

ASH Canada

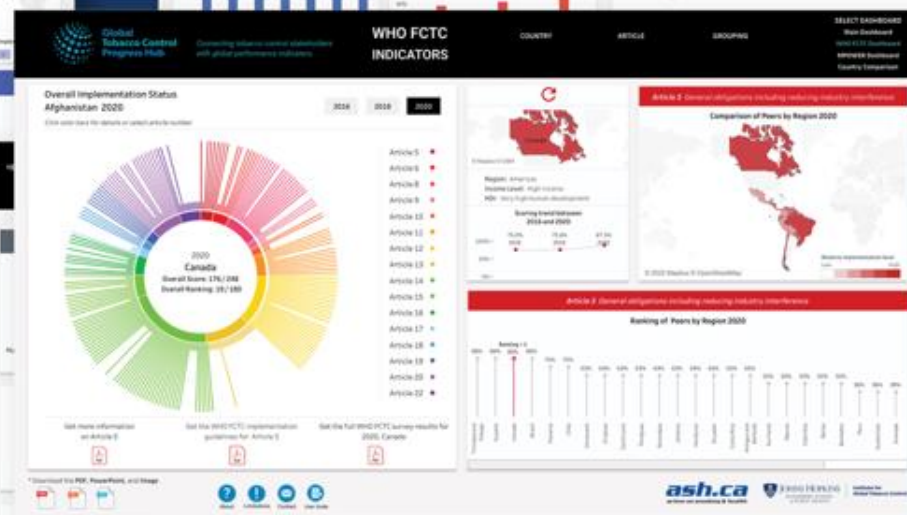
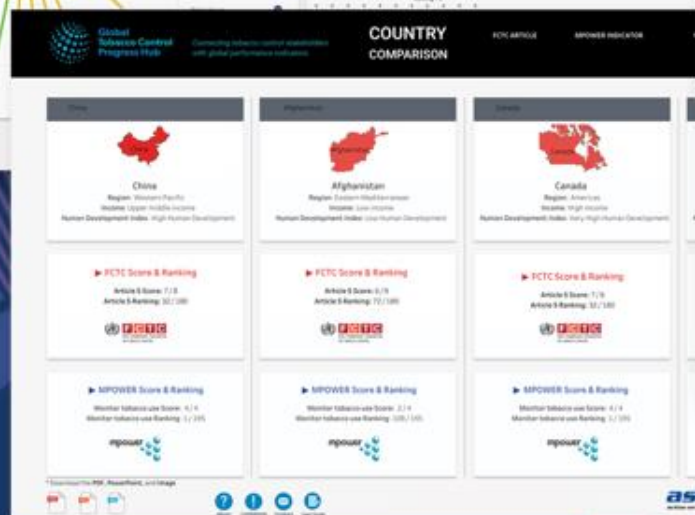
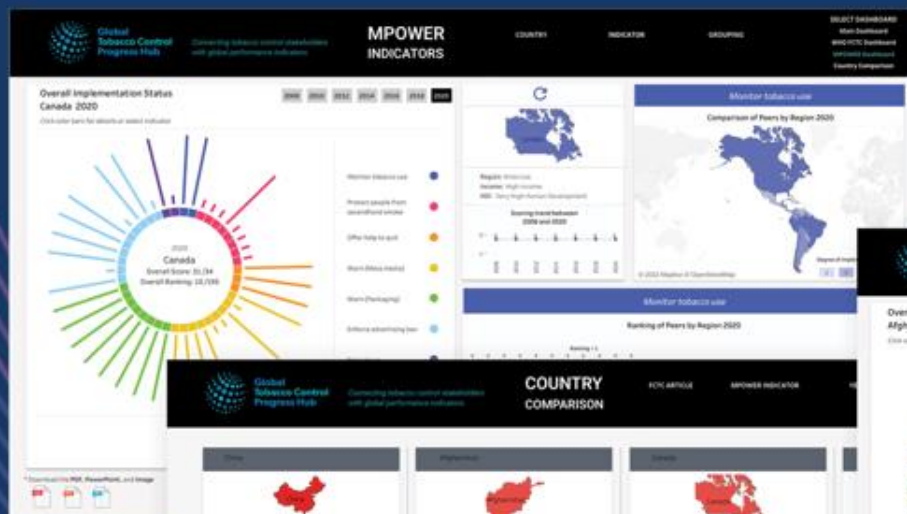
- One of Canada's leading tobacco control organizations
- *Helped to shape regional, national and global efforts*
- Active role in smoking bans, tobacco taxation, marketing restrictions, point-of-sale laws, graphic cigarette warnings, flavour/menthol bans, plain packaging, etc.
- *Knowledge to action agenda including Global Progress Hub*

School of Public Health University of Alberta

- Canada's first accredited school of public health
- *Bench strength on healthy public policy, global health, chronic disease/injury prevention, community health*
- Numerous international collaborations including JHU faculty
- *Adjunct appointment since 2009*
- Teach graduate course on public health advocacy



Global Tobacco Control Progress Hub



Evolution and rationale

- Limited comparisons of FCTC and MPOWER performance between countries
- *Limited access to WHO datasets (GHO-MPOWER, MPOWER/FCTC bi-annual reports, FCTC country reports)*
- Low CSO shadow reporting rates
- *Publication of MPOWER scores and rankings (Heydari)*

Research Article

A longitudinal analysis of MPOWER implementation, 2008-2018

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Background

In 2008, the World Health Organization (WHO) introduced *MPOWER*-a package of evidence-based, high-impact policy measures to help countries reduce tobacco use. These measures align with selected articles within the World Health Organization's Framework Convention on Tobacco Control (FCTC), a global public health treaty to prevent and reduce tobacco use.

Methods

Observational longitudinal study involving 195 countries that submitted biannual national reports between 2008 and 2018. To report changes in MPOWER scores, countries were assessed using a validated checklist of the seven MPOWER indicators and a maximum possible unweighted composite score of 34 points. Covariate analysis was conducted among selected health, sociopolitical, and economic indicators.

Results

176 out of 195 countries improved their MPOWER scores between 2008 and 2018, with two achieving full implementation (Brazil and Turkey). Twenty-three (23) countries representing 11.2% of the global population recorded an MPOWER scoring increase of at least 10 points between 2008 and 2018. The overall mean 10-year scoring increase was 5.1 points or a relative improvement of 27.1%. In 2018, 20 countries representing 10.4% of the global population excelled in MPOWER implementation by receiving a total composite score of at least 30 of 34 possible points. The MPOWER elements with the highest degree of implementation in 2018 include *Warn* (package), *Protect* (smoking ban) and *Enforce* (ad ban). Several covariates were positively associated with higher levels of MPOWER implementation, including *cigarette affordability*, the *existence of national tobacco control objectives*, the *human development index score*, the *national corruption index score*, *national literacy rates* and the *political regime index score*.

Conclusions

MPOWER implementation increased markedly between 2008 and 2018 in all seven WHO regions and countries representing all four World Bank income classifications. However, only two countries achieved full implementation by 2018. More work is needed to improve MPOWER implementation. Countries with low-income levels, compromised human development, reduced literacy rates, higher rates of corruption, and autocratic political regimes appear to struggle more with MPOWER implementation.

The need to implement effective tobacco control programs is undeniable due to the significant and well-established health hazards of smoking.¹ Tobacco use remains the leading preventable cause of morbidity and mortality from chronic diseases worldwide, resulting in over eight million

deaths annually, and the rate of morbidity and mortality is rising globally due to an increase in smoking-related diseases.^{2,3} Therefore, the first and the most crucial strategy to confront this global pandemic is the comprehensive implementation of effective tobacco control policies and pro-

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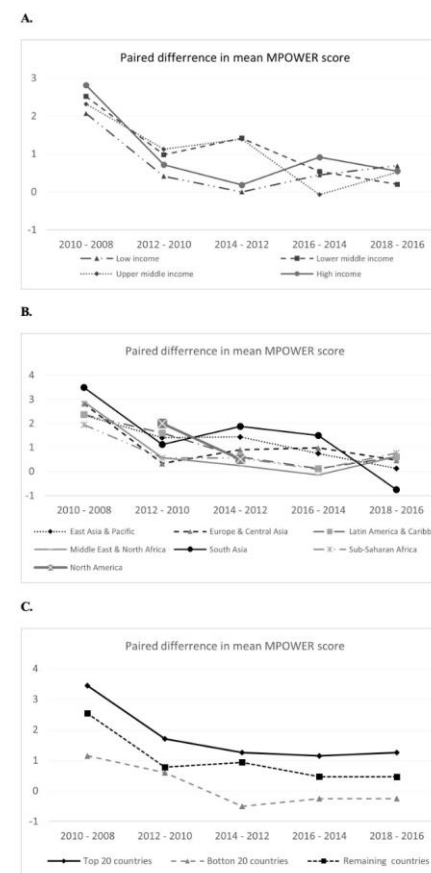


Figure 4. A: Trend in difference in mean MPOWER score by country income level. B: The difference in mean MPOWER score by WHO region. C: The difference in mean MPOWER score for top and bottom 20 countries.

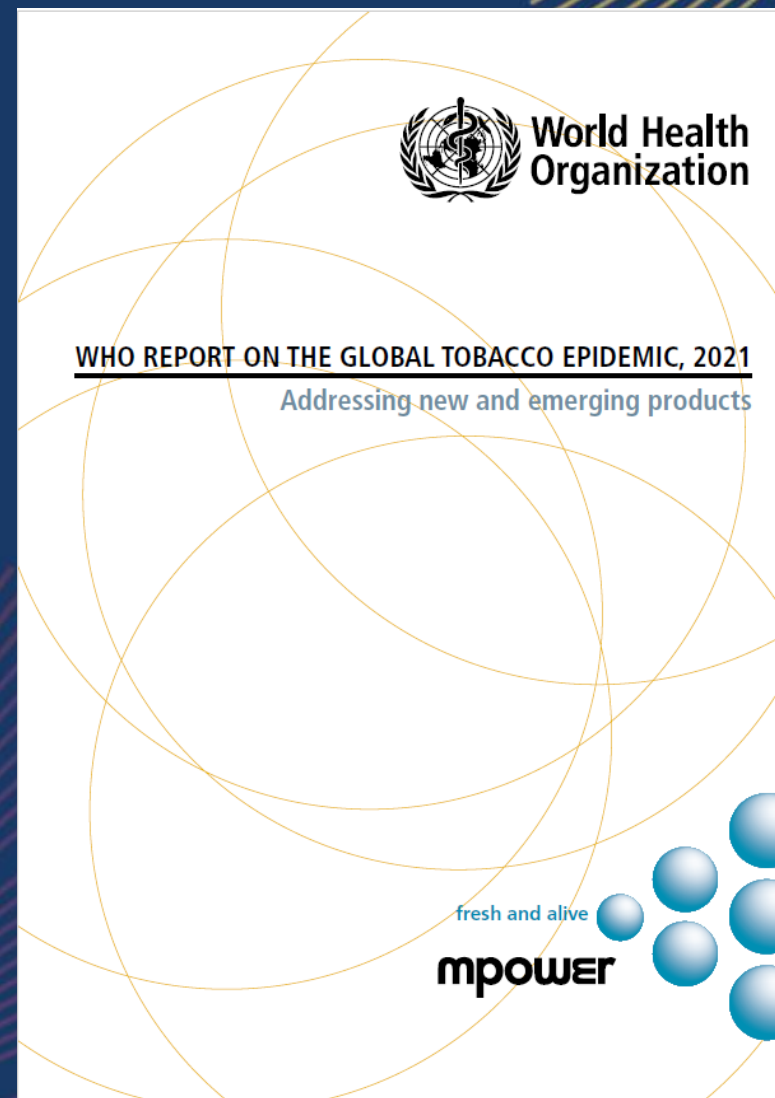
Hagen L, Heydari G, Hammal F. A longitudinal analysis of MPOWER implementation, 2008-2018. *Journal of Global Health Reports*. 2022;6:e2022046.

Previous Publications

- Heydari G. *Which countries are the best in tobacco control? A quantitative analysis of the MPOWER 2017*. *Journal of Global Health Reports*. 2019;3:1-10. doi:10.29392/joghr.3.e2019039
- Heydari G, Chamyani F, Masjedi M, Fadaizadeh L. *Comparison of tobacco control programs worldwide: A quantitative analysis of the 2015 World Health Organization MPOWER report*. *Int J Prev Med*. 2016;7(1):127. doi:10.4103/2008-7802.195562
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- Heydari G, Talischi F, Masjedi MR, Alguomani H, Joossens L, Ghafari M. *Comparison of tobacco control policies in the Eastern Mediterranean countries based on tobacco control scale scores*. *East Mediterr Health J*. 2012;18(8):803-810. doi:10.26719/2012.18.8.803

Why a Global Progress Hub?

- Liberate FCTC and MPOWER datasets
- *Provide ranking and scoring for each FCTC article and MPOWER measure by reporting country*
- Allow for data breakdowns, comparisons and groupings
- *Reveal multi-year implementation trends by country*
- Engage more tobacco control stakeholders in surveillance, monitoring and reporting (Article 20)
- *Support improved FCTC treaty implementation (e.g., CSO shadow reports, article profiles, regional/income/HDI profiles, etc.)*





Purpose

To develop and deploy a robust, interactive, user-friendly, and functional online visual analytics platform to actively monitor, measure and shape tobacco control progress and performance among nations.

Article 20

Research, surveillance and exchange of information

2. The Parties shall establish, as appropriate, programmes for national, regional and global surveillance of the magnitude, patterns, determinants and consequences of tobacco consumption and exposure to tobacco smoke. Towards this end, the Parties should integrate tobacco surveillance programmes into national, regional and global health surveillance programmes so that data are comparable and can be analysed at the regional and international levels, as appropriate.

Article 21

Reporting and exchange of information

1. Each Party shall submit to the Conference of the Parties, through the Secretariat, periodic reports on its implementation of this Convention, which should include the following:

- (d) information on surveillance and research as specified in Article 20;

Expectations

- Create interesting, engaging, and uncomplicated user experience
- *Practical, efficient, functional features and capabilities*
- Build on existing indices and reports (e.g., *Cigarette Tax Scorecard, Tobacco Industry Interference Index, CTFK legislative profiles, WHO FCTC/MPOWER reports*)
- *Support treaty implementation (e.g., CSO shadow reports)*
- Provide “WOW” factor



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Tibor Zilagyt
Secretariat for the WHO FCTC

Potential features and functions

- Display FCTC indicators (248) with ranking/scoring
- *Display all MPOWER indicators (42+7) with ranking/scoring*
- Global and regional comparisons
- *Comparisons by FCTC articles and indicators*
- Comparisons by MPOWER measures and indicators

Potential features and functions (con't).

- Comparisons by income gradient and HDI gradient
- *Country profiles of tobacco use behavior data*
- *Creation of downloadable tables, graphs, charts, profiles*
- Creation of downloadable national shadow reports
- 300 indicators; >180 countries; 12 years of reporting; >400,000 datapoints

Progress Hub Content

- FCTC datasets for 2016, 2018, 2020 supplied by WHO Tobacco-Free Initiative
- *MPOWER scoring and indicator datasets for 2008, 2010, 2012, 2014, 2016, 2018, 2020 supplied by WHO FCTC Secretariat*
- Country HDI gradients supplied by *Our World in Data*
- *Country income gradients supplied by World Bank*
- Adult and youth national smoking data supplied by WHO FCTC Secretariat
- *Tobacco mortality rate data supplied by WHO FCTC Secretariat*
- Cigarette tax scorecards supplied by Tobacconomics
- *Tobacco Industry Interference national profiles supplied by GGTC*
- Tobacco control policy facts sheets supplied by Campaign for Tobacco-Free Kids (smoke-free places, packaging and labelling, TAPS)

External profiles located on the Progress Hub

- Article 5.3 *STOP Tobacco Industry Interference Index* country profiles
- Article 6 *Tobacconomics Cigarette Tax Scorecard* country profiles
- Article 8 Campaign for Tobacco-Free Kids *Smoke-Free Places* country profiles
- Article 11 Campaign for Tobacco-Free Kids *Packaging & Labelling* country profiles
- Article 13 Campaign for Tobacco-Free Kids *Advertising, Promotion & Sponsorship* country profiles
- MPOWER country profiles (Articles 6, 8, 11, 12, 13, 14, 20)

Limitations

- Self-reporting by country focal points
- *Only binary indicators selected from FCTC dataset*
- Some FCTC indicators were omitted due to pruning and bundling (e.g., Articles 8 and 14)
- Unreporting countries
- Variabilities in country smoking behaviour data
- FCTC and MPOWER data is not reported by every country which affects rankings
- Limitations of the WHO datasets themselves

Similarities and differences between WHO's two key tobacco control reports

	<i>Global progress report on implementation of the WHO FCTC</i>	<i>WHO report on the global tobacco epidemic</i>
Source of data	Parties to the WHO FCTC (180)	Member States to WHO (194)
Independently verified information	No (countries self-report data)	Yes
Tracks progress in tobacco control	Biennially (even-numbered years)	Biennially (odd-numbered years)
Demand side measures	All measures addressed	Some measures addressed
Supply side measures	All measures addressed	Not addressed
Comparison between countries possible	Qualitative and some quantitative comparisons	Qualitative and quantitative comparisons
Comparison between time periods possible	Yes	Yes

What's next?

- Implementation profiles for each FCTC article and MPOWER measure
- *Implementation profiles by WHO region, income level, HDI score*
- Add 2022 datasets for FCTC and MPOWER
- *Produce MOP and data query dashboards*
- User survey in spring 2023
- *More dashboards, features and functions*

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*Thank you
Merci
Mam'noon
Shukran*