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Note generali	"Includes a special section on five years of progress"--Cover.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Cover; Contents; ONE THIRD OF THE WORLD'S POPULATION - 2.3 BILLION PEOPLE - ARE NOW COVERED BY AT LEAST ONE EFFECTIVE TOBACCO CONTROL MEASURE; A letter from WHO Assistant Director-General; SUMMARY; WHO FRAMEWORK CONVENTION ON TOBACCO CONTROL; Article 13 - Tobacco advertising, promotion and sponsorship; Guidelines for implementation of Article 13; Scope of a comprehensive ban; Constitutional principles in relation to a comprehensive ban; Consistency; Responsible entities; Domestic enforcement of laws on tobacco advertising, promotion and sponsorship; Public education and community awareness ENFORCE BANS ON TOBACCO ADVERTISING, PROMOTION AND SPONSORSHIP Tobacco companies spend billions of US dollars on advertising, promotion and sponsorship every year; Tobacco advertising, promotion and sponsorship increase the likelihood that people will start or continue to smoke; Tobacco companies target low- and middle-income countries; Advertising, promotion and sponsorship activities normalize and glamourize tobacco use; Complete bans are needed to counteract the effects of tobacco advertising, promotion and

sponsorship

Bans on tobacco advertising, promotion and sponsorship are effective at reducing smoking Partial bans and voluntary restrictions are ineffective; Bans must completely cover all types of tobacco advertising, promotion and sponsorship; Bans on direct advertising; Bans on indirect advertising, promotion and sponsorship; Point-of-sale bans are a key policy intervention; "Corporate social responsibility" initiatives should be prohibited; The tobacco industry will strongly oppose bans on its advertising, promotion and sponsorship activities; Industry arguments can be effectively countered

Effective legislation must be enforced and monitored Political will and public support are necessary; Bans should be announced in advance of implementation; International and cross border bans can be enforced; Legislation should be updated to address new products and industry tactics; Penalties for violations must be high to be effective; Potential new areas for legislation; Monitoring of tobacco advertising, promotion and sponsorship activities is essential; Coordination with other government ministries and civil society organizations is important; **COMBATING TOBACCO INDUSTRY INTERFERENCE**

Tobacco industry interference with tobacco control can be neutralized Countering industry tactics; **FIVE YEARS OF PROGRESS IN GLOBAL TOBACCO CONTROL**; One third of the world's people are protected by at least one effective tobacco control measure; Most progress has been in low- and middle-income countries; Some tobacco control measures have become more established than others; More progress is needed in all countries; Turkey marks singular achievement in tobacco control; **ACHIEVEMENT CONTINUES BUT MUCH WORK REMAINS**; Monitor tobacco use and prevention policies

Monitoring is critical to tobacco control efforts

Sommario/riassunto

This report WHO's fourth in the series provides a country-level examination of the global tobacco epidemic and identifies countries that have applied selected measures for reducing tobacco use. Five years ago WHO introduced the MPOWER measures as a practical cost-effective way to scale up implementation of specific provisions of the WHO FCTC on the ground. This report focuses on enforcing bans on tobacco advertising promotion and sponsorship (TAPS). TAPS bans are one of the most powerful tools that countries can put in place to protect their populations. In the past two years impressive progress has been made