

CONTENTS

- 13** Foreword by Dr Tedros Adhanom Ghebreyesus, WHO Director-General
- 15** Foreword by Michael Bloomberg, WHO Global Ambassador for Noncommunicable Diseases
- 17** Foreword by Dr Vera Luiza da Costa e Silva, Head of the WHO FCTC Secretariat

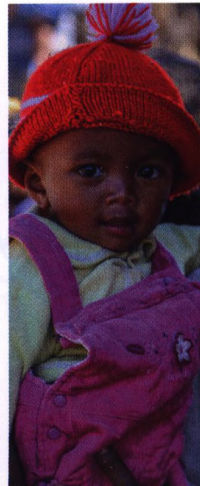
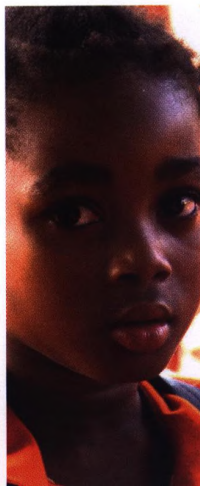
- 18** SUMMARY

- 24** WHO FRAMEWORK CONVENTION ON TOBACCO CONTROL
- 28** Article 20 – Research, surveillance and exchange of information

- 30** MONITOR TOBACCO USE AND PREVENTION POLICIES
- 30** Monitoring is the foundation of successful tobacco control
- 36** The mechanics of monitoring

- 46** PROTECTION FROM TOBACCO INDUSTRY INTERFERENCE – A KEY REQUIREMENT FOR FULL WHO FCTC IMPLEMENTATION

- 51** EFFECTIVE TOBACCO CONTROL MEASURES GAIN MOMENTUM
- 52** Monitor tobacco use and prevention policies
- 64** Protect people from tobacco smoke
- 70** Offer help to quit tobacco use
- 76** Warn about the dangers of tobacco
- 76** *Health warning labels*
- 82** *Anti-tobacco mass media campaigns*
- 88** Enforce bans on tobacco advertising, promotion and sponsorship
- 94** Raise taxes on tobacco
- 102** National action is critical to combat the epidemic of tobacco use



106 CONCLUSION

108 REFERENCES

118 TECHNICAL NOTE I: Evaluation of existing policies and compliance

125 TECHNICAL NOTE II: Smoking prevalence in WHO Member States

128 TECHNICAL NOTE III: Tobacco taxes in WHO Member States

137 APPENDIX I: Regional summary of MPOWER measures

151 APPENDIX II: Tobacco use prevalence

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

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

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

263 ACKNOWLEDGEMENTS

APPENDIX VI: Global tobacco control policy data

APPENDIX VII: Country profiles

APPENDIX VIII: Tobacco tax revenues

APPENDIX IX: Tobacco taxes, prices and affordability

APPENDIX X: Comparable prevalence estimates for smoking, 2015

APPENDIX XI: Country-provided prevalence data

APPENDIX XII: Maps on global tobacco control policy data

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

