



Response

Tracking efforts to curb the tobacco epidemic must be done systematically at both the national and regional levels. Standard surveillance instruments and methods are needed to enable Member States to monitor progress in achieving real and measurable health impacts. Finally, a regional strategy to guide research and the generation of evidence to support policy and programme development is necessary throughout the entire process of tobacco control capacity building. This should be accompanied by a coordinated mechanism for evaluation, advocacy and information dissemination to the relevant audiences, enabling all Member States to gain access to critical data and facilitating information exchange within the Region.



Goal

The goal of this action plan is to significantly reduce the burden of disease and death caused by tobacco, through a substantial reduction in the prevalence of tobacco use, exposure to tobacco smoke and disparities related to tobacco use and its effects.

