



Frequently asked questions about tobacco control policies for the prevention and control of noncommunicable diseases

Introduction

Tobacco use kills nearly six million people every year, including the 600 000 who are exposed to second-hand smoke. The tobacco epidemic poses a formidable challenge to public health and development. However, with the WHO Framework Convention on Tobacco Control (WHO FCTC), the odds of mitigating the epidemic are no longer insurmountable, provided that all countries ratify the Convention, legislate and fully implement the treaty's provisions and assiduously pursue effective enforcement.

The WHO FCTC is the first international public health treaty negotiated under the auspices of WHO. It provides a comprehensive approach to reduce the health and economic burden caused by tobacco. The WHO FCTC balances demand reduction with supply reduction, protects public health policies from the tobacco industry and calls for enhanced international cooperation to protect present and future generations from the devastating health, social, environmental and economic consequences of tobacco consumption and exposure to second-hand tobacco smoke.

In order to help Parties fulfil their obligations under the WHO FCTC, WHO introduced MPOWER, a set of policies that build on the demand-reduction measures of the WHO FCTC and have been proven to be effective measures to reduce tobacco use. "Best buys" to address noncommunicable diseases include MPOWER policies as key measures to reduce tobacco use as the leading cause of noncommunicable disease-related death.

Based on the WHO FCTC; it is a legal obligation for all countries that are Parties to the Convention to implement the following policies/measures:

1. **Monitor** tobacco use.
2. **Protect** people from second-hand smoke through implementing 100% tobacco-free public places.
3. **Enforce** a total ban on advertising, promotion and sponsorship.
4. **Warn** people about the dangers of tobacco use through graphic warnings.
5. **Offer** help and support for people to quit, through cessation services.
6. **Increase** taxes on tobacco products.

To assist policy-makers to make informed decisions, the most commonly asked questions about key tobacco control policies and other associated tobacco control issues have been summarized in a set of frequently asked questions.



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