



25 July 2017 – Tobacco use is an epidemic that kills more than 7 million people a year worldwide. In the Eastern Mediterranean Region, 38% of men and 4% of women (21% of adults on average) smoke tobacco. In some of our countries, however, the proportion of smokers can be as high as 52% among men and 22% among women. Smoking rates among youth are particularly worrying: they can reach 42% among boys and 31% among girls. This includes smoking shisha, which is more popular among youth than cigarettes.

Implement the WHO FCTC and MPOWER measures to reduce tobacco use

Two tools can help countries reduce tobacco use: the WHO Framework Convention on Tobacco Control and the MPOWER measures.

Monitor tobacco use and prevention policies

Protect people from tobacco smoke

Offer help to quit

Warn about the dangers

Enforce bans on tobacco advertising, promotion and sponsorship

Raise taxes on tobacco

WHO estimates that the comprehensive implementation of the WHO FCTC and the MPOWER policies to reduce tobacco use in the Eastern Mediterranean 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.

Countries have committed to a set of global targets for reduction in noncommunicable diseases to be attained by 2025. One of these targets is a 30% reduction in tobacco use. By implementing the WHO Framework Convention on Tobacco Control and the MPOWER policies to reduce tobacco use, countries can fight tobacco and save lives.

[Read more about the WHO Framework Convention on Tobacco Control](#)

[Read more about the MPOWER measures to reduce tobacco use](#)

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