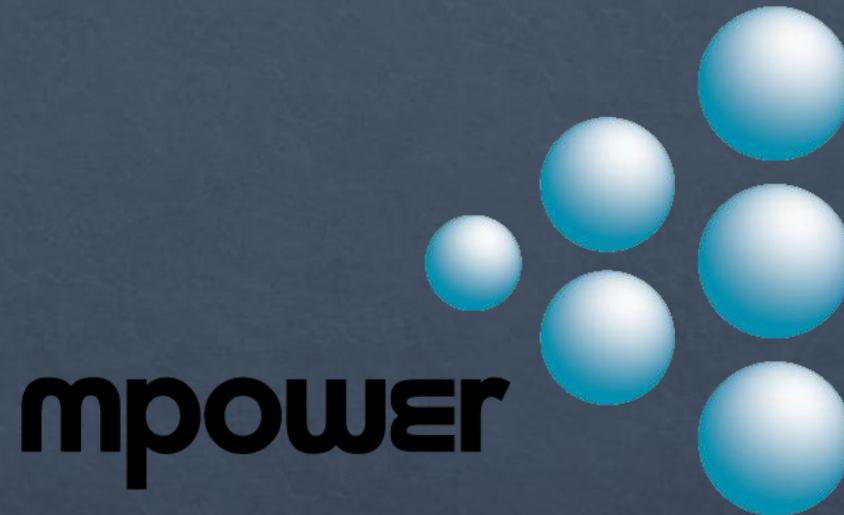


MPOWER: measures to reduce tobacco use worldwide



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What is MPOWER?

MPOWER is a set of tobacco control measures developed by the World Health Organization (WHO) in 2004 to help countries reduce tobacco use, following the articles of the WHO Framework Convention on Tobacco Control.

MPOWER provides a roadmap for the Tobacco Endgame



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



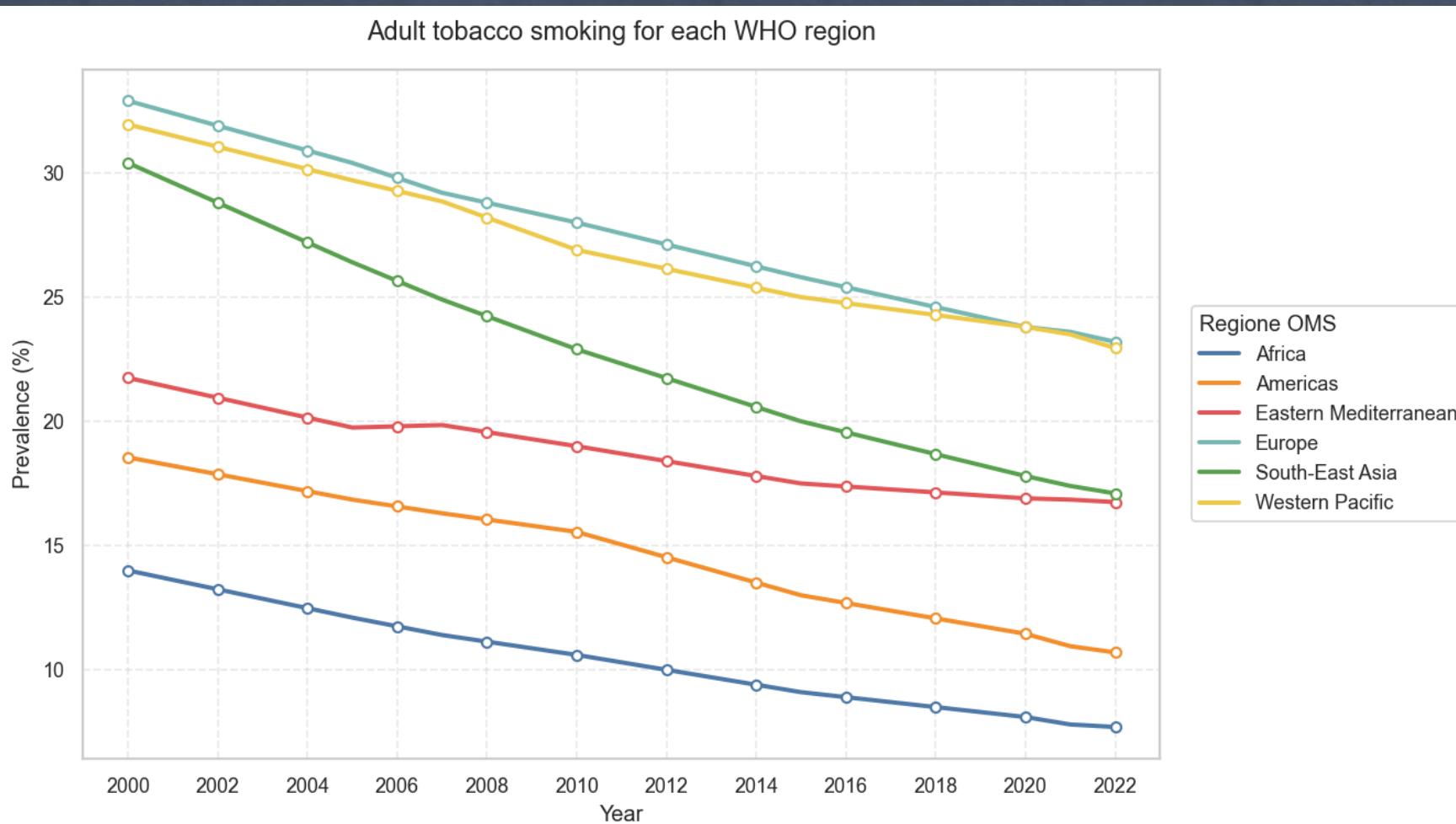
Raising
taxes on
tobacco for
effective
tobacco control



World Health
Organization

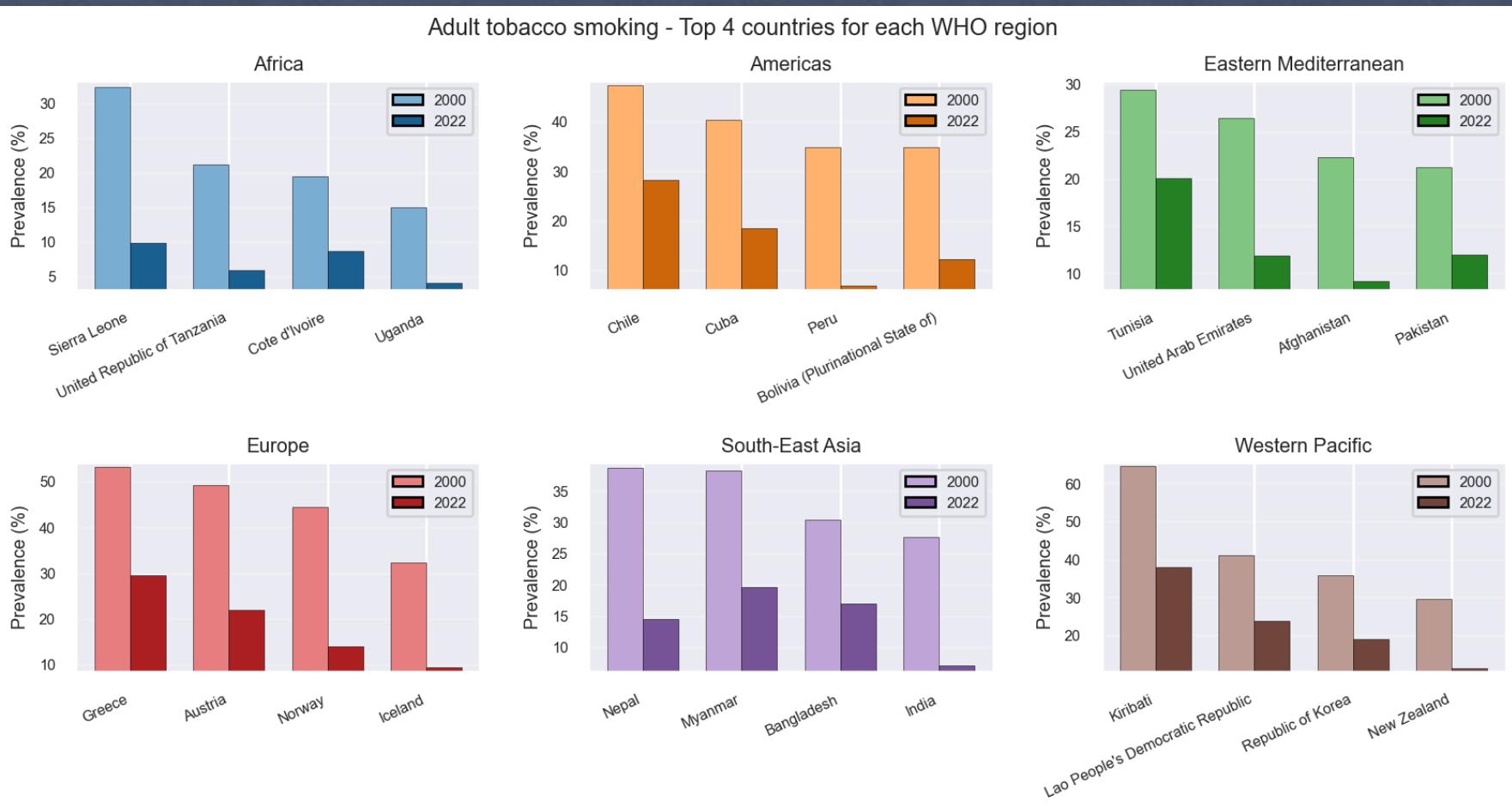
Monitoring: Considering the adult population (for which more data are available), how has the percentage of smokers changed over the years?

Most important thing: a global decreasing trend among adults



- South-East Asia: from 30% to 17%
- Europe: from 33% to 23%
- Western Pacific: from 32% to 23%
- Americas: from 18.5% to 10.5%
- Africa: from -14% to -7.5%
- Eastern Mediterranean: from 21.5% to 16.8%

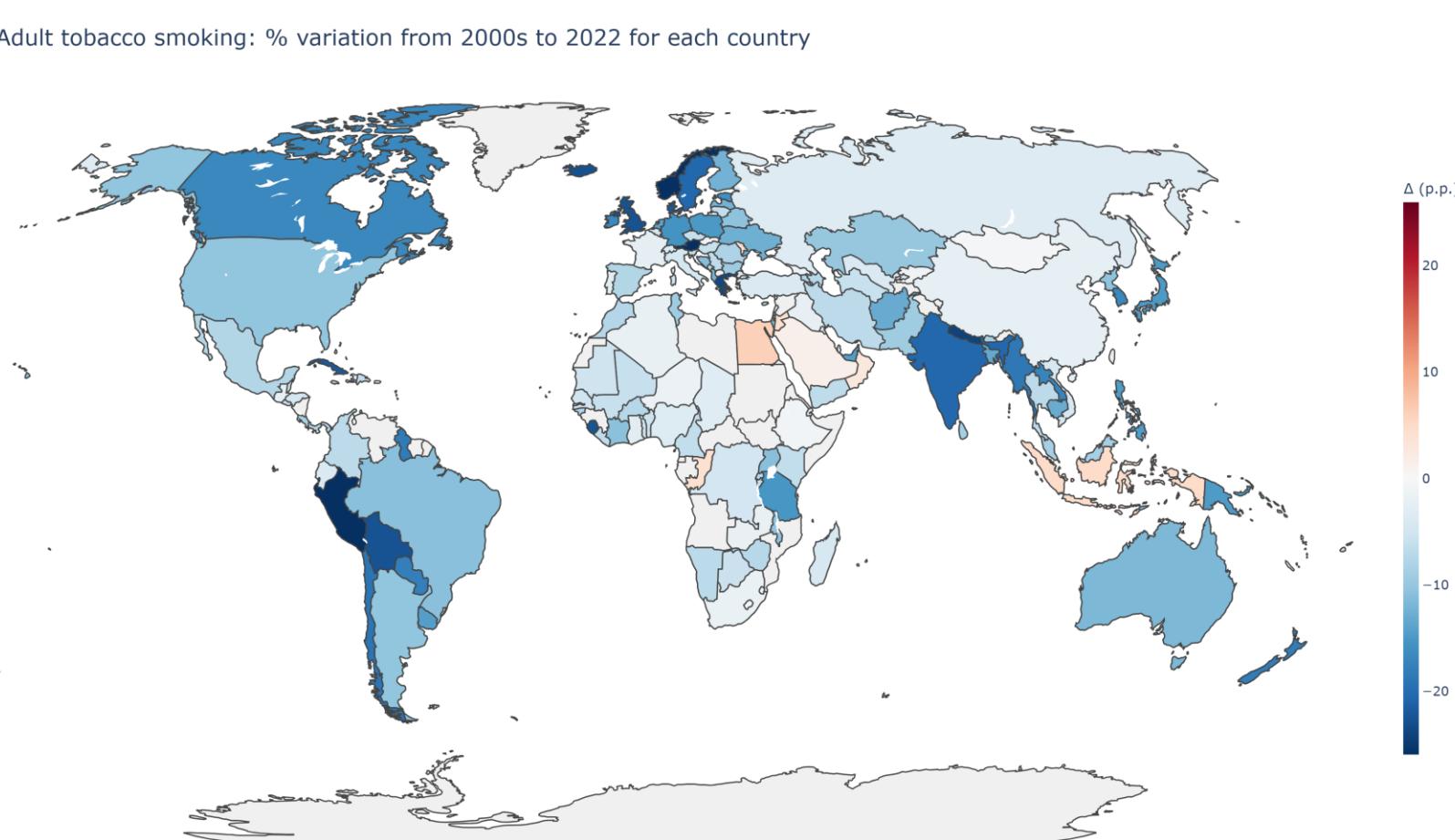
Monitoring: Considering the four countries with the highest percentage of adult smokers in the early 2000s for each WHO region, have they improved? And by how much?



- Africa: robust reductions and already low 2022 levels
- Americas: significant improvements. Peru and Cuba stand out
- Eastern Mediterranean: Decreases present but more moderate. Tunisia and Pakistan stand out.
- Europe: Large reductions from historically very high values. Greece, Norway and Iceland stand out.
- Southeast Asia: Sharp declines. India, Bangladesh and Myanmar stand out.
- Western Pacific: Improvements but with very high departures; Kiribati and New Zealand stand out.

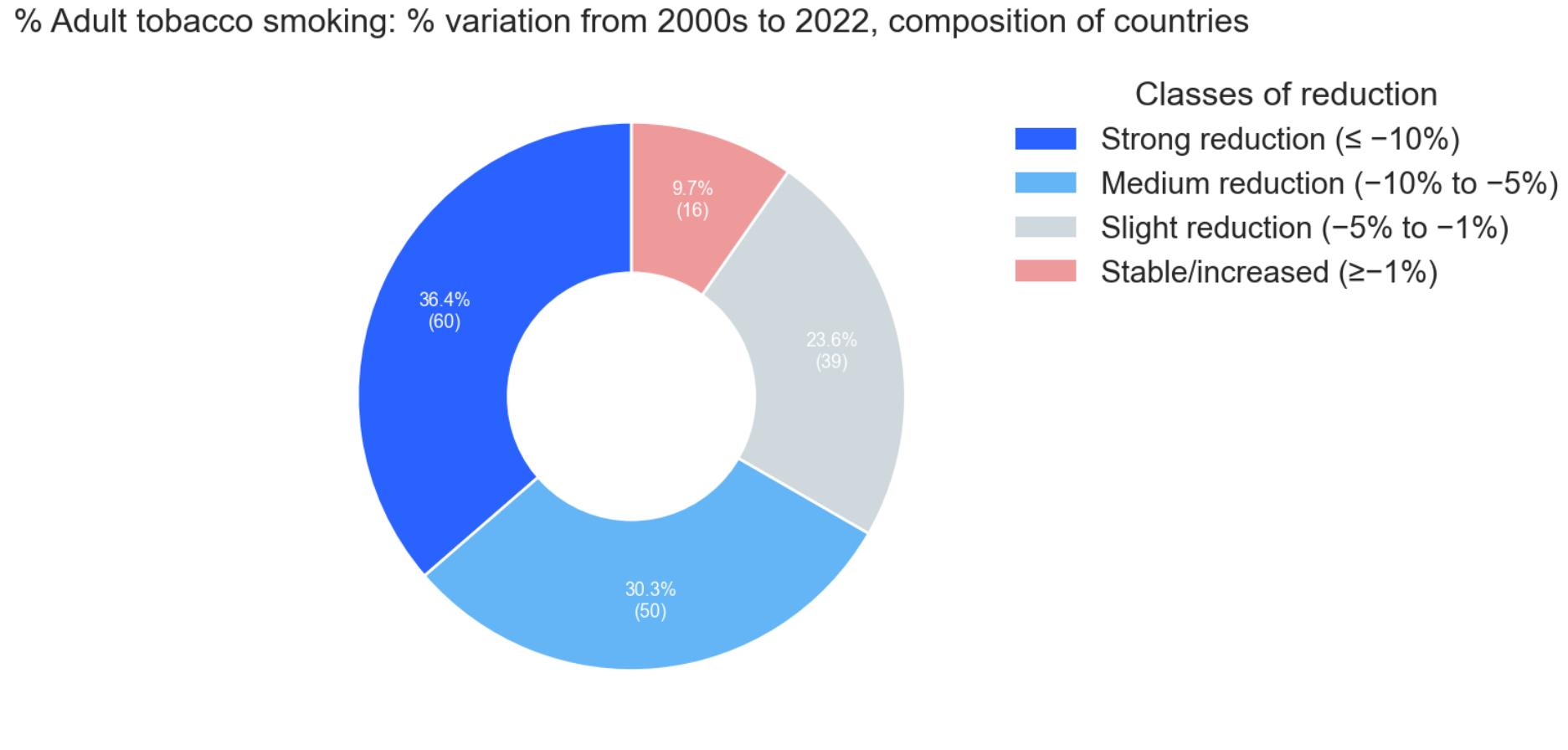
Monitoring: recalling the previous graph, how has the world's adult population improved in recent years?

Adult tobacco smoking: % variation from 2000s to 2022 for each country



- Europe: strong reduction but still not low levels
- South-East Asia: great progress driven by large countries
- Western Pacific: heterogeneous reductions
- Eastern Mediterranean: slower improvements
- Africa: moderate improvements
- Americas: prevalence of consistent improvements

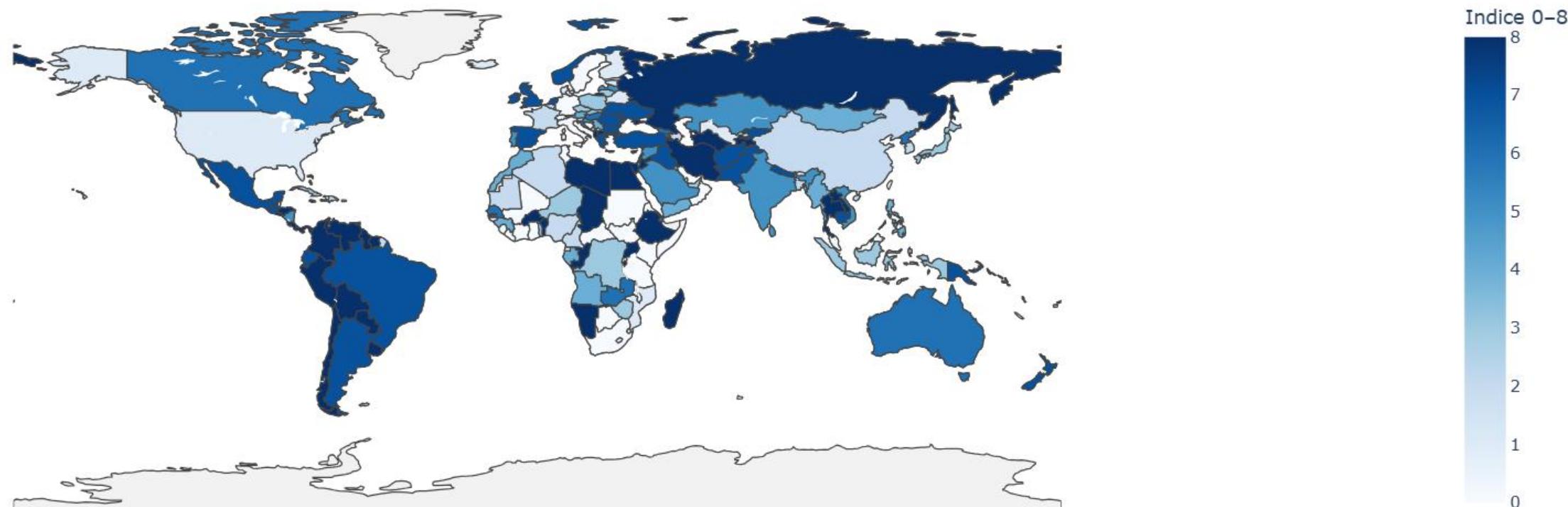
Monitoring: recalling the previous graph, how has the world's adult population improved in recent years?



- This graph is complementary to the map of the world seen before.
- Each sector represents the fraction of countries that have had a given reduction in the number of adult smokers over the last 20 years.
- We can see that about the 90% of countries had an improvement.

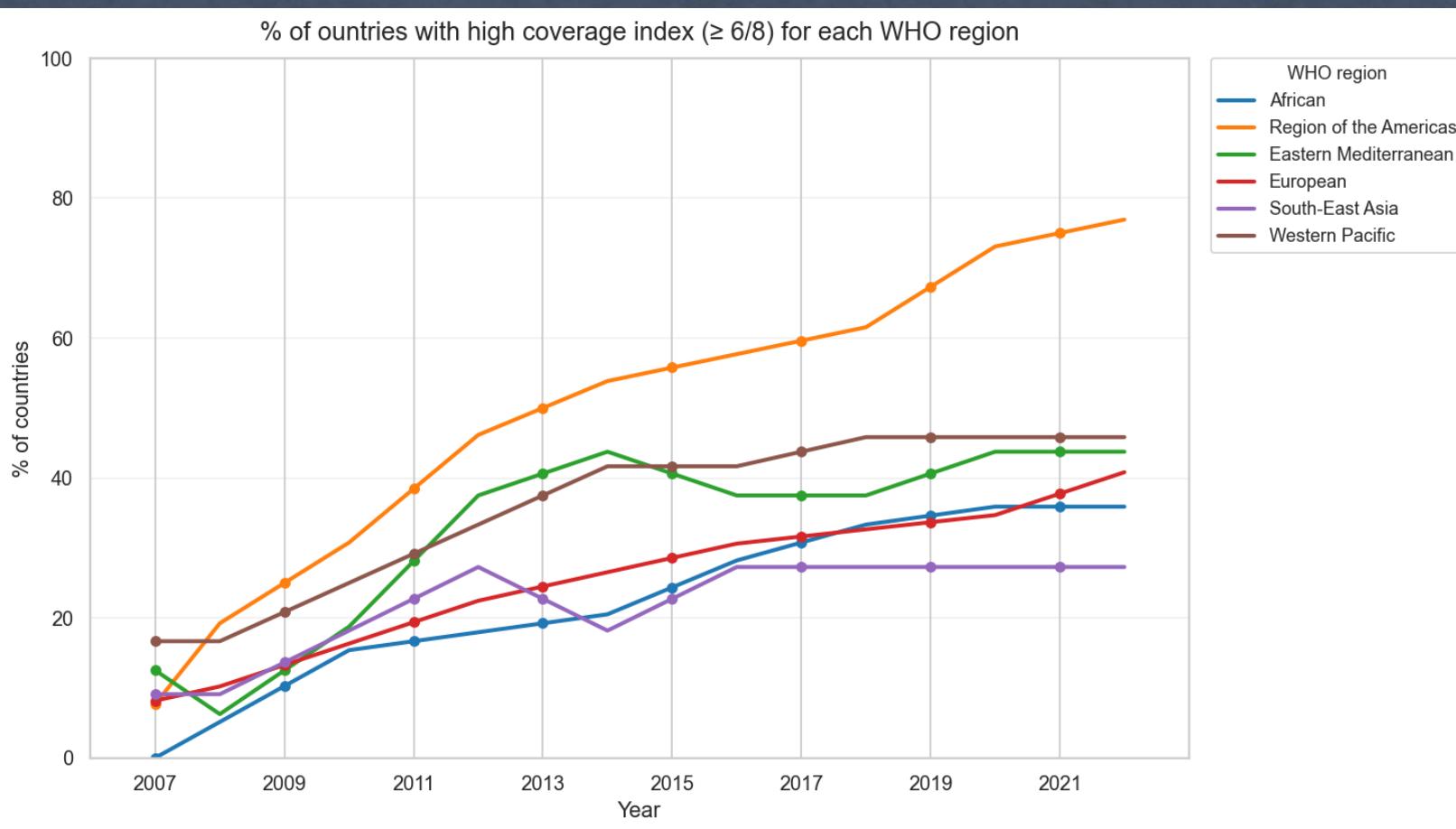
Protection: In how many public places will various countries impose smoke-free regulations in 2022?

Smoke-free coverage index (0-8) – 2022



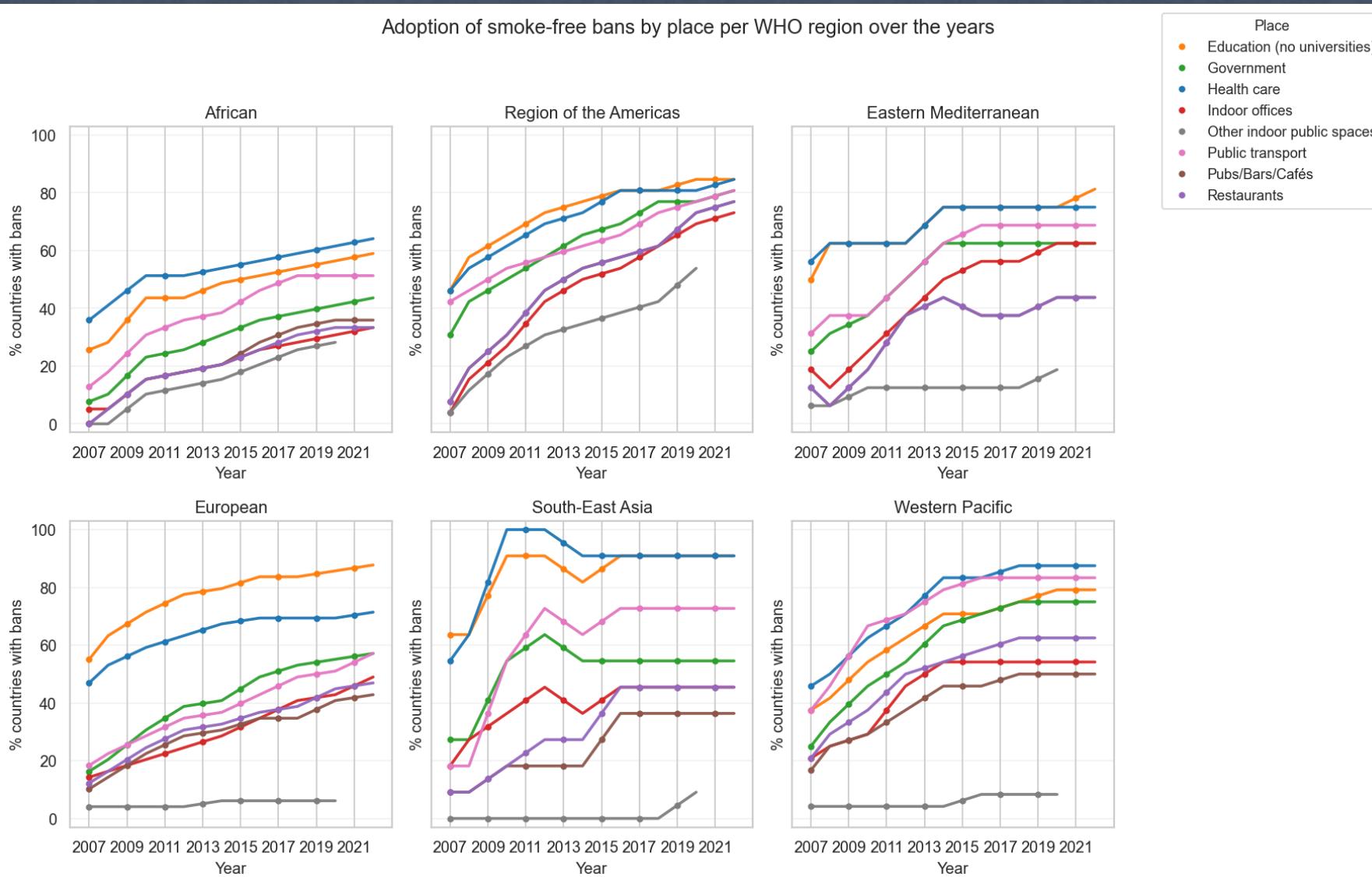
- The coverage index ranges from 0 to 8 and indicates how many public places a country mandates smoke-free living.
 - The 8 places are: education places, government places, healthcare places, indoor offices, other indoor public spaces, public transportation, pubs/bars/cafés, and restaurants.
 - By 2022, the world has come a long way towards smoke-free indoor environments, with areas of high coverage in Europe and the Americas, but persistent gaps remain in several areas of Africa, the Middle East and parts of Asia.

Protection: how much countries with a high coverage index have increased over the years?



- Americas: nearly linear growth from ~10% to 75–77% of countries in 2022. This is the region with the highest smoke-free places ($\geq 6/8$).
- Western Pacific: steady rise to ~45–46% and stable since 2018: a sign of stabilization of the most recent reforms.
- Europe: steady increase to ~40% in 2022; continuous but uneven progress across countries.
- Eastern Mediterranean: rapid growth until 2013–15 (~40–44%) then stagnation around 40%.
- Africa: from almost 0 in 2007 to ~35–36% in 2022; it can improve
- Southeast Asia: growth to ~27–28% and then stable since 2016; slower progress.

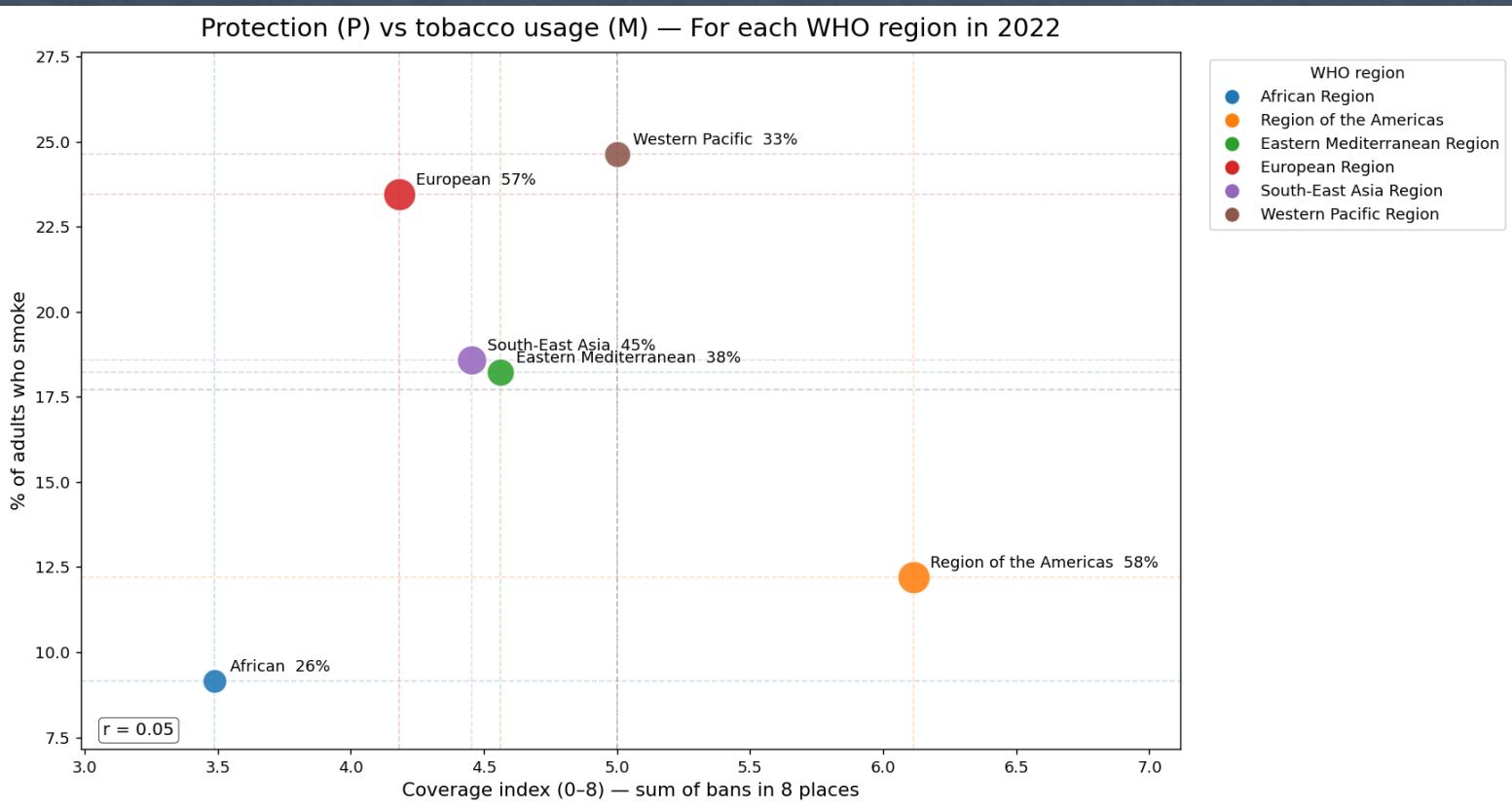
Protection: how much places in WHO regions increased the smoke-free bans over the years?



- Americas: nearly linear growth from ~10% to 75–77% of countries in 2022. This is the region with the highest smoke-free places ($\geq 6/8$).
- Western Pacific: steady rise to ~45–46% and stable since 2018: a sign of stabilization of the most recent reforms.
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Protection: by 2022, which are the regions where citizens are most "rebellious" towards smoke-free bans?

- The x axis is the coverage index (0-8)
- The y axis is the % of adults within a WHO region who smoke
- Each dot represents the level of “rebellion” against smoke-free bans



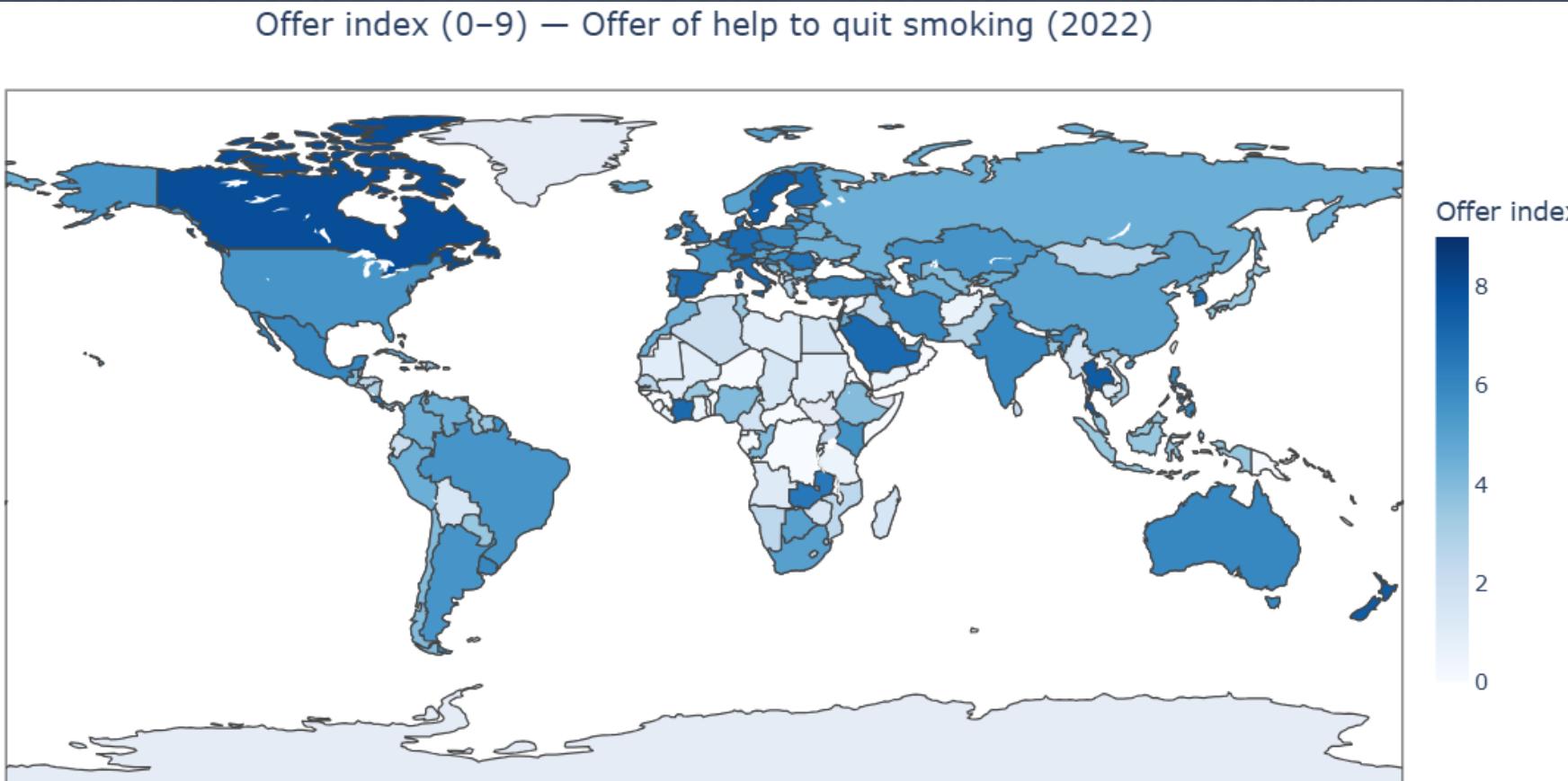
- Americas: highest complaint rate (~58%). Widespread complaints suggest greater activation of reporting/enforcement mechanisms.
- Europe: high complaints (~57%). Here, historically high levels of smoking and the demographic/cultural structure keep M at high values despite the adoption of many measures and a good level of reporting.
- Western Pacific: complaints ~33%. Probable impact of the very high male prevalence in several countries in the region; less widespread complaints may indicate less widespread or less documented enforcement mechanisms.
- Eastern Mediterranean and Southeast Asia: medium complaints (~38–45%). A "middle of the road": intermediate coverage and intermediate outcomes.
- Africa: complaints ~26%. May reflect an earlier phase of the tobacco epidemic, socioeconomic differences, or underactivation of complaint/monitoring systems;

Offering: amount of smoking cessation assistance offered by countries in 2022

The index ranges from 0 to 9 and is the sum of 9 binary components (Yes/No) of the cessation offer:

- 1 active national quitline;
- 4 settings with quit support: primary care, hospitals, communities, other settings;
- 4 medications legally available: NRT, bupropion, **varenicline**, cytisine.

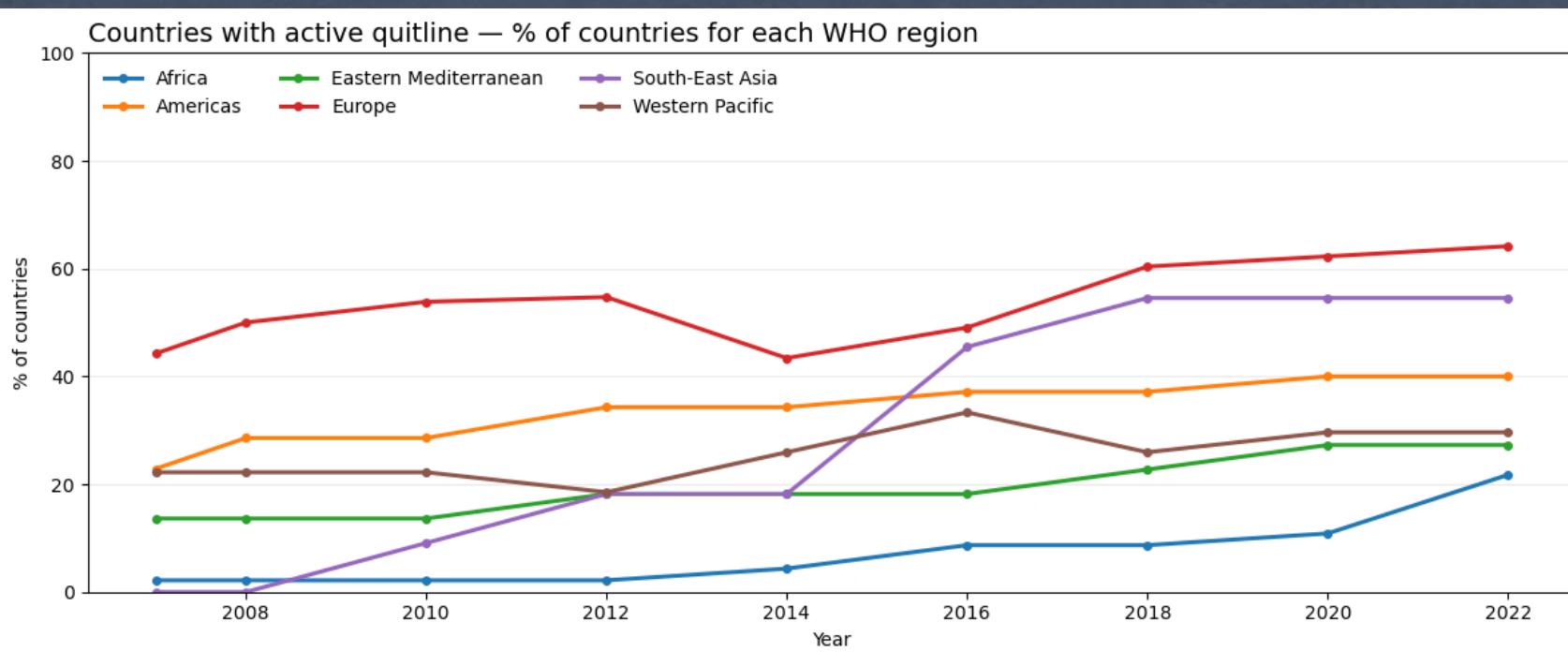
Offer index (0–9) — Offer of help to quit smoking (2022)



- High values (7–9/9) in North America, Australia/New Zealand, and much of Western and Nordic Europe: systems typically offer multiple settings and multiple medications.
- Medium values (4–6/9) in many parts of Latin America and Eastern Europe: quitlines and some settings are often present, but one or two medications or one setting is missing.
- Low values (0–3/9) in large areas of sub-Saharan Africa and parts of the Middle East/Asia: typically, no registered medications (NRT or unavailable drugs) and poor coverage in settings.

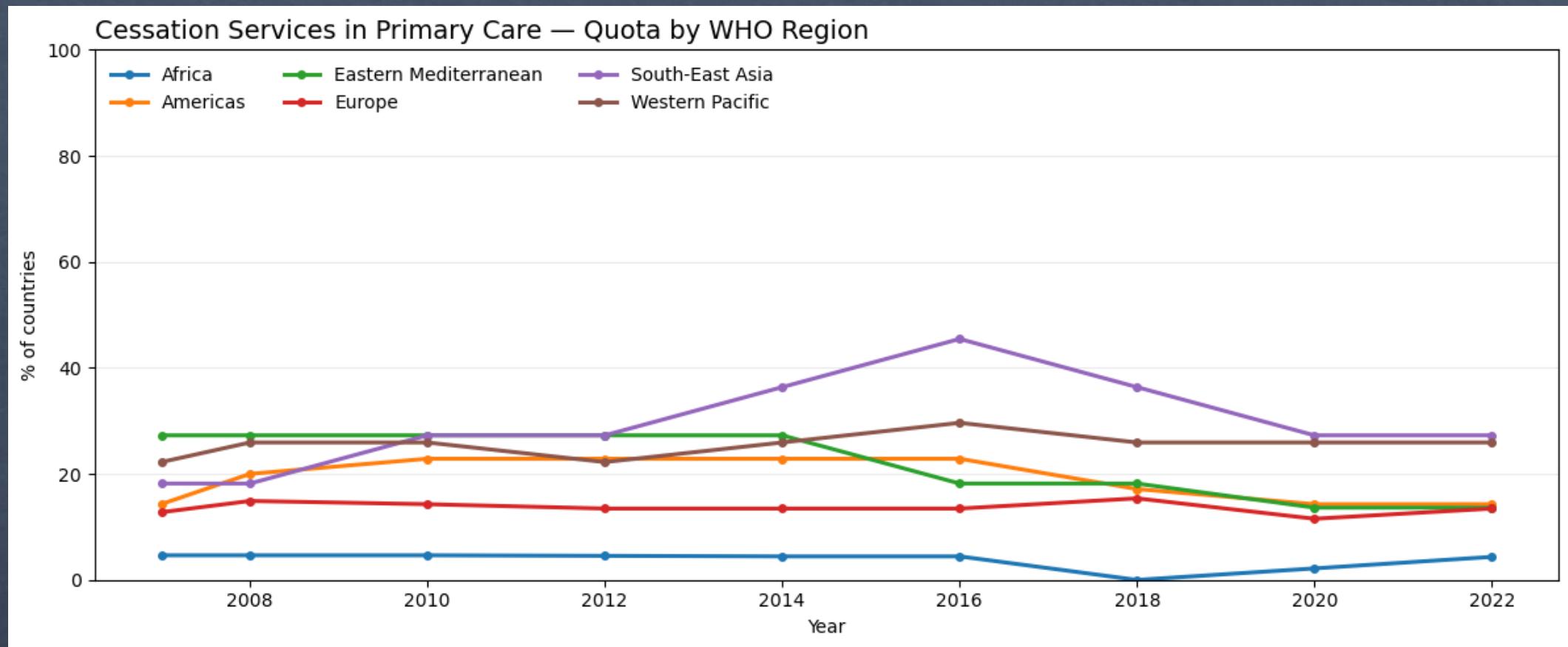
Offering: countries with an active quitline over the years

- Quitline: national anti-smoking telephone line (toll-free number) provided by MPOWER



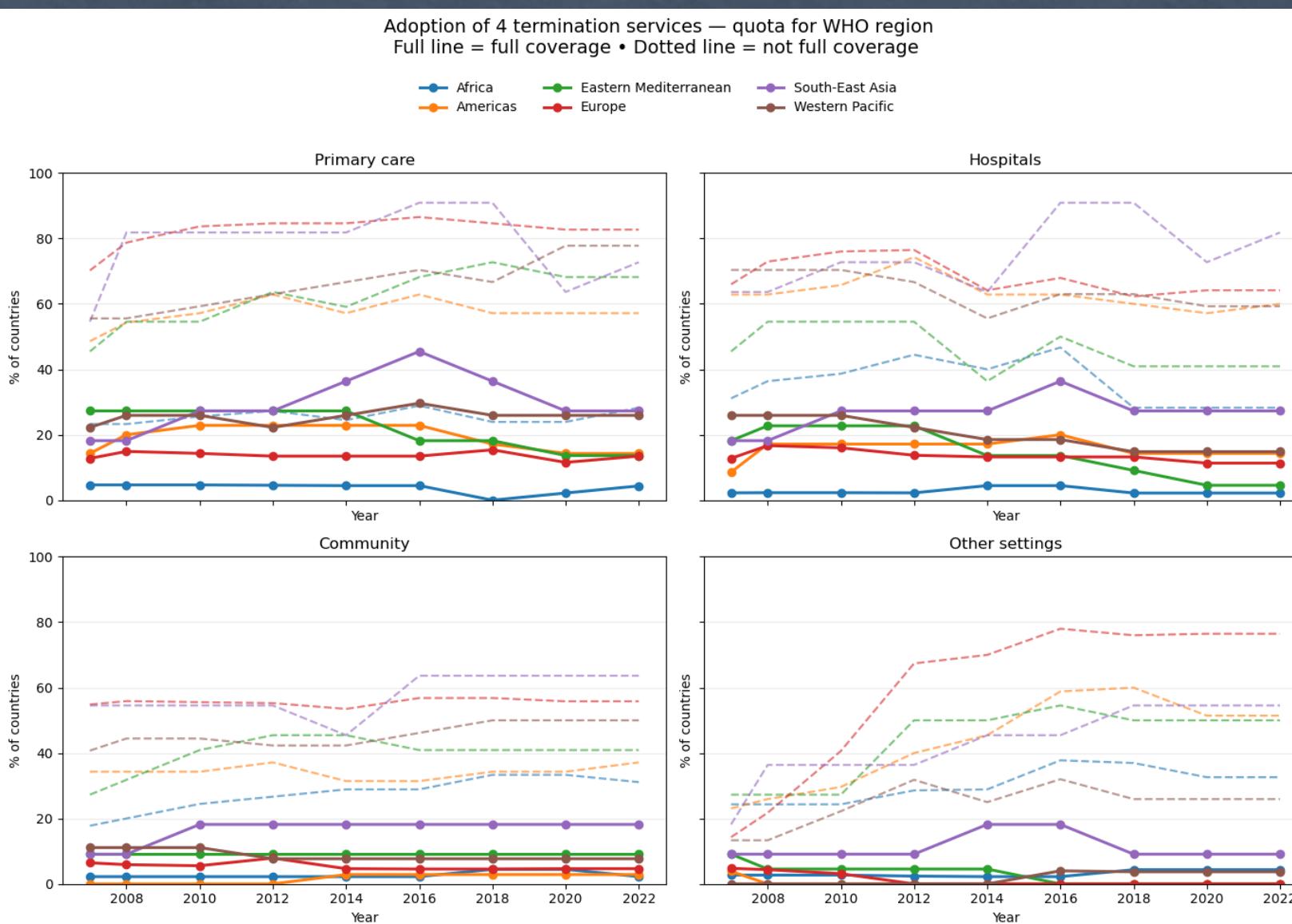
- Global trend is increasing: more countries have a quitline than in 2007.
- Europe is consistently the highest ($\approx 45\%$ $\rightarrow \approx 64\%$ in 2022).
- The Americas rise to $\approx 40\%$ and then flatten.
- Southeast Asia jumps between 2014 and 2018 to $\approx 55\%$ and then stabilizes.
- Western Pacific rises to $\sim 33\text{--}34\%$ and then fluctuates/stagnates.
- Eastern Mediterranean grows slowly ($\approx 14\% \rightarrow \approx 27\text{--}28\%$).
- Africa remains low but improves ($\approx 2\% \rightarrow \approx 22\%$ in 2022).

Offering: regions where cessation support is available in most primary care settings over the years



- Levels are much lower than quitlines, a sign that integrating cessation into the territory is more difficult.
- Southeast Asia was the highest (peaking at $\approx 46\%$ in 2016), then declined and stabilized at $\approx 27\%$.
- Western Pacific remains medium and stable ($\sim 26\text{--}27\%$).
- Americas and Europe are low and flat ($\sim 14\text{--}24\% \rightarrow \sim 14\text{--}15\%$ in 2022).
- Eastern Mediterranean is declining ($\approx 27\% \rightarrow \approx 14\%$).
- Africa remains very low ($\approx 3\text{--}5\%$).

Offering: availability of smoking cessation services in 4 settings for WHO region over the years

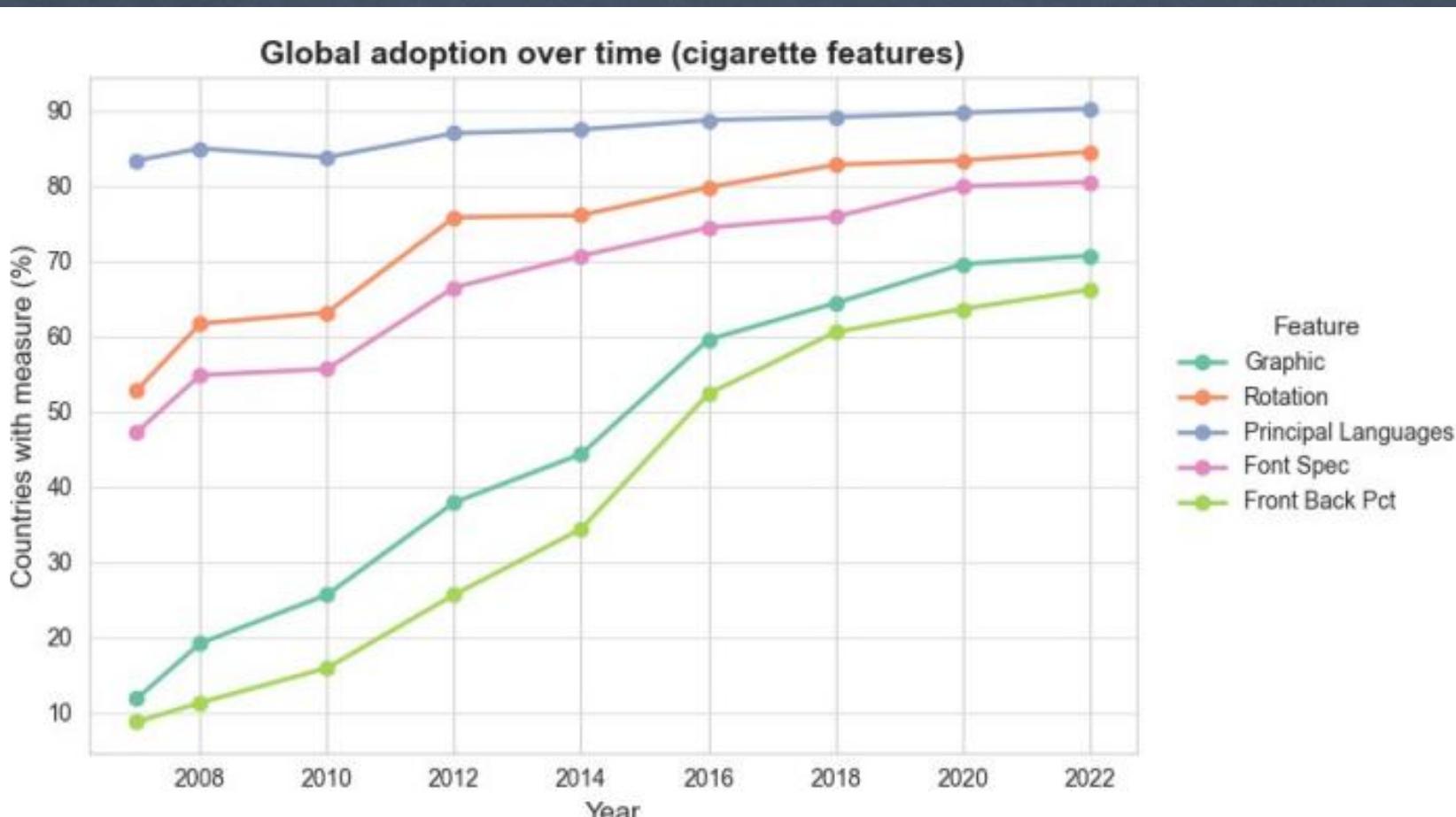


- In all regions, "any" coverage (dashed) is significantly higher than full coverage (solid line) → implementation gap: many countries have partial initiatives but not yet scaled up to the national level.
- Marked growth until the mid-2010s, then plateaus/ slight declines in several settings and regions.
- Africa remains at low levels in all settings; it is improving slowly, with some recent progress.
- Europe and the Western Pacific are generally the regions with the highest percentages (especially in "any" coverage).
- Southeast Asia shows peaks around 2016 in several settings, followed by stabilization or slight declines.

Warning: related features over the years

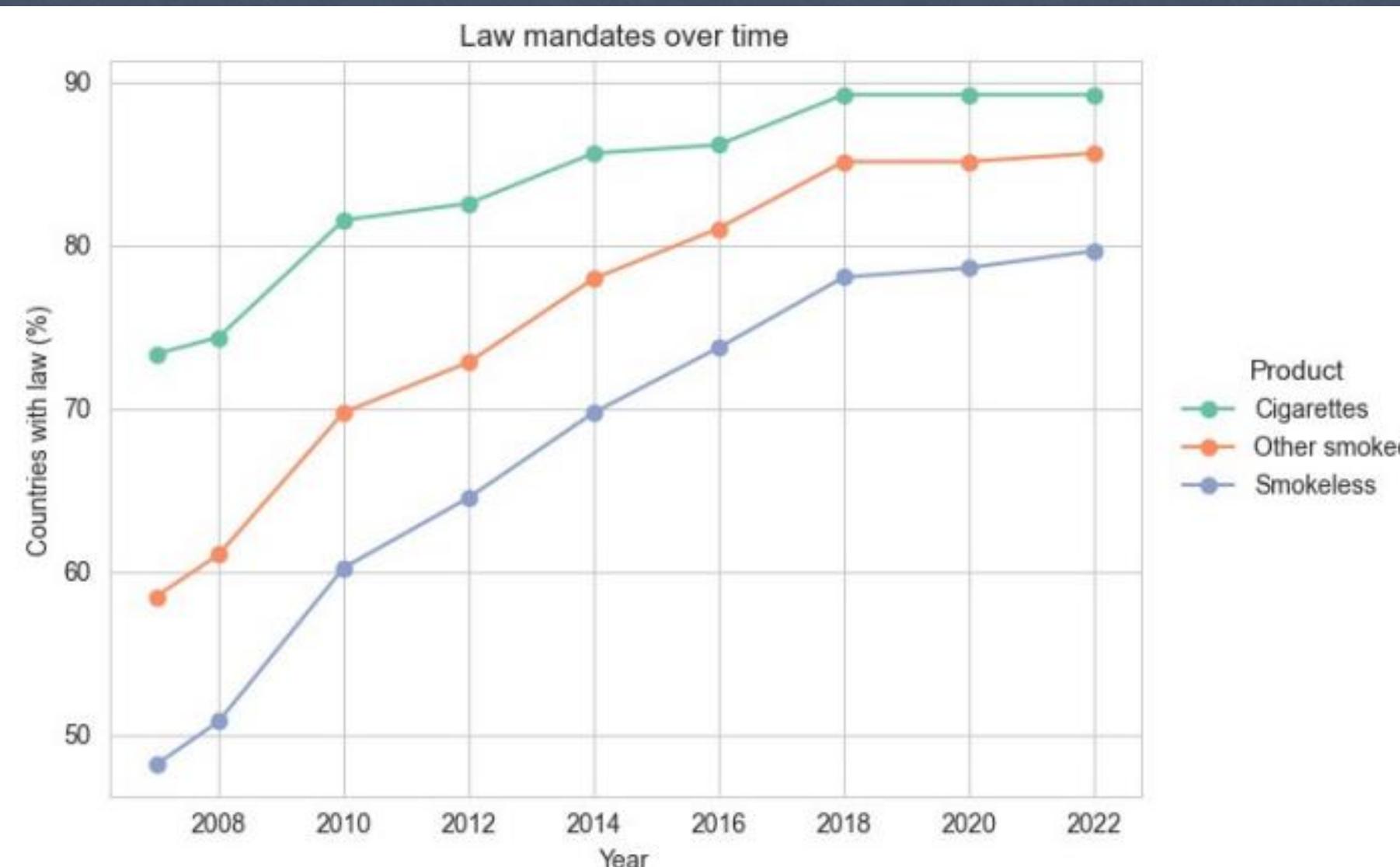
The features are:

- Graphic: warning is graphic/illustrated
- Rotation: of text/images, if warning periodically changes to maintain effectiveness
- Principal Languages: if warnings are written in the main languages of the country
- Font Spec: such as character, dimension, readability...
- Front Back Pct: % of surface area covered by notices on the front and back of the package.



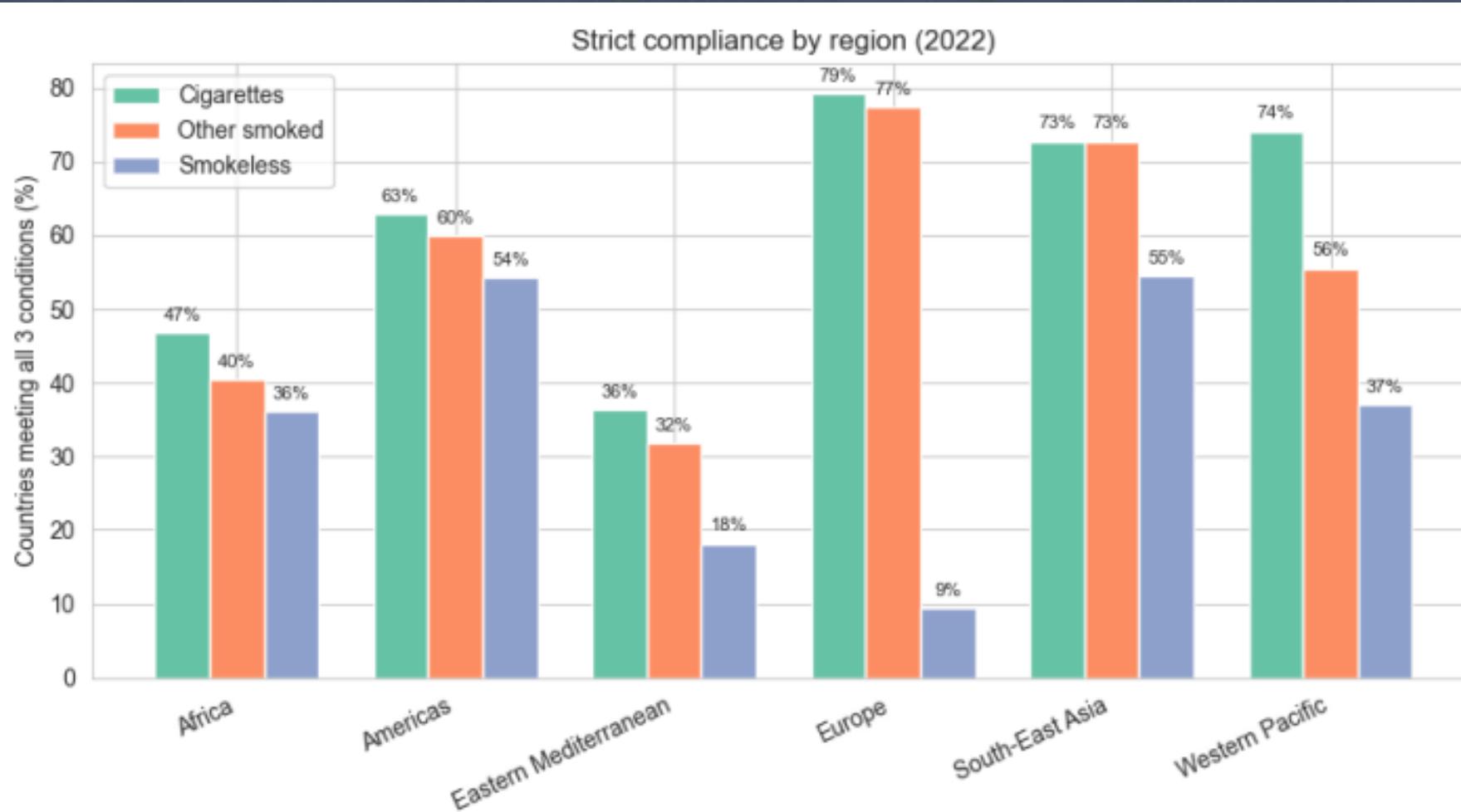
- Principal languages: high and steady, ~90% in 2022 (near-universal).
- Message rotation: ~53% (2007) → ~85% (2022) (+32 %).
- Font specifications: ~47% → ~80% (+33 %).
- Graphic (pictorial) warnings: sharp rise ~12% → ~70% (+58 %).
- Front & Back ≥50% of principal display area: ~9% → ~66% (+57 %), with a clear 2014→2016 step-change.

Warning: Countries with a law mandating pack health warnings



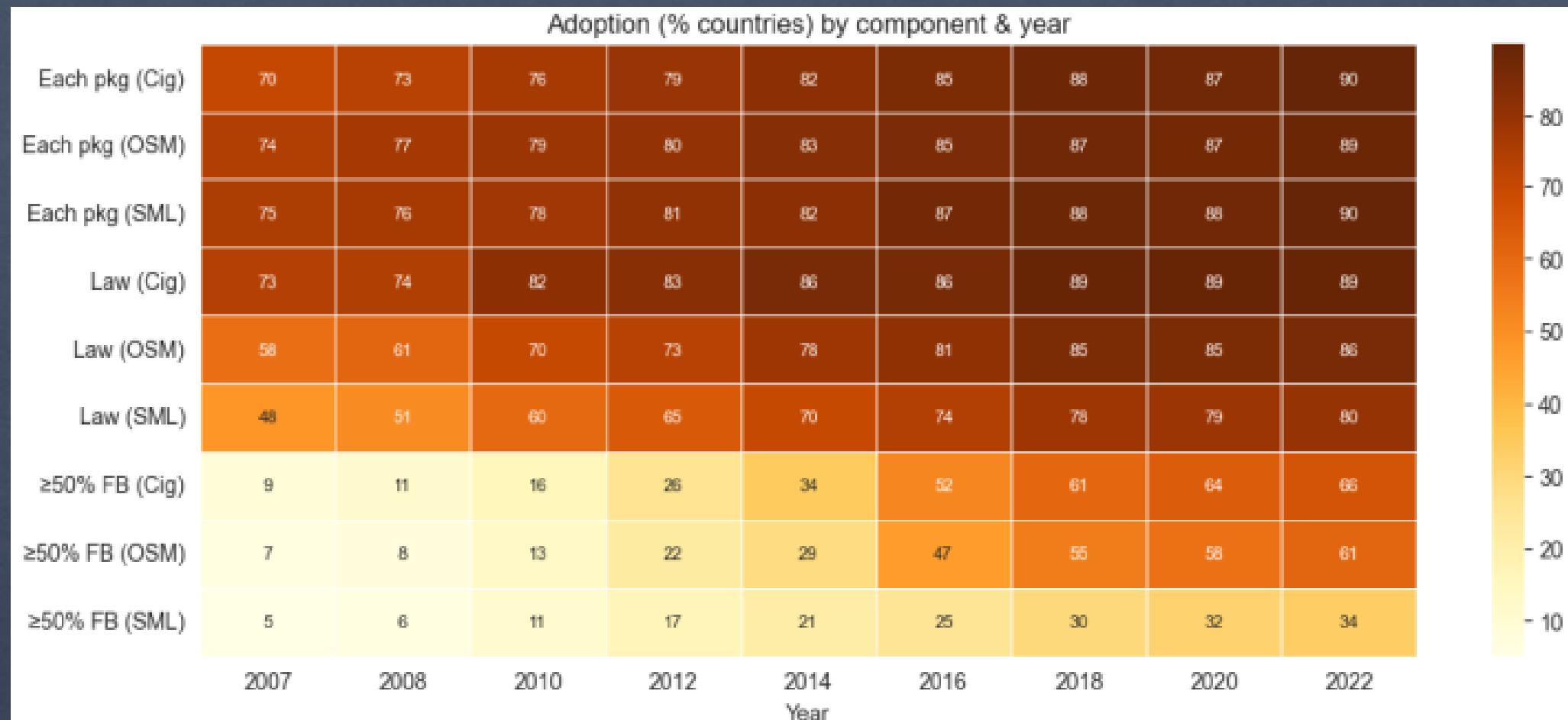
- Cigarettes: ~73% → ~89%; growth through 2018, then a plateau.
- Other smoked (OSM): ~58% → ~86%; steady rise to 2018, then stable.
- Smokeless (SML): ~48% → ~80% (+32%), the largest gain but still below smoked products.
- SML vs Cigarettes gap: narrows from ~25% (2007) to ~9–10% (2022).

Warning: : % of countries meeting all 3 packaging requirements: law in force, warning on each package, $\geq 50\%$ front+back coverage.



- Europe leads for smoked products: Cigarettes 79%, Other smoked 77%; Smokeless only 9% → large SML gap.
- South-East Asia is strong on smoked (73% / 73%) and has the highest SML at 55%.
- Americas are solid and balanced: 63% / 60% / 54%.
- Western Pacific: Cigarettes 74%, but OSM 56% and SML 37%.
- Africa mid-range (47% / 40% / 36%); Eastern Mediterranean lags, especially SML 18%.

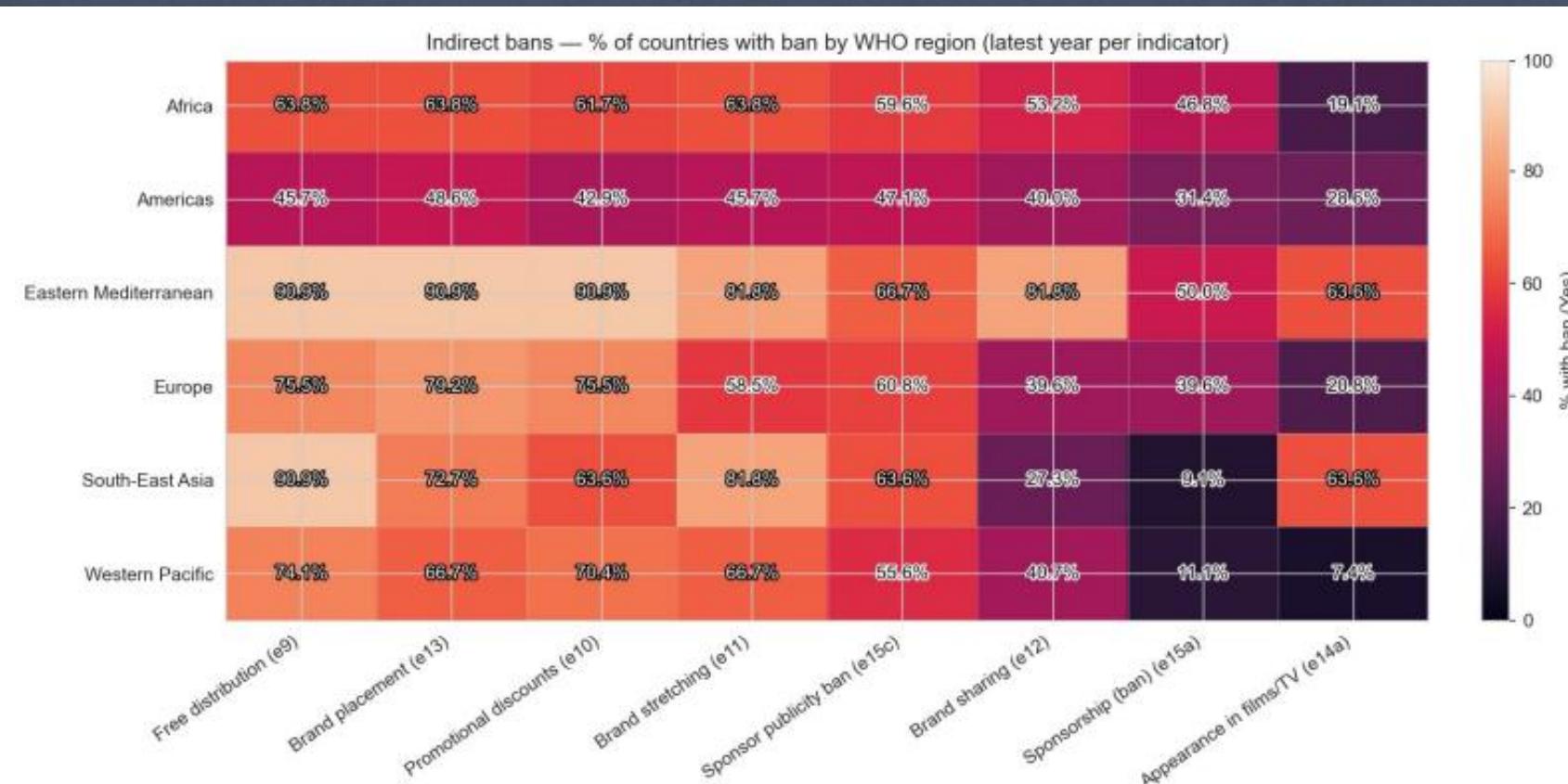
Warning: adoption (% of countries) by component and year (from 2007 to 2022).



- Each package: coverage is ~90% in 2022 for cigarettes, other smoked tobacco (OSM), and smokeless tobacco (SML).
- Law in force: clear growth; SML rises from 48% (2007) to 80% (2022); OSM ≈ 86% (2022).
- 50% Front + Back (principal display area): step change in 2014→2016; in 2022 — Cigarettes 66%, OSM 61%, SML 34%.
- Takeaway: baseline standards are widespread; stricter ≥50% FB requirements are not yet universal, especially for SML.

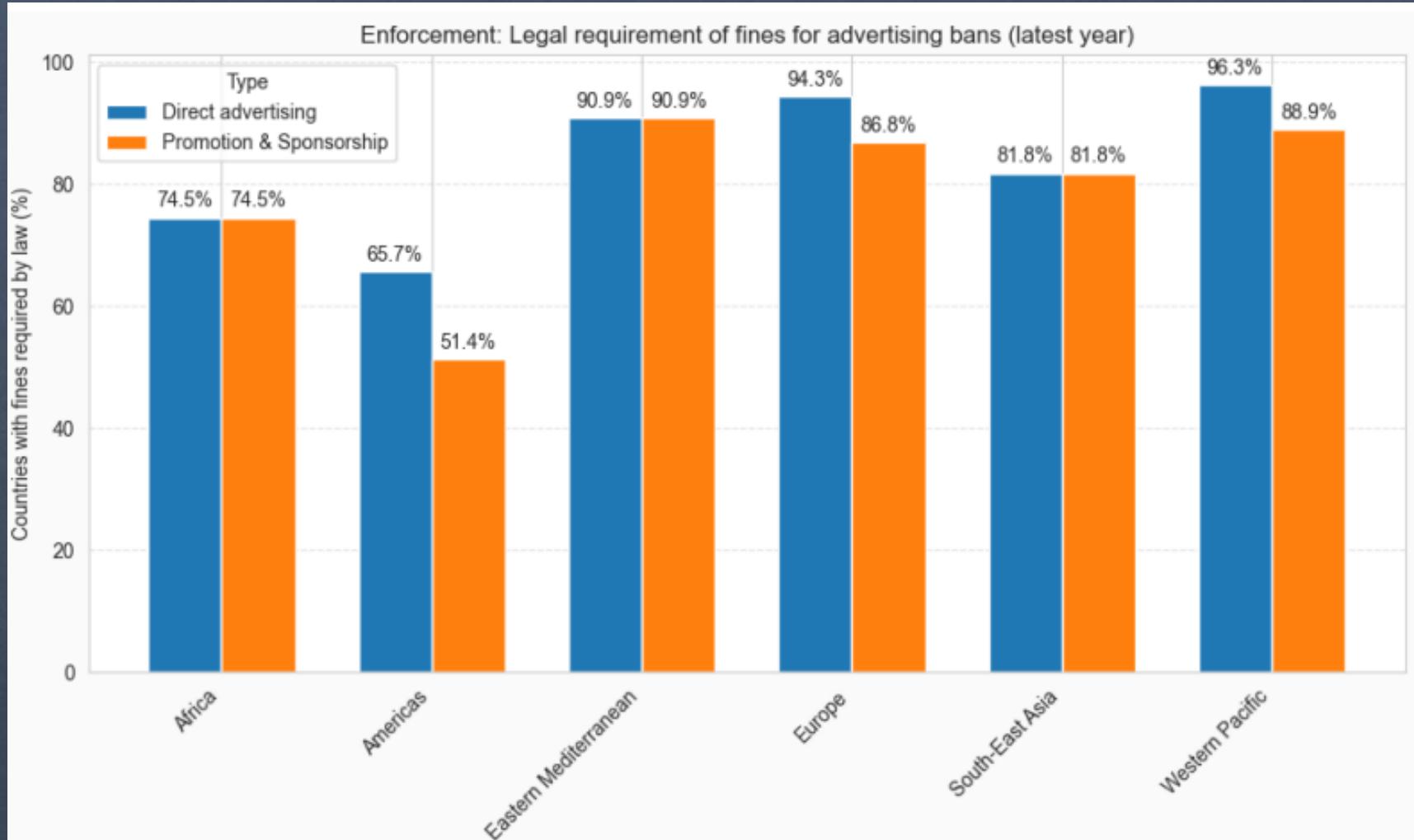
Enforcing: Indirect bans by type

Indicators are: free distribution, promotional discounts, brand placement/stretching/sharing, sponsorship/publicity, appearance in films/TV



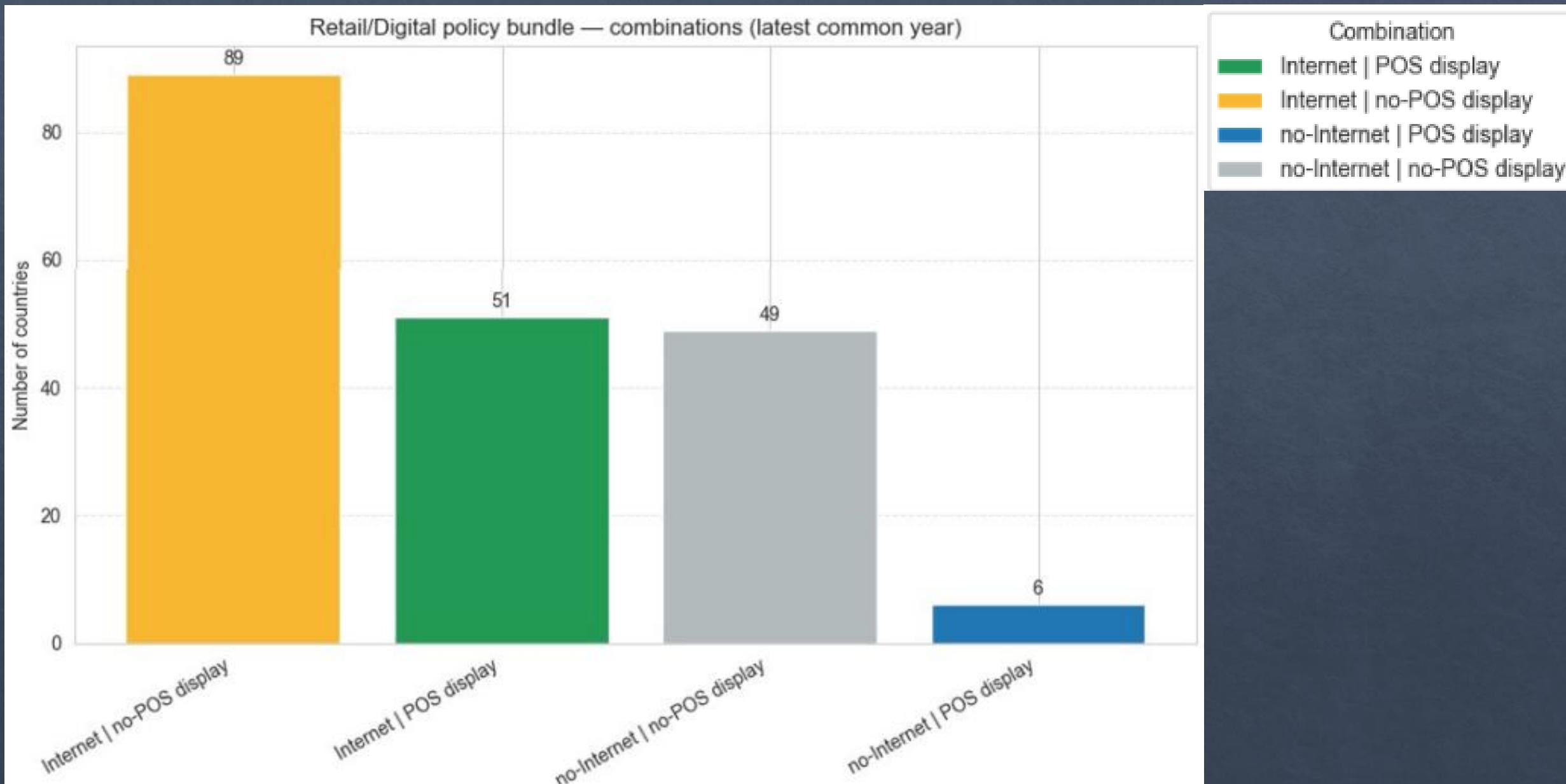
- Strong variation across items: bans on retail promotions are generally more widespread; brand sharing/extension and films/TV appearances tend to be weaker and uneven.
- Regional patterns: some regions show consistent coverage across multiple items, others remain fragmented, especially on media/entertainment and sponsorship.
- Displacement risk: weak items become landing zones for marketing activity (e.g., partnerships, placements, audiovisual content).
- Policy priorities: broaden definitions (cover digital, influencers, co-branding), add explicit bans on brand sharing/placement, ensure deterrent fines and enforcement tracking.

Enforcing: legal requirement of fines for violations (2022)

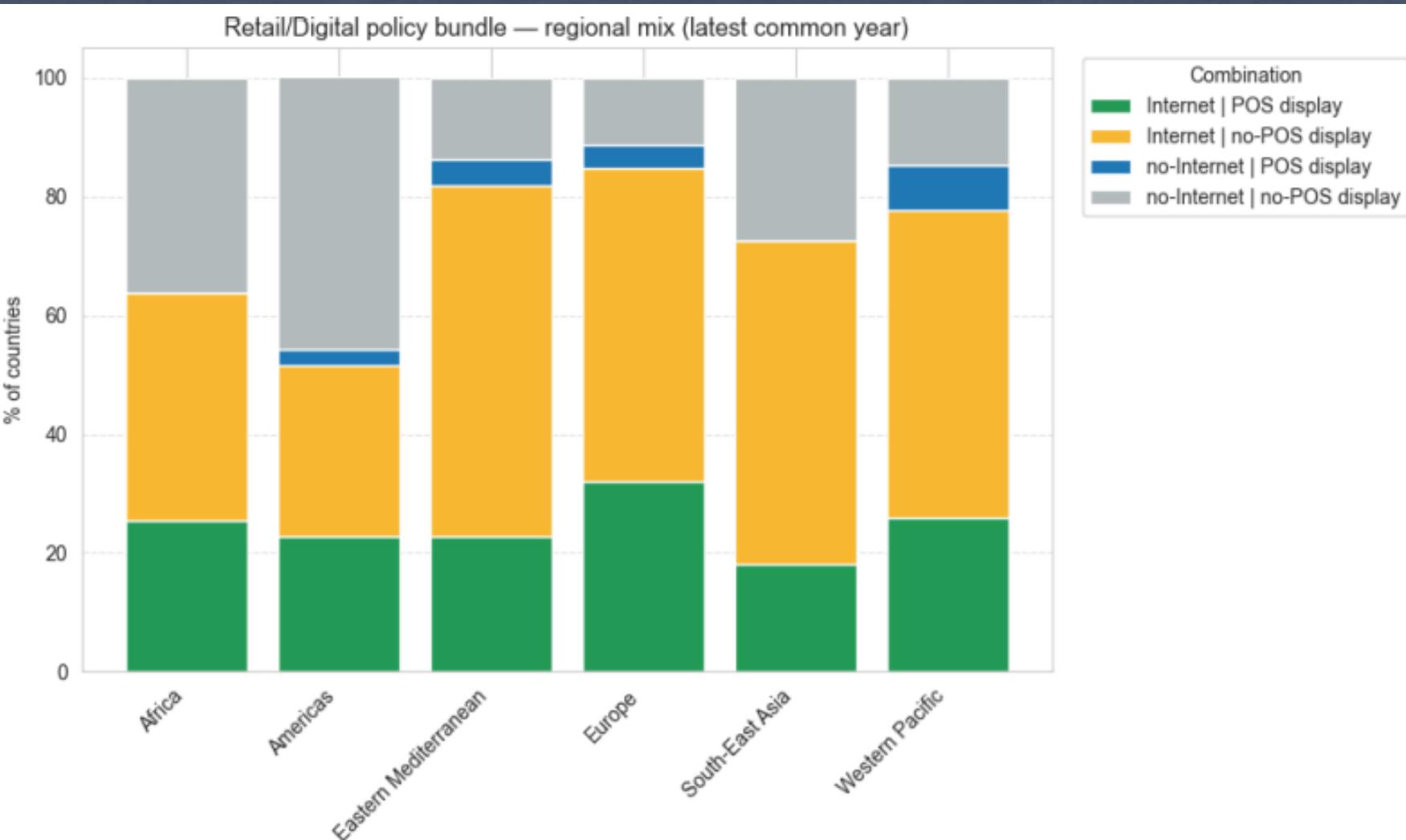


- The legal requirement of fines is widespread but uneven across regions.
- Direct advertising is often better covered than P&S, signalling a weak point in TAPS enforcement.
- Policy takeaway: align fine requirements across direct and P&S to prevent marketing displacement and ensure consistent bans.

Enforcing: policy bundle - bans on Internet advertising and POS display (1)

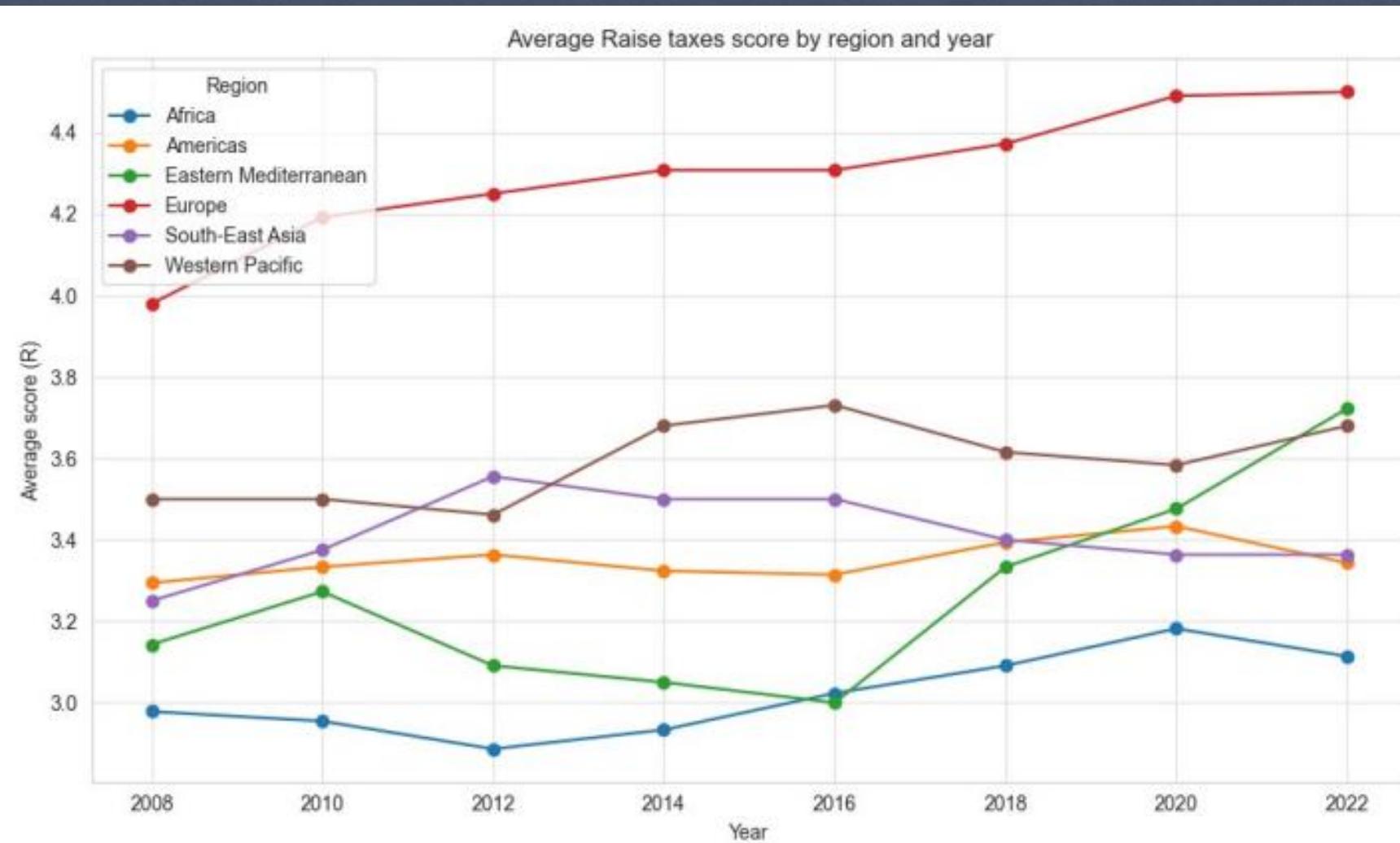


Enforcing: policy bundle - bans on Internet advertising and POS display (2)



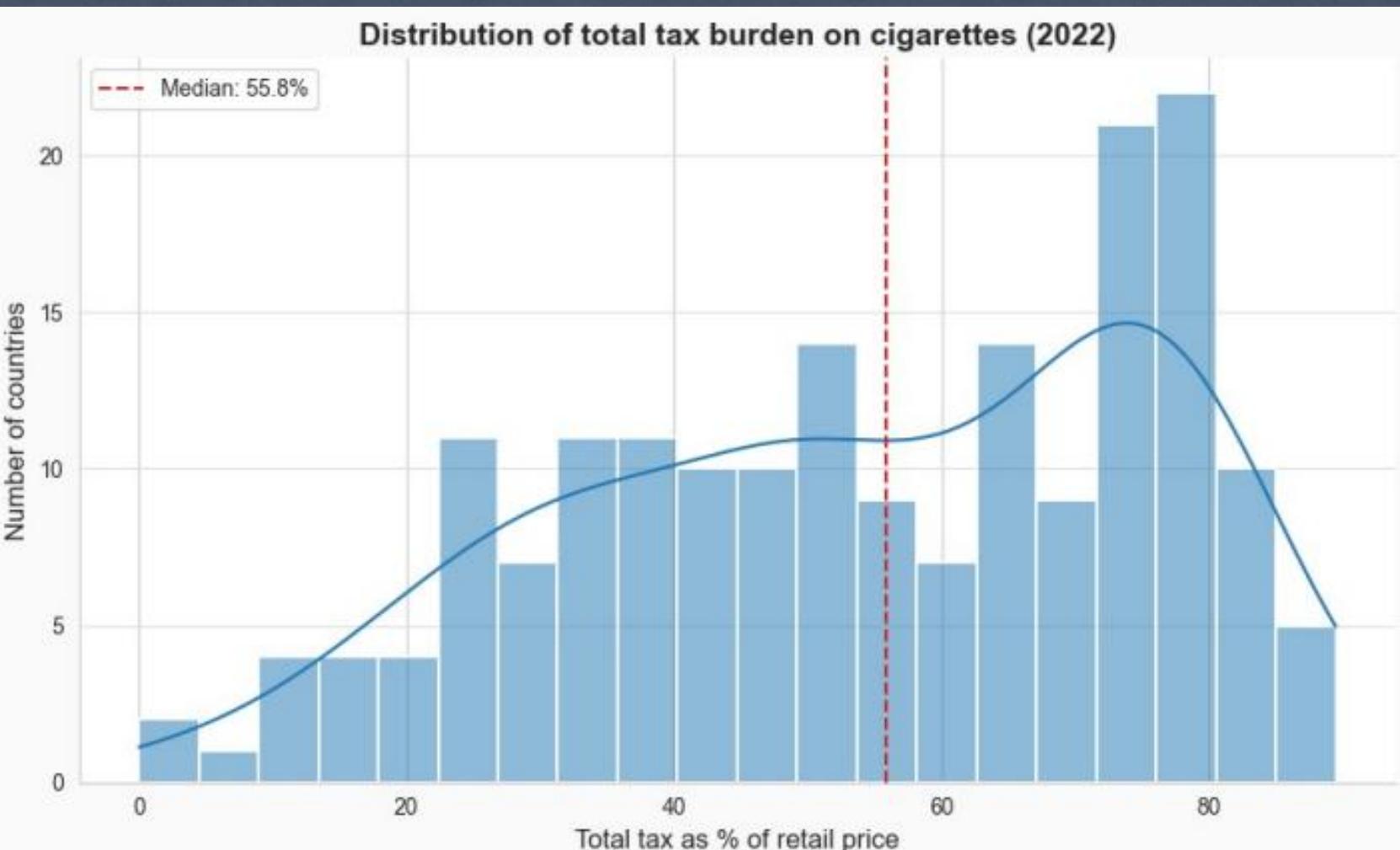
- The most common bundle is Internet = yes / POS = no → a storefront loophole remains.
- Internet = yes / POS = yes is present but not dominant; comparatively stronger in some mature regions (e.g., Europe, Western Pacific).
- POS = yes without Internet is rare everywhere.
- Several regions still show Internet = no / POS = no, indicating incomplete uptake.
- Effectiveness improves when both measures are combined; prioritize closing POS, updating Internet bans (social media, influencers, cross-border ads), and aligning fines/inspections.

Raising: average score by WHO region over time



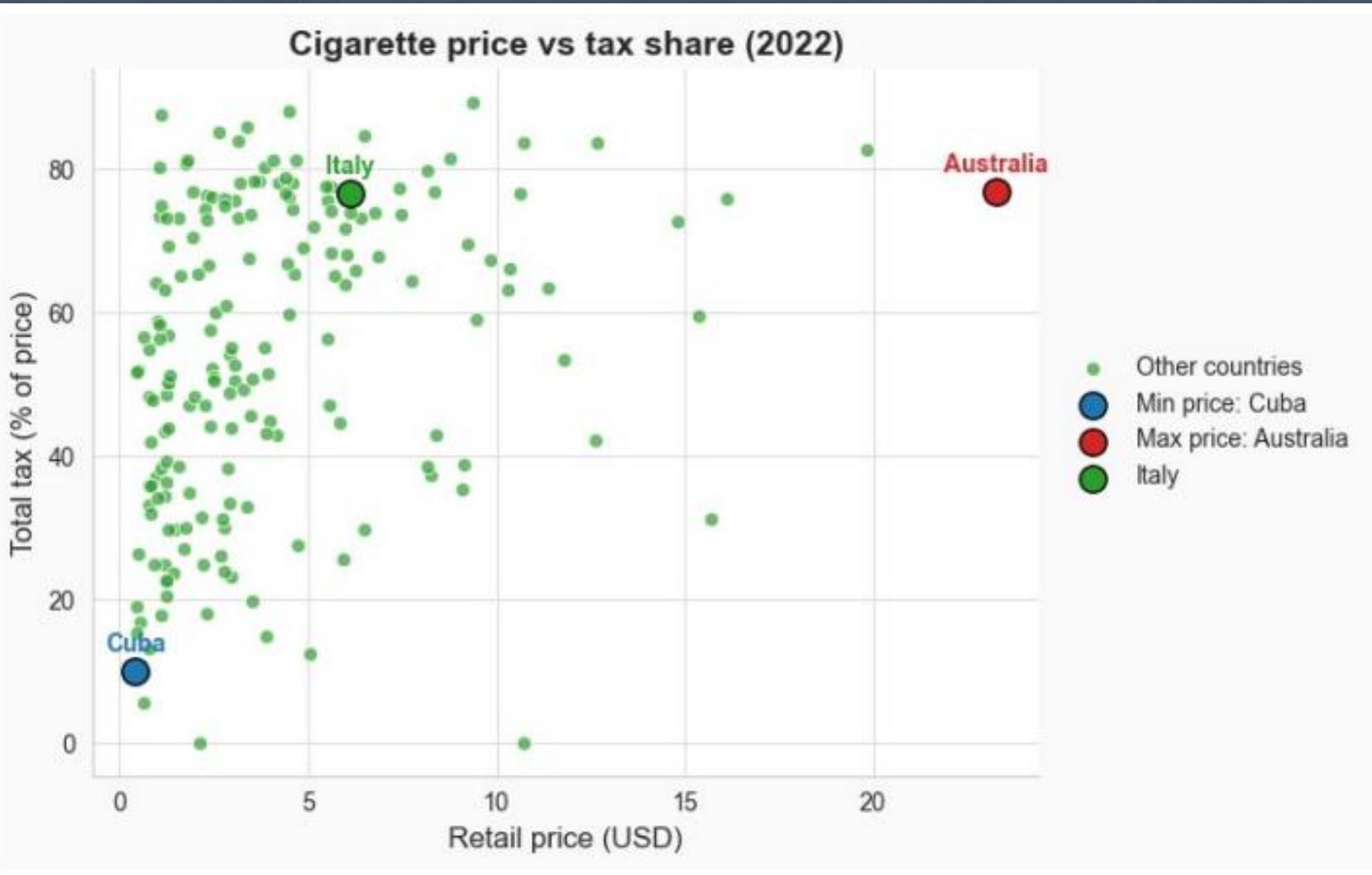
- Europe is the consistent leader, rising to about 4.5 in 2020–2022 (close to the >75% class).
- Western Pacific runs second at ~3.6–3.7: step-up in 2014–2016, slight dip in 2018–2020, uptick in 2022.
- South-East Asia remains stable around ~3.4–3.5, with a mild softening after 2018.
- Americas are flat near ~3.3–3.4.
- Eastern Mediterranean shows a strong catch-up after 2016 (from ~3.0 to ~3.7 by 2022).

Raising: Distribution of total tax burden on cigarettes (2022)



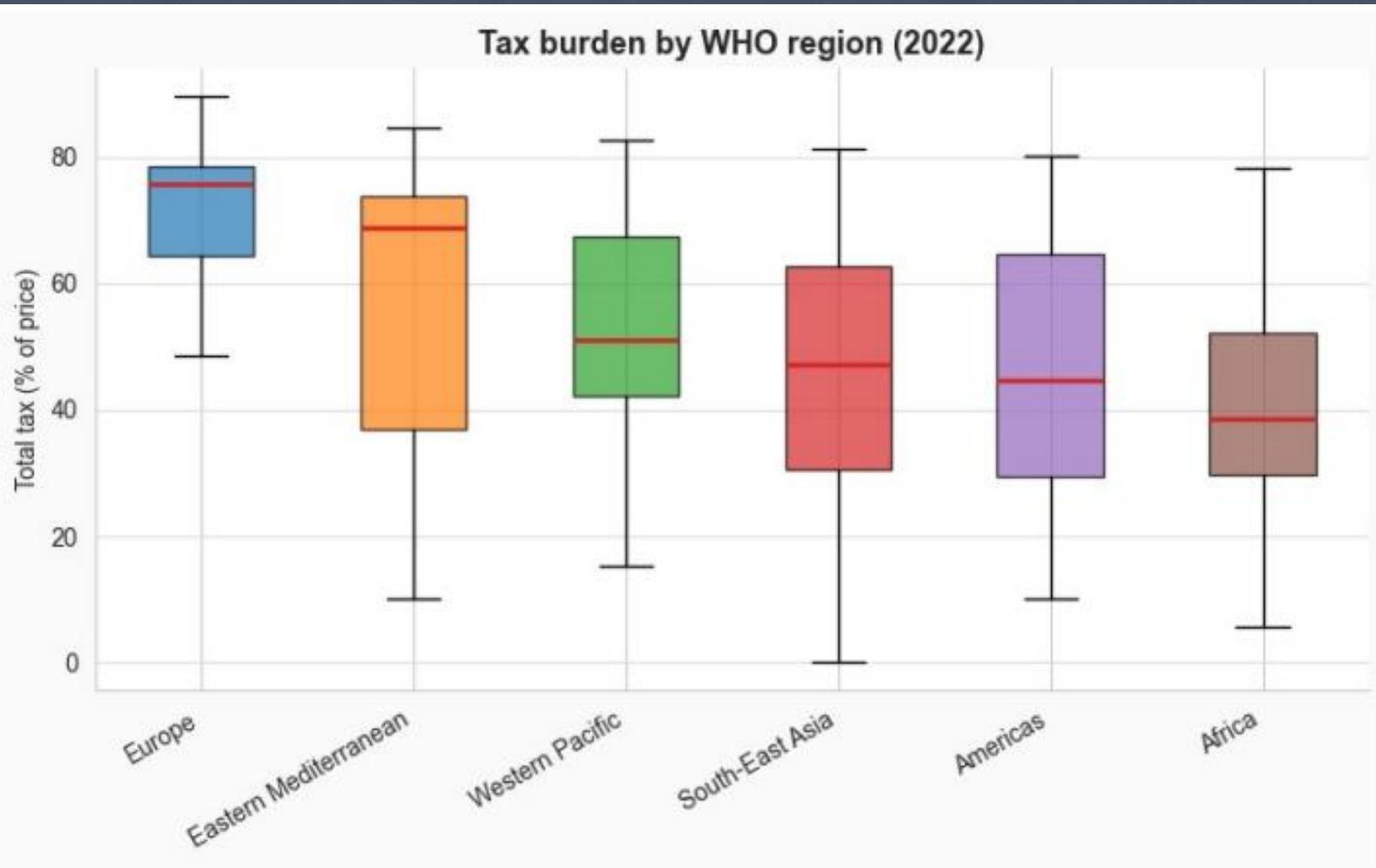
- Global median: 55.8% → below the WHO benchmark $\geq 75\%$.
- Wide dispersion: many countries at 25–60%, with a noticeable mass around 65–85%.
- Left tail: a few countries <25%, indicating substantial headroom to raise taxes.
- Countries at $\geq 75\%$ remain a minority; scope to increase excise and index regularly.

Raising: cigarette price vs tax share (2022)



- Overall positive association: higher prices generally pair with higher tax shares, but variance is large.
- High outlier: Australia — highest price with tax share $>75\%$.
- Low outlier: Cuba — lowest price with very low tax share.
- Italy: about \$6.1 and $\sim 76.7\%$ taxes — above the WHO benchmark ($\geq 75\%$).
- Differences reflect excise mix (specific vs ad valorem), pre-tax price levels, income, and exchange-rate effects.

Raising: total tax burden by WHO Region (2022)



- Medians (\approx): Europe $\sim 77\%$ (highest, near/above $\geq 75\%$); Eastern Mediterranean $\sim 68\%$; Western Pacific $\sim 50\%$; South-East Asia $\sim 46\%$; Americas $\sim 44\%$; Africa $\sim 38\%$.
- Spread: Eastern Mediterranean and South-East Asia show the widest dispersion; Europe is concentrated at higher levels.
- WHO benchmark ($\geq 75\%$): achieved on average only in Europe; elsewhere it's confined to upper-quartile countries.
- Policy signal: substantial room to raise taxes where medians are $< 50\%$ (Africa, Americas, SE Asia).

Conclusions: Europe, Americas and Western Pacific

Europe

- Taxes: Median $\approx 77\%$, above the WHO benchmark ($\geq 75\%$).
- Protection: Smoke-free coverage growing to $\sim 40\%$ (2022).
- Strong warnings on packages; prevalence still not low.

Western Pacific

- Protection: Rising to $\sim 45\text{--}46\%$, then stable from 2018.
- Warnings: Good on cigarettes (74%), weaker MDG/SML → inhomogeneity.
- Solid but uneven progress across countries.

Americas

- Leaders in smoke-free environments: $\sim 75\text{--}77\%$ of countries with $\geq 6/8$ locations.
- Active enforcement: complaints $\sim 58\%$ (signal of reporting/inspections).
- Taxes: median $\sim 44\%$, room for improvement.

Conclusions: South-East Asia, Africa and East Mediterranean

South-East Asia

- Prevalence: sharp decline ($\approx 30\% \rightarrow 17\%$).
- Warnings and packaging: solid on smokers; SML fair.
- Cessation services in primary care declining; smoke-free $\sim 27\text{--}28\%$ stagnant.

Eastern Mediterranean

- Protection: rapid growth until $\sim 2013\text{--}15$, then plateaued at $\sim 40\%$.
- Taxes: sharp recovery (score ≈ 3.7 in 2022).
- Packaging: weak on SML ($\approx 18\%$ with all 3 requirements).

Africa

- Protection: From ~ 0 (2007) to $\sim 35\text{--}36\%$ (2022).
- Cessation provision and integration in settings: very low but growing.
- Taxes: median $\sim 38\%$ \rightarrow significant room for improvement.

Data sources

◆ <https://www.who.int/data/gho/data/indicators>

- ◀ **Tobacco control**
 - ▶ [Tobacco control: MPOWER Overview: Progress towards selected tobacco control policies for demand reduction](#)
 - ▶ [Tobacco control: Monitor tobacco use and prevention policies](#)
 - ▶ [Tobacco control: Protect from tobacco smoke](#)
 - ▶ [Tobacco control: Offer help to quit tobacco use](#)
 - ▶ [Tobacco control: Warn about the dangers of tobacco](#)
 - ▶ [Tobacco control: Enforce bans on tobacco advertising](#)
 - ▶ [Tobacco control: Raise taxes on tobacco](#)

Thanks for your attention!

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