



Tobacco control in the WHO European Region



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Organisation
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BUREAU RÉGIONAL DE L'

Europe



Weltgesundheitsorganisation

REGIONALBÜRO FÜR

Europa



Всемирная организация
здравоохранения

Европейское региональное бюро

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Tobacco **kills** nearly
6 million people globally
each year

1.6 million people in the
European Region die from
this cause

Current mortality attributable to tobacco in Europe: no room for complacency

WHO region	Deaths attributed to tobacco (%)
Europe	16
Americas	16
Western Pacific	13
South-East Asia	10
Eastern Mediterranean	7
Africa	3
All	12

Current tobacco use in Europe: no room for complacency

WHO region	Prevalence (%)		
	Male	Female	Both sexes
Europe	38	19	28
Western Pacific	47	3	25
Eastern Mediterranean	38	4	22
Americas	26	16	20
South-East Asia	34	4	19
Africa	22	7	15
All	36	8	22

WHO Framework Convention on Tobacco Control



WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL

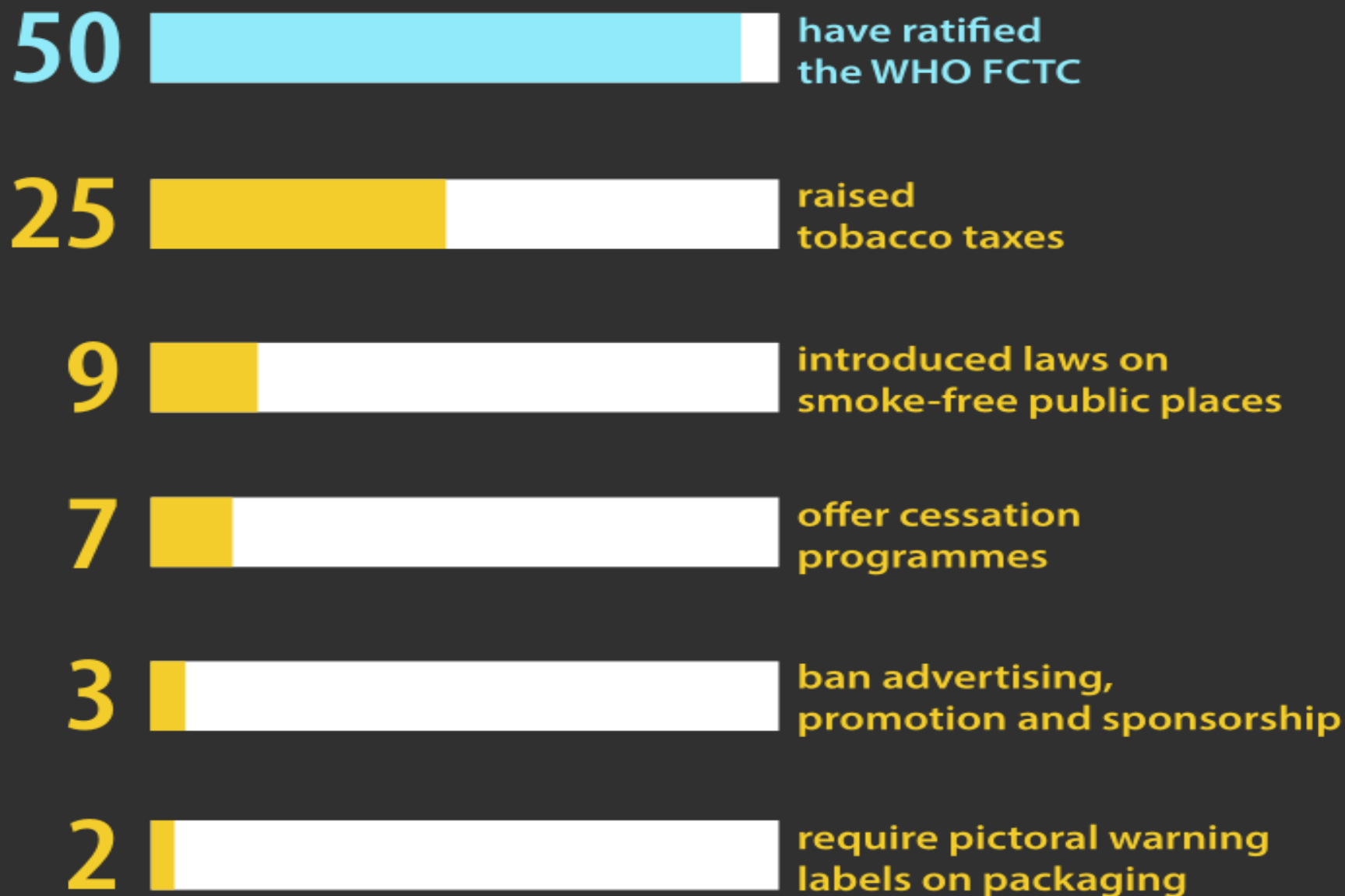


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European Member States in the 10 years since WHO FCTC



Tobacco policy in Europe: moving in the right direction

FCTC measures	2007	2008	2012
Ratification	42	45	50
Taxes	0	15	25
Smoke-free places	4	4	9
Smoking cessation	4	7	7
Ban on advertising	1	1	3
Large pictorial warnings	0	0	2

Ashgabat Declaration on the Prevention and Control of Noncommunicable Diseases in the Context of Health 2020




Commitment of health ministers

- Fully implement the WHO Framework Convention on Tobacco Control (FCTC) throughout the European Region
- Share ambition of working towards a tobacco-free European Region
- Work together to reach the global target on noncommunicable diseases related to tobacco use

RAISE TOBACCO TAX

LOWER DEATH AND DISEASE

Higher tobacco taxes = fewer smokers,
less death and healthier communities.



World Health Organization

WORLD NO TOBACCO DAY, 31 MAY
www.who.int/world-no-tobacco-day

Tobacco taxation

- Taxing tobacco saves lives and generates income that a Member State can invest in public health: a win–win solution for health and the economy
- WHO recommends that tax should represent at least 75% of the retail price of the most popular brand of cigarettes.



RAISE TOBACCO TAX

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WORLD NO TOBACCO DAY, 31 MAY



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Effect of taxation

If all countries increased the amount of excise they charge on cigarette packs by 50%:

- there would be 49 million fewer smokers
- 11 million smoking-attributable deaths would be averted



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Effect of taxation

- WHO global estimates show that, by increasing taxes by 50% per pack, governments would earn an extra US\$ 101 billion in revenue, which could go towards combating cancer, cardiovascular diseases and other noncommunicable diseases



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Tobacco control in Turkmenistan

Tobacco control in Turkmenistan

- Smoking was banned in all public places in 2000
- Turkmenistan became a party to FCTC in 2011
- Strong tobacco-control law was adopted in 2013
- Strong leadership and inter-sectoral action
- As result, smoking prevalence among adults is 8%:
lowest rate in the WHO European Region

Tobacco-free Turkmenistan by 2025

Role of health professionals

- Opportunity to help people change their behaviour
- Advice, guidance and information on the consequences of tobacco use
- Help to patients in stopping smoking
- Opportunity to promote change in social norms
- Warning to children and adolescents about the dangers of tobacco