**Key facts**

**Tobacco kills at least half of its users.** In the WHO Western Pacific Region, 1 in 4 adults smoke.

In 2017, 3.1 million people, including more than 460 000 non-smokers, lost their lives due to tobacco in our Region.

**New tobacco products** (including heated tobacco products) and **electronic nicotine delivery systems** (such as e-cigarettes and vaping devices), along with **tobacco industry tactics**, are threatening the public health gains made in tobacco control.

**Tobacco use is a leading preventable cause of death.**

**Tobacco kills more than 3.1 million people** in the WHO Western Pacific Region each year, including more than 460 000 non-smokers who are exposed to second-hand smoke. That is equivalent to **five people dying every minute** from tobacco-related diseases. Tobacco is a major driver of noncommunicable diseases, causing or exacerbating **cardiovascular disease, cancer, chronic respiratory disease and diabetes.**

Tobacco also negatively affects the environment, economies, and the overall development of countries.

These negative impacts are entirely preventable. The Western Pacific Region is the only WHO region in which all countries within the Region have ratified the WHO Framework Convention on Tobacco Control (FCTC). This means that all countries have an obligation to implement the comprehensive tobacco control measures in the WHO FCTC.

Thanks to measures such as smoke-free environments, higher tobacco taxation, graphic health warnings and bans on tobacco advertising, the Region is currently seeing a **downward trend in tobacco smoking.** However, evolving **tobacco industry tactics** risk undermining the public health gains made by countries to date. One such tactic is the heavy marketing of new products such as heated tobacco products and electronic nicotine delivery systems, including e-cigarettes and vaping devices.

**WHO response**

WHO supports countries and areas to strengthen tobacco control by:

- developing and implementing **comprehensive tobacco control policies and measures**;
- addressing emerging challenges, including new tobacco products and nicotine delivery systems;
- preventing and countering tobacco industry interference;
- establishing sustainable surveillance systems to monitor tobacco use and tobacco control policies; and
- engaging with tobacco control **partners beyond the health sector**.

WHO has developed a **Regional Action Plan for Tobacco Control in the Western Pacific (2020–2030)**, which provides a more focused strategy towards full implementation of the WHO FCTC and guidance to successfully face new challenges that threaten effective tobacco control.

Support to Member States is also provided through five WHO collaborating centres that support tobacco control work in the Region.