CONTENTS

- 13 Foreword by Dr Tedros Adhanom Ghebreyesus, WHO Director-General
- 15 Foreword by Michael Bloomberg, WHO Global Ambassador for Noncommunicable Diseases
- 17 Foreword by Dr Vera Luiza da Costa e Silva, Head of the WHO FCTC Secretariat

18 SUMMARY

24 WHO FRAMEWORK CONVENTION ON TOBACCO CONTROL

28 Article 20 - Research, surveillance and exchange of information

30 MONITOR TOBACCO USE AND PREVENTION POLICIES

- 30 Monitoring is the foundation of successful tobacco control
- 36 The mechanics of monitoring

46 PROTECTION FROM TOBACCO INDUSTRY INTERFERENCE -A KEY REQUIREMENT FOR FULL WHO FCTC IMPLEMENTATION

51 EFFECTIVE TOBACCO CONTROL MEASURES GAIN MOMENTUM

- 52 Monitor tobacco use and prevention policies
- 64 Protect people from tobacco smoke
- 70 Offer help to quit tobacco use
- 76 Warn about the dangers of tobacco
- 76 Health warning labels
- 82 Anti-tobacco mass media campaigns
- 88 Enforce bans on tobacco advertising, promotion and sponsorship
- 94 Raise taxes on tobacco
- 102 National action is critical to combat the epidemic of tobacco use

106 CONCLUSION

108 REFERENCES

118 TECHNICAL NOTE I: Evaluation of existing policies and compliance **125** TECHNICAL NOTE II: Smoking prevalence in WHO Member States **128** TECHNICAL NOTE III: Tobacco taxes in WHO Member States

- 137 APPENDIX I: Regional summary of MPOWER measures
- 151 APPENDIX II: Tobacco use prevalence
- 237 APPENDIX III: Year of highest level of achievement in selected tobacco control measures
- **251** APPENDIX IV: Highest level of achievement in selected tobacco control measures in the 100 biggest cities in the world
- 257 APPENDIX V: Status of the WHO Framework Convention on Tobacco Control

263 ACKNOWLEDGEMENTS

APPENDIX VI: Global tobacco control policy data APPENDIX VII: Country profiles APPENDIX VIII: Tobacco tax revenues APPENDIX IX: Tobacco taxes, prices and affordability APPENDIX X: Comparable prevalence estimates for smoking, 2015 APPENDIX XI: Country-provided prevalence data APPENDIX XII: Maps on global tobacco control policy data

Appendices VI to XII are available online at http://www.who.int/tobacco/global_report/en