Global Tobacco Epidemic 2025 report

Prelims: Current events of national and international importance

Why in news?

Recently Global Tobacco Epidemic 2025 report is released by World Health Organization with the support of Bloomberg Philanthropies.

- **Global tobacco epidemic report –** The report is released to assess how countries are implementing tobacco control measures recommended by the WHO under the **MPOWER** strategy, which aims to reduce tobacco use and save lives.
- Guidelines – The WHO Framework Convention on Tobacco Control (WHO FCTC) and its guidelines provide the foundation for countries to implement and manage tobacco control.
- **MPOWER** – To help make this a reality, WHO introduced the MPOWER measures.
- **MPOWER measures are**,
  - **M**– Monitor tobacco uses and prevention policies;
  - **P**– Protect people from tobacco smoke;
  - **O**– Offer help to quit tobacco;
  - **W**– Warn about dangers of tobacco;
  - **E**– Enforce bans on tobacco advertising; and
  - **R**– Raise taxes on tobacco products.
- The measures are intended to assist in the country-level implementation of effective interventions to reduce the demand for tobacco, contained in the WHO FCTC.
- The measure was started in 2007 with just 9 countries but it is now total of 110 countries now require these measures that protects 62% of the global population and 25 countries have adopted plain packaging.

Plain Packaging refers to the standardisation of tobacco product packaging to reduce its attractiveness and it is a proven tobacco control measure recommended by the WHO.

- **World No tobacco day –** To raise awareness about the dangers of tobacco and advocate for effective control policies that encourage

consumers to quit, the WHO observes **World No Tobacco Day every year on May 31**.

- The theme for 2025 is "Protecting children from tobacco industry interference,"
- India is among the six countries that received 2025 Bloomberg Philanthropies Awards for Global Tobacco Control for prioritizing tobacco cessation approaches to reach a significant number of tobacco users in the country.
- Other countries that received the award were **Mauritius, Mexico, Montenegro, Philippines and Ukraine.**

India's Progress in Tobacco Control

- **Strong graphic health warnings –** India among top countries for best-practice health warnings on tobacco packs.
- 85% of cigarette pack surface covered with warnings which is among the world's largest.
- **Decline in tobacco use –** Overall tobacco use (including smokeless) is declining but still higher than global average:
- **38% men** and **9% women** in India use tobacco.
- Global average is **35% men**, **8% women**.
- Among youth (13-15 years), tobacco use is **8%**, similar among boys and girls.
- Smoking prevalence in India is **7% among adults** (2023).
- **Areas for improvement in India** – Need to ban point-of-sale tobacco ads completely.
- Raise taxes significantly to make tobacco products less affordable.
- Need to consider plain packaging for tobacco products.

Reference

The Indian Express| WHO report on global tobacco use

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