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).

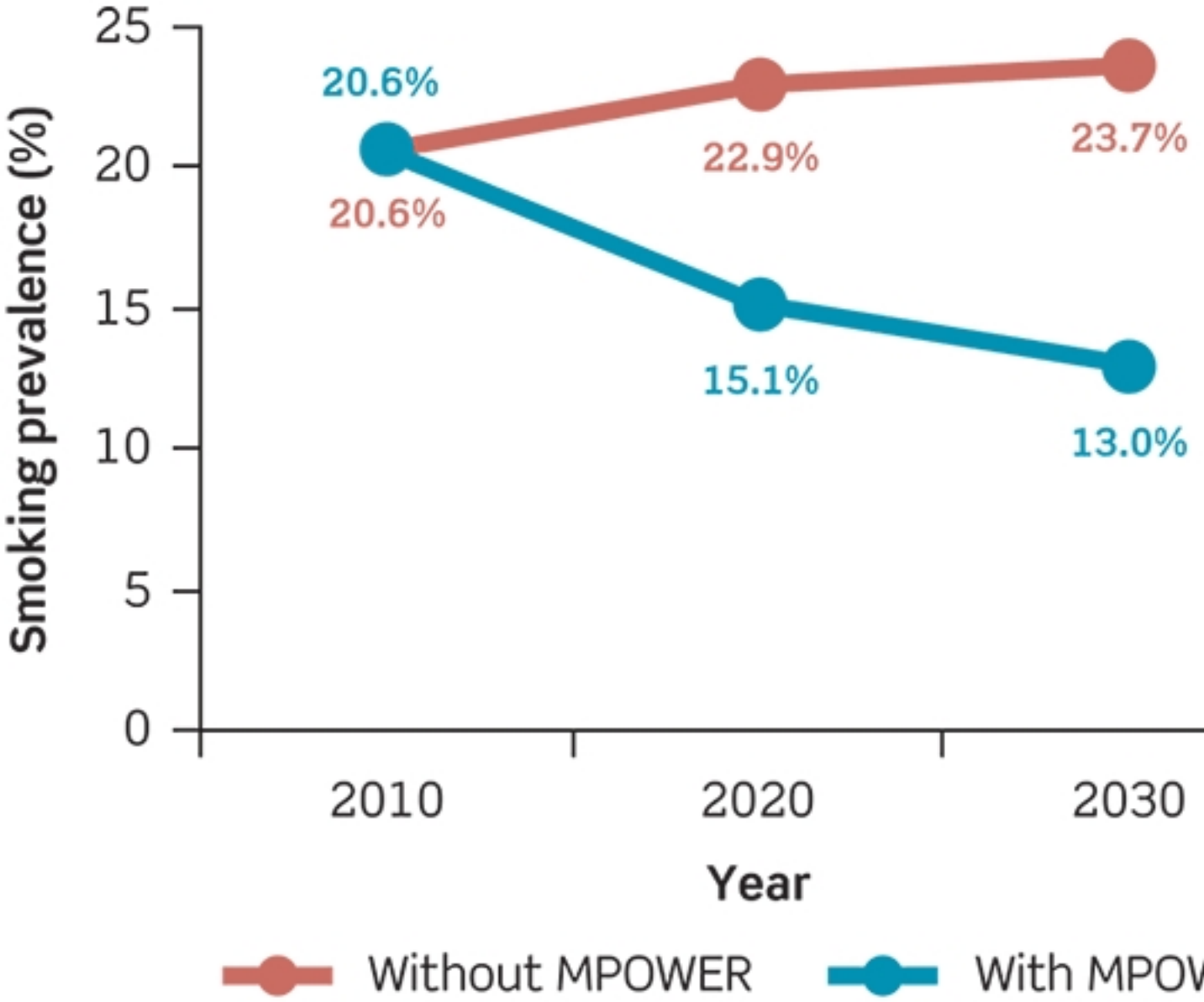

Fig. 1
Impact of implementing versus not implementing MPOWER on smoking prevalence

Statistical models estimating the impact of implementing versus not implementing MPOWER on the prevalence of tobacco

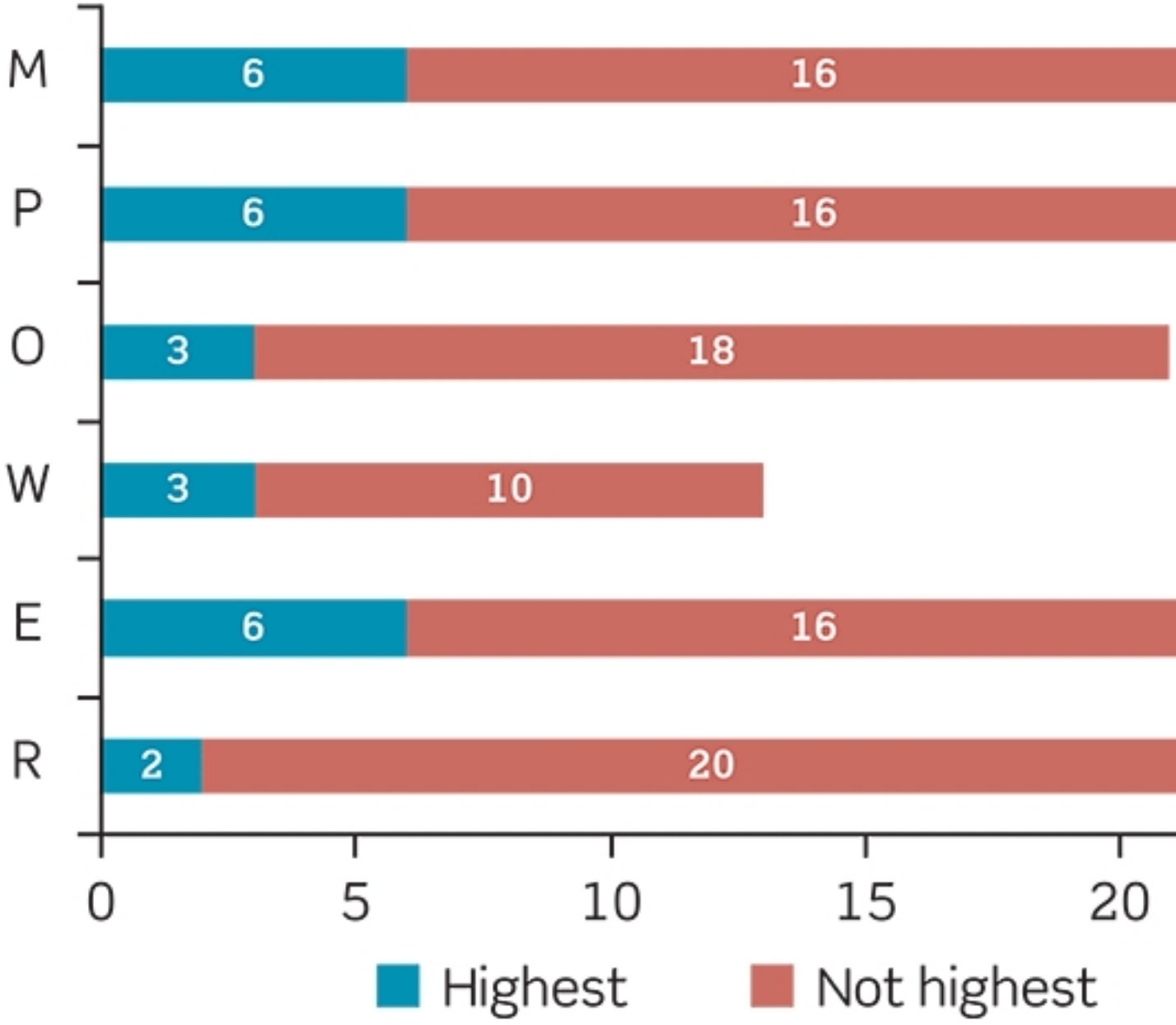

Fig. 2
Number of countries implementing MPOWER me to the highest level