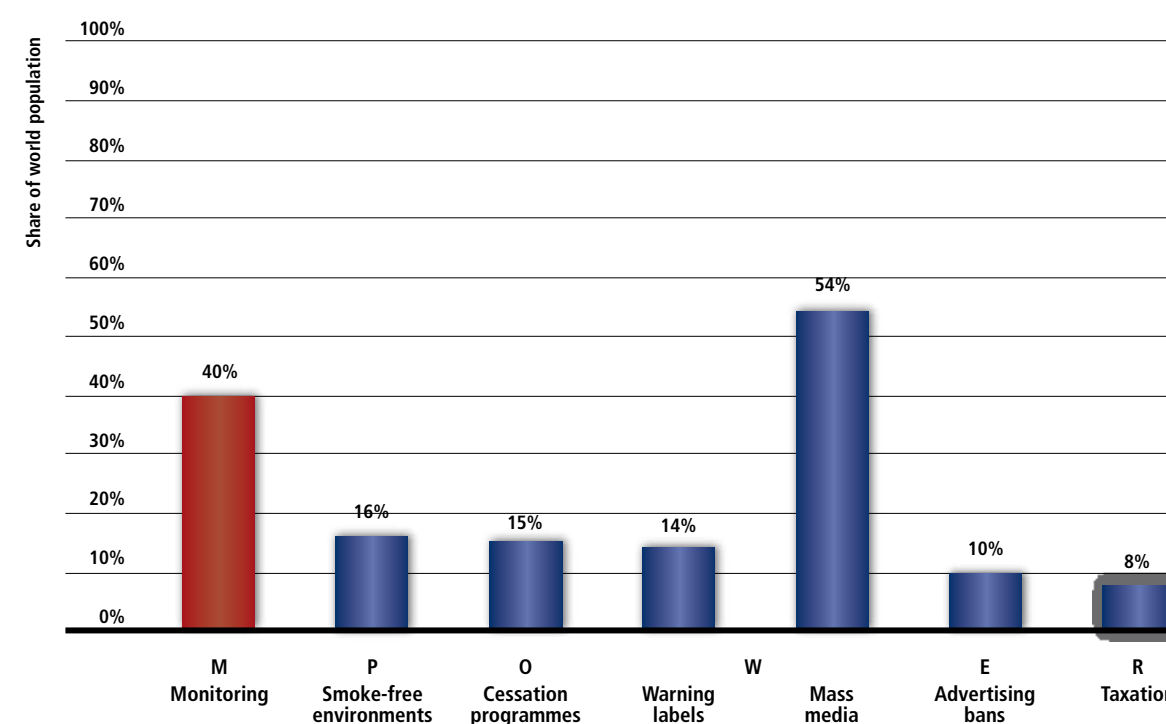


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https://www.yunbaogao.cn/report/index/report?reportId=5_28131



SHARE OF THE WORLD POPULATION COVERED BY SELECTED TOBACCO CONTROL POLICIES, 2012



Note: The tobacco control policies depicted here correspond to the highest level of achievement at the national level; for the definitions of these highest categories refer to Technical Note I.