

# MPOWER

## 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 die each year from tobacco-related illnesses.
  - » Tobacco-related illnesses killed 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.

**M**onitor tobacco use and assess the impact of tobacco prevention policies.

**P**rotect people from secondhand smoke.

**O**ffer help to every tobacco user to quit.

**W**arn 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

**E**nact and enforce comprehensive bans on:

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

**R**aise 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**.