Progress in Tobacco control

Why in News?

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WHO has recently released its Report on the Global Tobacco Epidemic, 2017 - Monitoring Tobacco Use and Prevention Policies.

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What are the highlights of the report?

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- The report tracks the progress between two rounds of the Global Adult Tobacco Survey (GATS) in 2009-10 and 2016-17.
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- More than half of the top national performers on tobacco control are **low-and middle-income countries,** showing that progress is possible regardless of economic situation.
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- India, Bangladesh and Bhutan are on top of the list of South East Asian countries in terms of positive outcome of tobacco control.
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- The prevalence of tobacco use in **India** has fallen from 34.1% to 28.6% from GATS-1 to GATS-2.
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- 11 Indian cities are in the list of 100 best performers globally.
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What were the notable measures in this regard?

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- **MPOWER measures** were introduced by WHO in 2007 to assist in the country-level implementation of measures to reduce the demand for tobacco.
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- A few countries have adopted new laws making all indoor public places and workplaces smoke-free.

- A few countries have advanced to best-practice level with their tobacco use **cessation services** including India.
- Adoption of **pictorial warning** labels on tobacco packaging has yielded positive results.

- With increase in the size of pack warnings to 85% of both front and back panels on all tobacco products, India now has the third largest pack warning label among all countries.

- The **National Health Policy, 2017** has set a target of "relative reduction in prevalence of current tobacco use by 15% in 2020 and 30% by 2025".
- Raising taxes to increase tobacco product prices is one of the most effective and cost-effective means to take forward the progress.

Quick Facts

mCessation programme

- The programme commenced in India in 2015, providing **personalised tobacco cessation advice** including support using mobile phones.
- It was a joint WHO-International Telecommunication Union initiative with the support of Ministries of Health and Family Welfare and Communication and Information Technology.

Reports and conventions

- The WHO Framework Convention on Tobacco Control **(WHO FCTC)**, the first international treaty negotiated under the auspices of WHO, was adopted by the World Health Assembly in 2003.
- The WHO produces two key, complementary reports on global tobacco control

1. the **Global Progress Report** on the Implementation of the WHO FCTC, which uses self-reported data from member states.
2. the biennial **Report on the Global Tobacco Epidemic.**

Source: The Indian Express