

TOBACCO CONTROL

Tobacco control measures can reduce tobacco use, which is one of the most significant causes of cancer today.

Tobacco use is the cause of the most preventable cancer deaths, and in many countries, the leading cause of cancer death. Furthermore, it is a risk factor that is the most globalized, and as such it has elicited a global response through the World Health Organization (WHO).

The cornerstone of tobacco control policies is the WHO Framework Convention on Tobacco Control (FCTC), its Guidelines, and the Illicit Trade Protocol. The WHO FCTC is the only treaty negotiated under the auspices of the WHO, and includes 179 Parties.

The treaty entered into force in February 2005 and provides an internationally coordinated response to combating the tobacco epidemic with specific steps for governments addressing tobacco use. These include demand reduction measures such as adopting tax and price measures to reduce tobacco consumption; banning tobacco advertising, promotion, and sponsorship; creating smoke-free work and public spaces; placing health warnings on tobacco packages; and supply reduction measures such as combating the illicit trade in tobacco products.

The most widely implemented tobacco control policies are focused on reducing the demand for tobacco products, thereby decreasing consumption and prevalence by reducing initiation (prevention) or increasing cessation (intervention). ① ② Tax and price policies are often cited as the most effective demand-sided policy, because taxes are able to be increased on a regular and consistent basis. Evidence in Brazil, Thailand, and South Africa suggests that increases in taxes and price were the largest contributors to the decline in tobacco use.

Tobacco control policies must ensure that tax increases result in tobacco product price increases of such magnitude that the affordability of tobacco products declines. Over the last 20 years, tobacco products have become less affordable in high-income countries because of tax and price increases, and because incomes have not been growing rapidly. ③ However, the opposite has been seen in low- and middle-income countries where cigarettes have become more affordable because taxes and prices have been rising more slowly than increases in incomes.

In 2008, WHO introduced the MPOWER measures to assist in country-level implementation of the WHO FCTC provisions.

MPOWER MEASURES

- M** MONITOR tobacco use and prevention policies
- P** PROTECT people from tobacco smoke
- O** OFFER help to quit tobacco use
- W** WARN about the dangers of tobacco
- E** ENFORCE bans on tobacco advertising, promotion, and sponsorship
- R** RAISE taxes on tobacco

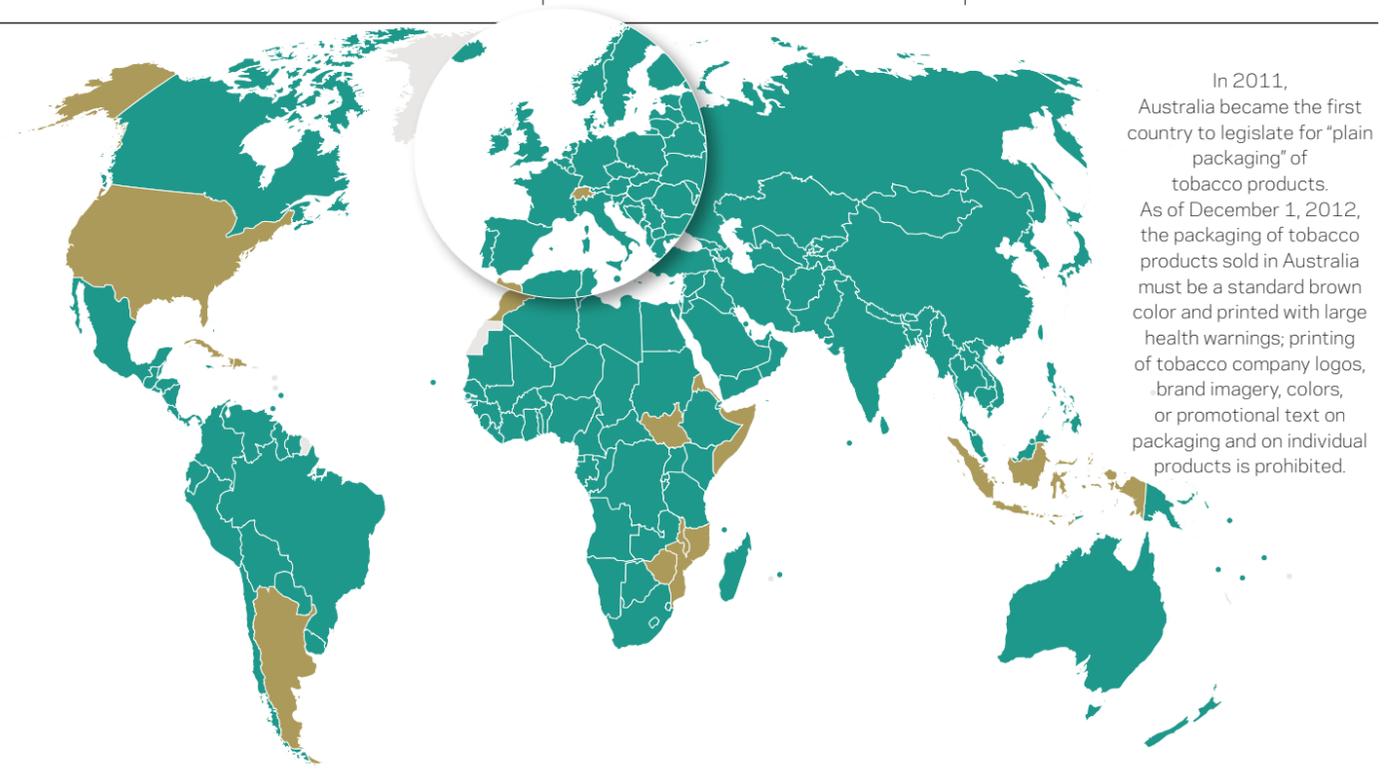


"Tobacco is the only industry that produces products to make huge profits and at the same time damage the health and kill their consumers."

— Dr. Margaret Chan
Director-General of the World Health Organization

Parties to the WHO FCTC

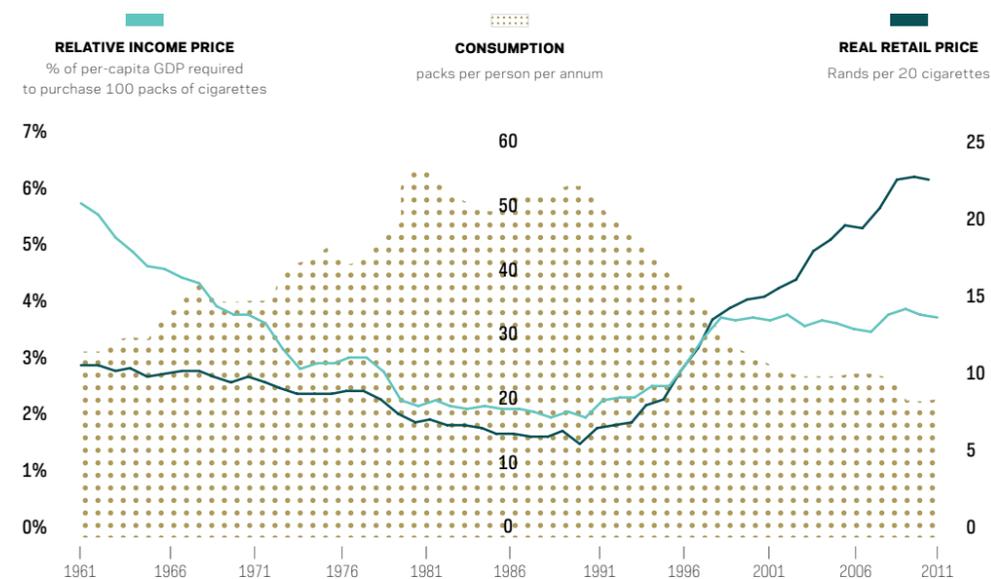
AS OF AUGUST 2014



In 2011, Australia became the first country to legislate for "plain packaging" of tobacco products. As of December 1, 2012, the packaging of tobacco products sold in Australia must be a standard brown color and printed with large health warnings; printing of tobacco company logos, brand imagery, colors, or promotional text on packaging and on individual products is prohibited.

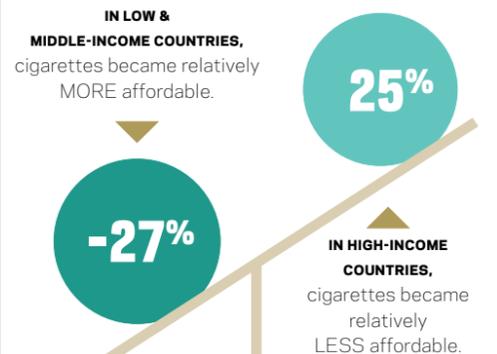
② In South Africa, as cigarettes became less affordable, cigarette consumption began to decrease.

CIGARETTE PRICES, AFFORDABILITY, AND CONSUMPTION IN SOUTH AFRICA, 1961-2012



③ In low- and middle-income countries, cigarettes have become more affordable because taxes and prices have been rising more slowly than increases in incomes.

CUMULATIVE CHANGE IN CIGARETTE AFFORDABILITY (PERCENT OF INCOME REQUIRED TO PURCHASE CIGARETTES), 1990-2006



① Tobacco control measures are estimated to have contributed to substantial decreases in smoking and smoking-related deaths.

ESTIMATED CONTRIBUTIONS OF TOBACCO CONTROL MEASURES TO DECLINES IN TOBACCO USE



Increased Tax Contribution
Real cigarette prices rose 230%
tax increased 8 times
Additional Revenue
\$6 billion in taxes

Measured Health Improvements
25% male prevalence decline
4 million fewer smokers
32,000 deaths averted
290,000 fewer deaths in 20 years

Increased Tax Contribution
Real cigarette prices rose 230%
Additional Revenue
\$10 billion in taxes

Measured Health Improvements
46% prevalence decline from 35% to 17%
420,000 deaths averted
6.6 million fewer deaths in 40 years