



## WHO Report on Tobacco Control

**For Prelims:** [World Health Organisation](#), [E-cigarettes](#), [National Tobacco Control Programme](#), [Promulgation of the Prohibition of Electronic Cigarettes Ordinance, 2019](#), [National Tobacco Quitline Services \(NTQLS\)](#).

**For Mains:** Status of Tobacco Consumption in India

**Source:** [IE](#)

### Why in News?

The [World Health Organisation \(WHO\)](#) recently released a comprehensive report on [tobacco control measures](#). The report evaluates the progress made globally since the introduction of the **MPOWER measures - a set of strategies developed by WHO** to combat tobacco use and its detrimental effects on health.

### What are MPOWER Measures?

- In 2008, the WHO established **MPOWER**, a plan consisting of the six most important and effective tobacco control methods. The six MPOWER strategies include:
  - **M: Monitor tobacco use and prevention policies**
  - **P: Protect people from tobacco smoke**
  - **O: Offer help to quit smoking**
  - **W: Warn about the dangers of tobacco**
  - **E: Enforce bans on tobacco advertising, promotion and sponsorship**
  - **R: Raise taxes on tobacco**

### What are the Major Highlights of the Report?

- **Global Tobacco Control Progress:**
  - Worldwide, there has been a **decline in [smoking](#) prevalence from 22.8% in 2007 to 17% in 2021**, resulting in 300 million fewer smokers today.
  - The **WHO's MPOWER measures** have played a vital role in tobacco control over the past 15 years, **protecting 5.6 billion people (71% of the global population) with at least one measure**.
  - The **number of countries implementing at least one MPOWER measure has risen from 44 in 2008 to 151 in 2022**, and four countries - **Brazil, Turkiye, Netherlands, and Mauritius** - have successfully implemented all measures.
- **Addressing the Challenges:**
  - The report also sheds light on the challenges that need to be addressed for more effective tobacco control.

- **At least 44 countries still do not implement any MPOWER measure, and 53 countries do not have a complete ban on smoking in healthcare facilities.**
  - Additionally, **only half of the countries enforce smoke-free workplaces and restaurants.**
- WHO emphasizes the **dangers of e-cigarettes**, noting that the tobacco industry's **aggressive promotion of e-cigarettes** as a safer alternative undermines progress.
  - E-cigarettes pose risks to both users and those around them, especially in indoor environments.
- **Second-hand Smoking:**
  - Of the estimated **8.7 million tobacco-related deaths annually, 1.3 million are non-smokers exposed to second-hand smoke.**
  - Second-hand smoke is **linked to almost 400,000 deaths due to heart disease.** Moreover, second-hand smoke **adversely affects children**, leading to **severe asthma**, respiratory tract infections, and sudden infant death syndrome.
    - Around **51,000 deaths in children and adolescents under 20 years** are attributed to exposure to second-hand smoke.
- **India's Progress in Tobacco Control:**
  - **India excels in implementing health warning labels** on tobacco products and providing tobacco dependence treatment.
  - **About 85% of cigarette packs in India carry health warnings** on both the front and back, placing the country among the **top 10 in terms of warning label size.**
  - **India has also banned the sale of e-cigarettes** and implemented smoking bans in healthcare facilities and educational institutions.
  - Bengaluru has seen significant progress in tobacco control due to hundreds of enforcement drives, **'No Smoking' sign displays**, and extensive awareness campaigns about the hazards of smoking and second-hand smoke.
    - The city's efforts have **led to a commendable 27% reduction in smoking in public places.**

## What is the Status of Tobacco Consumption in India?

- **About:**
  - Nearly **267 million adults (15 years and above) in India (29% of all adults)** are users of tobacco, according to the **Global Adult Tobacco Survey India, 2016-17.**
    - The most prevalent form of tobacco use in India is **smokeless tobacco.**
  - It is one of the major causes of death and disease in India and accounts for nearly **1.35 million deaths every year.** India is also the **second largest consumer and producer of tobacco.**
- **Related Government Initiatives:**
  - [National Tobacco Control Programme](#)
  - [Promulgation of the Prohibition of Electronic Cigarettes Ordinance, 2019](#)
  - **Cigarettes and other Tobacco Products** (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) **Amendment Rules, 2023.**
  - [National Tobacco Quitline Services \(NTQLS\)](#)
  - The Union Finance Minister of India announced a **16% increase in National Calamity Contingent Duty (NCCD) on cigarettes** in the [Budget 2023-24.](#)
  - The Union Health Ministry of India has announced **new regulations requiring [Over-The-Top \(OTT\) platforms](#) to display tobacco-related health warnings** during streamed content.