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# Gaps and Priorities in U.S. Contributions to Global Disease Challenges: What has the U.S. done well and not as well?

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Global Tobacco Control  
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# Current and Future Burden of Tobacco

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- Tobacco kills 5.4 million people/year
  - Leading preventable agent of death – kills up to half of people who use it
  - 1/4 of tobacco-related deaths are in middle age
  - By 2030 tobacco will kill >8 million people each year – 80% in developing countries
- Tobacco use worsens health disparities
- Tobacco killed 100 million people worldwide in the 20<sup>th</sup> Century
- Tobacco could kill 1 billion people during the 21<sup>st</sup> Century – unless we act now

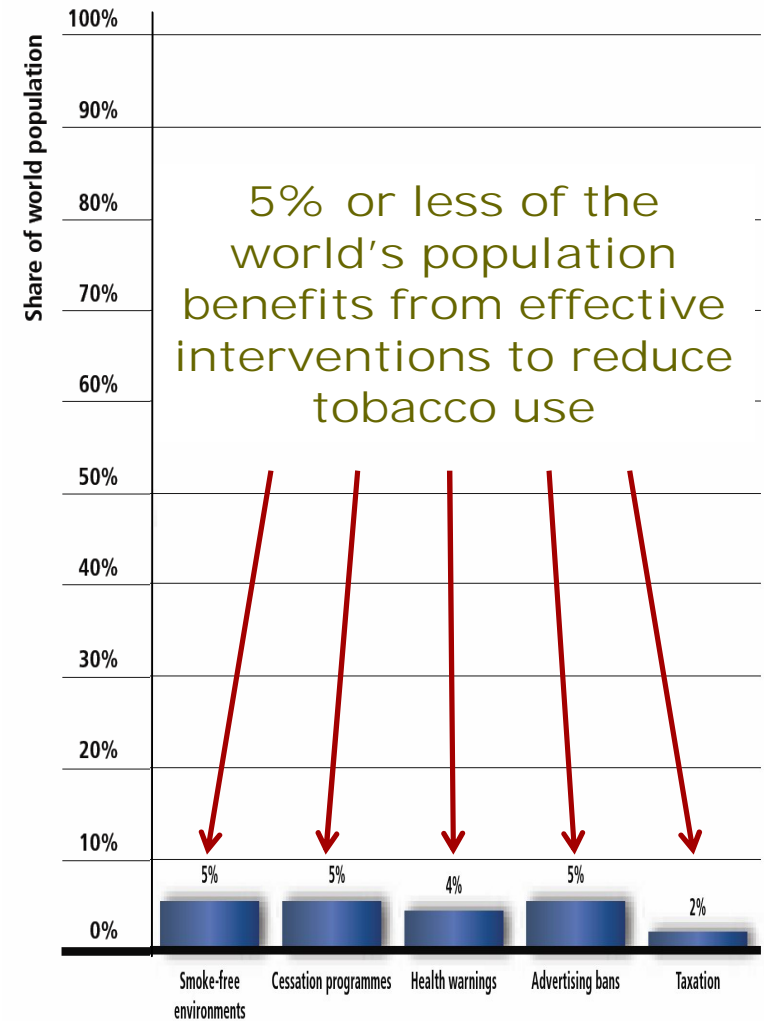


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# MPOWER:

## Six Proven Policies to Reverse the Global Tobacco Epidemic

- **M**onitor tobacco use and prevention policies
- **P**rotect people from tobacco smoke
- **O**ffer help to quit tobacco use
- **W**arn about the dangers of tobacco
- **E**nforce bans on tobacco advertising, promotion and sponsorship
- **R**aise taxes on tobacco



WHO – MPOWER report



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# What U.S., Other Countries Can Do

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- Implement MPOWER
  - Increase tax, smoke-free laws, mass media
  - Financial, technical support for int'l efforts
- Greatly increase funding
  - Low taxes in most, but spending is even lower
  - Very limited gov't and private development aid
- Support sustainable tobacco control capacity
  - Central strategic planning through MOH with local units for implementation, enforcement
  - Support from highest levels of government and society to fund, staff, support programs is critical



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# What Civil Society Can Do

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- Advocate for tobacco control at national and local levels
  - Coordinate activities with government agencies, NGOs, health care system, academic and business communities
  - NGOs can push government to take action on tobacco control, as well as report independently on tobacco industry influence/activities
- Participate actively in initiatives to educate the public and mobilize against tobacco use
- Help create environments that make it harder to smoke and easier to quit

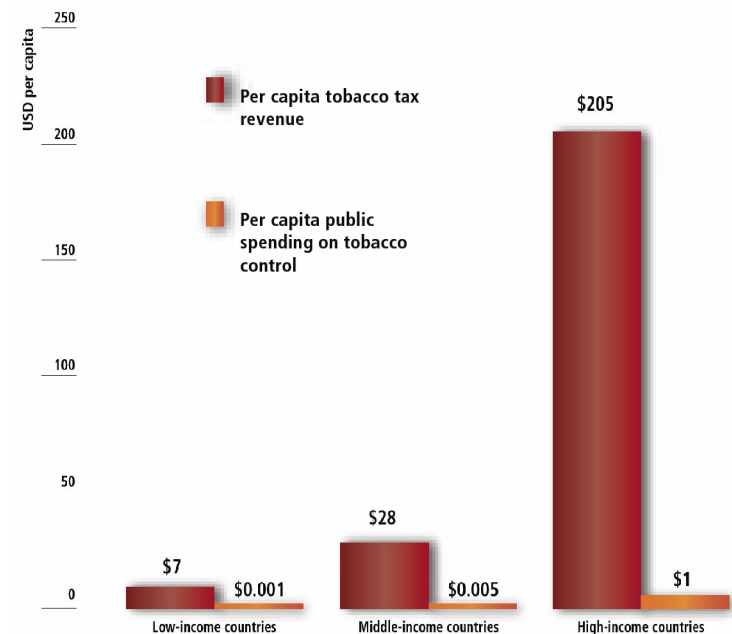


# What Lower-Income Nations Can Do

- Develop political will
  - Tobacco control must be prioritized
- Increase funding
  - Strategic investments can rapidly reduce tobacco use
- Strengthen (or establish) national programs
  - Increase staffing, funding, and support

Globally, tobacco tax revenues are 500 times higher than spending on tobacco control

In low- and middle-income countries, tax revenues are 5,000 times higher



Based on 70 countries that provided information on both tobacco tax revenues and expenditure for tobacco control.



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# Gaps in Knowledge

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- We know what works in tobacco control – we simply aren't doing it
  - Few countries implement proven interventions
- MPOWER report provides first-ever in-depth country-level assessments
  - Monitoring must be strengthened – data often incomplete or inconsistent
- More research needed on
  - Changes in patterns of tobacco use
  - Design and precise impact of interventions, e.g., of taxes in developing world, mass media
  - Potential role product regulation