To meet the Sustainable Development Goal (SDG) target of reducing premature deaths from noncommunicable diseases by one-third by 2030, tobacco control must be a priority for governments and communities worldwide. Currently, the world is not on track to meeting this target.

Countries should:

respond to the tobacco epidemic through full implementation of the WHO Framework Convention on Tobacco Control (WHO FCTC) and by adopting the MPOWER measures at the highest level of achievement, which involves developing, implementing, and enforcing the most effective tobacco control policies aimed at reducing the demand for tobacco.

Countries and civil society should:

combat tobacco industry interference in political processes, in turn leading to stronger national tobacco control action.

Public and partners should:

participate in national, regional and global efforts to develop and implement development strategies and plans and achieve goals that prioritize action on tobacco control.

Individuals should:

contribute to making a tobacco-free world, either by committing to never taking up tobacco products, or by quitting the habit.

Parents and other members of the community should:

take measures to promote their own health, and that of their children, by protecting them from the harms caused by tobacco.

WHO Framework Convention on Tobacco Control

MPOWER: technical package to defeat the global tobacco epidemic

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