



World Health Organization

Building blocks for

TOBACCO CONTROL

A handbook

Tools for
advancing
tobacco
control in the
21st century



Building blocks for tobacco control

A handbook

WHO Library Cataloguing-in-Publication Data

WHO Tobacco Free Initiative.
Building blocks for tobacco control : a handbook.

(Tools for advancing tobacco control in the 21st century)

1. Smoking – prevention and control. 2. Tobacco – adverse effects 3. Tobacco industry – legislation 4. National health programs – organization and administration 5. Manuals I. Title.

ISBN 92 4 154658 1

(LC/NLM classification: HV 5763)

© World Health Organization 2004

All rights reserved. Publications of the World Health Organization can be obtained from Marketing and Dissemination, World Health Organization, 20 Avenue Appia, 1211 Geneva 27, Switzerland (tel: +41 22 791 2476; fax: +41 22 791 4857; e-mail: bookorders@who.int). Requests for permission to reproduce or translate WHO publications – whether for sale or for noncommercial distribution – should be addressed to Publications, at the above address (fax: +41 22 791 4806; e-mail: permissions@who.int).

The designations employed and the presentation of the material in this publication do not imply the expression of any opinion whatsoever on the part of the World Health Organization concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. Dotted lines on maps represent approximate border lines for which there may not yet be full agreement.

The mention of specific companies or of certain manufacturers' products does not imply that they are endorsed or recommended by the World Health Organization in preference to others of a similar nature that are not mentioned. Errors and omissions excepted, the names of proprietary products are distinguished by initial capital letters.

The World Health Organization does not warrant that the information contained in this publication is complete and correct and shall not be liable for any damages incurred as a result of its use.

This publication contains the collective views of an international group of experts and does not necessarily represent the decisions or the stated policy of the World Health Organization.

Design, layout and editing assistance by Inís – www.inis.ie

Printed in France

Contents

Abbreviations	vii
Acknowledgements	ix
Foreword	xiii
Executive summary	xv
Overview	xvi
Summaries of the chapters	xvii
Introduction	xxiii
The problem	xxiv
National capacity-building	xxiv

PART I:

SETTING THE THEORETICAL FOUNDATION FOR TOBACCO CONTROL

1. Tobacco as a risk factor: health, social and economic costs	3
Disease burden	4
Tobacco consumption	6
The social and economic costs of tobacco use	10
2. The tobacco industry	15
Introduction	16
Global expansion of TTCs – bringing the tobacco epidemic to the developing world	26
Political and economic changes as incentives for expansion	27
Establishing new markets – industry strategies in selected countries	27
Conclusion	28
3. Tobacco control interventions: the scientific basis	33
Impact of interventions on smoking initiation and cessation	36
Cost effectiveness of various tobacco control interventions	37
Benefits of tobacco control	38
Conclusion	40

4. The WHO Framework Convention on Tobacco Control (WHO FCTC): the political solution	41
Globalization and international law	42
The WHO FCTC and the globalization of the tobacco epidemic	43
The WHO FCTC process and the lessons learned	44
Post-adoption phase of the WHO FCTC process	52
Conclusion	53

PART II:

PUTTING THEORY INTO PRACTICE

5. Developing a national plan of action	59
Finding the architects of the plan: establishing a national coordinating mechanism	60
Determining needs and resources: conducting a situation analysis	64
Setting the strategic direction	66
Developing the blueprint for action: drafting the national plan	67
Ensuring legitimacy: official adoption of the national plan of action	69
Launching the national plan of action	69
Considerations	69
Critical issues to consider when developing a plan of action	70
6. Establishing an effective infrastructure for national tobacco control programmes	75
Overview	76
National coordination of the NTCP	77
7. Training and education	89
Introduction	90
Know the country: links between needs assessment and decisions on training and education	91
Annex 1: Workshops	111
8. Communication and public awareness to build critical mass	113
Introduction	114
The first step: plan and strategize	116
The second step: select channels and materials	120
The third step: develop and pretest the messages and materials	126
The fourth step: implement the programme efficiently	128
The fifth step: assess effectiveness	130
Measuring change	132
Finally, plan for continuity	133
Campaigning for tobacco control	134

9. Working with the media	137
Using media innovatively	142
Creating materials for the media	145
Finally, the media as a stakeholder in tobacco control	147
Annex 1: Media release	149
Annex 2: Letter to the editor	150
10. Programming selected tobacco control activities	151
Introduction	152
Prevention	153
Cessation	155
Protection	157
High-risk populations	159
Community mobilization	160
11. Legislative and regulatory measures	167
The WHO introductory guide to tobacco control legislation	168
Legislative measures on tobacco control	169
Influencing legislators	169
Tools and strategies to implement and enforce legislation	171
Harnessing international legislative experience	175
Conclusion	176
12. Exploring economic measures and funding initiatives	179
Introduction	180
Evidence on tobacco price and consumption	180
Using economic measures to control tobacco use	182
Funding initiatives for tobacco control	196
Conclusion	198
13. Countering the tobacco industry	199
Introduction	200
The first step towards countering the industry – know it well	200
Other approaches to countering the tobacco industry	200
The WHO FCTC: international help for nations to counter the tobacco industry	209
Summary	209
Annex 1: Accessing and searching internal tobacco industry documents	212
14. Forming effective partnerships	217
Role of NGOs	218
What NGOs can do	220
The structure of the tobacco control movement	222
15. Monitoring, surveillance, evaluation and reporting	227
Introduction and definitions	228
Surveillance	228

Monitoring.....	240
Surveillance and evaluation management	249
Annex 1: STEPS instrument for NCD risk factors	252
Annex 2: Question-by-question instruction guide for tobacco section	264
16. Research and exchange of information	267
Introduction	268
From hypothesis to policy	268
Research and information exchange for tobacco control and the WHO FCTC	270
Challenges to effective tobacco control research.....	276
Research for advocacy	278
Understanding the mechanisms for information exchange.....	279
Communicating the evidence for tobacco control	284
Conclusion	285

预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/report?reportId=5_30069

