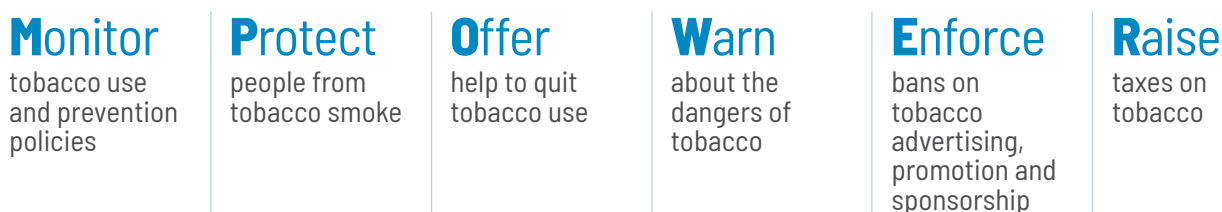


WHO Framework Convention on Tobacco Control implementation through MPOWER in the WHO European Region, 2019



The WHO Framework Convention on Tobacco Control (WHO FCTC) and its guidelines provide the strong legal foundation for countries to implement and manage tobacco control. To help make this a reality, WHO introduced in 2008 the MPOWER measures, which support scale-up of specific provisions of the WHO FCTC at country level (Fig. 1).

Fig. 1. MPOWER



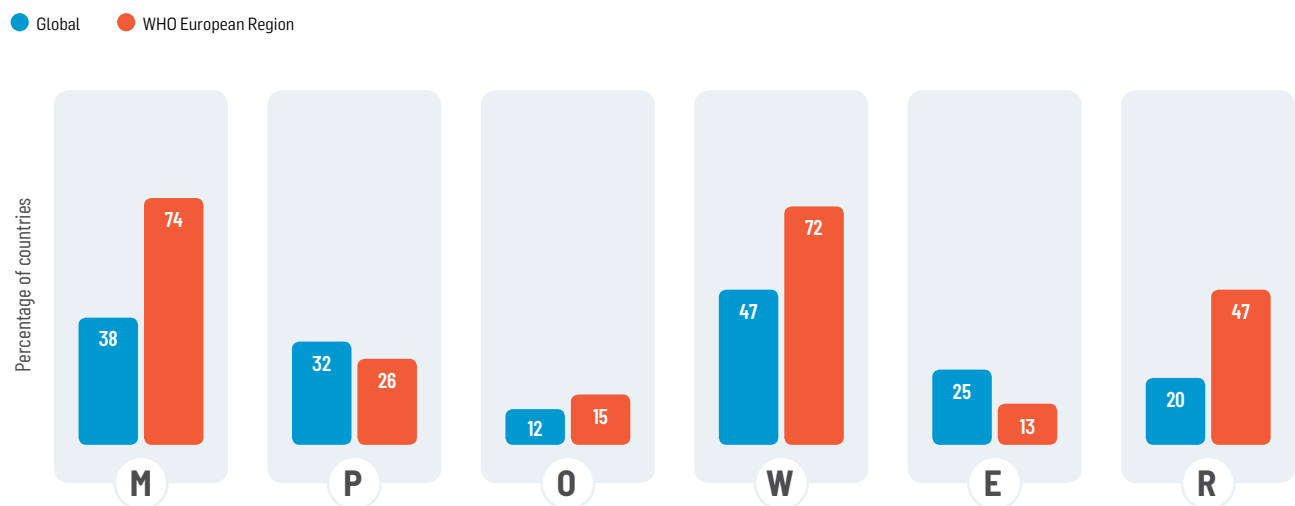
The seventh edition of the WHO report on the global tobacco epidemic was published in July 2019 (1). The report provides comparable data to enable analysis at global, regional and country levels of progress towards protecting people from the devastating effects of tobacco use.

This set of factsheets uses data from the latest WHO report on the global tobacco epidemic to look at the overall performance of MPOWER implementation in the Region compared with the global picture, then at each measure separately.

> COMPARING THE WHO EUROPEAN REGION TO GLOBAL

Fig. 2 looks at the proportion of countries achieving the highest-level implementation per measure – that is, the recommended level of tobacco control by that measure.

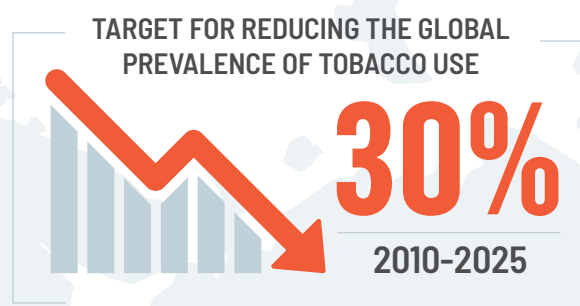
Fig. 2. Countries implementing MPOWER at the recommended level: European Region versus global, as of 2018



> KEY MESSAGES

- Some countries in the Region are considered global tobacco-control leaders and their extraordinary implementation of various articles of WHO FCTC can be cited as examples of good practice.
- Most countries of the European Region appear to be performing well in the measures **monitoring tobacco use and prevention policies** (74%) and **warning about the dangers of tobacco** (72%).
- The Region is also performing better than globally on **raising taxes** (47% versus 20%). The fact that over half of European Region countries levy taxes below best-practice level, however, represents a missed opportunity to raise funds for tobacco control and the health sector broadly.
- The **offering support** measure is at best-practice level in only eight countries. Some level of support is provided in another 42 countries.
- The percentage of countries **with comprehensive smoke-free laws** is lower in the European Region than at global level (26% and 32% respectively). With 21 countries having partial laws, more needs to be done to introduce comprehensive smoke-free laws to protect people from the harms of second-hand smoke.
- Almost twice as many countries at global level **ban all forms of advertising, promotion and sponsorship of tobacco products** than in the WHO European Region (25% versus 13%).
- Performance both in the Region and globally needs to be improved across all MPOWER measures.

> The WHO Global Action Plan for the Prevention and Control of Noncommunicable Diseases 2013–2020 (2) includes a **target for reducing the global prevalence of tobacco use (smoked and smokeless tobacco) by 30% by the year 2025 relative to 2010**. The European Region has trends estimates covering 98% of the Region's population, and these show that:



1. **six countries¹** are likely to achieve **at least a 30% relative reduction in tobacco use by 2025**, assuming they continue implementing tobacco-control measures at the current pace;
2. **35 countries** are likely to achieve **a decrease in prevalence, but less than 30%**;
3. **six countries²** are **unlikely to experience a significant change** in prevalence;
4. another **six countries do not have enough data to calculate a trend**; and
5. **the European Region** as a whole has a slow rate of decline, currently tracking **towards an 18% relative reduction** in the prevalence of tobacco use between 2010 and 2025 (3).

Tobacco control is also a core part of the Sustainable Development Agenda, with the Sustainable Development Goals (SDGs) health goal explicitly calling for the implementation of the WHO FCTC (SDG 3.a) in recognition of the impact tobacco-related diseases and more than 8 million deaths each year have on development.

As the set of factsheets shows, despite many achievements, progress in adoption and enforcement of tobacco-control policies and measures remains uneven. Their implementation should be strengthened to ensure that no Member State is left behind and countries meet time-bound commitments set out in WHO FCTC and SDG targets relevant to tobacco control by 2030.

REFERENCES³

1. WHO report on the global tobacco epidemic, 2019. Geneva: World Health Organization; 2019 (https://www.who.int/tobacco/global_report/en/).
2. WHO Global Action Plan for the Prevention and Control of Noncommunicable Diseases 2013–2020. Geneva: World Health Organization; 2013 (https://www.who.int/nmh/events/ncd_action_plan/en/).
3. WHO global report on trends in prevalence of tobacco use 2000–2025, third edition. Geneva: World Health Organization; 2019 (<https://www.who.int/publications-detail/who-global-report-on-trends-in-prevalence-of-tobacco-use-2000-2025-third-edition>).

¹ The countries are Austria, Denmark, Iceland, Norway, Sweden and the United Kingdom.

² The countries are Croatia, France, Kyrgyzstan, Portugal, the Republic of Moldova and Slovakia.

³ Weblinks accessed 10 March 2020.