



FCTC

WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL

SECRETARIAT

Cessation within the WHO Framework Convention on Tobacco Control



18 May 2021 – Africa Tobacco Control Talks

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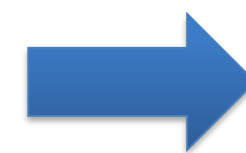
The Global Tobacco Epidemic

**8 Million
people**

die each year from tobacco use



Each day, **22,000**
people die from tobacco use or
second-hand smoke exposure



**Tobacco is NOT
a done issue!**

1.3 billion tobacco users

**IF LEFT UNCHECKED,
TOBACCO USE WILL KILL ONE
BILLION PEOPLE THIS
CENTURY**

Tobacco use is a common risk factor for the four major chronic noncommunicable diseases (NCDs)

- ☠ Cardiovascular diseases
- ☠ Cancer
- ☠ Respiratory diseases
- ☠ Diabetes

NCDs:
a slow-motion
pandemic

Leading cause of death in the world

2016: 56.9 million ☠ ► 40.5 M (71%) = **NCDs-related** total deaths

NCDs – COVID-19 and the tobacco epidemic

***0.25** of the world's population have an underlying condition – **mainly NCDs** = their vulnerability to **COVID-19** and the risk of severe disease & death



Smokers also share this **poor prognosis**



Building-back-better strategies



Addressing NCDs & tobacco use = integral part of the immediate **COVID-19** response and of the recovery at the global, regional & national levels



A powerful 16-year-old legal instrument is at hand! The WHO Framework Convention on Tobacco Control with 182 Parties and guided by



PARTIES
STATE NON-PARTY

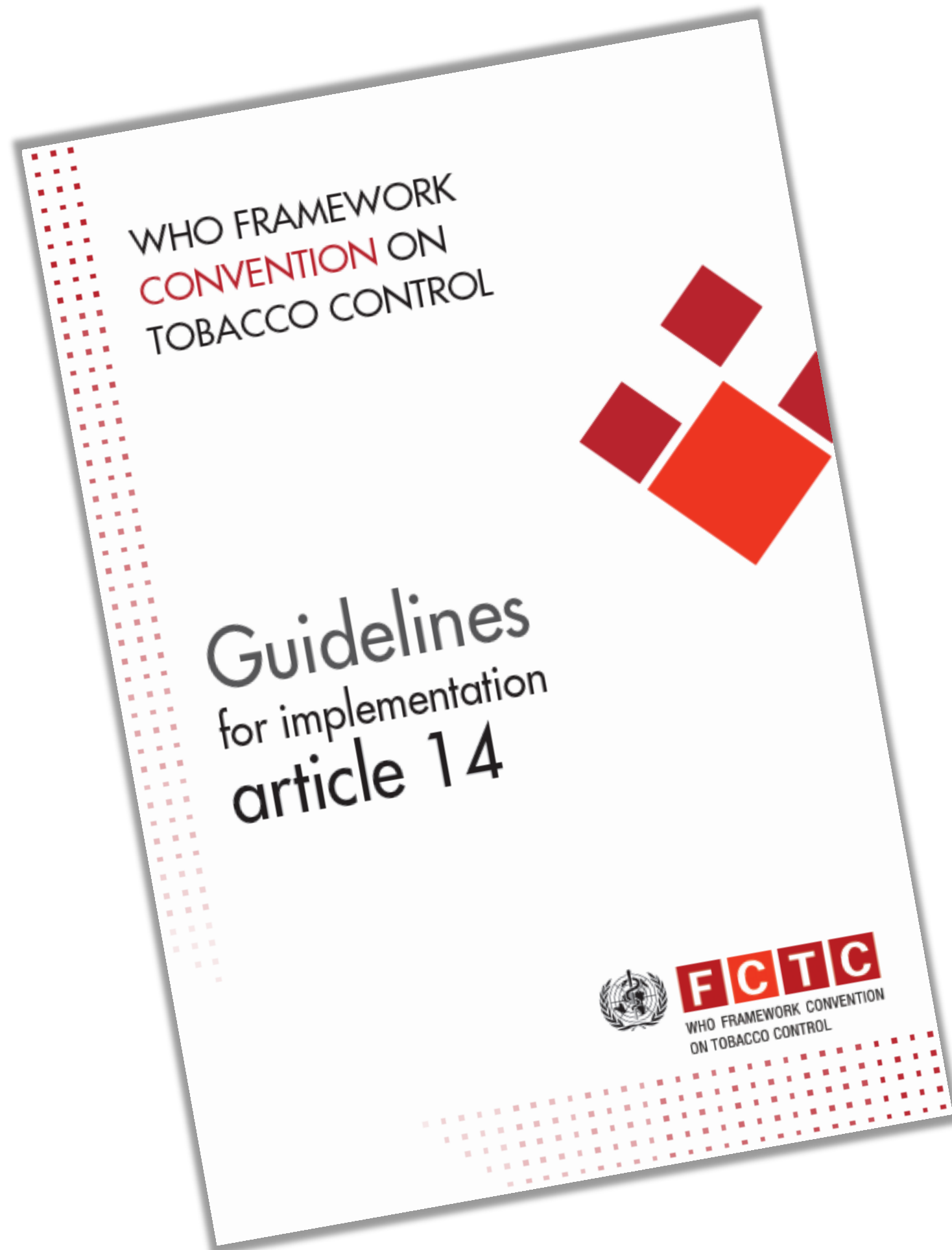
Article 14 of the WHO FCTC



DEMAND REDUCTION MEASURES CONCERNING TOBACCO DEPENDENCE AND CESSATION

- *“each Party shall develop and disseminate appropriate, **comprehensive and integrated guidelines** based on scientific evidence and best practices, taking into account national circumstances and priorities, and shall take effective measures to **promote cessation of tobacco use and adequate treatment for tobacco dependence**”*

Guidelines for implementation of Article 14



- Strengthen or create a **sustainable infrastructure** which:
 - Motivates attempts to quit;
 - Ensures wide access for tobacco users who wish to quit; and
 - Provides sustainable resources.
- Identify key, **effective measures** needed to:
 - Promote tobacco cessation; and
 - Incorporate tobacco dependence treatment into national tobacco control programmes and health-care systems.
- **Share experiences and collaborate** in order to:
 - Facilitate development or strengthening of support for tobacco cessation and tobacco dependence treatment.

Underlying considerations

- Tobacco use is **highly addictive**.
- **Implement** tobacco dependence treatment measures **synergistically** with other tobacco control measures.
- Tobacco cessation and tobacco dependence treatment strategies should be based on **best available evidence** of effectiveness.
- Treatment should be **accessible and affordable**.
- Tobacco cessation and tobacco dependence treatment should be **inclusive**.

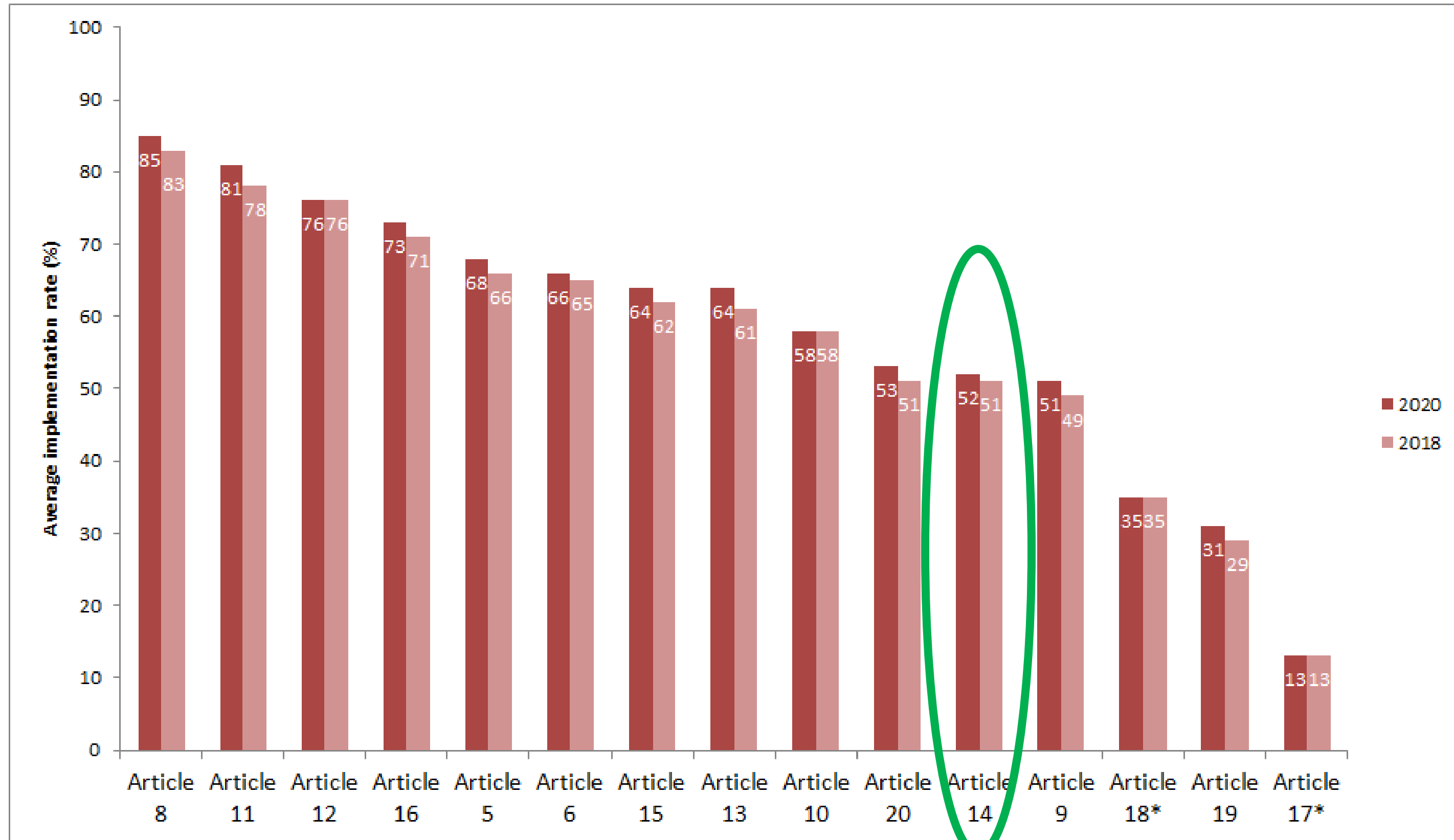


Underlying considerations

- **Monitoring and evaluation** are essential.
- Active partnership with **civil society**.
- **Protection** from all commercial and vested interests.
- Value of **sharing experience**.
- Central role of **health-care systems**.




Implementation rates of WHO FCTC articles



Unpublished information

Support available to Parties



Good country practices in the implementation of WHO FCTC Article 14 and its guidelines

Report commissioned by the Secretariat of the WHO FCTC and the Protocol

[Good country practices](#)

Implementation of a Tobacco Cessation Strategy in People living with HIV and Tuberculosis

Application of Article 14 of the World Health Organization Framework Convention on Tobacco Control



WHO FCTC Secretariat's Knowledge Hub on International Cooperation.
International Cooperation Center on Tobacco Control (ICCTC).
Uruguay, 2019

[Implementation of a Tobacco Cessation Strategy in People Living with HIV and Tuberculosis](#)



[WHO FCTC Knowledge Hub on International Cooperation](#)

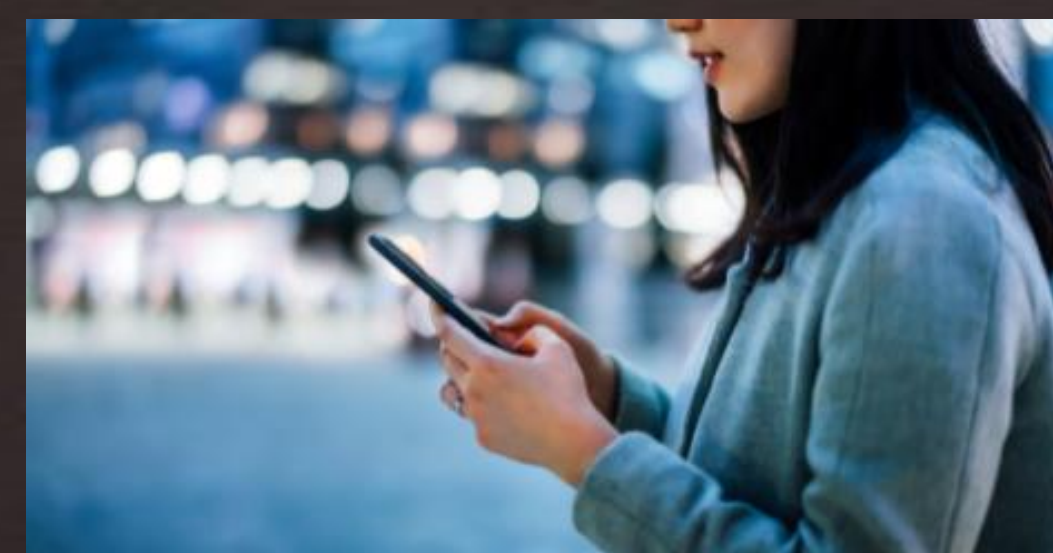
Resources for quitting



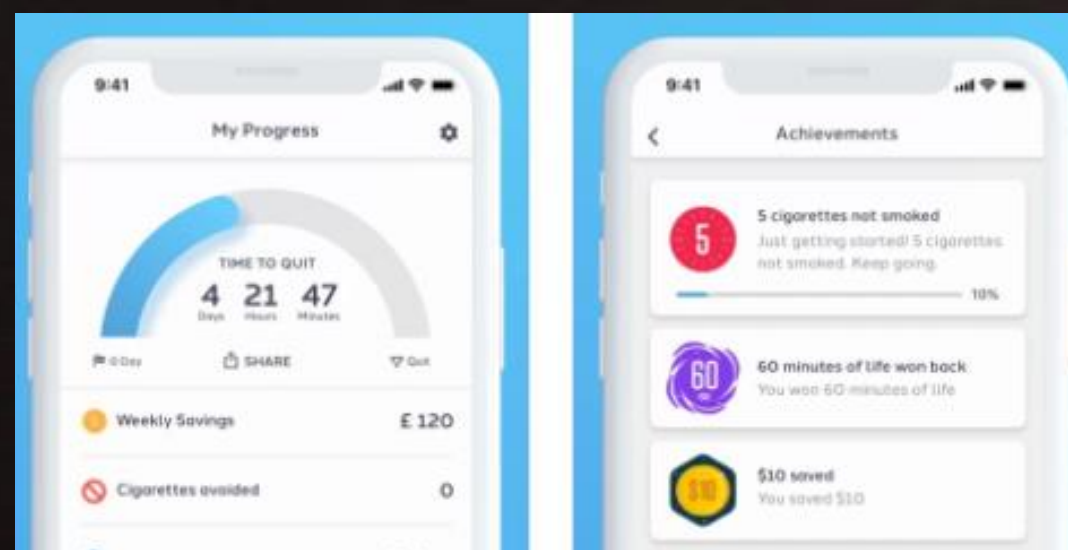
Brief tobacco cessation advice



Toll-free quitlines



Text message support



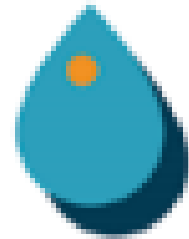
Mobile applications



**Florence,
WHO's digital health worker**

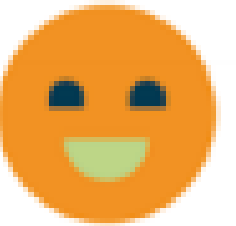
Health benefits of smoking cessation

12 hours

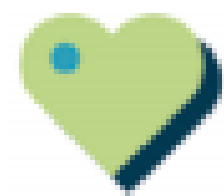


Carbon monoxide level in your blood drops to normal.

1 to 9 months

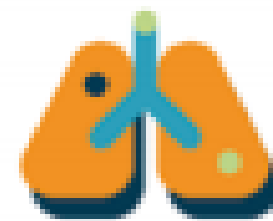


Your coughing and shortness of breath decrease.



20 minutes

Your heart rate drops.



2 weeks to 3 months

Your heart attack risk begins to drop.
Your lung function begins to improve.

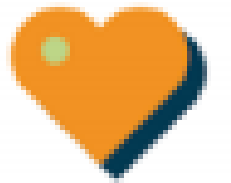
Health benefits of smoking cessation

5 years

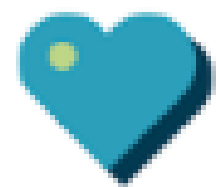


Your stroke risk is reduced to that of a non-smoker 5-15 years after quitting.

15 years

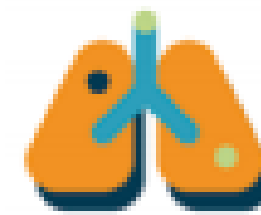


Your risk of coronary heart disease is back to that of a non-smoker.



1 year

Your added risk of coronary heart disease is half that of a smoker.



10 years

Your lung cancer death rate is about half that of a smoker. Your risk of cancers of the mouth, throat, oesophagus, bladder, kidney and pancreas decreases.

World No Tobacco Day 2021



[Sign the pledge here](#)

Quitters ARE WINNERS

#CommitToQuit





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Thank you!



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WHO FCTC Secretariat



GLOBAL STRATEGY TO
ACCELERATE
TOBACCO CONTROL

Advancing sustainable development through
the implementation of the **WHO FCTC 2019 - 2025**