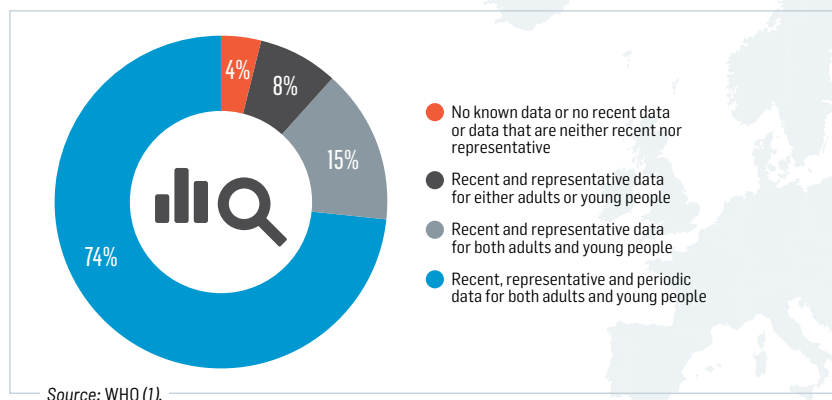


# Monitor tobacco use and prevention policies

## > KEY MESSAGES

Fig. 1. Monitoring the prevalence of tobacco use in countries of the WHO European Region, 2018 (%)



▶ As of 2018, almost all countries in the WHO European Region had at least recent and representative data for either adults or young people.

Thirty-nine countries (74%) had achieved the recommended level of monitoring for both groups, meaning they had recent, representative and periodic data for both adults and young people (Fig. 1).



## WHAT SHOULD BE DONE?

- Countries should prioritize and adequately fund monitoring of tobacco-use and prevention policies. Monitoring is an essential component of the WHO Framework Convention on Tobacco Control and provides the foundation for effective tobacco-control policy development and implementation.
- Tobacco-control monitoring should include monitoring of: tobacco-use indicators (often understood as the surveillance of tobacco-use patterns and trends); exposure to tobacco smoke; and policies designed to reduce tobacco use or exposure to tobacco smoke.
- Standardized monitoring and surveillance tools should be used to help keep data comparable.
- Surveys should be implemented at regular intervals to ensure that changes in the epidemic are measured.
- Standardized questions about tobacco-use prevalence and implementation of MPOWER measures to reduce tobacco use can be embedded in existing national population-based surveys or censuses.
- Findings should be disseminated through government policy papers, academic publications and mass media (news reports, as well as paid media) (2,3).

### REFERENCES<sup>1</sup>

1. WHO report on the global tobacco epidemic, 2019. Geneva: World Health Organization; 2019 ([https://www.who.int/tobacco/global\\_report/en/](https://www.who.int/tobacco/global_report/en/)).
2. Monitoring is a critical tobacco control activity. In: MPOWER brochures and other resources [website]. Geneva: World Health Organization; 2020 (<https://www.who.int/tobacco/mpower/publications/en/>).
3. WHO Framework Convention on Tobacco Control [website]. Geneva: World Health Organization; 2020 (<https://www.who.int/fctc/en/>).

<sup>1</sup> Weblinks accessed 10 March 2020.