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WHO REPORT ON THE GLOBAL TOBACCO EPIDEMIC, 2011

Warning about the dangers of tobacco

fresh and alive

mpower



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**Dr Douglas Bettcher**

**Director Tobacco Free Initiative**

**7<sup>th</sup> July, 2011**

**Montevideo, Uruguay**

Launch of the *WHO Report on the Global Tobacco Epidemic, 2011*  
7 July 2011 – Montevideo, Uruguay

**Most tobacco users are unaware of the harms caused by tobacco use.**

**Up to half of all tobacco users will die from a tobacco-related disease.**

**Large graphic health warning labels on tobacco packaging and hard-hitting mass media campaigns reduce tobacco use.**



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# WHO Framework Convention on Tobacco Control

First treaty negotiated by WHO

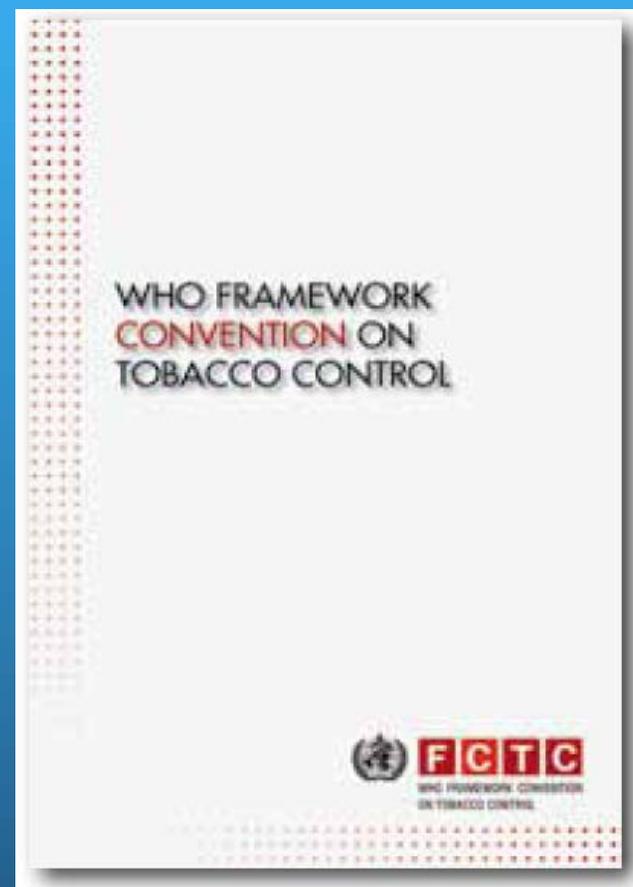
Entry into force in 2005

174 Parties, covering about 87% of the world's population

38 articles

4 guidelines

2 protocols currently negotiated



# The six MPOWER measures can counter the tobacco epidemic and reduce its deadly toll



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## Article 11 of the WHO FCTC – Packaging and labelling of tobacco products

### Article 11 requirements for health warnings:

- be approved by the competent national authority;
  - should cover 50% or more of the principal pack display areas, but should be no less than 30%;
  - be large, clear, visible and legible;
  - be rotated periodically;
  - display information on relevant constituents and emissions of tobacco products as defined by national authorities;
  - appear in the principal language(s) of the country
- Packs not use misleading terms like “light” and “mild”;



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## **Article 12 of the WHO FCTC – Education, communication, training and public awareness**

Article 12 requires Parties to provide the public with widely accessible and comprehensive information on the addictiveness of tobacco and the risks and harms of tobacco consumption and exposure to tobacco smoke, as well as the adverse health, economic and environmental consequences of tobacco production.

Parties are also required to give the public access to a wide range of information on the tobacco industry.

# Tobacco industry arguments against effective warning labels can be countered

The tobacco industry makes various false claims to counteract effective warning labels:

- people already know the risks of tobacco use
- there is no evidence that pictorial warnings work
- large, graphic health warnings violate tobacco company trademark and intellectual property rights
- mandating warnings is too expensive
- more time is needed to implement warnings
- graphic warnings demonize tobacco users

**These false claims have often been used to attempt to block health warning legislation, but these spurious arguments can be countered with facts about the effectiveness and legality of warning labels.**



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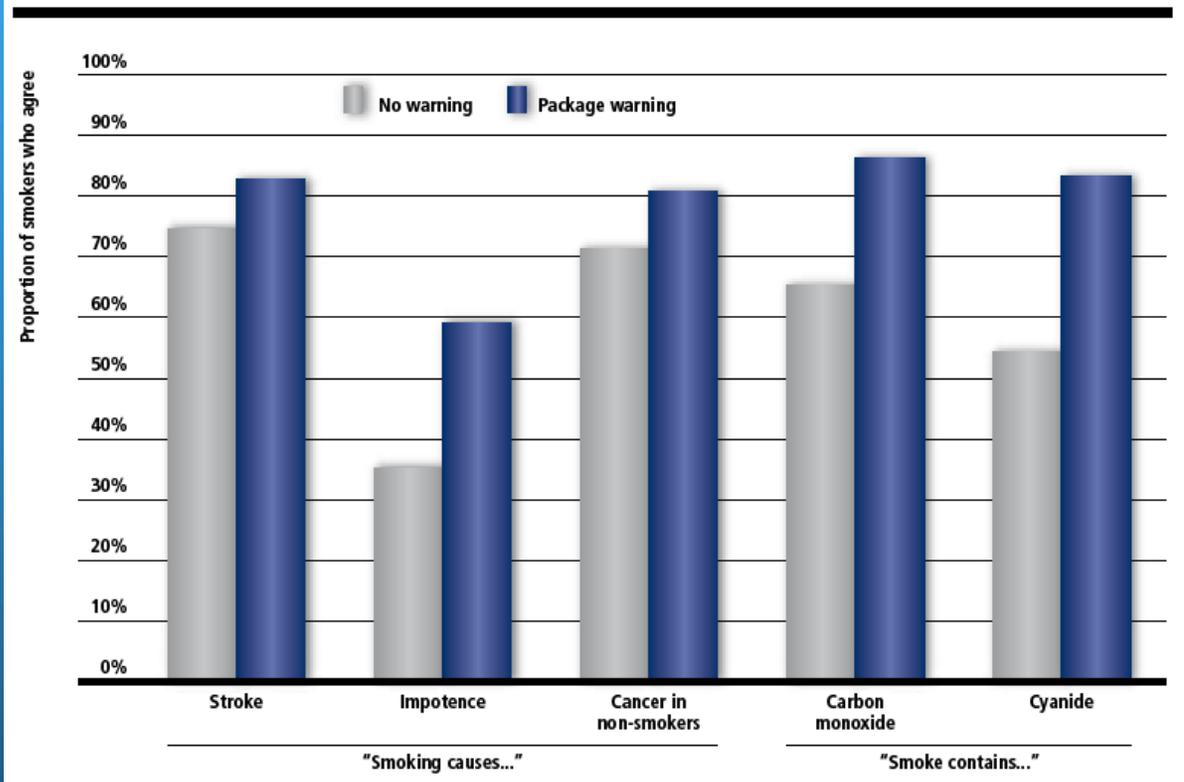
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# Warn about the dangers of tobacco

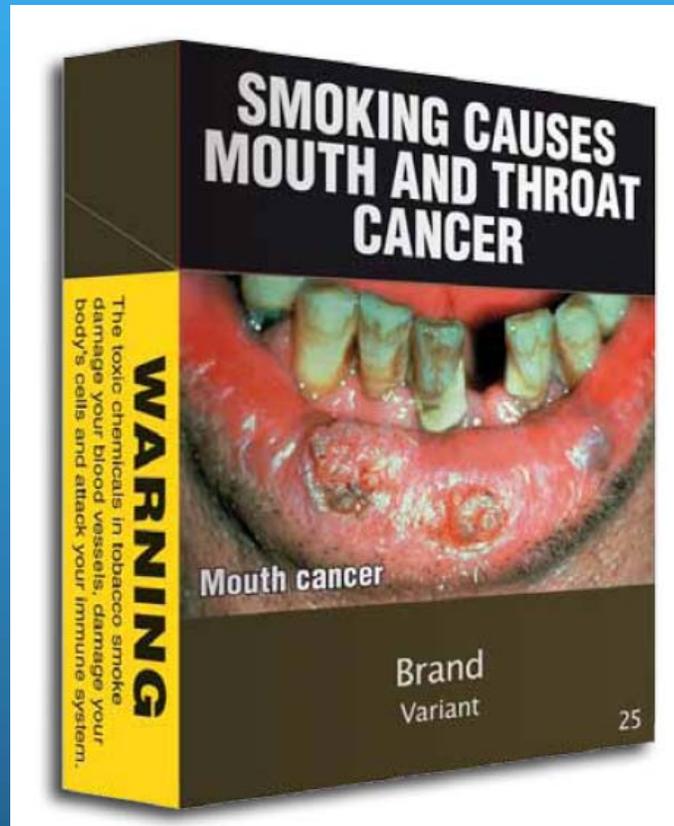
## – Health warnings on tobacco products

People have a right to accurate information about the harms of tobacco use.

KNOWLEDGE ABOUT THE HARMS OF TOBACCO IS HIGHER IN COUNTRIES WITH TOBACCO PACKAGE WARNINGS



# Best practice warning labels at the global level: Australia



Government's proposed design for plain packaging of tobacco products



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# Best practice warning labels at the global level: Uruguay



80% graphic warning on front and back of the package



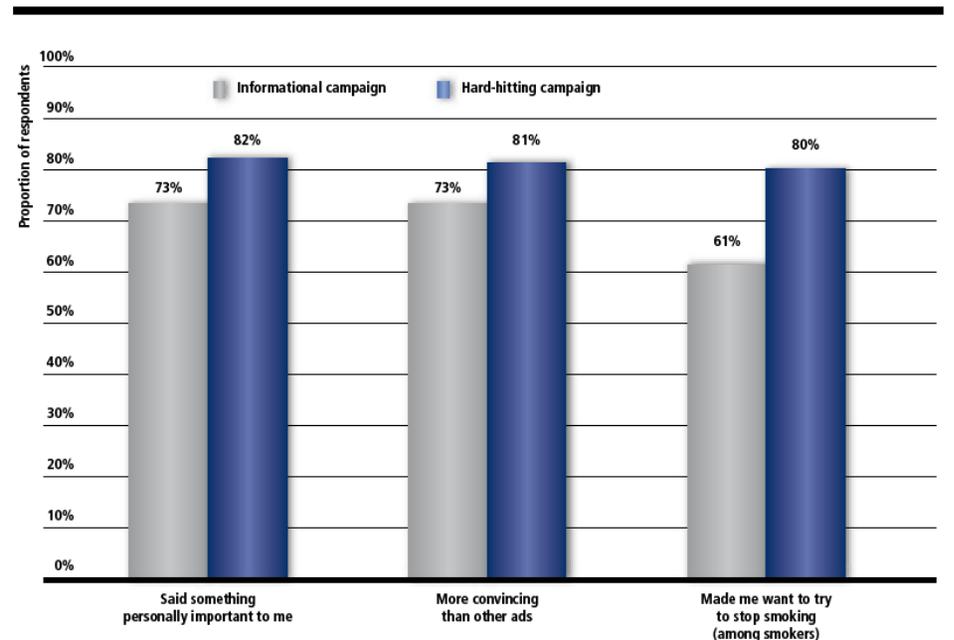
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# Warn about the dangers of tobacco

## - Anti-tobacco mass media campaigns

HARD-HITTING ANTI-TOBACCO CAMPAIGNS ARE MORE EFFECTIVE THAN INFORMATIONAL CAMPAIGNS IN SÃO PAULO, BRAZIL



Campaigns using graphic images of illness and showing people suffering or dying demonstrate the harm caused by tobacco use, and are especially effective in convincing users to quit.

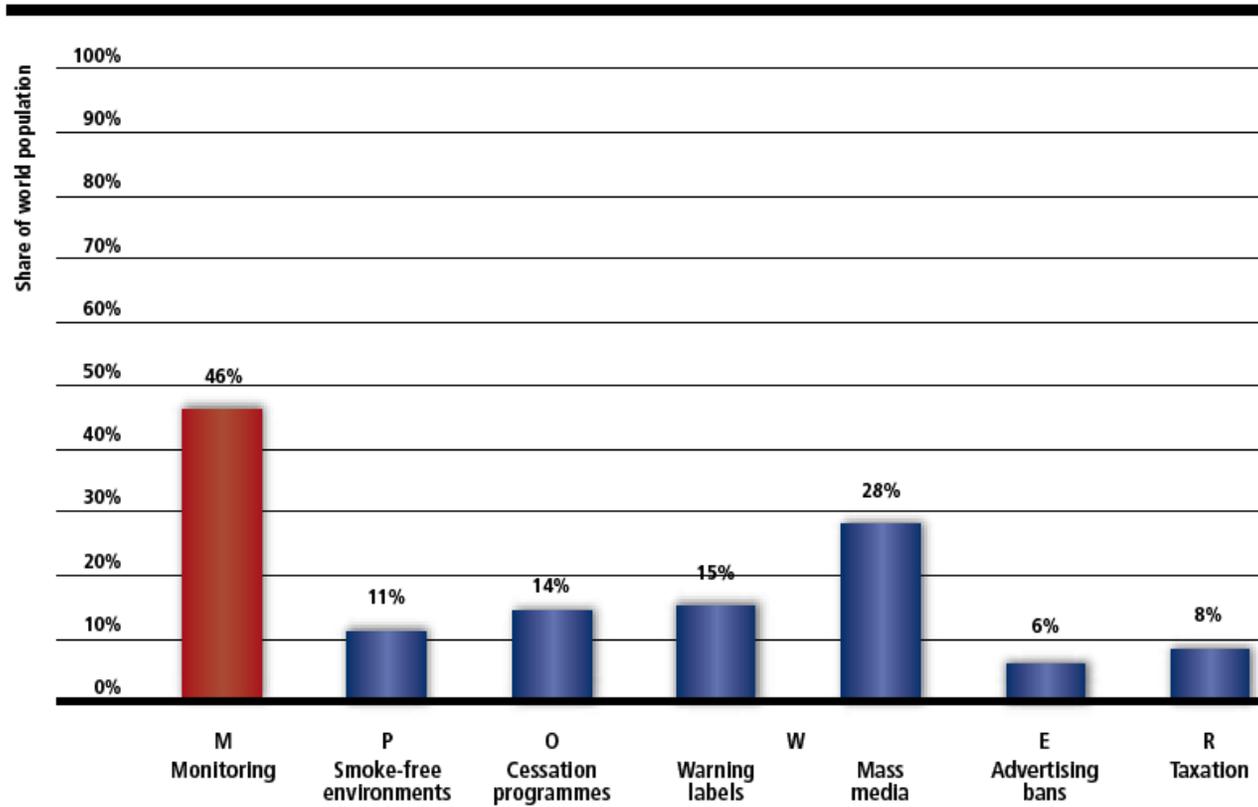


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# Implementation of effective measures continues to gain momentum

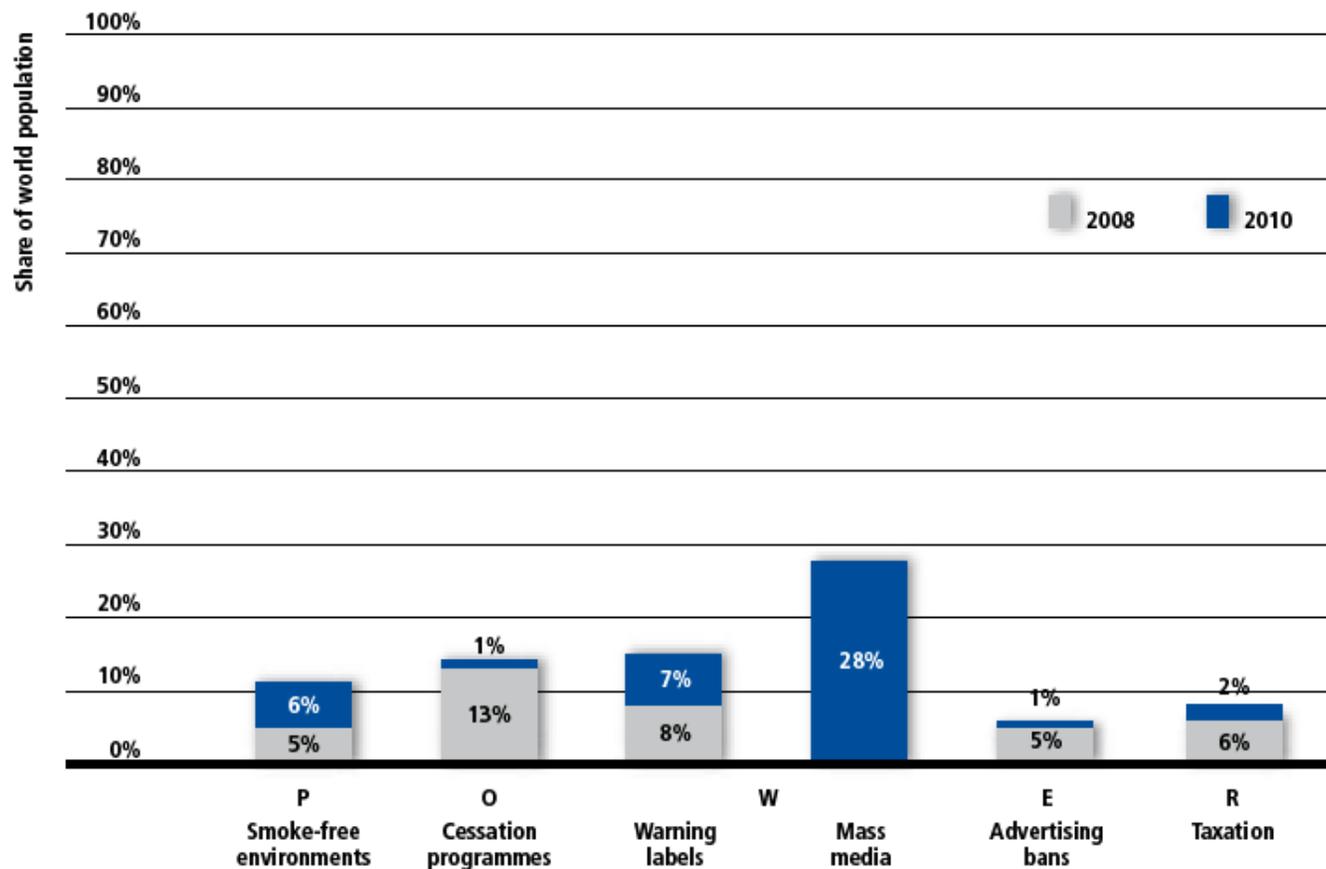
SHARE OF THE WORLD POPULATION COVERED BY SELECTED TOBACCO CONTROL POLICIES, 2010



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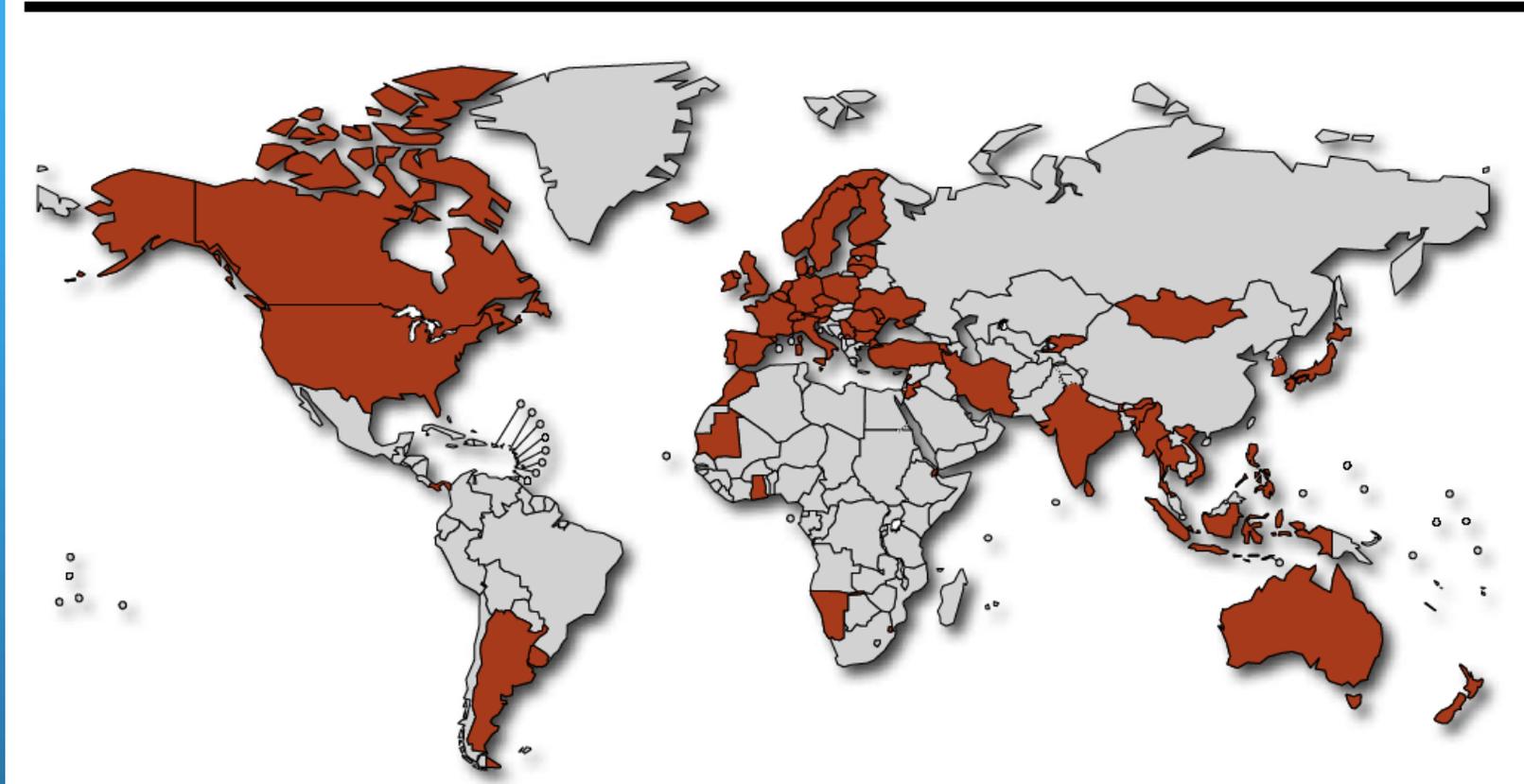
## INCREASE IN THE SHARE OF THE WORLD POPULATION COVERED BY SELECTED TOBACCO CONTROL POLICIES SINCE 2008



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## MONITOR THE PREVALENCE OF TOBACCO USE – HIGHEST ACHIEVING COUNTRIES, 2010



**59 countries (almost half of the world's population) have recent and representative data for both adults and youth and collect data on a periodic basis (i.e. at intervals of five years or less)**



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## SMOKE-FREE ENVIRONMENTS – HIGHEST ACHIEVING COUNTRIES, 2010



**16 countries and 385 million people are newly protected from tobacco smoke since 2008 (6% of the world's population).**

**Today 31 countries have complete smoke-free legislation (739 million people (11% of the world's population)).**



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## TOBACCO DEPENDENCE TREATMENT – HIGHEST ACHIEVING COUNTRIES, 2010



**Only one country (Turkey) has improved its cessation services to meet best-practice (1% of the world's population)**  
**Today, 19 countries offer comprehensive help to quit smoking, covering 14% of the world's population.**

HEALTH WARNING LABELS ABOUT THE DANGERS OF TOBACCO – HIGHEST ACHIEVING COUNTRIES, 2010



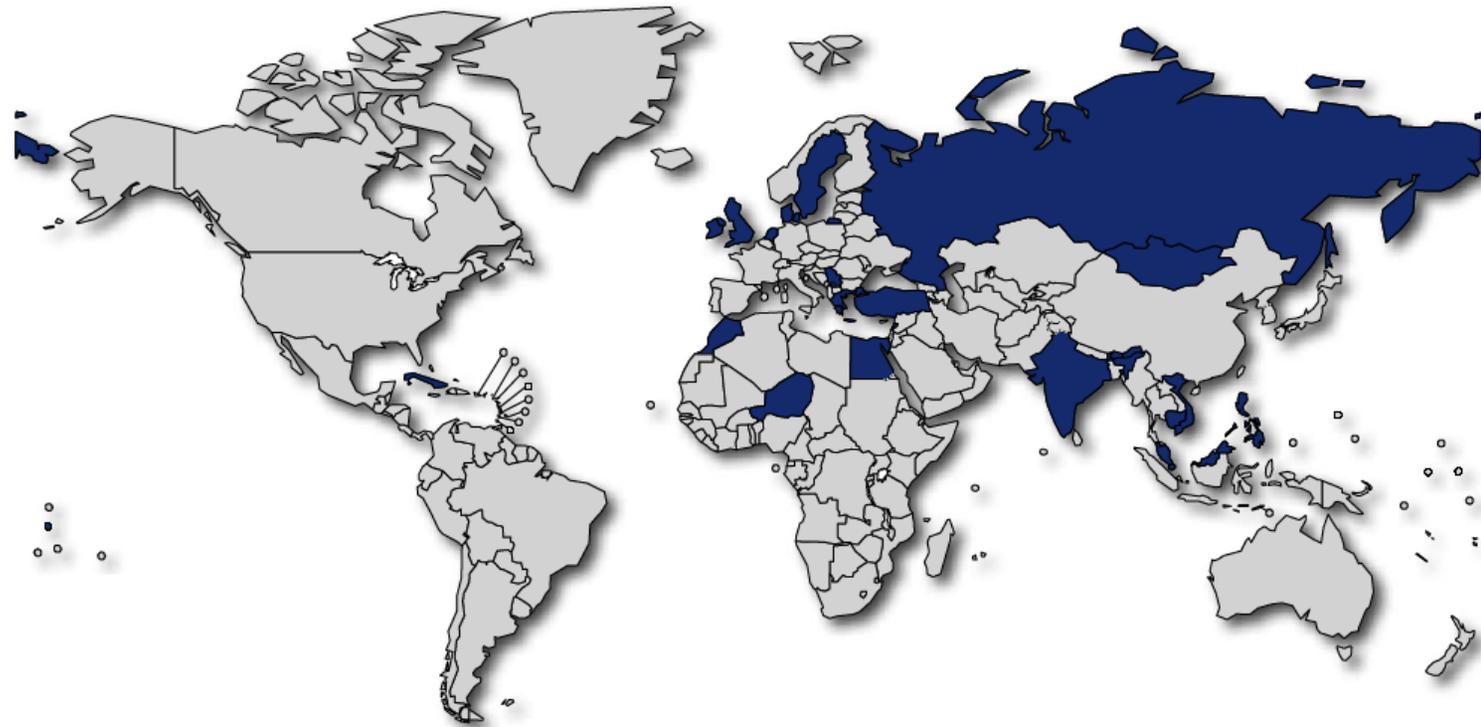
**3 countries (Mexico, Peru and USA) and 458 million people are newly covered (7% of the world's population)**  
**19 countries have strong graphic pack warning labels, covering 15% of the world's population.**



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## ANTI-TOBACCO MASS MEDIA CAMPAIGNS – HIGHEST ACHIEVING COUNTRIES, 2010



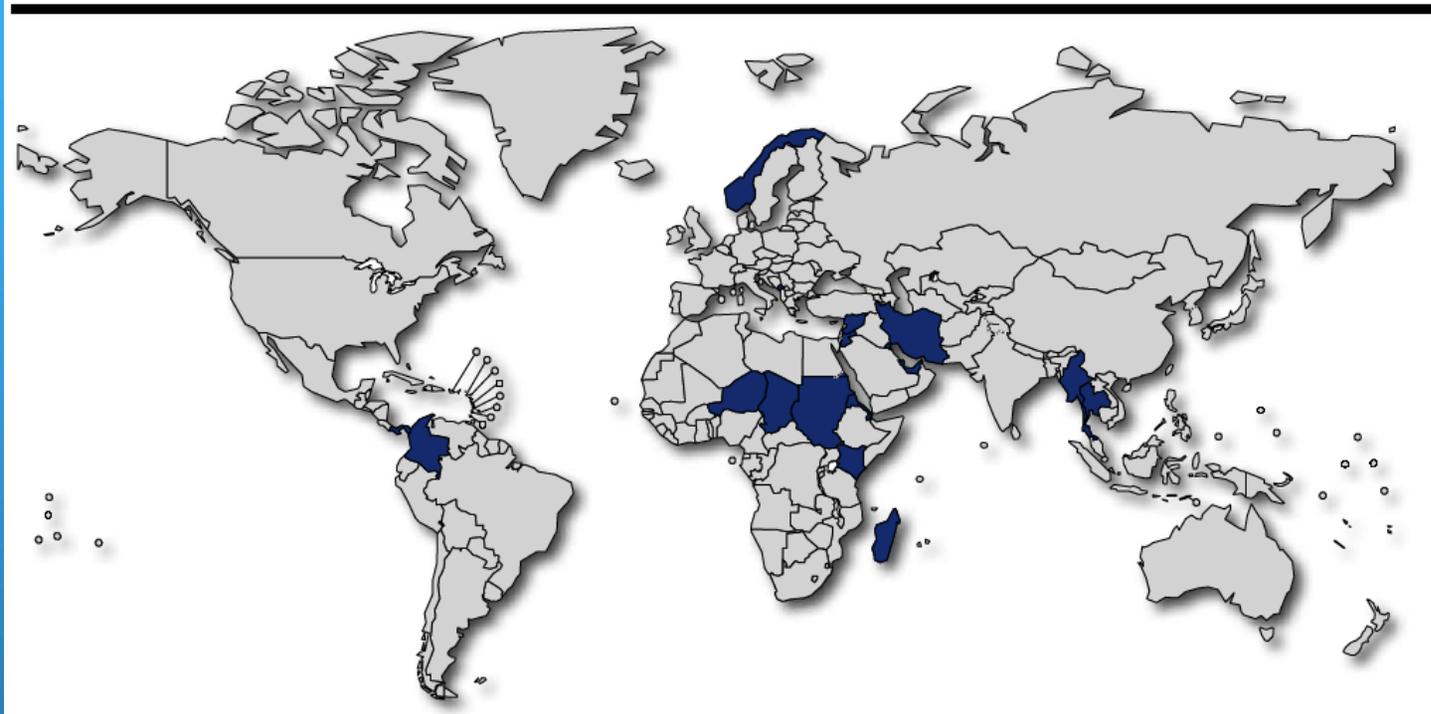
**23 countries have conducted anti-tobacco mass media campaigns at the highest level of achievement, covering 28% of the world's population.**



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ENFORCE BANS ON TOBACCO ADVERTISING, PROMOTION AND SPONSORSHIP – HIGHEST ACHIEVING COUNTRIES, 2010



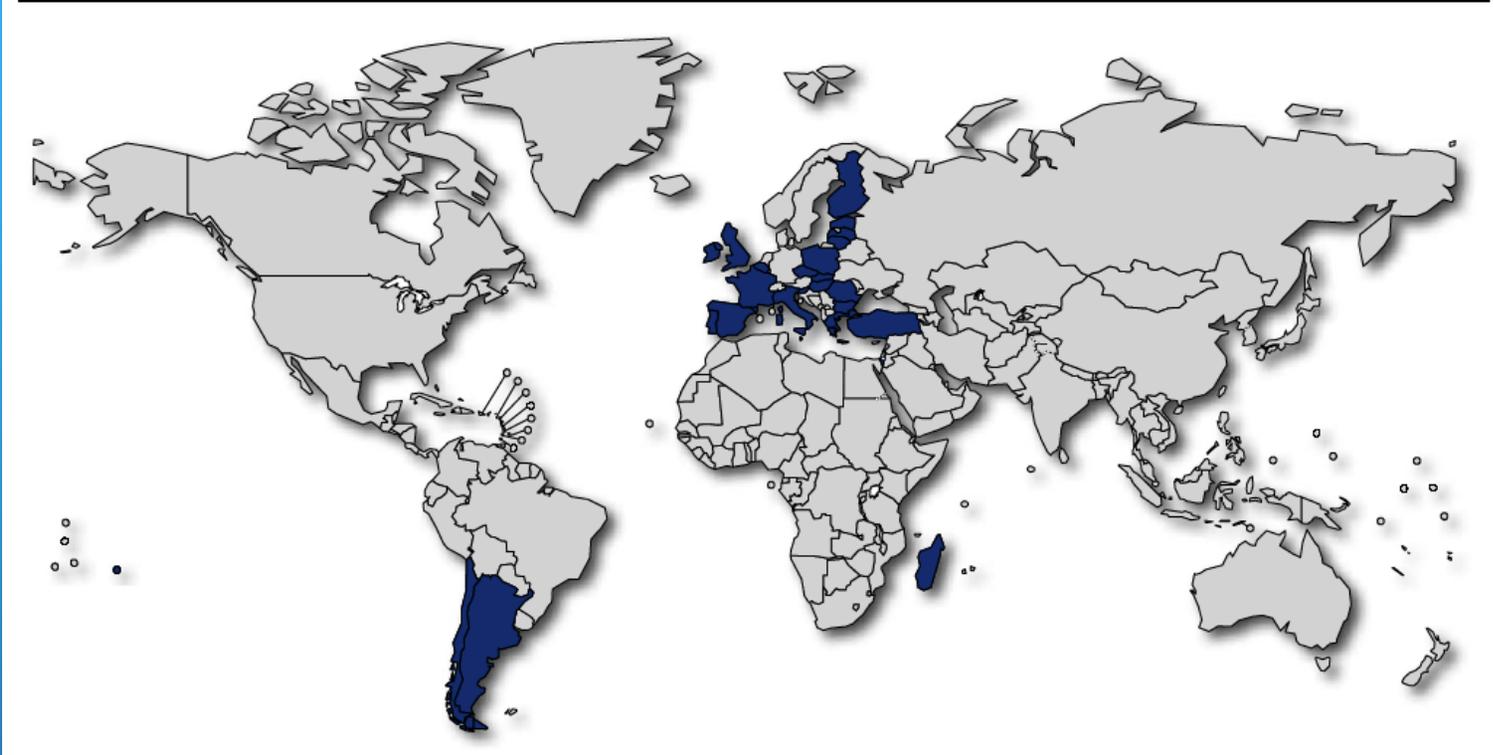
**3 countries (Chad, Colombia and Syrian Arab Republic) and 80 million people are newly covered (1% of the world's population)  
19 countries completely ban all forms of tobacco advertising, promotion and sponsorship, covering 6% of the world's population.**



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## RAISE TAXES ON TOBACCO – HIGHEST ACHIEVING COUNTRIES AND TERRITORIES, 2010



**12 countries covering 258 million people raised taxes above 75%  
( 2% of the world's population)  
27 countries levy taxes at this level, covering 8% of the world's  
population.**

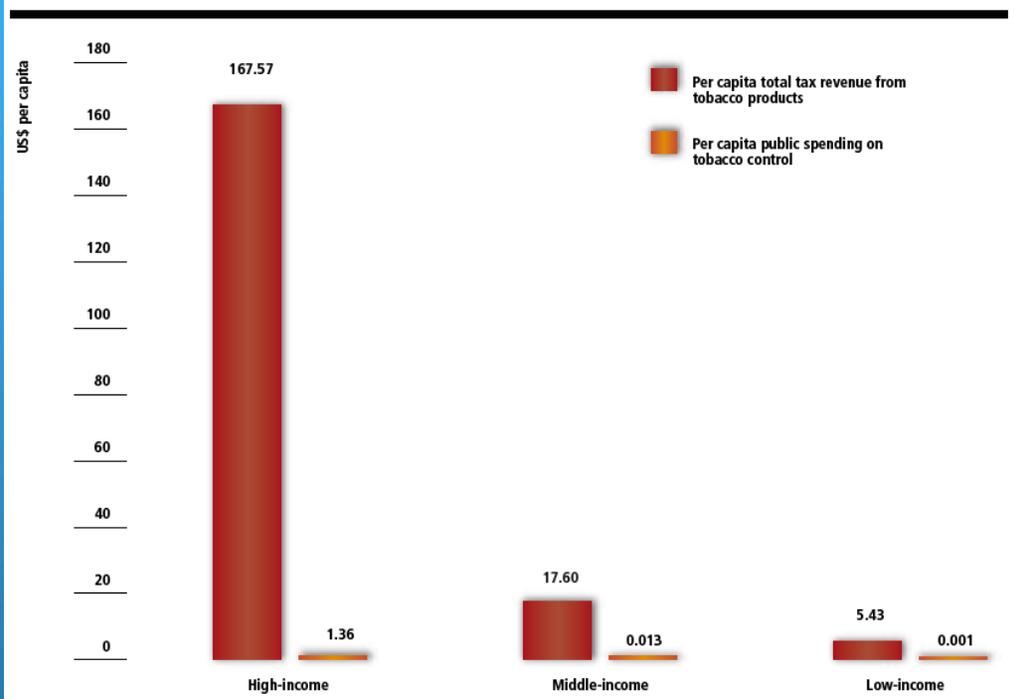


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# Tobacco Control is underfunded

TOBACCO CONTROL IS UNDERFUNDED



Governments collect nearly US\$ 133 billion in tobacco excise tax revenues each year, but spend less than US\$ 1 billion combined on tobacco control – 97% of this amount are spent by high-income countries.

Tobacco excise tax revenues are hundreds times higher than expenses for tobacco control (124 times high-income, 1339 times middle-income, 4304 times low-income).



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## Conclusion

The *WHO Report on the Global Tobacco Epidemic, 2011* demonstrates progress made during 2009 and 2010 in the fight against tobacco use

The results presented in the report show that progress is being made, and that more progress is possible: Nearly 1.1 billion people are newly benefiting from a tobacco control policy at the highest level of achievement adopted in 2009 and 2010 because of the effective action taken by 30 countries.

By taking action to implement the measures to reduce tobacco use, governments and civil society can and will save millions of lives each year.



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**Thank you  
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[www.who.int/tobacco](http://www.who.int/tobacco)

[tfi@who.int](mailto:tfi@who.int)



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