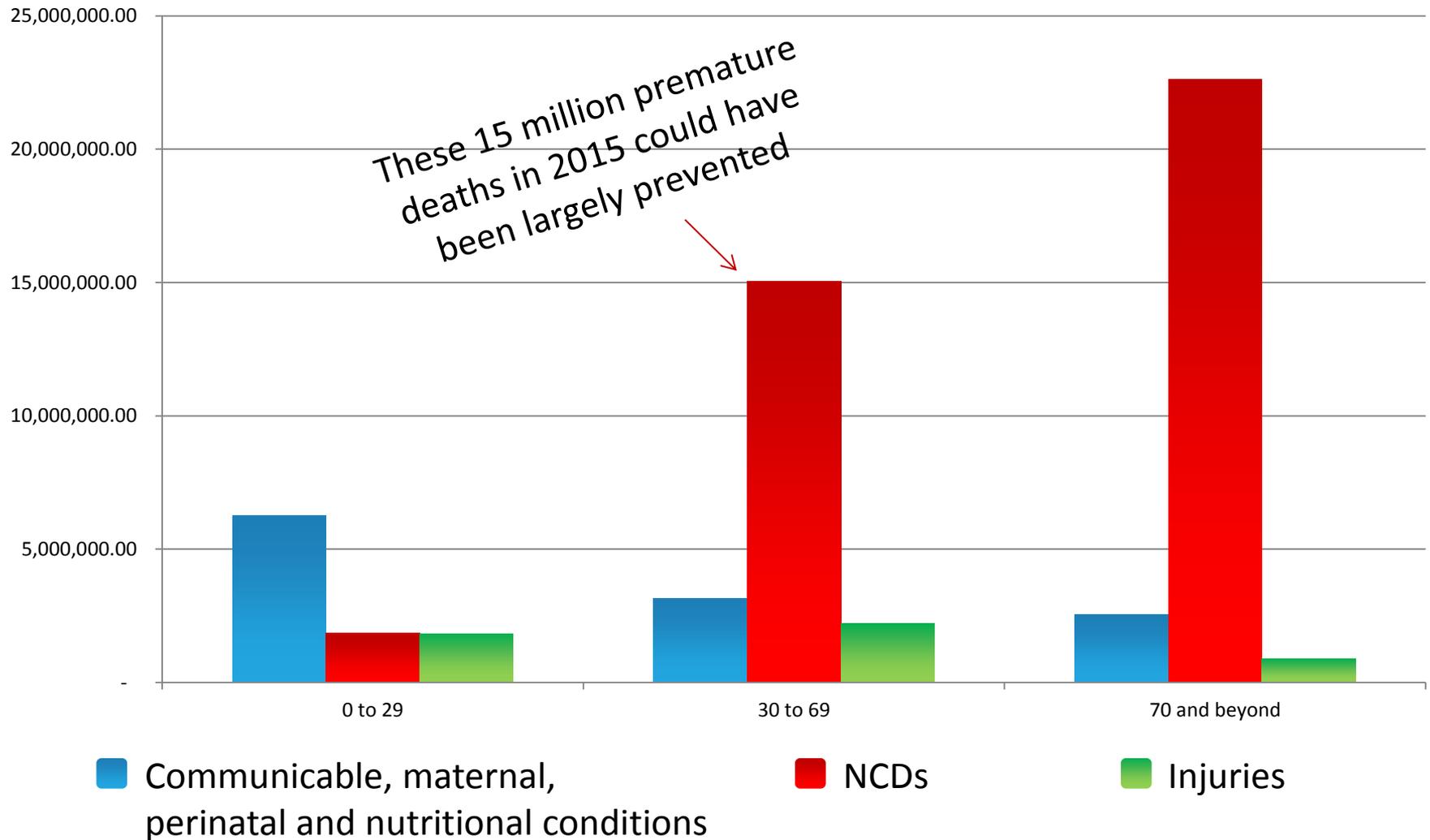


# **The Global Burden of Tobacco: Monitoring Non-Communicable Disease (NCD) Targets and Tracking the Tobacco Epidemic**

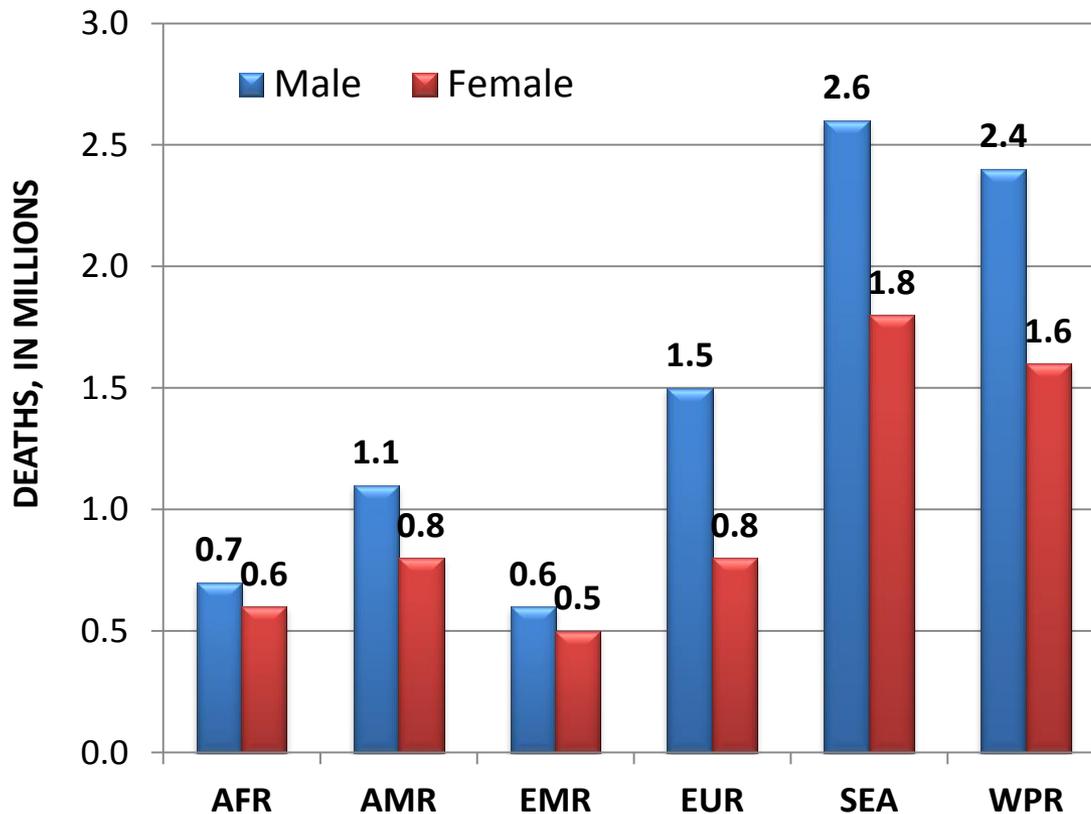
**Dr Lubna Bhatti**  
**Prevention of Noncommunicable Diseases**  
**WHO Geneva**

		Causative risk factors			
		Tobacco use	Unhealthy diets	Physical inactivity	Harmful use of alcohol
Noncommunicable diseases	Heart disease and stroke	✓	✓	✓	✓
	Diabetes	✓	✓	✓	✓
	Cancer	✓	✓	✓	✓
	Chronic lung disease	✓			

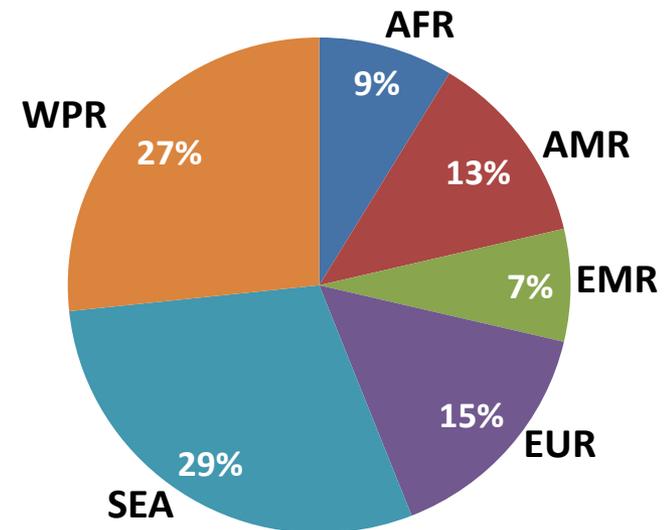
# 2015: 15 million people died from NCDs between the ages of 30 and 69



## Premature deaths from NCDs between the ages of 30 and 69 in 2015 (By WHO Region, in Millions)



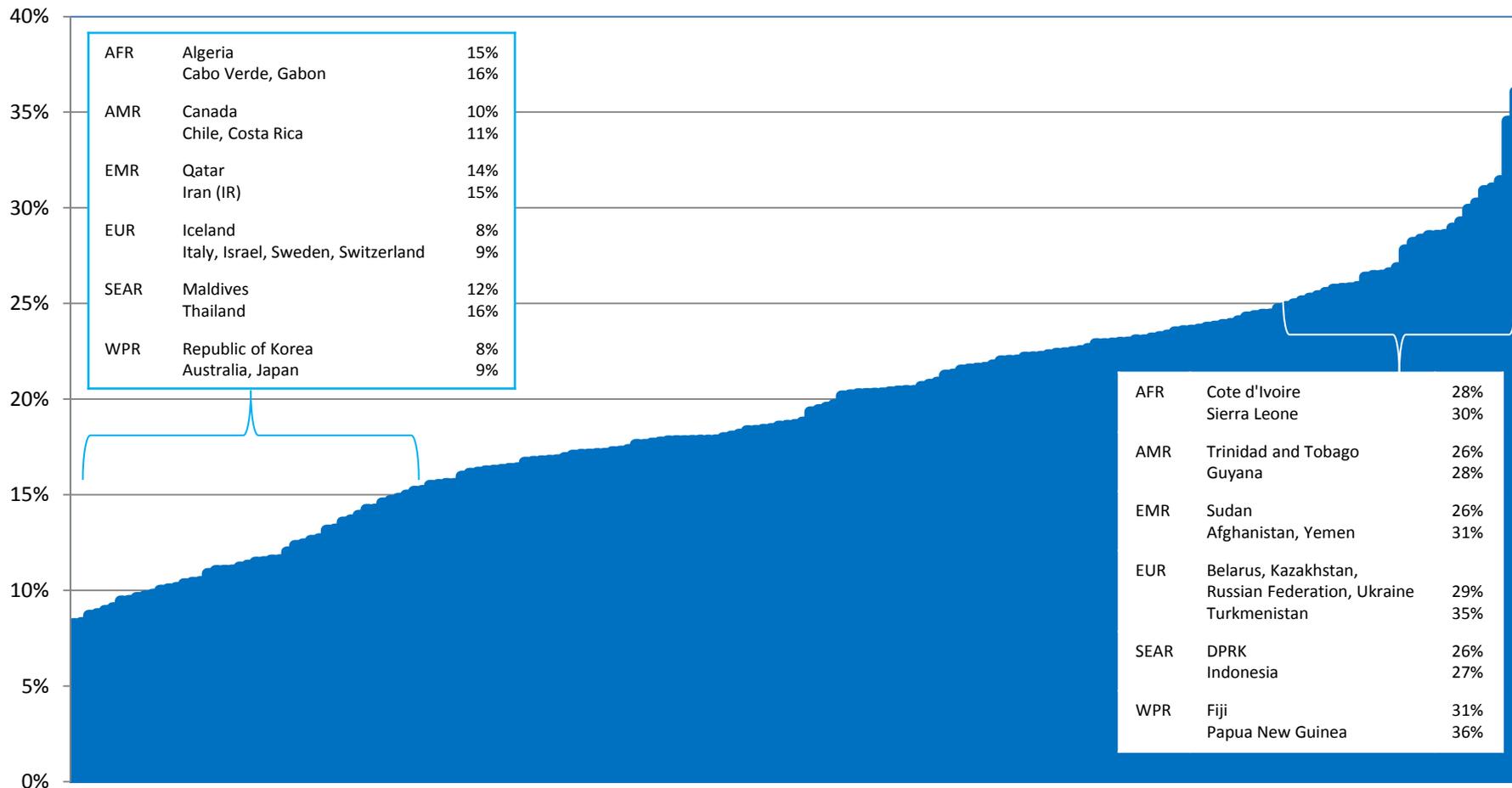
### % Distribution per Region



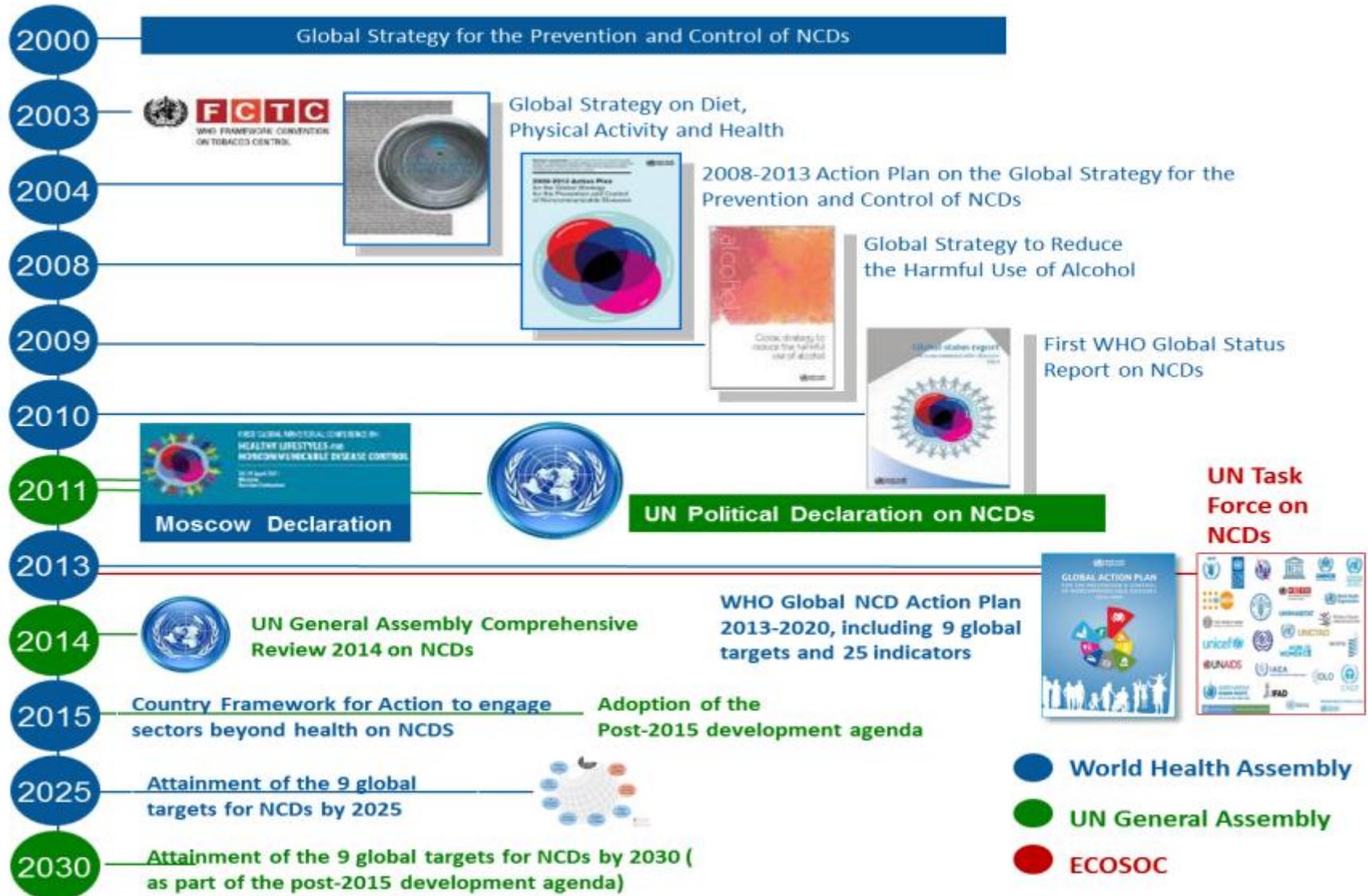
# 2015: Huge disparities between countries

## Probability of dying from any of cardiovascular disease, cancer, diabetes, chronic respiratory disease between the ages of 30 and 70

WHO estimates for 2015 (both sexes)



# Vision rooted in the landmark WHO Global Strategy for the Prevention and Control of NCDs



# Commitments made by world leaders to curb premature deaths from NCDs

2007 **CARICOM**  
Port-of-Spain  
Declaration on  
NCDs

2009 **ECOSOC**  
Doha  
Declaration on  
NCDs



**2018**  
3<sup>rd</sup> HLM



**2011**  
Moscow  
Declaration



**2011**  
Political  
Declaration



**2014**  
Outcome  
Document



**2015**  
AAAA



**2015**  
SDGs



## SUSTAINABLE DEVELOPMENT GOALS





Commits governments to develop national responses:

- **Target 3.4:** By 2030, reduce by one third premature mortality from NCDs
- **Target 3.5:** Strengthen responses to reduce the harmful use of alcohol
- **Target 3.8:** Achieve universal health coverage
- **Target 3.a: Strengthen the implementation of the WHO Framework Convention on Tobacco Control**
- **Target 3.b:** Support research and development of vaccines and medicines for NCDs that primarily affect developing countries
- **Target 3.b:** Provide access to affordable essential medicines and vaccines for NCDs

# SDG 2030 Targets Are Aligned with NCD Targets for 2025

A **25%** relative reduction in risk of premature mortality from cardiovascular disease, cancer, diabetes or chronic respiratory diseases



At least a **10%** relative reduction in the harmful use of alcohol



A **10%** relative reduction in prevalence of insufficient physical activity



A **25%** relative reduction in prevalence of raised blood pressure or contain the prevalence of raised blood pressure



A **30%** relative reduction in prevalence of current tobacco use



**Halt** the rise in diabetes and obesity



A **30%** relative reduction in mean population intake of salt/sodium



An **80%** availability of the affordable basic technologies and essential medicines, incl. generics, required to treat NCDs

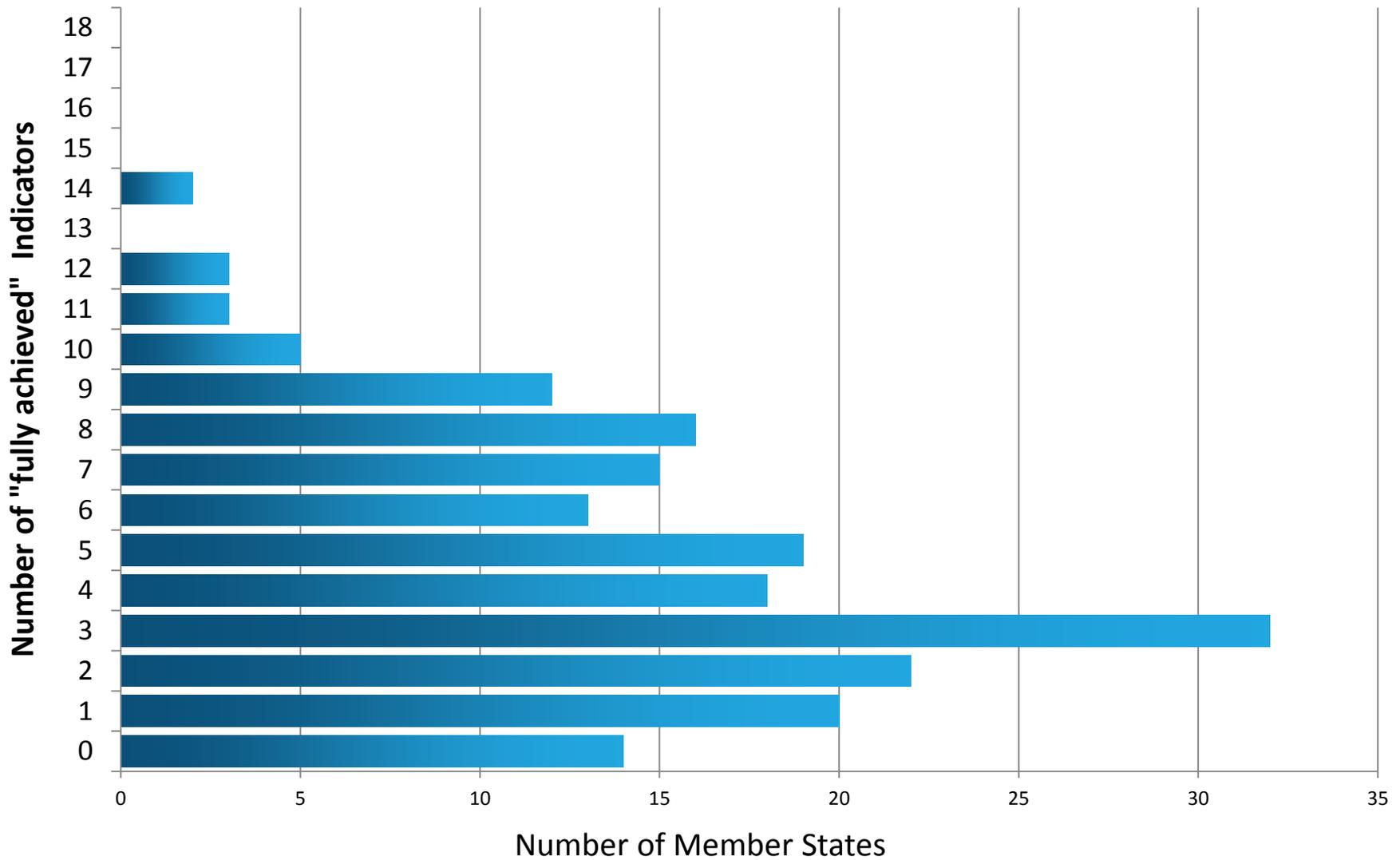


At least **50%** of eligible people receive drug therapy and counselling to prevent heart attacks and strokes





- Based on the set of 10 progress monitoring indicators published by WHO in May 2015
- Indicators show progress achieved by countries in implementing the four time-bound commitments for 2015 and 2016
- Data drawn from several sources generated by WHO and validated with supporting documentation provided by countries



# Outcome indicators (reported to the WHA in May 2016)

Progress towards the 9 global NCD targets for 2025	2010	2014	Trend
Unconditional <b>probability of dying</b> between ages of 30 and 70 from one of the mayor NCDs	20%	19%	↓
Total <b>alcohol</b> per capita (aged 15+ years old) consumption within a calendar year (in litres of pure alcohol)	6.4	6.3	↓
Prevalence of current <b>tobacco smoking use</b> among adults aged 18+	23.1%	21.8%	↓
Age-standardized prevalence of <b>raised blood pressure</b> among persons aged 18+ years and mean systolic blood pressure	23%	22%	↓
Age-standardized prevalence of raised blood glucose/ <b>diabetes</b> among persons aged 18+ years	8%	9%	↑
Age-standardized prevalence of <b>overweight and obesity</b> in persons aged 18+ years)	11% (obesity) 37% (overweight)	13% (obesity) 39% (overweight)	↑

# Process indicators (reported to the WHA May 2016)



Number of countries	2010	2015	Trend
with at least one <b>operational multisectoral national NCD action plan</b>	30/166 (18%)	<b>61/166</b> (37%)	↑
that have operational <b>NCD unit</b>	88/166 (53%)	<b>110/166</b> (66%)	↑
with an operational policy to reduce the <b>harmful use of alcohol</b>	80/166 (48%)	<b>111/166</b> (67%)	↑
with an operational policy to reduce <b>physical inactivity</b>	91/166 (55%)	<b>119/166</b> (72%)	↑
with an operational policy to reduce the burden of <b>tobacco use</b>	109/166 (66%)	<b>135/166</b> (81%)	↑
with an operational policy to <b>reduce unhealthy diet.</b>	99/166 (60%)	<b>123/166</b> (74%)	↑
that have evidence-based national guidelines for the <b>management of major NCDs</b> through a primary care approach	125/166 (75%)	<b>61/166</b> (37%)	N/A
that have an operational national policy on NCD-related <b>research</b>	NO DATA	<b>60/166</b> (36%)	N/A
with <b>NCD surveillance</b> and monitoring systems in place	60/166 (36%)	<b>48/166</b> (29%)	N/A

# WORLD HEALTH STATISTICS

# 2017

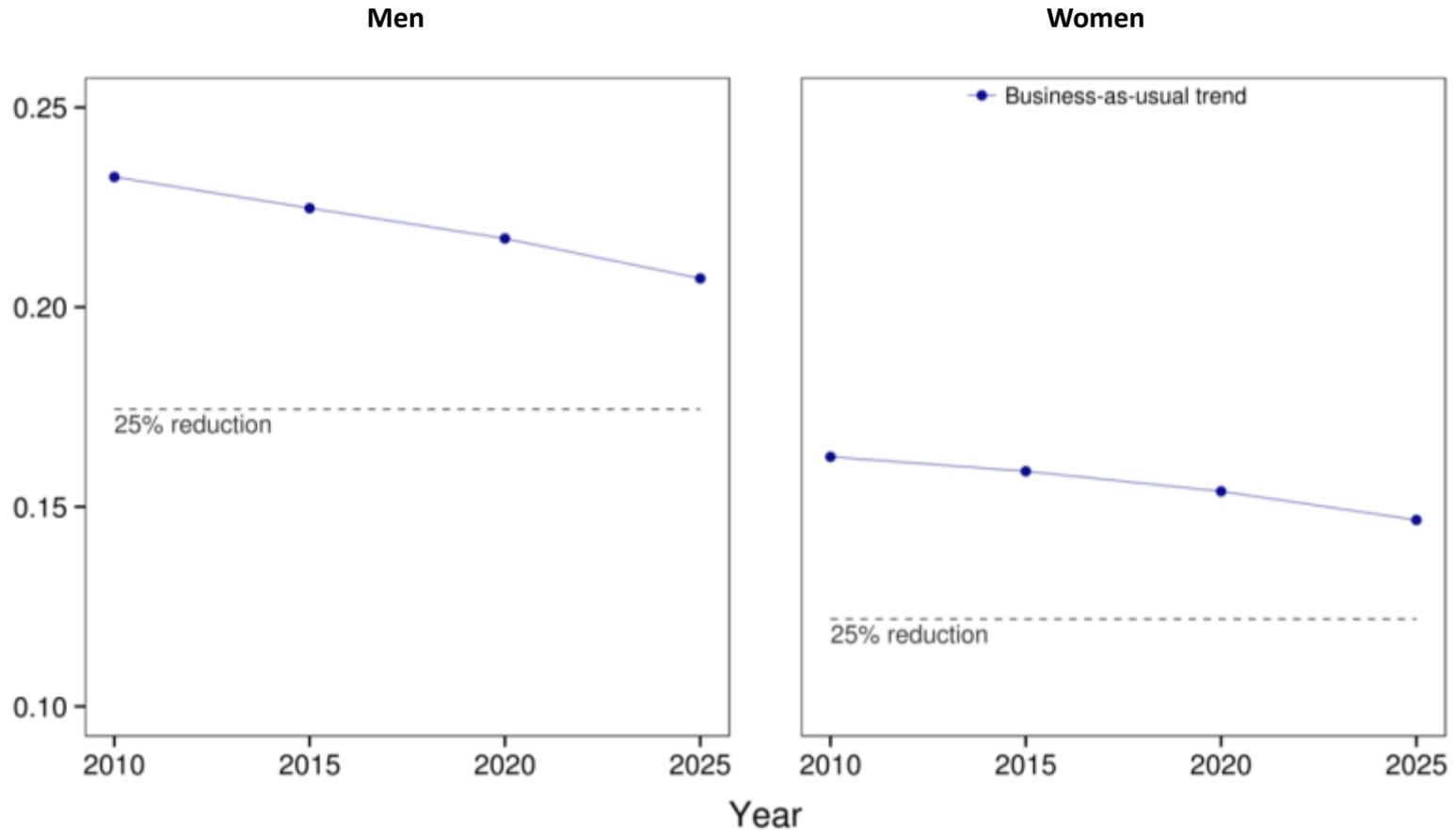
MONITORING  
HEALTH FOR THE  
**SDGs**  
SUSTAINABLE  
DEVELOPMENT GOALS



“Globally, the probability of dying prematurely from these four main NCDs declined by **17%** between 2000 and 2015.

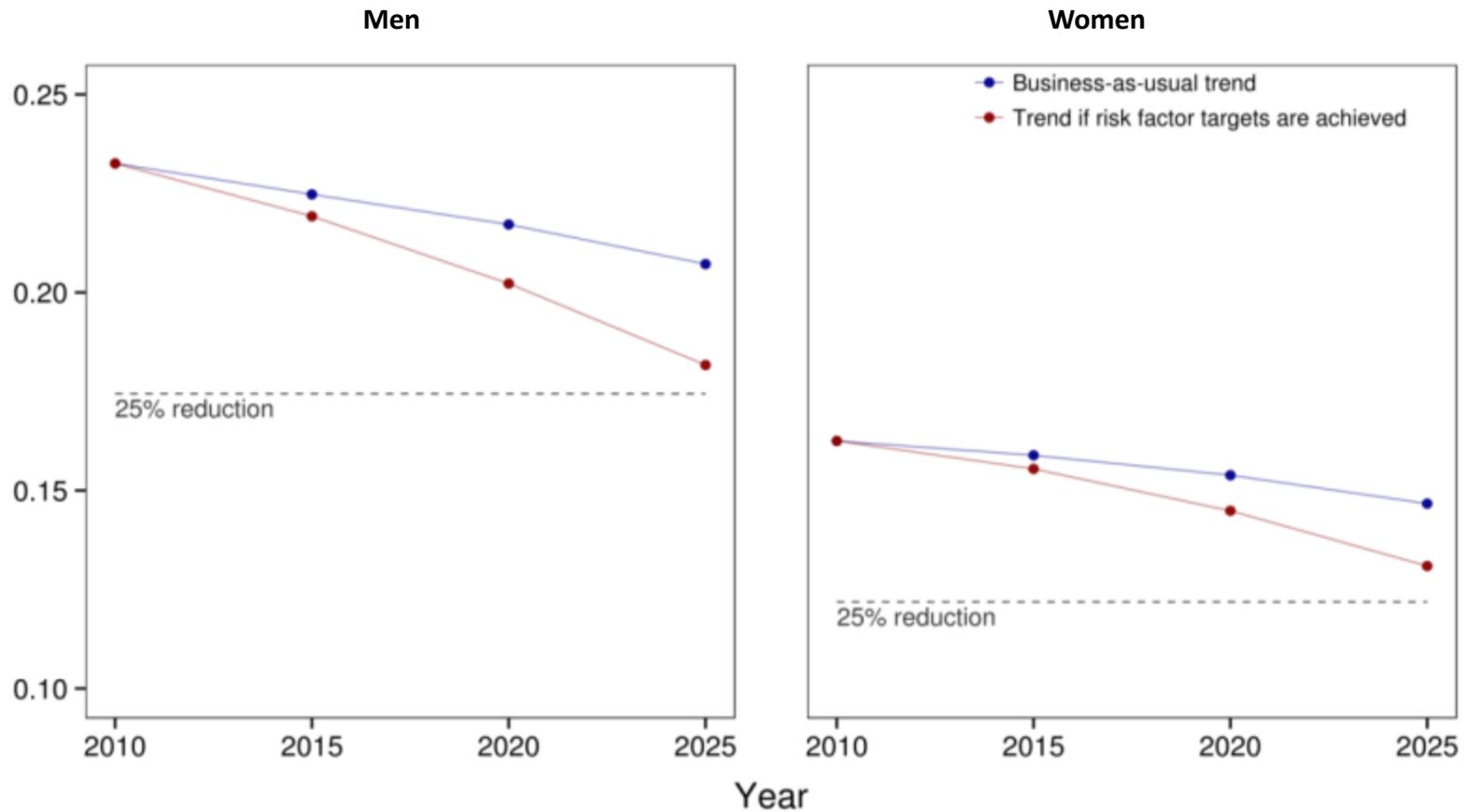
This rate of decline is **insufficient** to meet the SDG target 3.4 on NCDs (i.e. by 2030, reduce by one third premature mortality from NCDs)”

## Projected business as usual trends in premature NCD mortality (global)



Kontis et al. *Lancet* 2014; Mathers and Loncar *PLoS Medicine* 2006

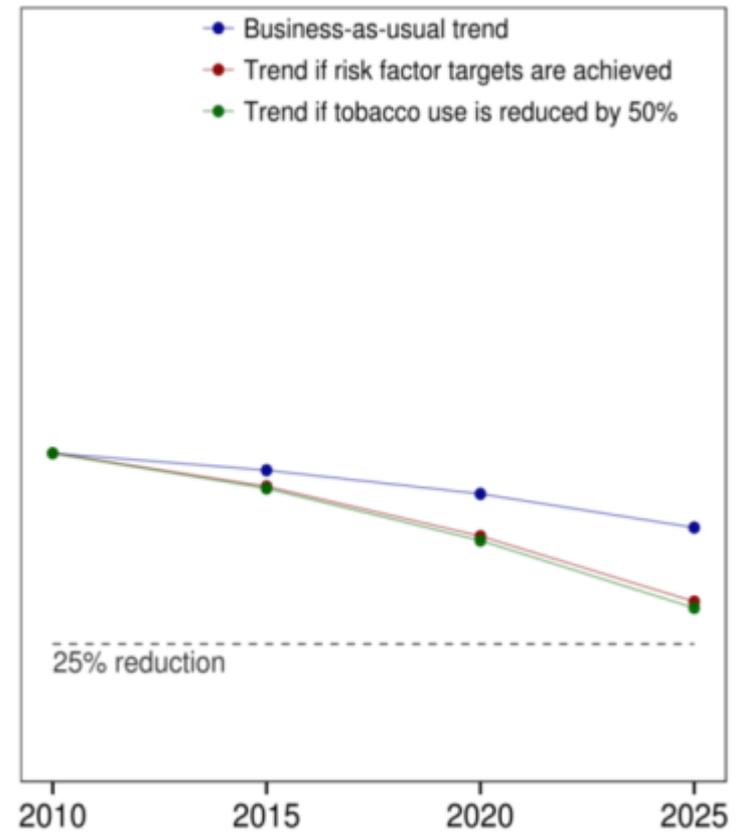
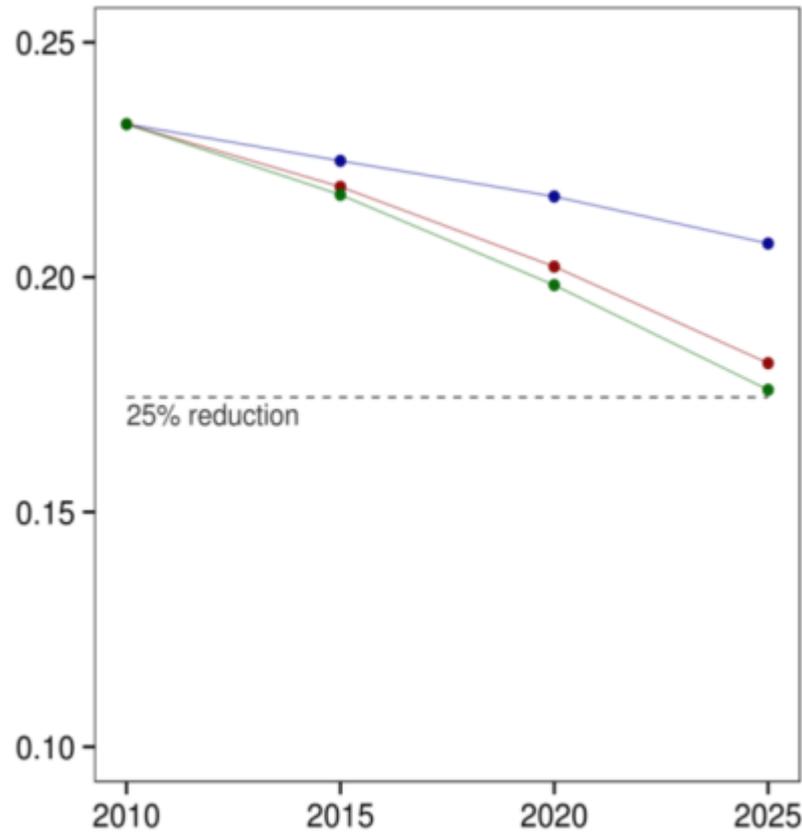
# Vs. If We Achieve Our Risk Factor Targets



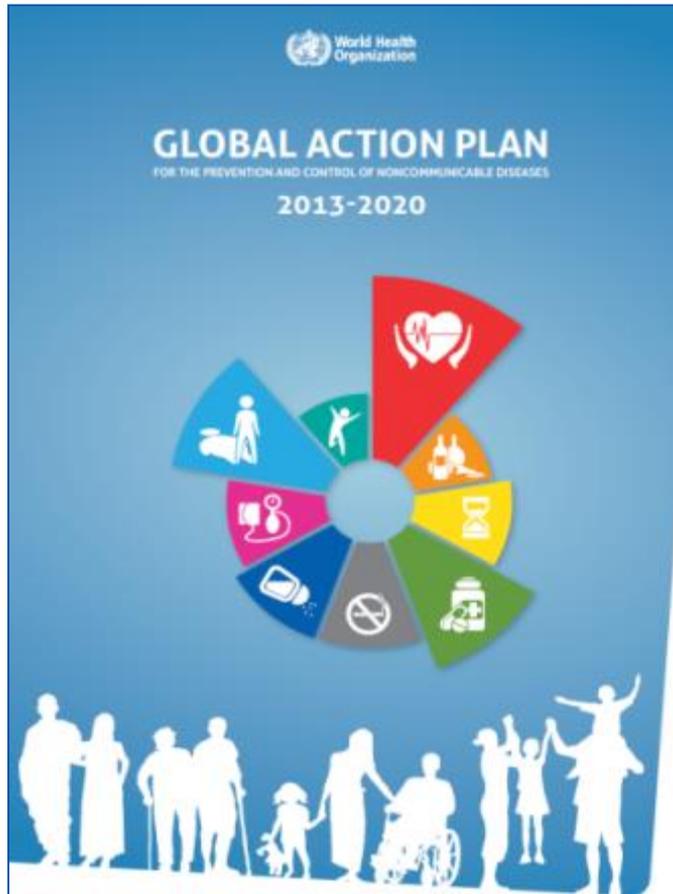
# Vs. If We Reduce Tobacco Use by 50%

Men

Women



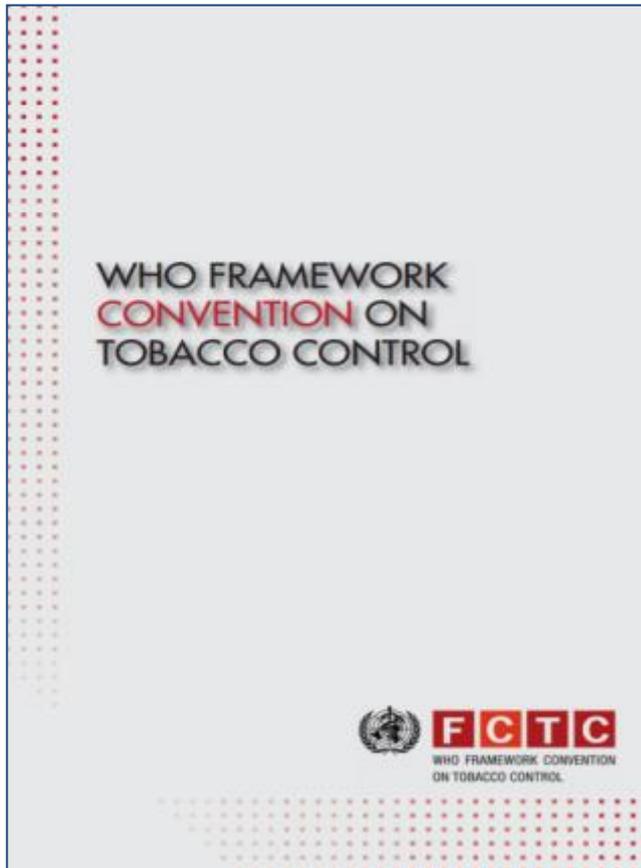
Year



## Best-buys: Tobacco

- Reduce affordability of tobacco products by **increasing tobacco excise taxes**
- Create by law completely **smoke-free environments** in all indoor workplaces, public places and public transport
- Warn people of the dangers of tobacco and tobacco smoke through effective **mass media campaigns**
- Implement **plain/standardized packaging** and/or **large graphic health warnings** on all tobacco packages
- **Ban all forms of tobacco advertising, promotion and sponsorship**

# So How Are We Doing On Tobacco Control ?



- The first international public health treaty under the auspices of WHO
- Entry into force 2005

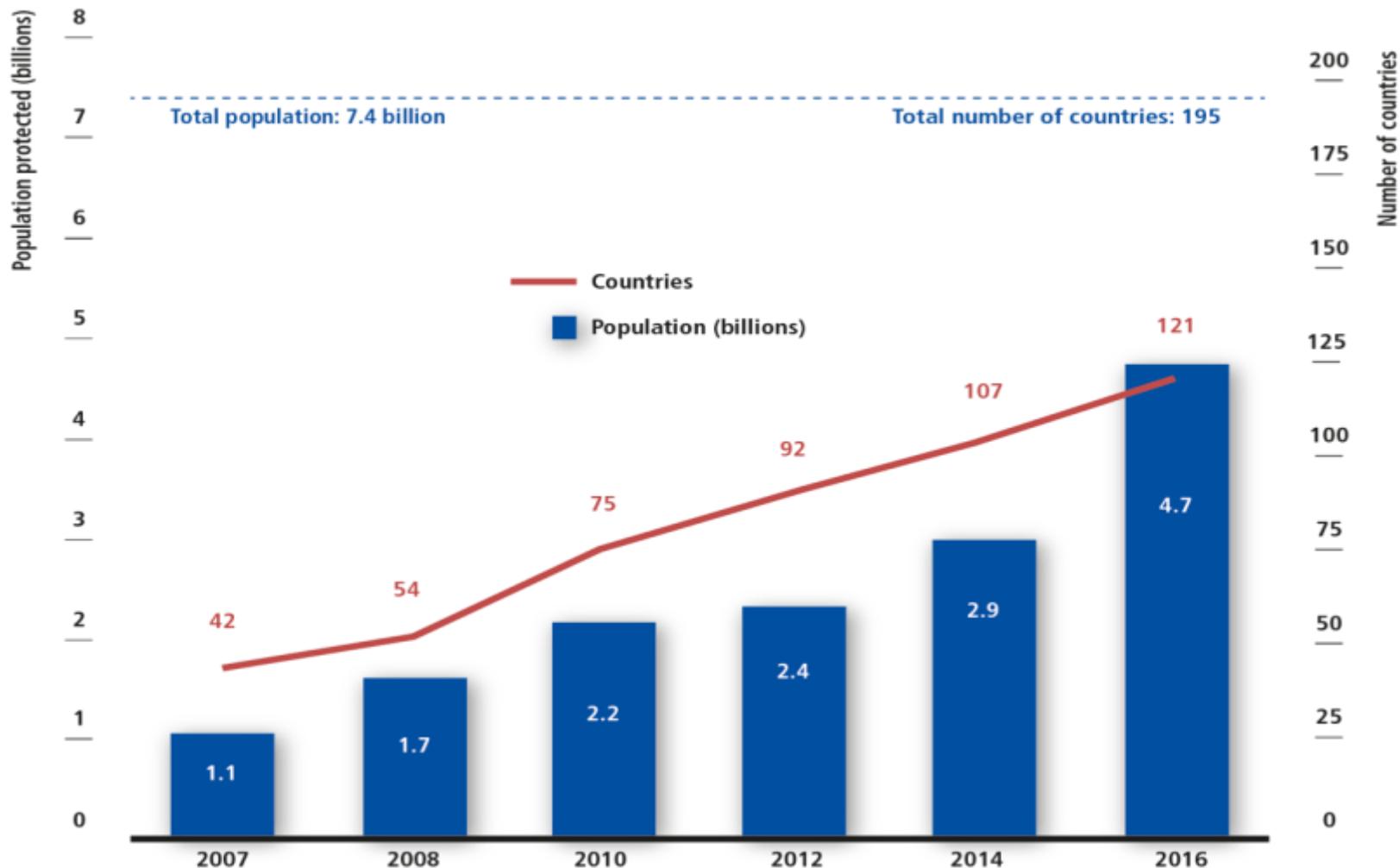
WHO FCTC article 20	→	<b>M</b> onitor	...tobacco use and prevention policies
WHO FCTC article 8	→	<b>P</b> rotect	...people from tobacco smoke
WHO FCTC article 14	→	<b>O</b> ffer	...help to quit tobacco use
WHO FCTC article 11 & 12	→	<b>W</b> arn	...about the dangers of tobacco
WHO FCTC article 13	→	<b>E</b> nforce	...bans on advertising, promotion and sponsorship
WHO FCTC article 6	→	<b>R</b> aise	...taxes on tobacco

# A tool to monitor progress of MPOWER



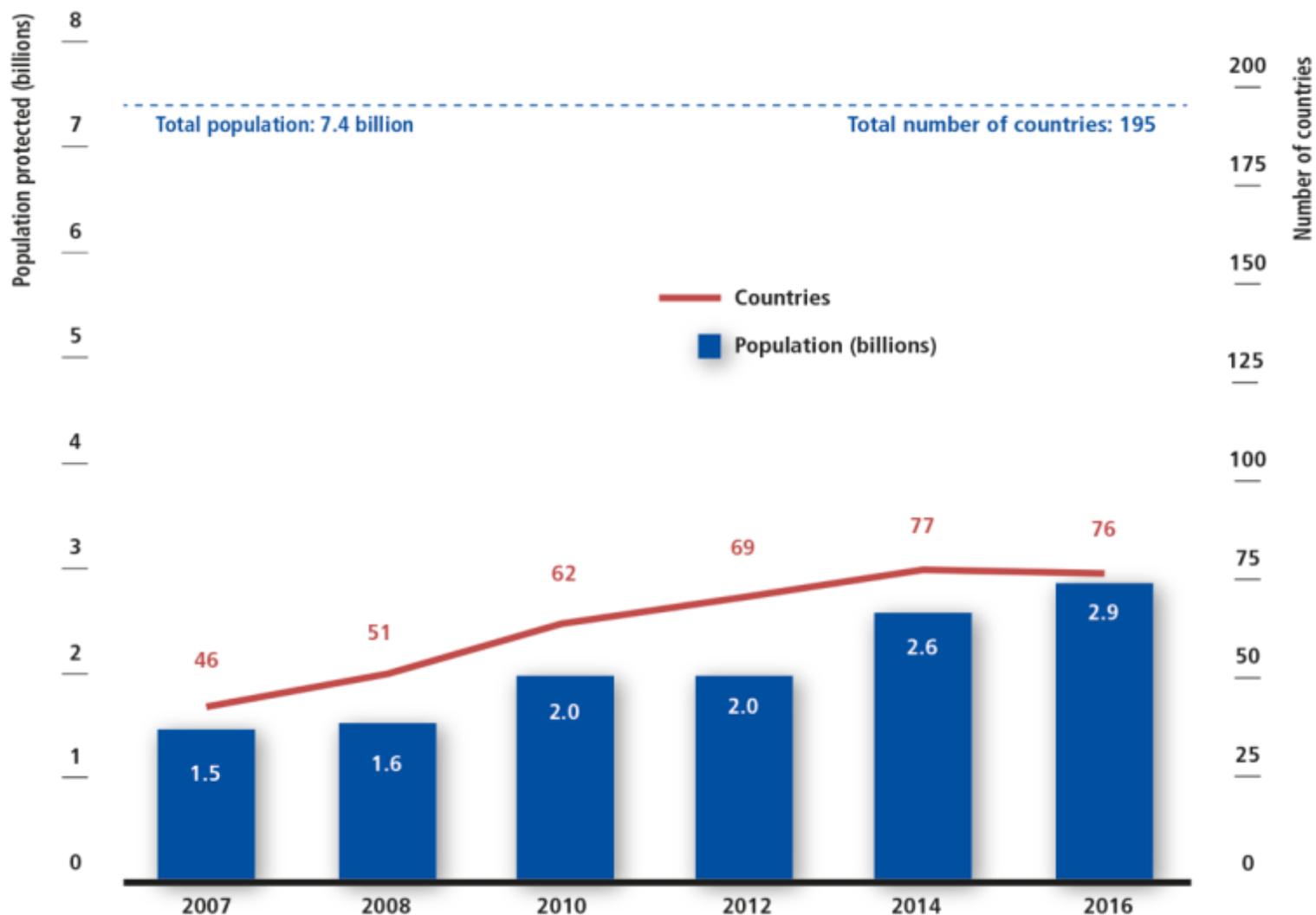
Six reports published since 2007 that track the status of the global tobacco epidemic and interventions to combat it.

## Population covered by at least one MPOWER measure at the highest level of achievement

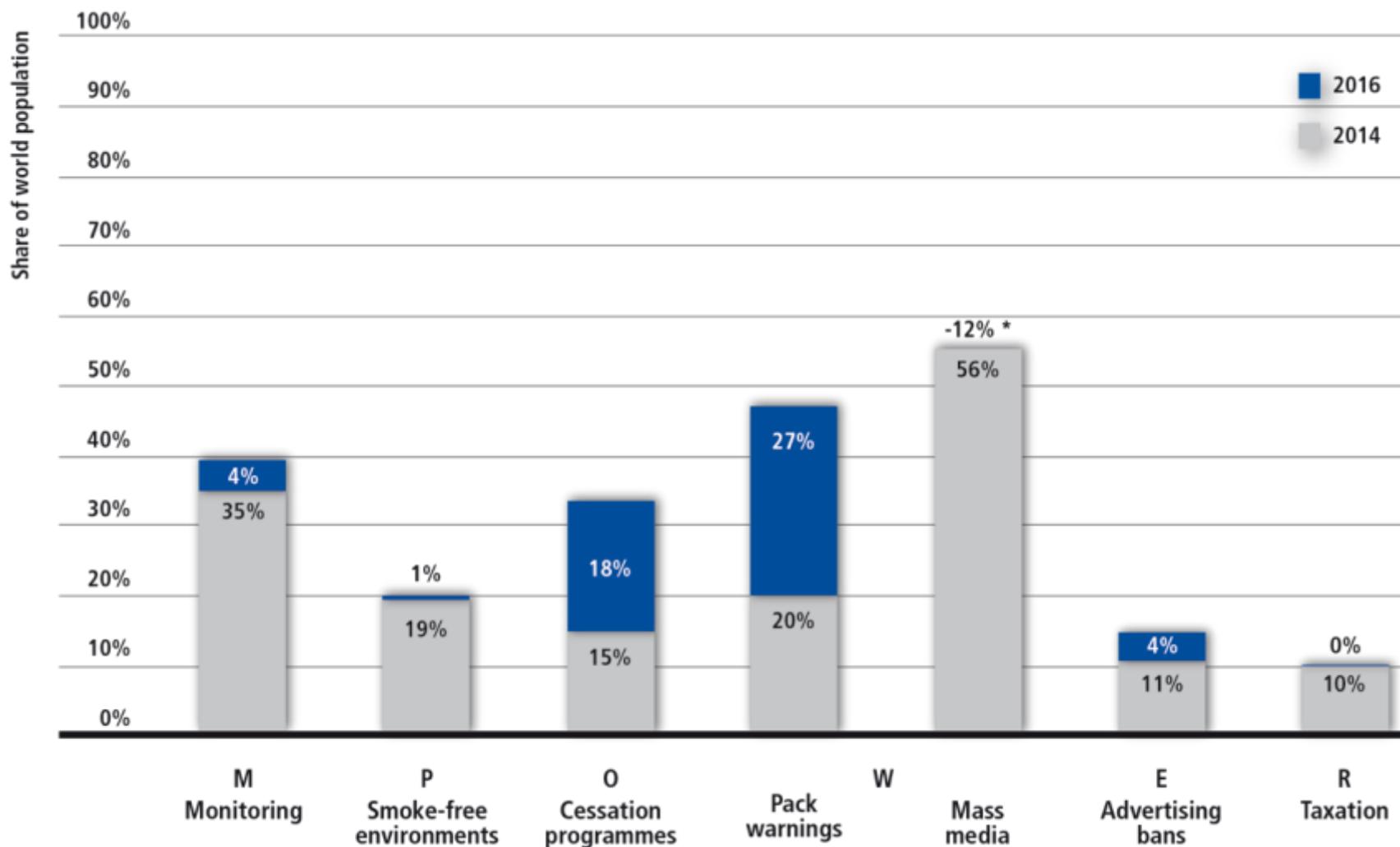


# Progress in 'M' has been steady but slow

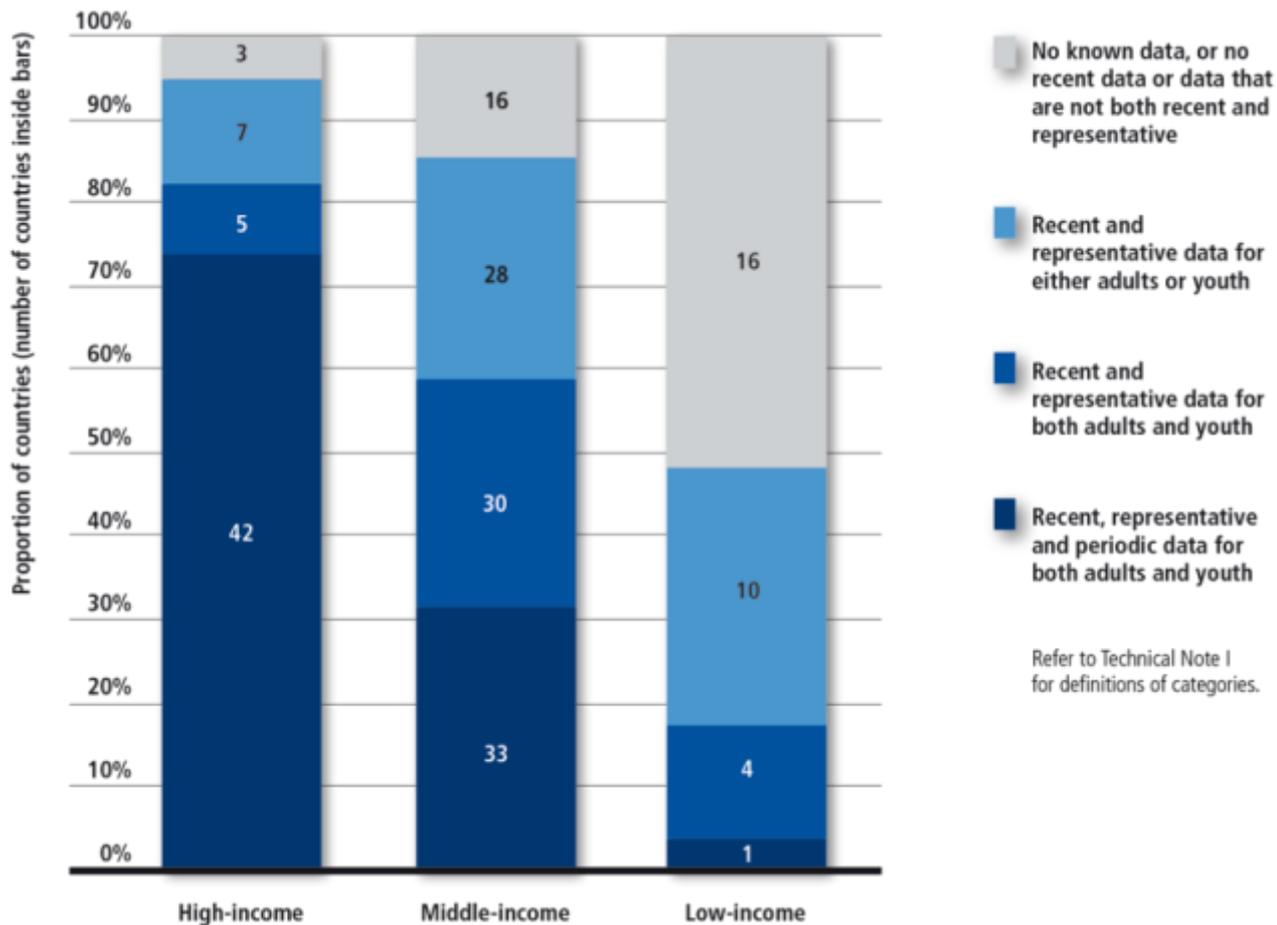
## Population covered by Monitoring measure at the highest level of achievement



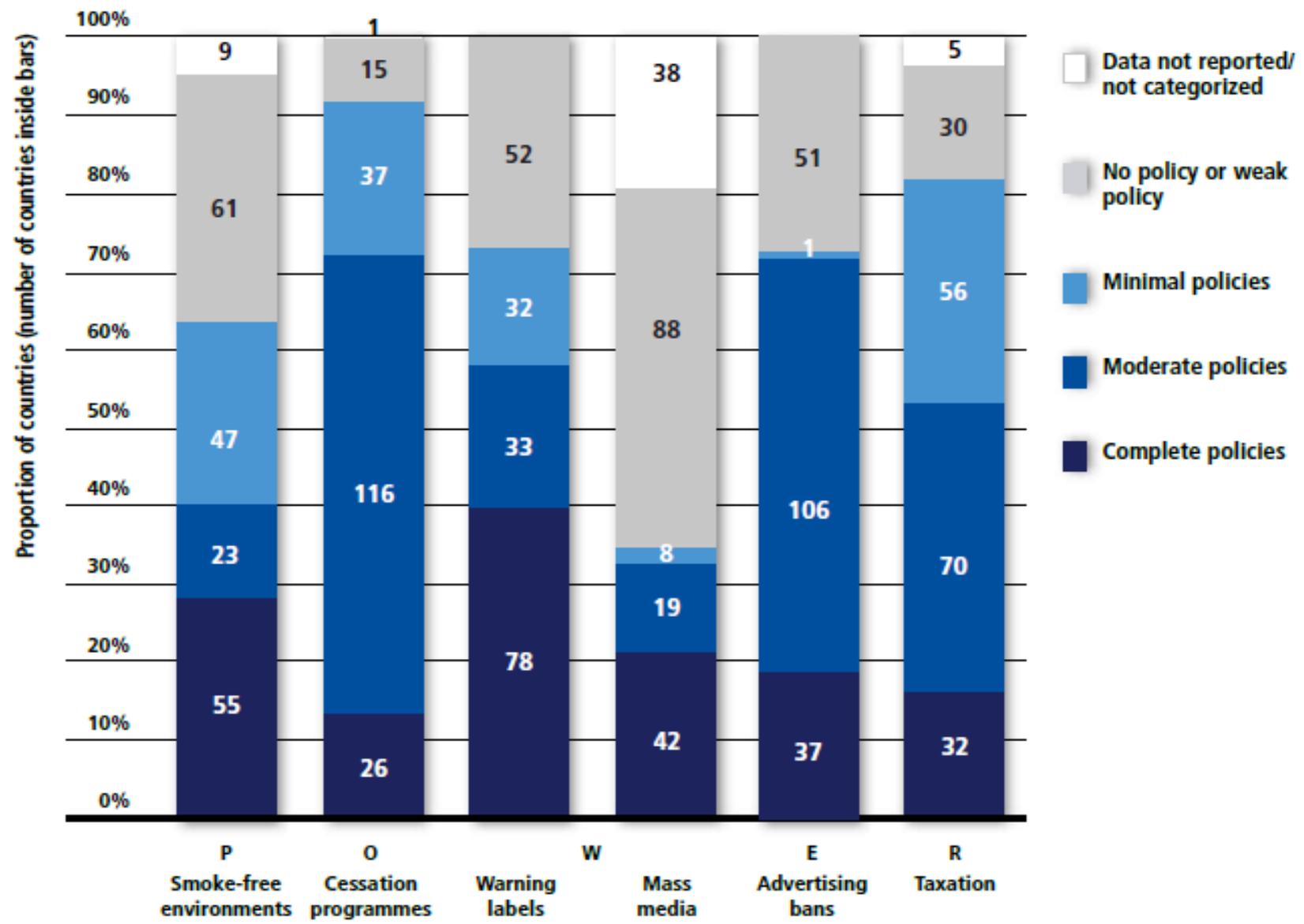
# Progress by MPOWER measure, 2014- 2016



# Achieving 'M' at best-practice level is a challenge, especially for LMICs



# Progress made in POWER





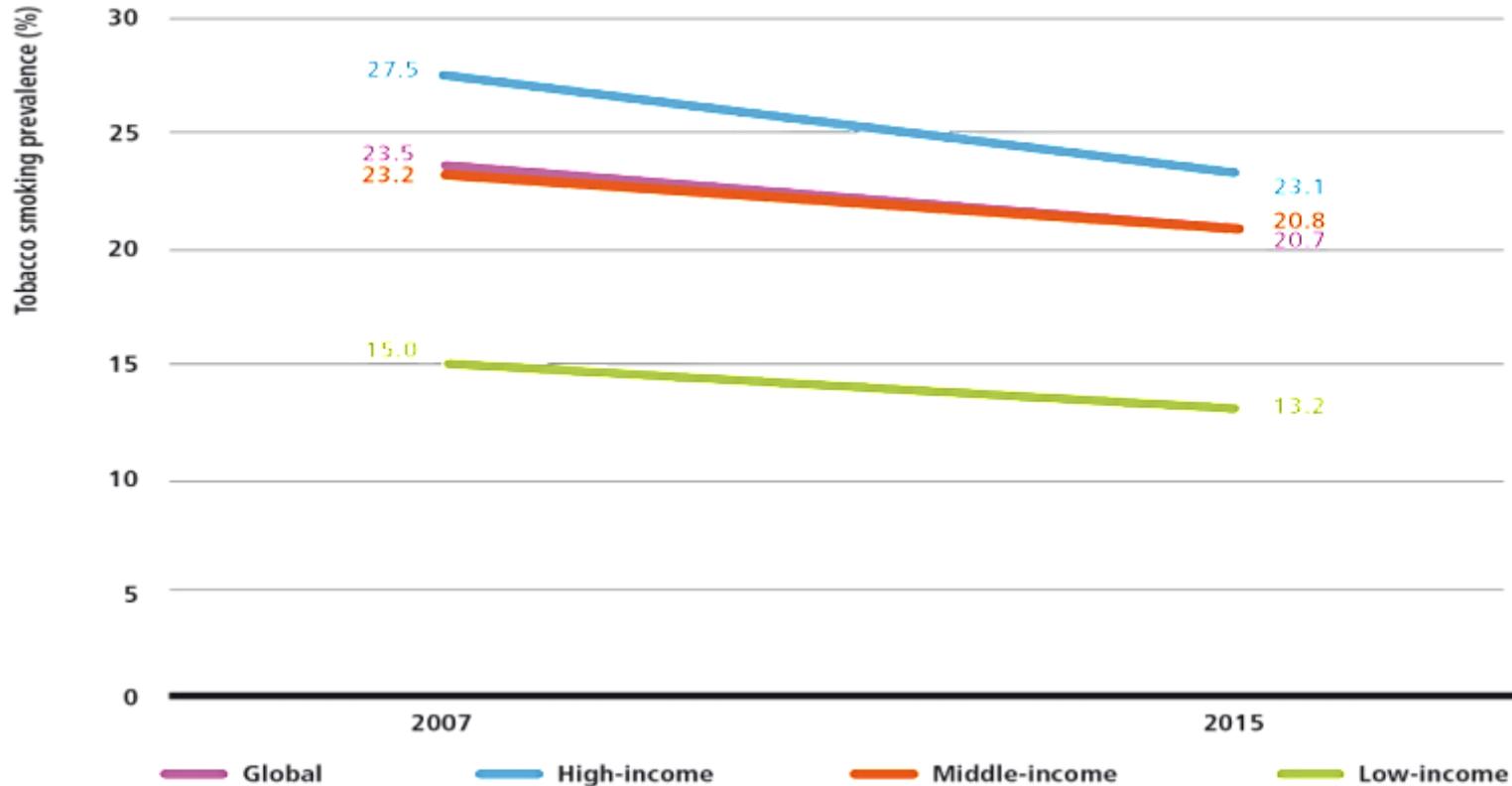
We are seeing the impact of these measures being introduced across the world...



World Health  
Organization

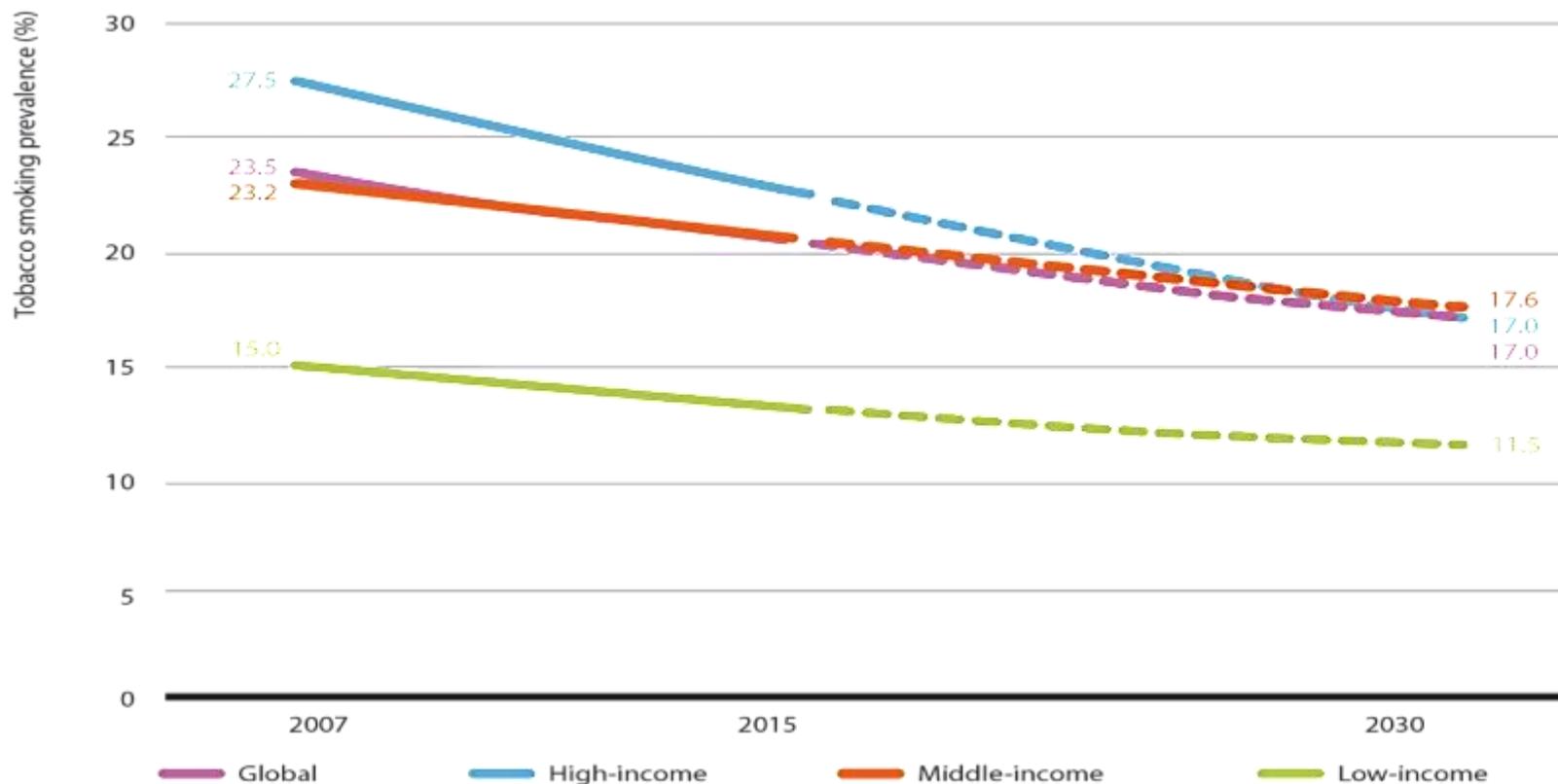
# Smoking prevalence has declined globally...

## CURRENT ADULT SMOKING PREVALENCE, 2007-2015



...but the number of tobacco users has been steady.

## WHO-ESTIMATED TREND IN CURRENT SMOKING PREVALENCE, AGES 15+



A photograph of a classroom filled with children. In the foreground, two girls are looking towards the camera. The girl on the left is wearing a red headband and a red shirt. The girl on the right is wearing a red and green shirt and has a bindi on her forehead. They are sitting at a desk with several open books. In the background, other children are visible, some looking towards the camera and others looking away. The lighting is warm and the atmosphere is focused.

More work needs to be done...



World Health  
Organization

Without urgent, accelerated action to curb the tobacco epidemic, the SDG target 3.4 and 3.A will not be achieved.



**THE GLOBAL GOALS**  
For Sustainable Development



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DEVELOPMENT**  
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TIME FOR GLOBAL ACTION



Thank you  
[www.who.int/tobacco](http://www.who.int/tobacco)



World Health  
Organization

has no known data, or no recent data or data that are not both recent and representative

- Chad, Cote de Ivoire, Gambia, Sierra Leone

has recent and representative data for either adults or youth

- Gabon, Mali, West Bank and Gaza Strip

has recent and representative data for both adults and youth

- Cameroon, Suriname, Tajikistan

has recent, representative and periodic data for both adults and youth since

- Qatar, Turkey, Indonesia