

The 2013 WHO report on the global tobacco epidemic reported that the number of people covered by national anti-tobacco campaigns reached 3 billion people globally and bans on tobacco advertising, promotion and sponsorship covered almost 400 million people.

Tobacco is the leading cause of preventable deaths globally; the report summarizes the extensive efforts undertaken by Member States to implement the most effective measures in reducing tobacco use, such as protecting people from second-hand smoke, warning people about the dangers of tobacco and raising taxes on tobacco.

Related links

[WHO report on the global tobacco epidemic, 2013](#)

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