# **Contents**

- 11 Foreword by Dr Oleg Chestnov, WHO Assistant Director-General
- 13 Foreword by Dr Vera Luiza da Costa e Silva, Head of the WHO FCTC Secretariat
- 15 Foreword by Dr Tim Evans and Patricio Marquez, World Bank Group

### 16 SUMMARY

- 20 A DECADE SAVING LIVES: WHO FRAMEWORK CONVENTION ON TOBACCO CONTROL
- 22 Article 6 Price and tax measures to reduce the demand for tobacco
- 23 Guidelines for implementation of Article 6
- **26** RAISE TAXES ON TOBACCO
- 26 Tobacco tax increases are the single most effective policy to reduce tobacco use
- 34 The mechanics of raising tobacco taxes
- 46 TOBACCO INDUSTRY INTERFERENCE WITH TOBACCO CONTROL CAN BE NEUTRALIZED
- 51 STEADY PROGRESS CONTINUES BUT MORE IS NEEDED52 Monitor tobacco use and prevention policies
- 56 Protect from tobacco smoke
- 62 Offer help to guit tobacco use
- 66 Warn about the dangers of tobacco
- 66 Health warning labels
- 71 Anti-tobacco mass media campaigns
- 74 Enforce bans on tobacco advertising, promotion and sponsorship
- 78 Raise taxes on tobacco
- 88 Countries must act decisively to end the epidemic of tobacco use









## 92 CONCLUSION

# 94 REFERENCES

100 TECHNICAL NOTE I: Evaluation of existing policies and compliance

106 TECHNICAL NOTE II: Smoking prevalence in WHO Member States

108 TECHNICAL NOTE III: Tobacco taxes in WHO Member States

117 APPENDIX I: Regional summary of MPOWER measures

131 APPENDIX II: Tobacco taxes and prices

171 APPENDIX III: Year of highest level of achievement in selected tobacco control measures

185 APPENDIX IV: Highest level of achievement in selected tobacco control measures in the 100 biggest cities in the world

191 APPENDIX V: Status of the WHO Framework Convention on Tobacco Control

#### 197 ACKNOWLEDGEMENTS

APPENDIX VI: Global tobacco control policy data

APPENDIX VII: Country profiles

APPENDIX VIII: Tobacco tax revenues
APPENDIX IX: Tobacco taxes and prices

APPENDIX X: Comparable prevalence estimates for smoking, 2013

APPENDIX XI: Country-provided prevalence data

APPENDIX XII: Maps on global tobacco control policy data APPENDIX XIII: Acknowledgements of national data collectors

Appendices VI to XIII are available online at http://www.who.int/tobacco/global\_report/en/







