

Monitor tobacco use and prevention policies

One of six cost-effective actions endorsed by WHO to reduce tobacco's deadly toll

With accurate data, problems caused by tobacco can be understood and resources effectively allocated for impact. Improvements must be made in national and international monitoring systems to inform and drive the allocation of resources to where they are most needed.

WHO Framework Convention on Tobacco Control (FCTC)

Article 20 of the FCTC requires parties to establish programs for national, regional and global surveillance of the magnitude, patterns, determinants and consequences of tobacco consumption and exposure to tobacco smoke.

KEY MESSAGES

- Monitoring data helps ensure that resources are allocated where they are most needed and will be most effective to reduce tobacco use and its deadly toll.
- Data from monitoring provides powerful evidence for advocates of strong policies.
- Monitoring systems must track:
 - » Tobacco use and its deadly consequences;
 - » The existence and effectiveness of policy interventions; and
 - » Tobacco industry marketing, promotion and lobbying.
- Collaboration across partners and organizations is essential to ensure the timely dissemination of relevant information and the uptake and use of such information to drive decision making to reduce tobacco use.
- Basic monitoring need not be expensive and is within reach of virtually all countries.

“Strong national and international monitoring is essential for the fight against the tobacco epidemic to succeed.”

WHO, 2008