

# Member State Briefing on Health Promotion with Special Emphasis on Physical Activity and Tobacco Control

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# Session overview

1. Opening and welcome (Dr Rüdiger Krech)
2. Current work in Health Promotion (Dr Rüdiger Krech, 7 min)
3. Progress of implementing the Global Action Plan on Physical Activity and results of the first WHO Global Status Report on Physical Activity (Nov 2022) (Dr Fiona Bull, 10 min)
  - Q & A on Physical Activity (10 min)
4. Global Progress in tobacco control efforts; challenges with regard to tobacco industry interference and novel tobacco products; and World No Tobacco Day 2023 (with FCTC Secretariat). (Dr Vinayak Prasad, 10 min)
  - Q & A on Tobacco Control (10 min)
5. Open discussion/ Q & A (40 min)

# Health Promotion Department

- Established in 2019 as a result of WHO Transformation process
- 6 technical units: 3 NCD risk factors, and 3 cross-cutting functions
- Risk factors: Alcohol, physical inactivity, tobacco
- Cross-cutting functions: Fiscal Policies for Health (TAX), Public Health Law and Policies (LAW), Enhanced Well-Being

	No tobacco	Less Alcohol	More Physical Activity	Good Governance and Wellbeing
Multisectoral engagement and healthy settings	Market shaping behaviour Banning of tobacco in public places	Marketing restrictions for alcoholic beverages	Safe walking, cycling and active living GAPPA Effective PA in settings	Settings for health and development, incl. cities, schools and workplaces
Community Empowerment and Health Literacy	Awareness raising campaigns Graphic health warnings Plain packaging		Awareness Raising Campaigns Global digital tools to promote PA	Social mobilisation for a healthy world Evidence monitor for health literacy Knowledge hub for community engagement and resilience strategies
Public Health Law and Policies	Tobacco Control Legislation		Transport policies that foster physical activity Policies and action plans for PA Regulatory approaches to increase PA	Health in all Policies
Economics and Investment in Health	Fiscal tobacco control measures Economic analysis of tobacco consumption Divestment from tobacco	Economic analysis of alcohol consumption Investment observatory of the alcohol industry	Economic analysis of physical activity Investments in green spaces in cities Cost effectiveness of interventions	Commercial Determinants of Health Healthy investments Fiscal measures to reduce unhealthy choices

# Current work in Health Promotion (1/3)

## **Draft global framework for integrating well-being into public health utilizing a health promotion approach**

- For consideration by WHA76, agenda item 16.1 Well-being and health promotion
- Documents: A76/7 ('omnibus report') and A76/7 Add.2 (draft decision)
- Full document: <https://www.who.int/publications/m/item/wha-76---achieving-well-being--a-global-framework-for-integrating-well-being-into-public-health-utilizing-a-health-promotion-approach>

# Current work in Health Promotion (2/3)

## Alcohol

- Portfolio of policy options to tackle the determinants of alcohol consumption (**'Snapshot series on alcohol control policies and practice'** – see **links in notes**)
- **Guide for training journalists** to report on alcohol to be rolled out
- **Adult learning package** to be applied to countries in Africa (May), South-East Asia (Aug) and Western Pacific (Oct)
- **3<sup>rd</sup> ed. of webinars** on alcohol control policies, systems and practices: from July 2023
- **Call for collective prioritization of young people** through a high-level event on Youth and alcohol

# Current work in Health Promotion (3/3)

## Health taxes

- Increased focus on country work: **tax policy** support to Member States on **tobacco, alcohol and sugar-sweetened beverages (SSBs)**
- Normative work: **WHO technical manual on alcohol tax policy and administration**, publ. in early Autumn 2023 (**tobacco tax**: April 2021, **SSB taxation**: December 2022),
- Data generation: **publication of global data on alcohol and SSBs taxes and prices** scheduled for Autumn 2023.

## Health law

- Country support to **develop and defend laws** growing from **tobacco control to other NCD risk factors**
- **Publication on regulating digital marketing** is forthcoming
- Team supporting WHO's engagement with **UNEP plastics pollution treaty negotiations**, including on eliminating plastics from cigarette filters

# Progress of implementing the Global Action Plan on Physical Activity and results of the first WHO Global Status Report on Physical Activity (Nov 2022)



# Global action plan on physical activity 2018-2030 (Resolution WHA71.6)



*There are many ways to be active – walking, cycling, sport, active recreation, dance and play - and many policy opportunities to increase participation.*

**GOAL TO REDUCE  
PHYSICAL INACTIVITY**

**BY 2025  
10%**

**BY 2030  
15%**

# Five requests to WHO Secretariate

RESOLUTION WHA 61.6

SEVENTY-FIRST WORLD HEALTH ASSEMBLY  
Agenda item 12.2

WHA71.6  
26 May 2018

## WHO global action plan on physical activity 2018–2030

The Seventy-first World Health Assembly,

Having considered the report on physical activity for health,<sup>1</sup>

Concerned by the rapidly growing burden of noncommunicable diseases, mental health disorders and other mental health conditions globally, and its negative impact on health, well-being, quality of life, and socioeconomic development;

Acknowledging that increasing physical activity and reducing sedentary behaviour can prevent at least 3.2 million noncommunicable disease-related mortalities globally per year,<sup>2</sup> reduce related disability and morbidity and the financial burden on health systems, and increase the number of healthy life years;

Recalling the Political Declaration of the High-level Meeting of the General Assembly on the Prevention and Control of Non-communicable Diseases (2011),<sup>3</sup> the outcome document of the high-level meeting of the General Assembly on the comprehensive review and assessment of the progress achieved in the prevention and control of non-communicable diseases (2014),<sup>4</sup> the 2030 Agenda for Sustainable Development,<sup>5</sup> Health Assembly resolutions WHA51.18 (1998) and WHA53.17 (2000) on the prevention and control of noncommunicable diseases, WHA55.23 (2002) on diet, physical activity and health, WHA57.17 (2004) on the global strategy on diet, physical activity and health, and WHA66.10 (2013) on follow-up to the Political Declaration of the High-level Meeting of the General Assembly on the Prevention and Control of Non-communicable Diseases, which endorsed the global action plan for the prevention and control of noncommunicable diseases 2013–2020, and which adopted a voluntary global target to, by 2025, achieve a 10% relative reduction in prevalence of insufficient physical activity;

Acknowledging the Secretariat's work in providing Member States with tools, including WHO's global Noncommunicable Diseases Progress Monitor, and guidelines to promote physical activity,<sup>6</sup> and further acknowledging that supplementary tools and guidelines may need to be

<sup>1</sup> Document A71/18.

<sup>2</sup> Global Status Report on Noncommunicable Diseases 2014. Geneva: World Health Organization; 2014, page 33.

<sup>3</sup> United Nations General Assembly resolution 66/2 (2011).

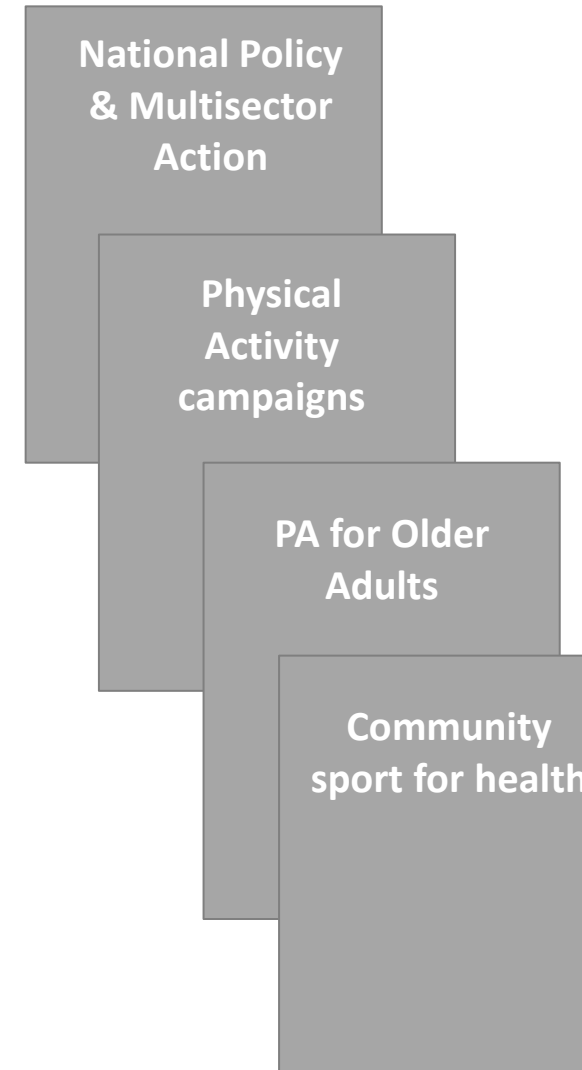
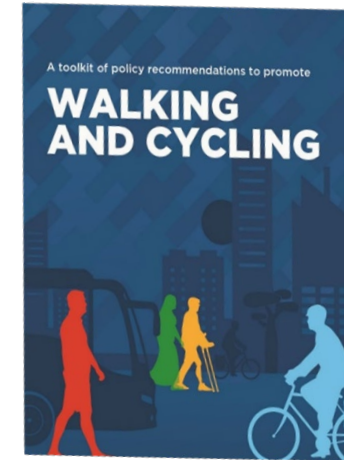
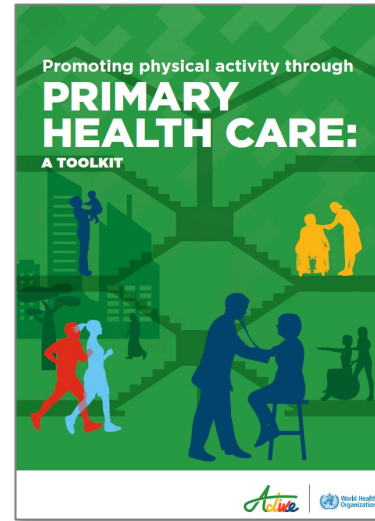
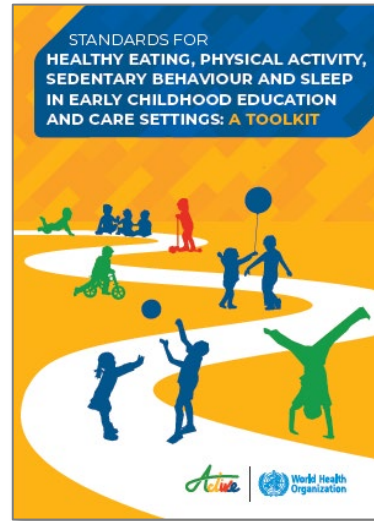
<sup>4</sup> General Assembly resolution 68/300 (2014).

<sup>5</sup> General Assembly resolution 70/1 (2015).

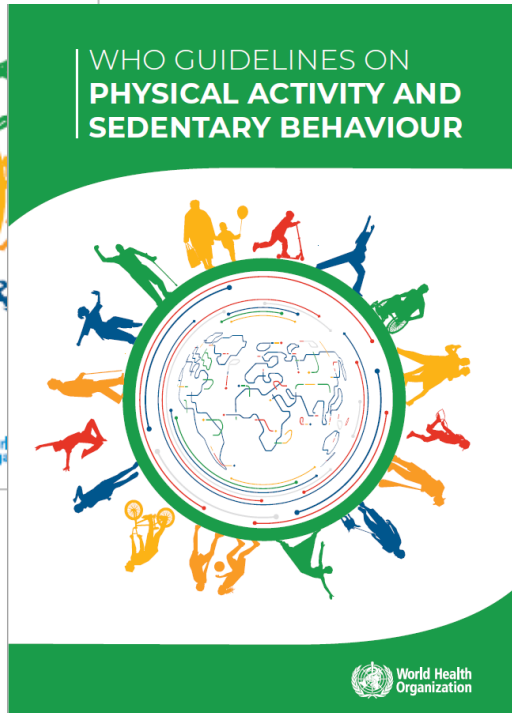
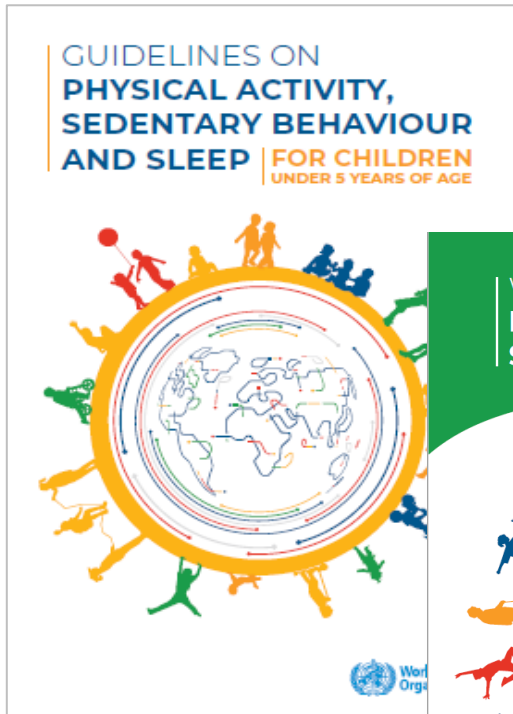
<sup>6</sup> Global recommendations on physical activity for health. Geneva: World Health Organization; 2010 (<http://www.who.int/dietphysicalactivity/publications/9789241599979/en/>, accessed 22 January 2018).

1. Support countries to implement
2. Update the 2010 global guidelines on PA for youth, adults and older adults
3. Finalize a GAPPA Monitoring Framework
4. Produce WHO Global Status Report on PA
5. Report on progress on implementation in WHA 2021, 2026 and 2030

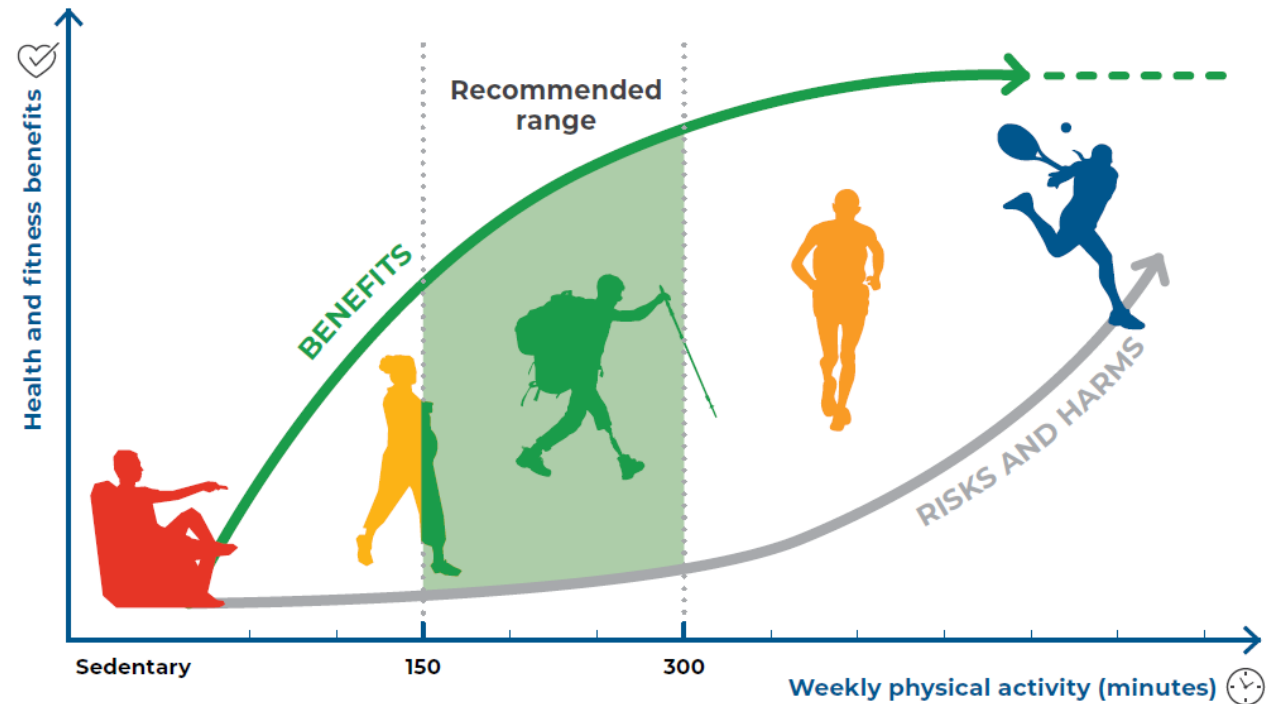
# ACTIVE TECHNICAL PACKAGE – supporting country implementation



# UPDATED AND NEW GUIDELINES COVERING THE LIFE COURSE

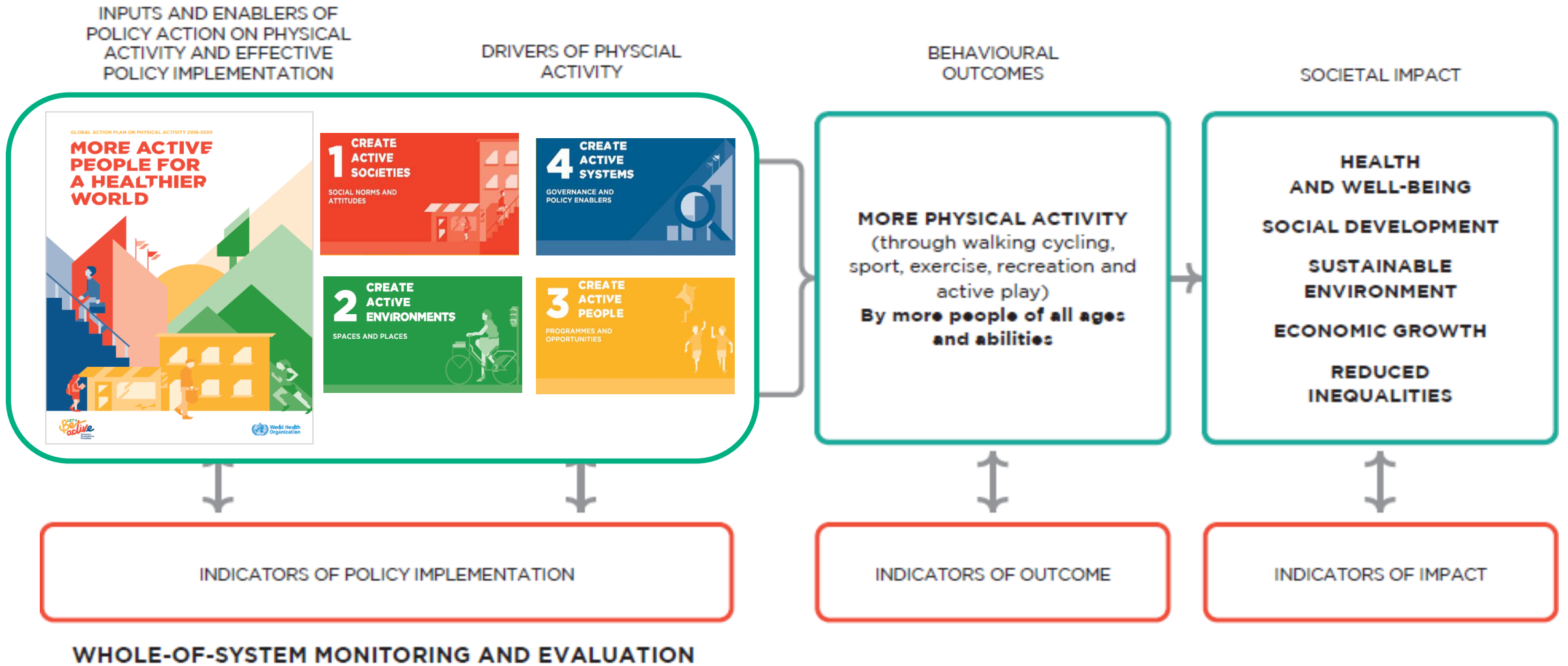


## “Every Move Counts”



Source: [www.who.int/health-topics/physical-activity](http://www.who.int/health-topics/physical-activity)

# GLOBAL MONITORING FRAMEWORK FOR GAPPA



Available in: WHO Global status report on physical activity 2022 – Figure 8

# 1<sup>st</sup> GLOBAL STATUS REPORT ON PHYSICAL ACTIVITY 2022



Full report



Executive Summary

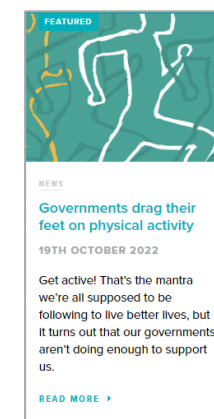


194 Country Profile Cards



Technical Supplement

Podcast interview:  
NCDAs Voices of Health



Access WHO resources here



<https://tinyurl.com/2kccs9ee>

Let's Get Moving – Launch Video (1' & 2' min)

Resources available at: <https://tinyurl.com/ak8m58jd>

# SUMMARY OF COUNTRY PROGRESS: 36 POLICY INDICATORS

Traffic Light Coding: % of countries meeting indicator



**7/36**

**policy indicators achieved by more than three quarters of all countries (20% of 36 indicators)**



**9/36**

**policy indicators achieved by between a half to two thirds of countries (25% of 36 indicators)**



**20/36**

**policy indicators achieved by less than half of countries (55% of 36 indicators)**

## MAIN FINDINGS

- Progress is slow and has been impacted by COVID-19
- Progress is uneven which will exacerbate health inequalities
- Slow progress will cost communities through impact on health, environment and the economy

The price tag of not increasing physical activity

**500 million** new cases of NCD and mental health conditions



**US\$300 billion/year**  
(~US\$27 billion / year)  
cost to public health care systems globally

Published in: Lancet Global Health, Vol 11, Issue 1, 2023. <https://tinyurl.com/2p88zyar>





# ADVOCACY TOOLS – responding to impact of COVID



Physical activity is a must have not nice to have !

Called for 3 key actions:

1. Strengthen the use of policy, and regulatory frameworks to ensure and protect opportunities for physical activity
2. Partner better - effective alignment to deliver better in local communities.
3. Smarter investment



Available at: <https://www.who.int/publications/i/item/WHO-HEP-HPR-RUN-2021.1>

# The way forward for countries

1. Strengthen policy implementation with practical tools and training:
2. Work in partnership and engage local communities:
3. Drive change with stronger data, monitoring, and knowledge translation:
4. Mobilize and align funding with national policy commitments:
5. Strengthen ownership of action across government and accountability:

# The way forward for countries - WHO response & support

1. Strengthen policy implementation with practical tools and training:
  - ✓ **ACTIVE Toolkits and training**
2. Work in partnership and engage local communities:
  - ✓ **MOU (i.e. between health & sport ) and knowledge sharing platforms**
3. Drive change with stronger data, monitoring, and knowledge translation:
  - ✓ **Improve data collection/use; knowledge sharing and training**
4. Mobilize and align funding with national policy commitments:
  - ✓ **Advocacy to mobilize funding**
5. Strengthen ownership of action across government and accountability:
  - ✓ **Conduct policy assessment, build and bridge across multisector, report progress**

# Q & A on Physical Activity (10 min)



For more information on physical activity visit: <https://www.who.int/teams/health-promotion/physical-activity>



## Q & A on Physical Activity (10 min)

Global Progress in tobacco control efforts; challenges with regard to tobacco industry interference and novel tobacco products; and  
World No Tobacco Day 2023 (with FCTC Secretariat).

**Dr Vinayak Prasad**

No Tobacco Unit (TFI)

Health Promotion Department, WHO



# The need for accelerated implementation of tobacco control policies: Tools and challenges

Dr Vinayak Prasad  
No Tobacco Unit (TFI)  
Health Promotion Department, WHO

**8.7 million deaths**  
every year!!

1.3 million deaths  
amongst non-smokers!!

47,000 deaths every  
year amongst in  
children under 5

Amongst males -  
tobacco is the leading  
cause of illness  
globally

Economic Cost: More than  
**US\$ 1 trillion** annually in  
healthcare expenditure  
and lost productivity.

**22 billion tonnes of water** used in tobacco  
production globally.

**5% of global deforestation** due to tobacco  
production





# SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD



**SDG 3.4**  
By 2030, reduce by one-third premature mortality from non-communicable diseases

**SDG 3.a**  
Strengthen the implementation of the WHO Framework Convention on Tobacco Control

2003: ADOPTION  
2005: ENTRY INTO FORCE



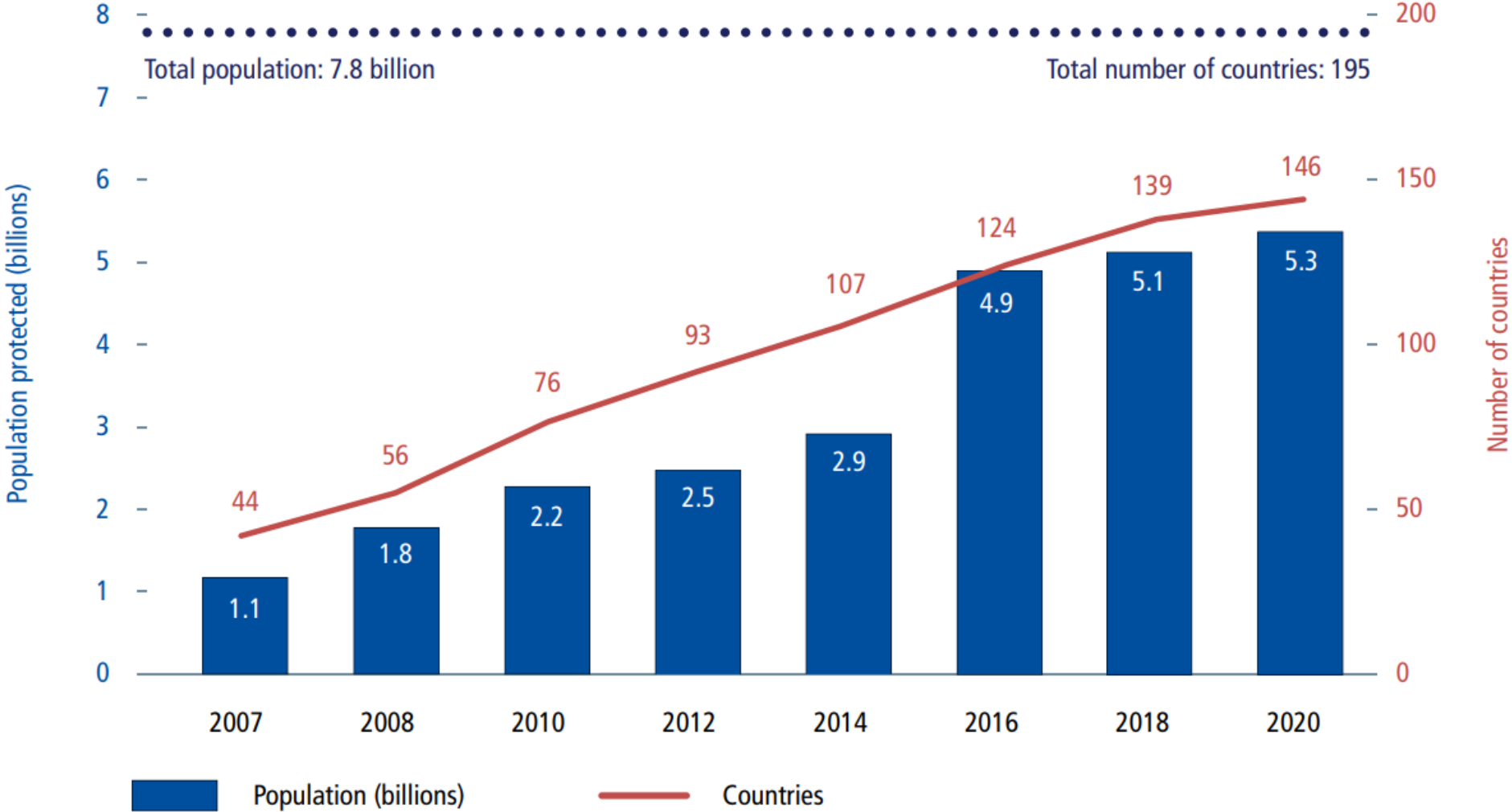
2008: MPOWER

- ➔ Article 20
- ➔ Article 8
- ➔ Article 14
- ➔ Articles 11 and 12
- ➔ Article 13
- ➔ Article 6

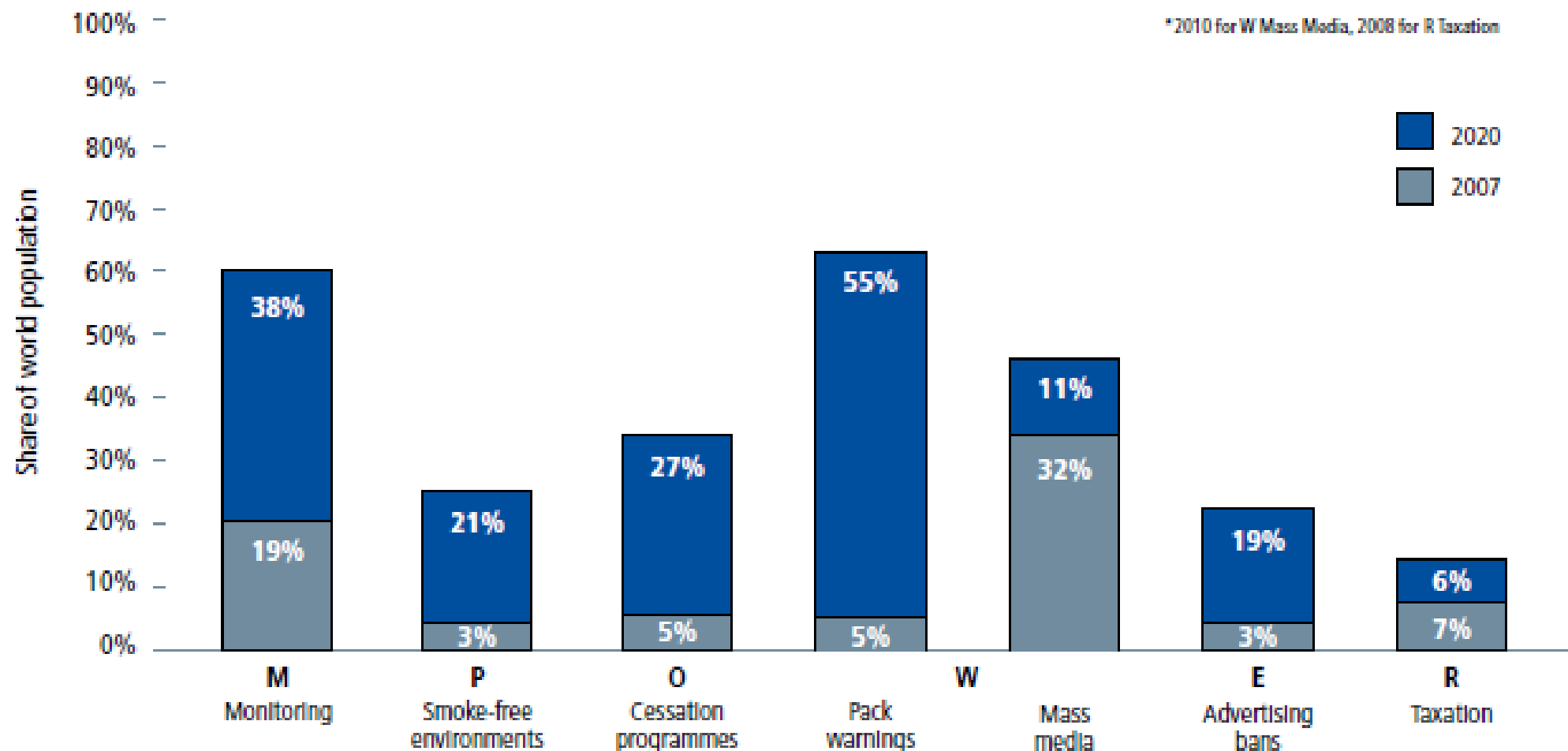
<b>M</b> onitor	tobacco use and prevention policies
<b>P</b> rotect	people from tobacco smoke
<b>O</b> ffer	help to quit tobacco use
<b>W</b> arn	about the dangers of tobacco
<b>E</b> nforce	bans on tobacco advertising, promotion and sponsorship
<b>R</b> aise	taxes on tobacco

**MPOWER** – a tool to assist countries with WHO FCTC implementation

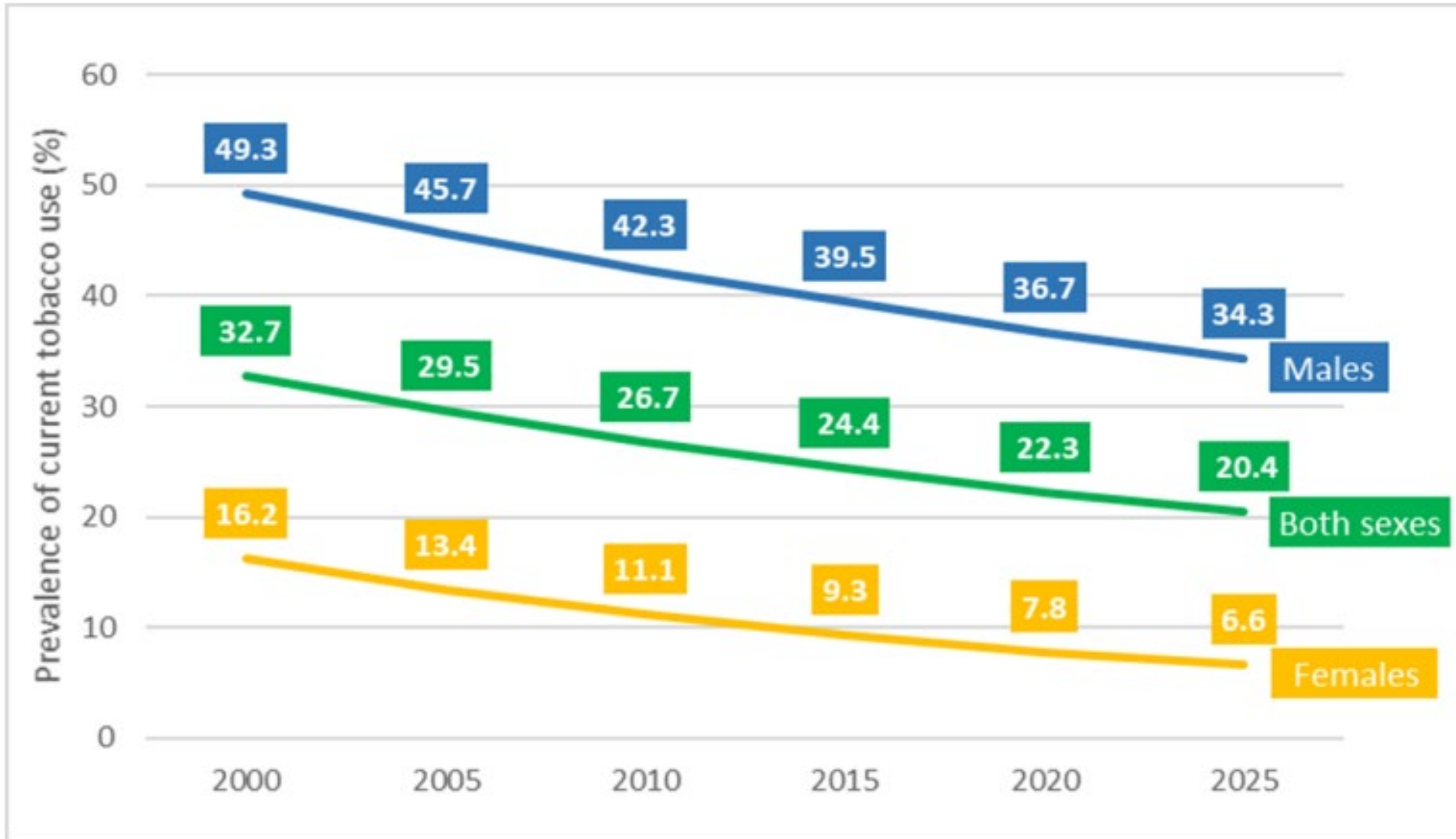
# AT LEAST ONE MPOWER MEASURE AT HIGHEST LEVEL OF ACHIEVEMENT (2007–2020)



## INCREASE IN THE WORLD POPULATION COVERED BY SELECTED TOBACCO CONTROL POLICIES, 2007\* TO 2020



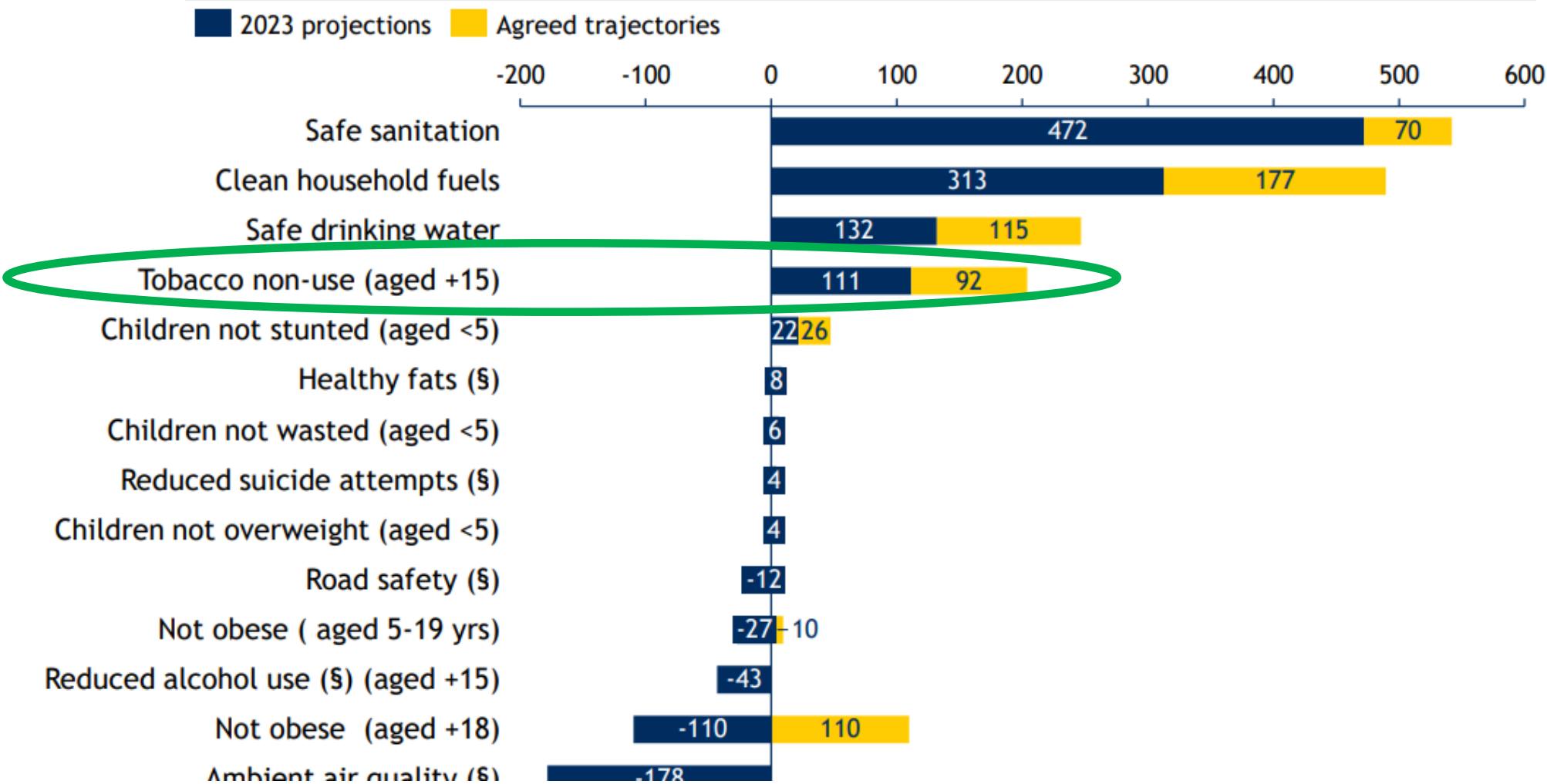
# Trends in prevalence of tobacco use 2000 – 2025



# Accelerated progress in countries needed to meet the 3<sup>rd</sup> billion target

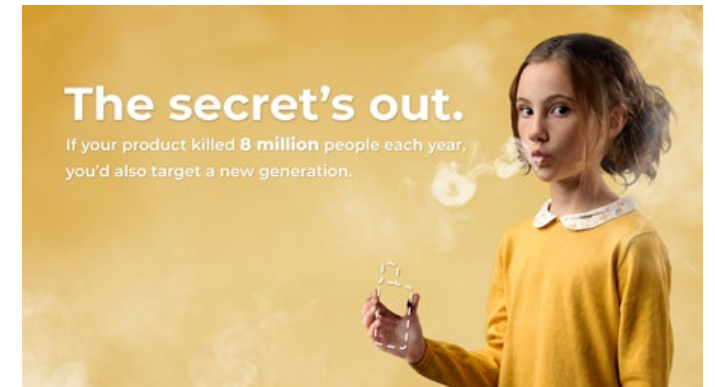
## Projected country progress with trajectories for indicators

In millions of lives



# Challenges

- Tobacco Industry interference
- New products that confuse policy makers and the general public:
  - Electronic cigarettes (claimed to help tobacco users quit)
  - Heated Tobacco Products (claimed to be less harmful)
  - Nicotine Pouches
- Tobacco Industry trying to infiltrate Pharmaceutical companies
- Disruptions due to COVID-19 Pandemic and competing priorities



# Lipstick, Watches and Merchandise



# Candy – Children and Adolescents





# Discrete 'Vape' – younger generation appeal



# Undermining Tobacco Control, Sponsorship, Influencers and Evolution



BAT



# World No Tobacco Day 2023

- **349 million people** are facing acute food insecurity.
- Tobacco is grown in **over 124 countries**, taking up **3.2 million hectares** of fertile land that could be used to grow food.
- Tobacco growing harms our health, the health of farmers and the planet's health.



# World No Tobacco Day 2023

**The “Grow Food, Not Tobacco” campaign aims to:**

1. Raise awareness of benefits of shifting from tobacco to sustainable crops;
2. Support efforts to combat desertification and environmental degradation;
3. Expose tobacco industry efforts to obstruct sustainable livelihoods work;
4. Mobilize governments to end subsidies on tobacco growing and use the savings for crop substitution and food security programs.

The campaign will be launched on 31 May with the support of partners such as WFP, FAO , UNCDF as well as the private sector.

# Take Away Messages

- **Tobacco Control is working, more than 60 countries on track to SDG targets**
- **Tobacco industry increasingly aggressive/interference, and reinventing itself, deliberately targeting next generation**
- Priority (know the market , Protect the next generation, prioritize health , ensure regulations are kept at pace)
- Monitor the industry tactics including on trade and investment



**Thank you!**

[prasadvi@who.int](mailto:prasadvi@who.int)

[www.who.int/health-topics/tobacco](http://www.who.int/health-topics/tobacco)

## Q & A on Tobacco Control (10 min)

## Discussion and Q & A