



Tobacco control in the WHO European Region



World Health
Organization

REGIONAL OFFICE FOR
Europe



Organisation
mondiale de la Santé

BUREAU RÉGIONAL DE L'
Europe



Weltgesundheitsorganisation


REGIONALBÜRO FÜR
Europa



Всемирная организация
здравоохранения

Европейское региональное бюро

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WHO Regional
Director for Europe

A photograph of a hand and a foot resting on a white surface. A small, light-colored tag is attached to the foot with a white string. The tag has the text 'Another Tobacco Victim' printed on it. The background is a soft, out-of-focus blue and white.

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

1.6 million people in the
European Region die from
this cause

Another
Tobacco
Victim

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

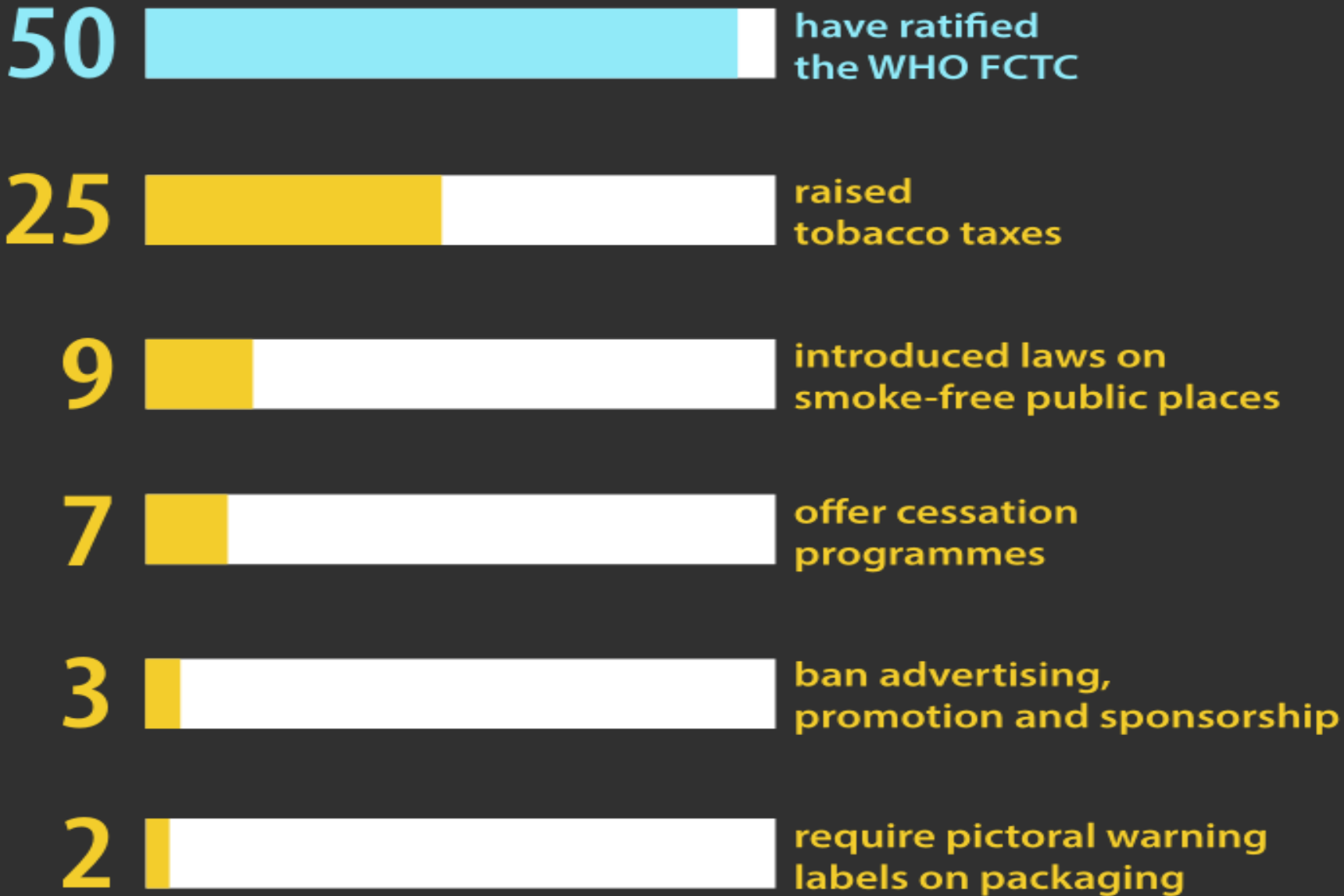
WHO region	Prevalence (%)		
	Male	Female	Both sexes
Europe	38	19	28
Western Pacific	47	3	25
Eastern Mediterranean	38	4	22
Americas	26	16	20
South-East Asia	34	4	19
Africa	22	7	15
All	36	8	22

WHO Framework Convention on Tobacco Control



WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL

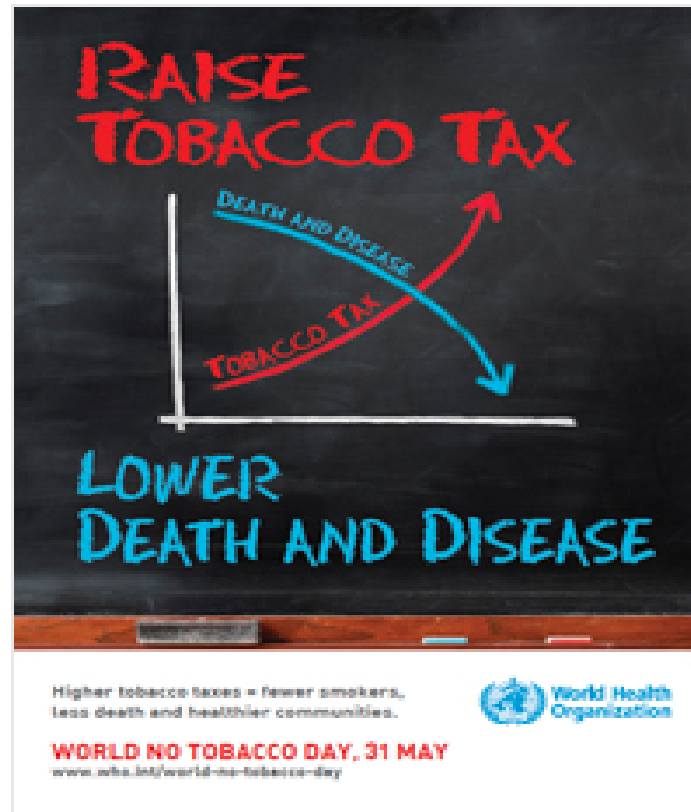
European Member States in the 10 years since WHO FCTC



Tobacco policy in Europe: moving in the right direction

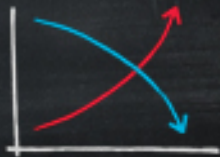
FCTC measures	2007	2008	2012
Ratification	42	45	50
Taxes	0	15	25
Smoke-free places	4	4	9
Smoking cessation	4	7	7
Ban on advertising	1	1	3
Large pictorial warnings	0	0	2

Message for World No Tobacco Day 2014



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

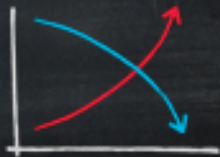
LOWER DEATH AND DISEASE

WORLD NO TOBACCO DAY, 31 MAY

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



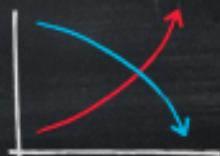
RAISE TOBACCO TAX

LOWER DEATH AND DISEASE

WORLD NO TOBACCO DAY, 31 MAY

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



RAISE TOBACCO TAX

LOWER DEATH AND DISEASE

WORLD NO TOBACCO DAY, 31 MAY

New leaders –Turkey

From 2008 to 2012, smoking prevalence
decreased among adults by 13.4%

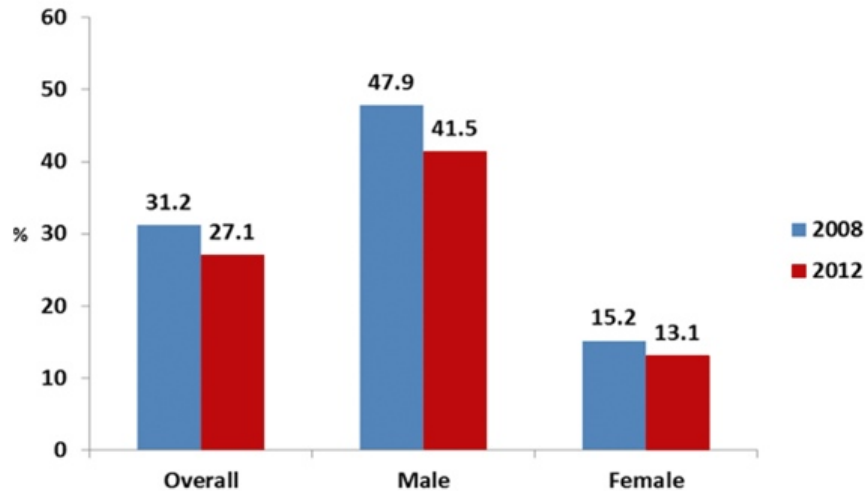
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2 million people stopped smoking

Source: Global Adult Tobacco Survey. Fact sheet.
Turkey, 2012. Geneva: World Health Organization; 2012
(<http://www.who.int/tobacco/surveillance/survey/gats/turkey/en>).

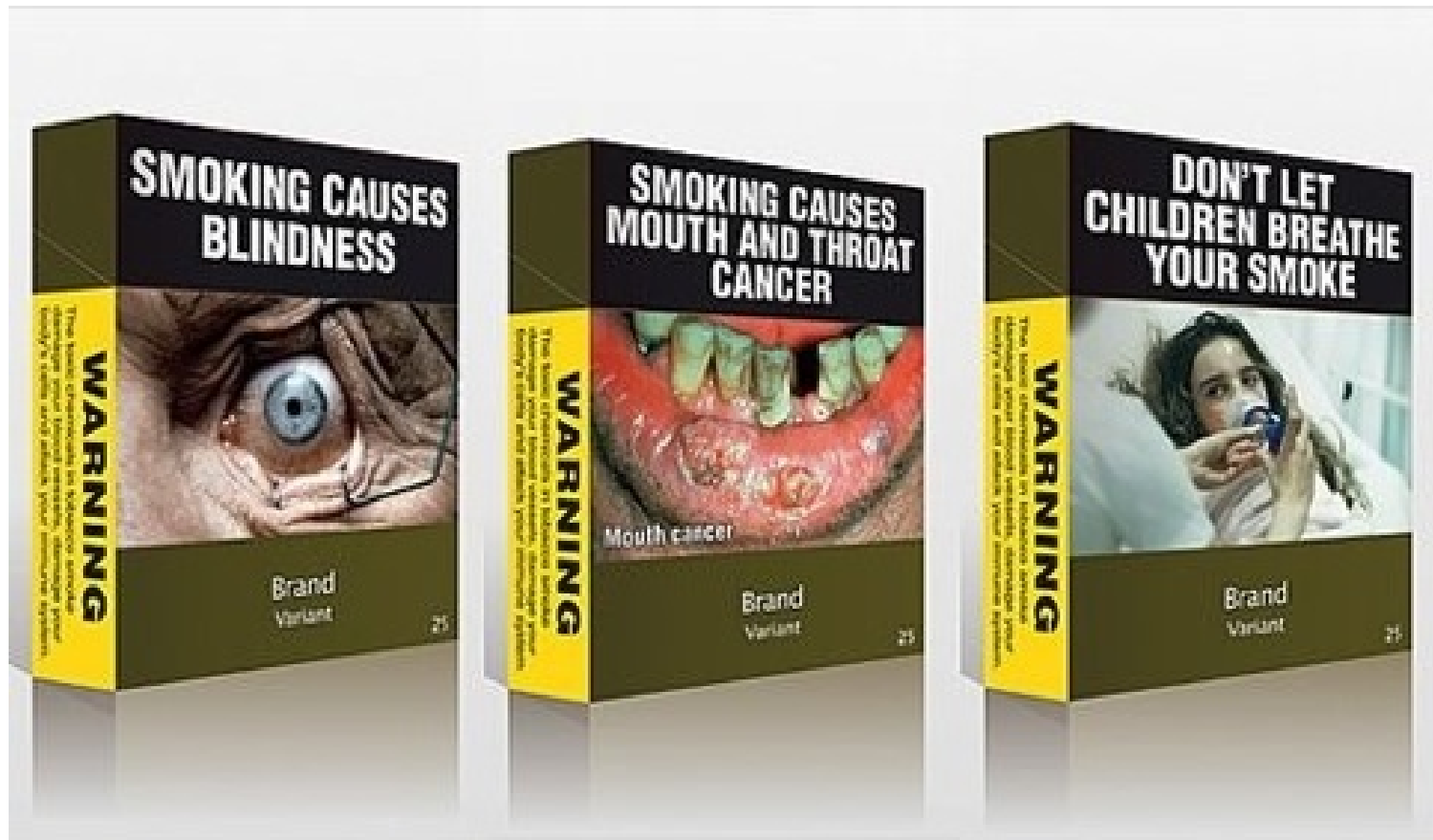
Prevalence of current tobacco smoking by gender

Prevalence



Source: Global Adult Tobacco Survey. Fact sheet. Turkey, 2012. Geneva: World Health Organization; 2012 (<http://www.who.int/tobacco/surveillance/survey/gats/turkey/en>).

Plain packaging



Tobacco-free Turkey
