

## **More than one-third of countries in the Americas yet to implement effective tobacco control measures**

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While progress has been made to address the tobacco epidemic in the Americas, over one-third of countries in the region has yet to implement the highest level of effective tobacco control measures. Governments must urgently increase efforts to apply these measures and save lives, says new Regional Report on Tobacco Control in the Americas 2018 from the Pan American Health Organization (PAHO). The number of tobacco users in the region has dropped to just 17%, which is below the global average of 20%. However, this means that one in every five adults above the age of 15 still uses tobacco, one of the main causes of noncommunicable diseases (NCDs).

Countries have committed to implementing measures to reduce premature mortality from these diseases by one-third by 2030, in accordance with the Sustainable Development Goals. PAHO's report highlights that it is vital that countries step up efforts to increase tobacco control measures in order to meet this objective. (PAHO/WHO, August 29, 2018)