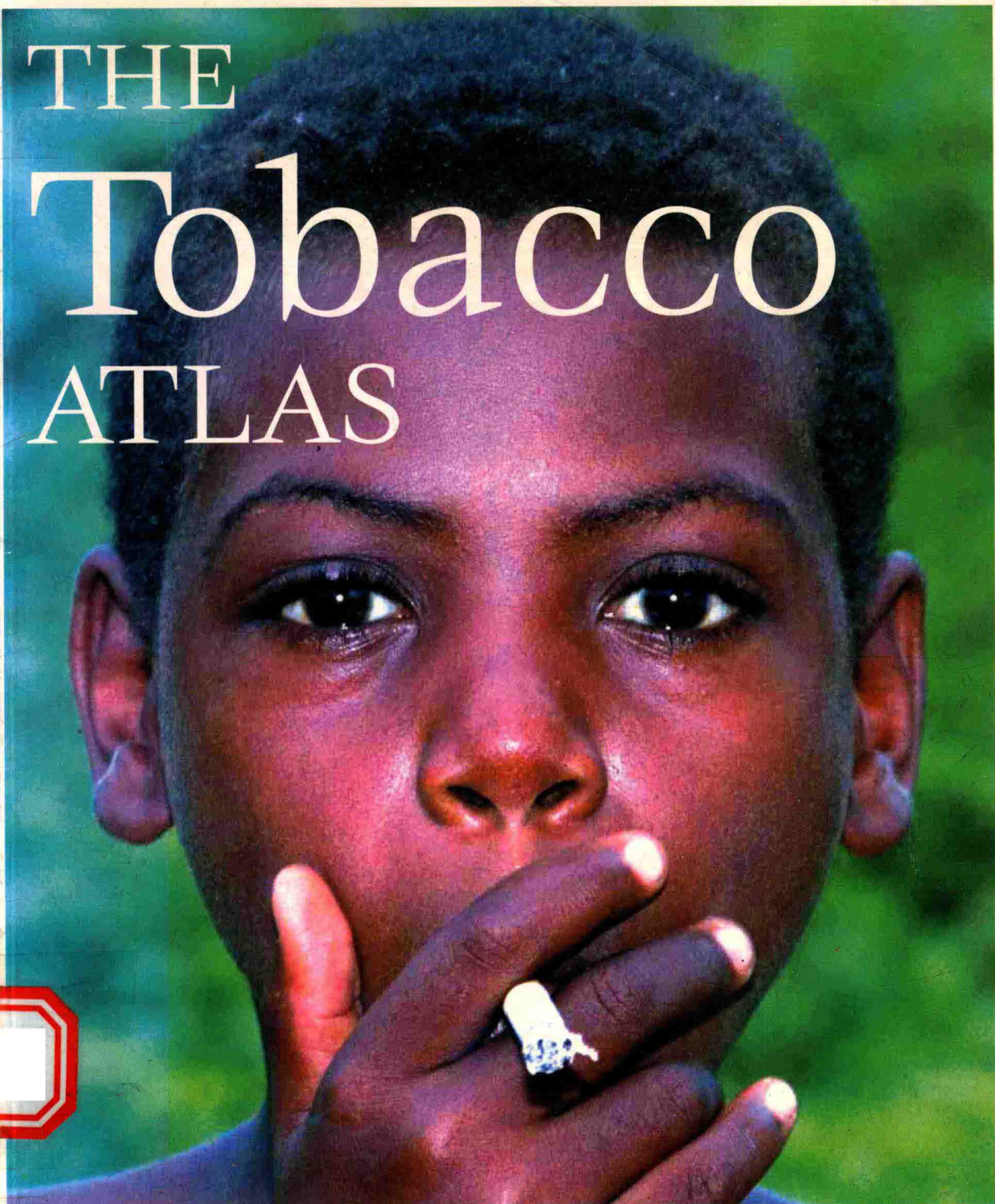


# THE Tobacco ATLAS



DR JUDITH MACKAY & DR MICHAEL ERIKSEN



WORLD HEALTH ORGANIZATION

# The Tobacco Atlas

Dr Judith Mackay  
and Dr Michael Eriksen



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First published 2002

10 9 8 7 6 5 4 3 2 1

ISBN 92 4156 209 9

Produced for the World Health Organization by

**Myriad Editions Limited**

**6–7 Old Steine, Brighton BN1 1EJ, UK**

**<http://www.MyriadEditions.com>**

Edited and co-ordinated for Myriad Editions by

Paul Jeremy and Candida Lacey

Design and graphics by Paul Jeremy

and Corinne Pearlman

Maps created by Isabelle Lewis

Printed and bound in Hong Kong

Produced by Phoenix Offset Limited

under the supervision of Bob Cassels,

The Hanway Press, London

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# The Tobacco Atlas

“When one has a thorough knowledge of both the enemy and oneself, victory is assured. When one has a thorough knowledge of both heaven and earth, victory will be complete.”

— General Sun Tzu

*The Art of War: A Treatise on Chinese Military Science*  
c. 500 B.C.



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# FOREWORD

A message from

**Dr Gro Harlem Bruntland**  
**Director-General**  
**World Health Organization**



**“M**ore people smoke today than at any other time in human history. One person dies every ten seconds due to smoking-related diseases.

Research evidence in the past five years shows a bleaker picture of the health danger of smoking than previously realised. Tobacco is the biggest killer, much bigger in dimension than all other forms of pollution.

Children are the most vulnerable. Habits start in youth. The tobacco industry knows it and acts accordingly. This is a medical challenge, but also a cultural challenge. Let us all speak out: tobacco is a killer. It should not be advertised, subsidised or glamourised.

Adolescents should not be allowed to mortgage their lives to the seductive advertisements of the industry. Girls and women are being targeted all over the world by expensive and seductive tobacco advertising images of freedom, emancipation, slimness, glamour and wealth. Tobacco companies should be accountable for the harm caused by tobacco use.

The day I took office I launched the Tobacco Free Initiative (TFI) to spearhead the struggle to reverse the worsening trends in health caused by tobacco and to add momentum to a critical public health struggle. The initiative aims at heightening global awareness of the need to address tobacco consumption. It also seeks to build new partnerships and strengthen existing partnerships for action against tobacco; to commission policy research to fill gaps; and, to accelerate national and global policy to implement strategies.

The way it works illustrates the way we wish WHO to work in the future making the most of our own resources and knowledge and drawing heavily on the knowledge and experience of others.

Our goals are to:

- build “a vibrant alliance” between WHO, UNICEF, the World Bank, and “partnerships with a purpose” with non governmental organisations, the private sector, academic/research institutions and donors.
- try to get more people to work on and support tobacco control activities and ensure that more resources are committed to tobacco research, policy and control.
- develop the Framework Convention on Tobacco Control (FCTC), the world's first public health treaty. The treaty will only be effective if it works in conjunction with, and builds upon, sound domestic interventions.

The good news is that the epidemic does not have to continue this way. There is a political solution to tobacco – a solution routed through ministries of finance and agriculture as well as health and education.

We know that tobacco control measures can lead to a reduction in smoking as witnessed among some member states. WHO, the World Bank and public health experts have identified a combination of the following as having a measurable and sustained impact on tobacco use:

- increased excise taxes;
- bans on tobacco advertising, sponsorship and

marketing;

- controls on smoking in public places and workplaces;

- expanded access to effective means of

quitting;

- tough counteradvertising;

- tight controls on smuggling.

These must all be implemented if the predicted expansion of the epidemic as outlined in this atlas is to be prevented.

The picture is far from bleak. Globally, we have seen a sea change over the past few years. A groundswell of local, national and global actions is moving the public health agenda ahead.

DR GRO HARLEM BRUNTLAND

Geneva

June 2002



# PREFACE

“When I was young, I kissed my first woman and smoked my first cigarette on the same day. Believe me, never since have I wasted any more time on tobacco.”

— Arturo Toscanini (1867-1957)

This book is intended for anyone concerned with personal or political health, governance, politics, economics, big business, corporate behaviour, smuggling, tax, religion, internet, allocation of resources, human development and the future.

The atlas maps the history, current situation and some predictions for the future of the tobacco epidemic up to the year 2050.

It illustrates how tobacco is not just a simple health issue, but involves economics, big business, politics, trade and crimes such as smuggling, litigation and deceit.

The atlas also shows the importance of a multifaceted approach to reducing the epidemic – by WHO, other UN agencies, NGOs, the private sector and, in fact, the whole of civil society.

The publication of this atlas marks a critical time in the epidemic. We stand at a crossroads, with the future in our hands. We can choose to stand aside; or to take weak and ineffective measures; or to implement robust and enduring measures to protect the health and wealth of nations.

JUDITH MACKAY, Hong Kong

MICHAEL ERIKSEN, Geneva

June 2002