

The Regional Committee,

Having considered the Regional Director's first progress report on implementation of the Action Plan on Tobacco or Health for 1995–1999;<sup>1</sup>

Noting that per capita tobacco consumption is still increasing in the Western Pacific Region, especially among young people and women;

Noting also that tobacco use continues to be a major public health concern in the Region;

Noting further that the Action Plan on Tobacco or Health for 1995–1999 provides a valuable framework for continued concerted action by all countries and areas in the Region;

1. URGES Member States:

(1) to take all steps necessary to implement the Action Plan on Tobacco or Health for 1995–1999, bearing in mind the varying circumstances of different countries and areas in the Region, especially with regard to establishing comprehensive national tobacco control policies and programmes, data collection, advocacy and education, legislation, and pricing policies;

(2) to spare no effort in implementing policies and legislation that ban tobacco advertising in all media and the sponsorship of sports and cultural events by tobacco companies, thus supporting the call for a tobacco-advertising-free Region by the year 2000;

(3) to determine ways to increase revenues from taxation of tobacco products and to use a percentage of such revenues to fund health promotion activities as well as sports and cultural activities in order to provide an alternative source of sponsorship to tobacco industry funding;

2. REQUESTS the Regional Director:

(1) to cooperate with Member States in implementing the Action Plan on Tobacco or Health for 1995–1999;

(2) to strengthen mechanisms to facilitate and coordinate the exchange of information which is integrated into the health-for-all and *New horizons in health* strategies in the Region;

(3) to monitor annually the implementation of the Action Plan on Tobacco or Health for 1995–1999;

(4) to report to the Regional Committee in 1999 on the status of implementation of the Action Plan on Tobacco or Health for 1995–1999.

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<sup>1</sup> Document WPR/RC48/13 Rev.1.