

In 2008, WHO packaged and promoted six proven measures to reduce tobacco use worldwide. Known as MPOWER, the measures support scale up of specific provisions of the WHO Framework Convention on Tobacco Control (FCTC) on the ground



Monitor

Monitor tobacco use and prevention policies



Protect

Protect people from tobacco smoke



Offer

Offer help to quit



Warn

Warn about the dangers tobacco



Enforce

Enforce bans on tobacco advertising, promotion and sponsorship



Raise

Raise taxes on tobacco