

Working Towards a Tobacco-Free World

Impact of the WHO FCTC

FACT: the WHO FCTC is a 15-year old lifesaving treaty that protects and saves lives from the harms of tobacco globally



In developed countries with many previous tobacco control measures, the WHO FCTC has clearly facilitated to **strengthen tobacco control**



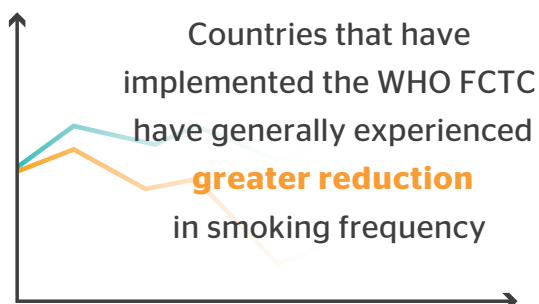
Low and middle-income countries that had weak tobacco control, after ratifying the WHO FCTC have introduced **effective tobacco control**



The WHO FCTC has played an important role in **curbing** the global tobacco epidemic



The WHO FCTC has provided a global roadmap for policies and a catalyst for action for **stronger tobacco control**



The WHO FCTC has been instrumental to legal defenses against the tobacco industry and have **increased awareness** of tobacco industry interference