

MPOWER

One of Six Cost-Effective Actions Endorsed by WHO to Reduce Tobacco's Deadly Toll



Tobacco is the **leading cause of preventable death** in the world.

Tobacco **kills**:

- 5.4 million people each year
- 100 million people in the 20th century
- If current trends continue, **ONE BILLION** people will die from tobacco use this century. The epidemic is *entirely preventable*.

WHO has identified 6 actions proven to reduce tobacco use and its deadly toll.

Monitor tobacco use and assess the impact of tobacco prevention policies

Protect people from secondhand smoke

Offer help to every tobacco user to quit

Warn and effectively educate every person about the dangers of tobacco use through:

- strong, graphic pictorial health warnings; and
- hard hitting, sustained mass media public education campaigns

Enact and enforce comprehensive bans on:

- tobacco advertising, promotion and sponsorship; and
- the use of misleading terms, such as “light” or “low tar”

Raise the price of all tobacco products by increasing tobacco taxes

The scientific evidence is **beyond dispute**.

We know how to reduce tobacco use and tobacco-caused death.

These actions are **affordable** and **achievable**.

Tobacco need not cause one billion deaths this century.

Policy makers **must act now**.