

From: Isabel Tashie <isabeltashie@gmail.com>
Sent: Jun 25, 2025 22:06:16.000000000 UTC
Subject: Re: FW: Just released: WHO Report on the Global Tobacco Epidemic
To: Buzby, Maureen <mbuzby@cityofmelrose.org>

Thanks for this! I did find it very informative.

On Tue, Jun 24, 2025 at 7:15 PM Buzby, Maureen <mbuzby@cityofmelrose.org> wrote:

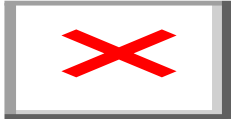
I'm pretty sure you both follow Tobacco Free Kids. Good data in this email.

From: Tobacco-Free Kids <info@tobaccofreekids.org>
Sent: Tuesday, June 24, 2025 7:02 PM
To: Buzby, Maureen <mbuzby@cityofmelrose.org>
Subject: Just released: WHO Report on the Global Tobacco Epidemic



Maureen,

This week, our global team is participating in the [**World Conference on Tobacco Control**](#) in Dublin, Ireland. We're celebrating the enormous progress that's been made in the fight against tobacco and calling on countries around the world to stand up to the tobacco industry and fully implement proven strategies that save lives.



NEW REPORT

To kick things off, the World Health Organization issued a new report – the [2025 WHO Report on the Global Tobacco Epidemic](#) – that underscores both the progress that’s been made and the challenges that remain.



The report shows that 155 countries have implemented at least one best-practice tobacco control policy. These policies protect over 6.1 billion people worldwide – up from one billion people in 2007.

More specifically, the report found:



110 countries now require graphic health warnings on cigarette packs, protecting 62% of the global population. This is up from just nine countries in 2007.



79 countries have implemented comprehensive smoke-free policies, covering one-third of the world's population.



68 countries have banned tobacco advertising, promotion and sponsorship, covering over 25% of the global population.

HOW THIS HAS BEEN ACHIEVED

This progress is a testament to the sustained public health efforts of governments and non-governmental organizations around the world.

This includes Bloomberg Philanthropies and the [Bloomberg Initiative to Reduce Tobacco Use](#), which have provided critical leadership by supporting implementation of strong policies in low- and middle-income countries that are most impacted by the global tobacco epidemic. The [Campaign for Tobacco-Free Kids](#) is proud to be part of this initiative.

OBSTACLES TO PROGRESS

The WHO report makes clear that **the tobacco industry** remains the primary obstacle to greater progress.

While loudly proclaiming that they support a smoke-free future, **tobacco companies continue to aggressively market and sell cigarettes** around the world and do everything they can to defeat and undermine effective tobacco control policies.

The industry is also **constantly introducing harmful and addictive products** – like e-cigarettes, nicotine pouches and heated tobacco products – with the goal of addicting new generations of tobacco users.

No one should be fooled: The tobacco industry is the cause of the problem, not the solution.

PROVEN SOLUTIONS

Tobacco control policies offer governments a proven, cost-effective strategy to fight non-communicable diseases like cancer and heart disease, save millions of lives and reduce billions in health care costs. Governments must fully implement these policies and put the health and lives of their citizens before the profits of the tobacco industry.

We're fighting every day to make sure that happens.

[Support our life-saving work by making a contribution today:](#)



Thanks for standing with us,



Yolonda C. Richardson
President & CEO

[Campaign for Tobacco-Free Kids](#)
1400 I St NW, Ste 1200
Washington, District of Columbia 20005
202-296-5469 | info@tobaccofreekids.org

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