This year's World No Tobacco Day 2017 campaign focuses on development. There is a link between use of tobacco products, tobacco control and sustainable development. Tobacco damages more than health. It affects food security, gender equity, education, economic growth and the environment.

In some countries of the Eastern Mediterranean Region, smoking can be as high as 52% among men and 22% among women. Data for young boys and girls are equally alarming. Smoking can reach 42% among boys and 31% among girls.

Governments and partners can beat the tobacco epidemic by implementing the WHO

Framework Convention on Tobacco Control (WHO FCTC), and adopting the MPOWER measures to reduce demand for this deadly product. The comprehensive implementation of the WHO FCTC and the MPOWER measures to reduce tobacco use in the Region would lead to a reduction in tobacco use ranging from 20% to 40% in 5 years and, in some countries, by up to 36% in 5 years and 56% in 15 years.

This year, World No Tobacco Day demonstrates how tobacco control can drive sustainable development. The campaign aims to:

highlight the threats that the tobacco industry poses to the sustainable development of all countries, including the health and economic well-being of their citizens.

provide recommended steps that various stakeholders should take to promote health and development by confronting the tobacco crisis.

WHO FCTC

MPOWER measures to reduce tobacco use

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