

As quitting smoking is the best way to reduce cancer, WHO is helping implement powerful tobacco controls

Tobacco use is the world's leading preventable cause of death, killing nearly 6 million people annually. About one third die from cancer. Left unchecked, global tobacco-related deaths could rise to over 8 million by 2030.

The landmark 2005 WHO Framework Convention on Tobacco Control (WHO FCTC) addresses tobacco control from supply and demand standpoints and aids countries in handling civil and criminal liability issues linked to tobacco use and manufacturers.

More than 175 countries have ratified the legally-binding WHO FCTC and WHO is urging more Member States to follow suit. Parties to the convention are obligated to introduce effective tobacco control policies based on rigorous scientific evidence. Of the 7 million annual cancer deaths, 40% are preventable. Of these avoidable cancer deaths, tobacco accounts for 60%. Lung cancer is the leading form of tobacco-caused cancer, followed by tumours of the larynx, pancreas, kidney and bladder.

WHO supports countries to develop legislation to raise cigarette prices and ban tobacco advertising and smoking in public places. Implementing the convention's controls could cause a 50% reduction in tobacco uptake and consumption, saving up to 200 million lives by 2050.

The Tobacco Free Initiative and WHO's Oral Health programme have also worked together to produce information material for health professionals like dentists on oral cavity cancer, 75% of which is related to tobacco.

Related links

[The World Health Organization's fight against cancer: strategies that prevent, cure and care](#)

[The WHO Framework Convention on Tobacco Control](#)

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