



Background

> The WHO Tobacco Free Initiative (TFI) aims to reduce the global burden of disease and death caused by tobacco, thereby protecting present and future generations from the devastating health, social, environmental, and economic consequences of tobacco consumption and exposure to tobacco smoke. This is accomplished through providing global policy leadership; encouraging mobilization at all levels of society; promoting the WHO Framework Convention on Tobacco Control (FCTC), and implementing the MPOWER package of tobacco policies as a key entry point to the FCTC. The WHO FCTC encourages countries to adhere to its principles, and the TFI Programme supports countries in their efforts to implement tobacco control measures through the MPOWER package.

Surveillance and Evaluation

> WHO surveillance and evaluation activities include data collection, analysis and reporting of tobacco use and key tobacco control policy measures, such as exposure to second-hand smoke, cessation, exposure to media, price and taxation, and knowledge and attitudes. In collaboration with its partners, WHO is responsible for the Global Tobacco Control Report, which monitors a core of essential tobacco control policy initiatives and reports on their implementation on an annual basis. WHO collaborates with CDC and other partners in the development and implementation of the Global Tobacco Surveillance System.

Capacity Building

> WHO assists countries to implement the MPOWER policies and develop effective national coordination mechanisms and structures for tobacco control. In order for countries to develop these structures, WHO will assist with the following:

- Development of national tobacco control action plans
- Development of national coordination mechanisms for tobacco control
- Development of national partnerships
- Country capacity assessments
- MPOWER training materials and workshops
- Establishment of smoking cessation services as part of primary health care
- Development of best practices and policy recommendations on the MPOWER package

