

Amman, 31 August 2023 – The WHO Country Office in Jordan wholeheartedly supports the recent directives of His Majesty King Abdullah II, urging the Government to escalate actions to combat the proliferation of smoking in Jordan, especially among the youth.

Dr Jamela Al-Raiby, WHO Representative to Jordan, commends His Majesty's steadfast commitment and reiterates the importance of collaboration between WHO, the Ministry of Health, other government entities and local communities to effectively curb the spread of tobacco use and safeguard the nation's health.

In a recent meeting with government officials, His Majesty King Abdullah II underlined the pressing need to intensify efforts to combat tobacco use, particularly among young individuals. WHO stands firmly united with His Majesty in his visionary leadership and commitment to the well-being of the Jordanian people.

Dr Al-Raiby stated, "We proudly stand in solidarity with His Majesty's call to action. WHO, in line with our longstanding commitment since the early endorsement of WHO's Framework Convention on Tobacco Control (WHO FCTC) – a milestone in the promotion of public health – is dedicated to working closely with the Government and local partners to amplify our efforts in addressing the dangers of tobacco use."

According to the latest national Stepwise Survey, conducted by the Ministry of Health with the support of WHO, 66.1% of males smoke tobacco, in addition to 15.9% of men of the same group using electronic cigarettes. This ranks Jordan as one of the countries with the highest rates of tobacco use in the world. WHO and partners have been at the forefront of the fight against tobacco, and these renewed endeavours align seamlessly with the continuous work that has been undertaken since the early adoption of the WHO FCTC. Through strategic partnerships, we develop culturally sensitive campaigns and real actions that educate and empower the public about the multifaceted risks associated with tobacco use.

Furthermore, the recent successful Twitter storm orchestrated by the Ministry of Health and WHO with partners stands as a testament to our dedication in raising public awareness about the hazards of smoking, thereby amplifying the reach of our collective efforts.

The scale of the human and economic tragedy that tobacco use imposes is shocking, and preventable. The tobacco industry is fighting to ensure that the dangers of their products are concealed, but we are fighting back. As part of our ongoing commitment, we extend our appreciation to His Majesty King Abdullah II for his unwavering dedication to the health and prosperity of the nation.

About WHO

The World Health Organization (WHO) Country Office in Jordan is dedicated to promoting health and well-being, preventing disease and improving the quality of life for all residents of Jordan. By working hand in hand with Government, nongovernmental organizations and local communities, WHO aims to address health challenges and elevate the nation's overall well-being.

About the WHO Framework Convention on Tobacco Control

The WHO Framework Convention on Tobacco Control (WHO FCTC) is an international treaty adopted by the World Health Assembly in 2003. It represents a milestone in the global response to the tobacco epidemic, serving as a comprehensive framework for governments to implement effective tobacco control measures. The WHO FCTC aims to reduce tobacco-related illnesses, deaths, and the social and economic burden caused by tobacco consumption. Jordan signed the WHO FCTC on 28 May 2004.

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