| In line with the WHO Framework Convention on Tobacco Control (WHO FCTC), WHO introduced the MPOWER measures in 2008. MPOWER are a set of six cost-effective and high impact measures that help countries reduce demand for tobacco. These measures include: |
|---|
| Monitoring tobacco use and prevention policies.   |
| Protecting people from tobacco smoke.   |
| Offering help to quit tobacco use.  |
| Warning about the dangers of tobacco.   |
| Enforcing bans on tobacco advertising, promotion and sponsorship.   |
| Raising taxes on tobacco.   |
| If fully implemented and enforced, the key WHO FCTC measures represented by MPOWER could reduce smoking prevalence in the Eastern Mediterranean Region (Fig. 1).  |
|   |

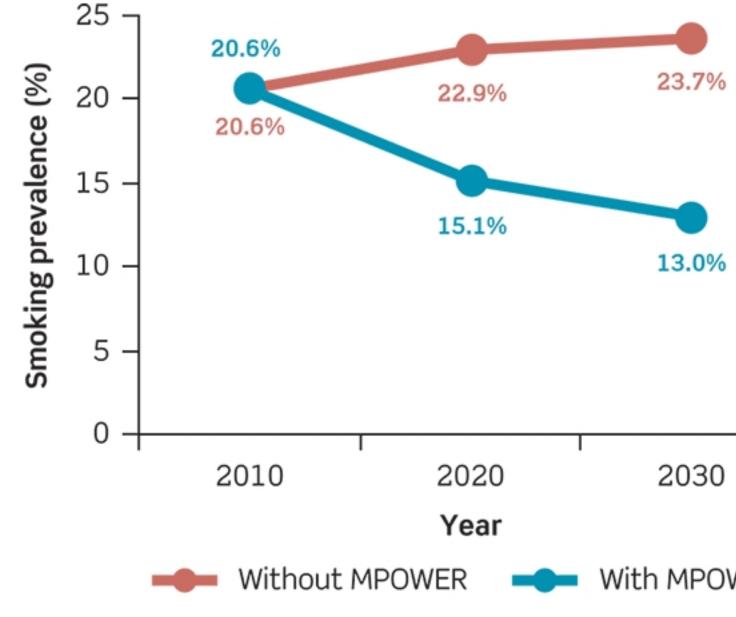


Fig. 1
Impact of implementing versus not implementing
MPOWER on smoking prevalence

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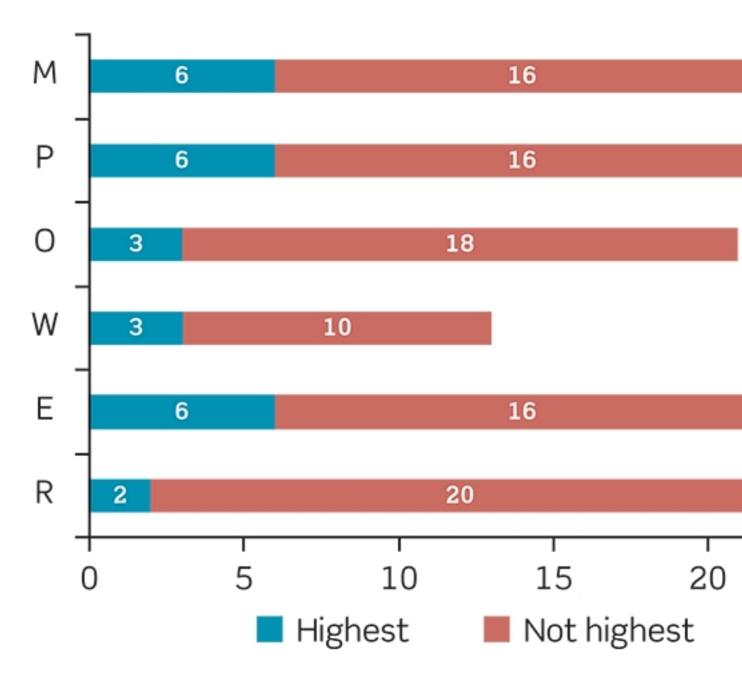


Fig. 2
Number of countries implementing MPOWER me
to the highest level

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