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**.