

Comprehensive tobacco control in cities using the MPOWER package



1. Background

Tobacco use is the second major cause of death in the world today. In the 20th century, the tobacco epidemic killed 100 million people worldwide. Unless urgent action is taken during the 21st century it could kill one billion people. Eighty per cent of these deaths will occur in developing countries.

One third of the world's smokers reside in the Western Pacific Region where it is estimated that two people die every minute from a tobacco-related disease.

Tobacco use can kill in many different ways. Globally, it is a risk factor for six of the eight leading causes of death. Tobacco use does not threaten the lives of smokers alone. Oftentimes, children and youth are victims of second hand smoke. Recent research has shown that up to 50% of all young people in the Region are regularly exposed to tobacco smoke pollution in their homes. Evolving data shows the growing burden from tobacco-related disease among urban dwellers.

Globally, the Framework Convention on Tobacco Control (FCTC) continues to set the agenda for sustained and systematic international action to stop the tobacco epidemic. National action plans have been developed in Member States. But to achieve the goals and objectives of the FCTC local action is needed.

The first WHO Report on the Global Tobacco Epidemic, 2008 unpacked a six point package (MPower) of effective policies for tobacco control: 1) Monitor tobacco use and prevention policies; 2) Protect people from tobacco smoke; 3) Offer help to quit tobacco use; 4) Warn about the dangers of tobacco; 5) Enforce bans on tobacco advertising, promotion and sponsorship, and; 6) Raise taxes on tobacco. (For more information visit <http://www.who.int/tobacco/mpower/en/index.html>)

These policies constitute a comprehensive approach to tobacco control that cities can take forward to protect the health and well-being of their citizens.

2. Good Practice Awards

The World Health Organization Regional Office for the Western Pacific calls for application for good practices in Healthy Cities as follows:



Awards given:

Outstanding practices and innovative, successful approaches to comprehensive tobacco control demonstrating action on three or more of the six effective strategies in the MPOWER package.

Eligible applicants:

All members of the Alliance for Healthy Cities

Materials to be submitted:

A written report and other supporting materials describing 1) the approach and activities undertaken; 2) measurable outcomes; and 3) other information considered useful for evaluating the submission.

Award:

A plaque of recognition will be awarded.

Deadline for submission:

31 August 2008

3. Best Proposal Award

The World Health Organization Regional Office for the Western Pacific calls for proposals for innovative projects in Healthy Cities as follows:

Subject area:

Partnerships for one hundred per cent (100%) smoke-free public places in cities. Innovative proposals for achieving a complete ban on indoor smoking in public places done in partnership with civil society groups, non-government organizations, restaurant associations, tourism authorities, youth, health advocates or other stakeholders.

Seed money awarded:

USD7 500

Eligible applicants:

All members of the Alliance for Healthy Cities



Format of the proposal:

The following sections should be included:

- Background (project area, baseline information of the area, etc.)
- Objectives
- Description of partnership strategy
- Proposed approach and activities
- Evaluation methodology and indicators for success
- Other pertinent information

Deadline for submission

31 August 2008

4. Contact Information

Applications to both awards and any queries should be sent to:

*Regional Coordinator in Tobacco-Free Initiative
WHO Regional Office for the Western Pacific
P.O. Box 2932 (U.N. Avenue)
1000 Manila, Philippines
Fax: +63(2) 521-1036
E-mail: tfi@wpro.who.int or mercados@wpro.who.int*

