

## 2 The WHO FCTC and MPOWER

The World Health Organization Framework Convention on Tobacco Control (WHO FCTC) is the first global public health treaty.<sup>19</sup> It was developed in response to the global tobacco epidemic and is an evidence-based treaty that reaffirms the right of all people to enjoy the highest standard of health. The WHO FCTC works to address the causes of the tobacco epidemic, including complex factors with cross-border effects, such as trade; tobacco advertising, promotion, and sponsorship; and illegal trade. As of May 2018, a total of 181 WHO member states are parties to the WHO FCTC, of which 44 member states are in the African Region.<sup>20</sup>

The WHO Report on the Global Tobacco Epidemic, 2017, which provides updated information about the status of the epidemic and interventions to address it, notes the importance of monitoring global tobacco use:<sup>3</sup>

*Monitoring systems for tobacco use and exposure to tobacco smoke are essential components of any tobacco control program and are critical to understanding and reversing the tobacco epidemic. ... To date, almost 2.9 billion people in 76 countries—39% of the world's population—are protected by strong, full-scale monitoring systems that incorporate recent, representative and periodic surveys for both adults and youth.*



### MPOWER

In 2008, WHO developed a technical package of six evidence-based measures intended to help countries use effective interventions to reduce demand for tobacco products. The six measures, which are in the WHO FCTC, are:<sup>21</sup>

**M**onitor tobacco use and prevention policies

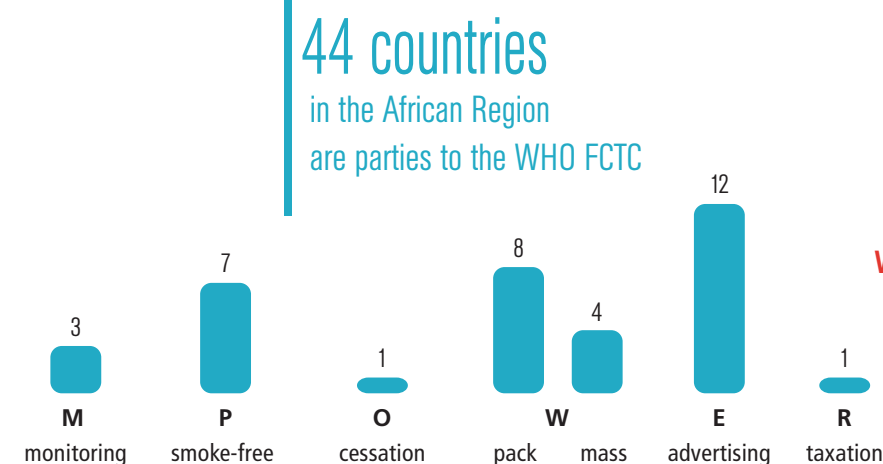
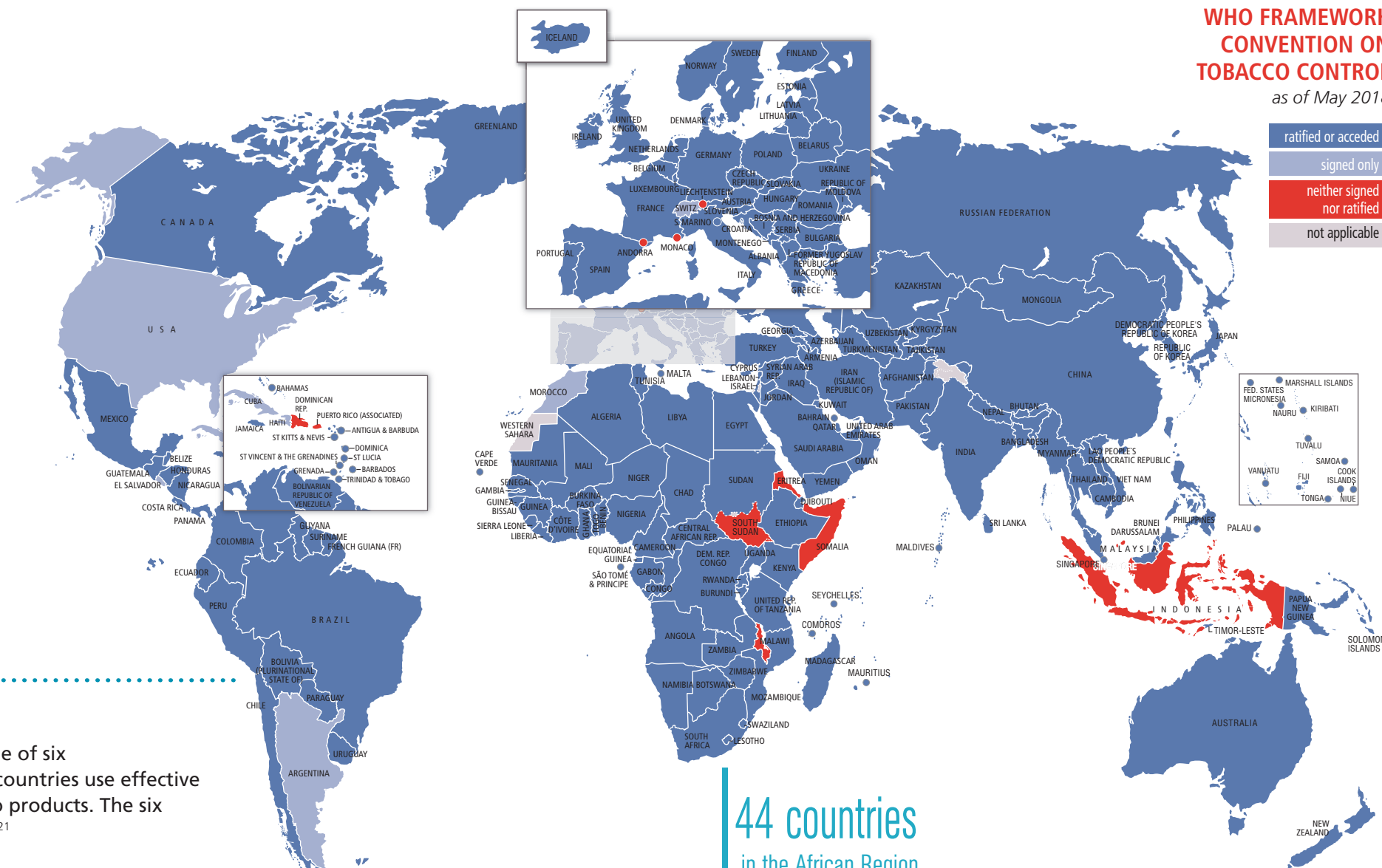
**P**rotect people from tobacco smoke

**O**ffer help to quit tobacco use

**W**arn about the dangers of tobacco

**E**nforce bans on tobacco advertising, promotion, and sponsorship

**R**aise taxes on tobacco



**HIGHEST ACHIEVING COUNTRIES IN THE WHO AFRICAN REGION**  
Number of countries with highest level of achievement by MPOWER strategy 2016

Source: WHO report on the global tobacco epidemic, 2017