GLOBAL NCD TARGET
REDUCE TOBACCO USE

Background

Heart disease and stroke, cancers, diabetes, and chronic respiratory diseases and other noncommunicable diseases (NCDs) cause tens of millions of deaths per year, the majority of which occur during the most productive years of life. NCDs reduce economic output and prevent people around the world from living lives of health and wellbeing. Creating the conditions that favour sustainable development means taking action to prevent and control NCDs **now**.

Nine global NCD targets provide a vision for progress by 2025. The *WHO Global NCD Action Plan 2013-2020* and other resources provide a roadmap of policies and interventions to realise this vision. When implemented, they will put countries on track to meet the commitments made on NCDs at the United Nations General Assembly in 2011 and 2014, and in the *2030 Agenda for Sustainable Development*, including target 3.4 to reduce premature NCD deaths and target 3.a to strengthen the implementation of the WHO Framework Convention on Tobacco Control (WHO FCTC).

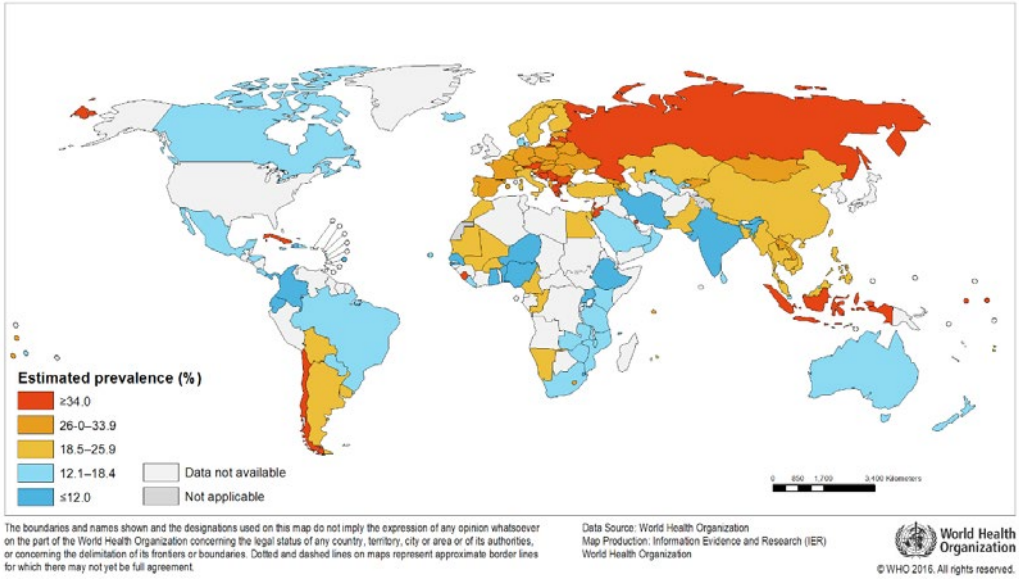
Global Target

A 30% relative reduction in prevalence of current tobacco use in persons aged 15+ years by 2025.

Fast Facts

- Tobacco use and exposure to second hand smoke cause six million global deaths each year, accounting for 7% of all female and 16% of all male deaths.
- The 1.1 billion smokers worldwide, as well as those exposed to second-hand smoke, are subject to increased risk from the four main NCDs.
- In 2014 there were 346 million smokeless tobacco users – 7% of the world's population. 80% of these users reside in the South East Asian region, and are at an increased risk from oral cancers.
- The health cost burden in most economies throughout the world exceeds the total tax revenue collected from tobacco products.
- Without action now, the death toll from tobacco is projected to increase to eight million deaths per year by 2030.
- While significant progress in efforts to control tobacco use has been made, interference from the tobacco industry, lack of "whole of government" approaches, and insufficient political action have continued to hinder progress in a large number of countries.

Tobacco use is a preventable risk factor that continues to take too many lives.



Age-standardized prevalence of current tobacco smoking in persons aged 15 years and over, comparable estimates, 2014

Priority Actions

Meeting this target is possible if action is taken now. The WHO FCTC and its guidelines provide the roadmap for Parties to attain the tobacco reduction target. The WHO Global NCD Action Plan 2013-2020 also provides a comprehensive set of policy options for tobacco control. Focusing on the implementation of demand and supply reduction measures and the Protocol to Eliminate Illicit Trade in Tobacco Products will continue to drive progress in tobacco control. Partnerships between government and civil society will be key to supporting policy implementation. High-impact very cost-effective interventions include:

- **Raise taxes** on all tobacco products to reduce consumption, consistent with Article 6 (Price and tax measures to reduce the demand for tobacco) of the WHO FCTC.
- Create by law completely **tobacco smoke-free environments** in all indoor workplaces, public transport, indoor public places and other public places as appropriate, consistent with Article 8 (Protection from exposure to tobacco smoke) of the WHO FCTC.
- **Warn people** about the dangers of tobacco use, including through hard-hitting evidence-based mass-media campaigns and large, clear, visible and legible health warnings, consistent with Articles 11 (Packaging and labelling of tobacco products) and 12 (Education, communication, training and public awareness) of the WHO FCTC. (see Box 1).
- **Ban all forms of tobacco advertising, promotion, and sponsorship** consistent with Article 13 (Tobacco advertising, promotion and sponsorship) of the WHO FCTC.

Standardized packaging and taxation at work in Australia

After instituting a 25% tax increase on tobacco products in 2010 and standardized packaging laws that include a required large graphic image of tobacco-related diseases in 2013, Australian officials announced in July 2014 that the nation's daily smoking rate among people aged 14 years and over declined from 15.1% to 12.8% between 2010 and 2013.

Tweet!

Looking for an **#SDG** solution? Raising tobacco taxes generates $$ for governments to help finance sustainable development and **#beatNCDs**

For more information

WHO site: http://www.who.int/beat-ncds/en/
Tell your story at "NCDs&me": http://www.who.int/ncds-and-me
@who
#beatNCDs

Key Resources

COP Decision: Towards a stronger contribution of the Conference of the Parties to achieving the noncommunicable disease global target on reduction of tobacco use. http://apps.who.int/gb/fctc/PDF/cop6/FCTC_COP6(16)-en.pdf

WHO Framework Convention on Tobacco Control. World Health Organization, 2003. http://www.who.int/fctc/en/

WHO global report: mortality attributable to tobacco. World Health Organization, 2012.
http://www.who.int/tobacco/publications/surveillance/rep_mortality_attributable/en/

WHO global report on trends in tobacco smoking 2000-2025. World Health Organization, 2015.
http://www.who.int/tobacco/publications/surveillance/reportontrendstobaccosmoking/en/

WHO Report on the Global Tobacco Epidemic. World Health Organization, 2015.
http://www.who.int/tobacco/global_report/2015/en

© World Health Organization 2016. All rights reserved. All reasonable precautions have been taken by the World Health Organization to verify the information contained in this publication. However, the published material is being distributed without warranty of any kind, either expressed or implied. The responsibility for the interpretation and use of the materials lies with the reader. In no event shall the World Health Organization be liable for damages arising from its use.

WHO/NMH/NMA/16.188
September 2016