

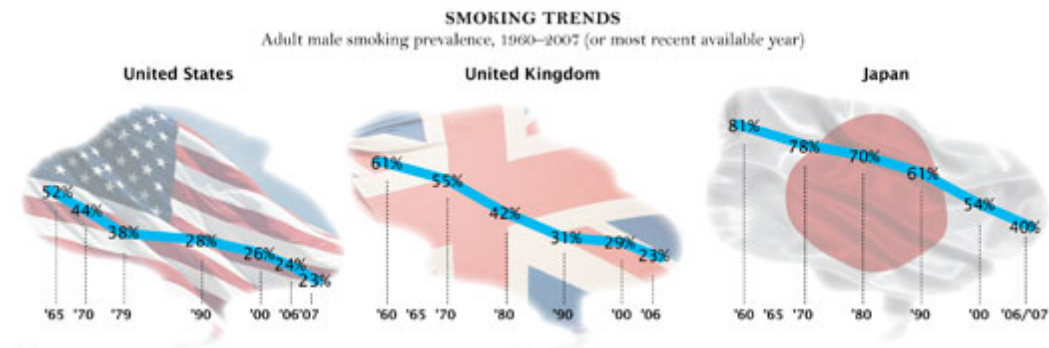
MALE SMOKING WORLD-WIDE

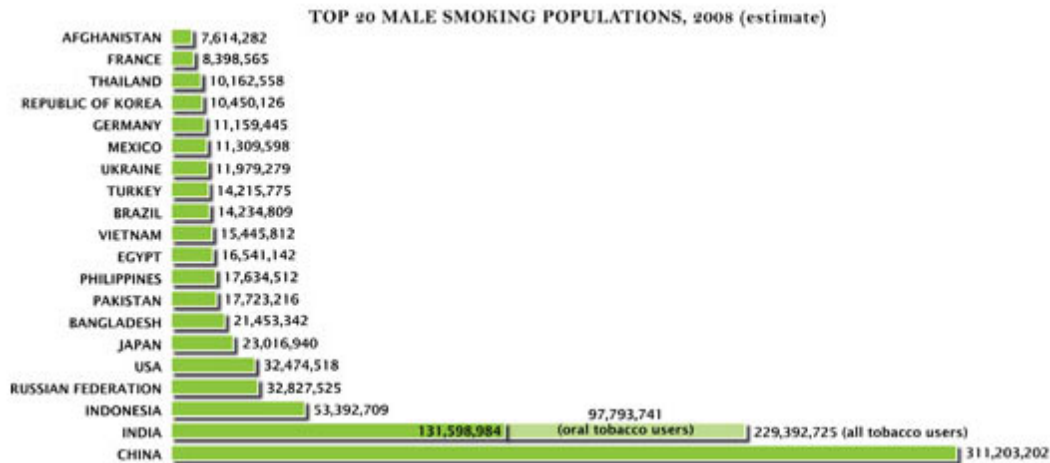
Smoking is marketed as a masculine habit, linked to health, happiness, fitness, wealth, power, and virility. In reality, it leads to sickness, premature death, sexual impotence, and infertility.

Almost 1 billion men in the world smoke—about 35 percent of men in high-resource countries, and 50 percent of men in developing countries. Male smoking rates have now peaked, and trends in low-and middle-resource countries indicate slow but sure declines. However, this extremely slow trend is progressing over decades while, in the meantime, tobacco is killing about 5 million men every year. In general, higher-educated men are abandoning tobacco addiction, leaving the smoking habit to poorer, less-educated men.

China deserves special mention because of the enormity of the tobacco problem and the danger it poses. Nearly 60 percent of Chinese men are smokers, and the country consumes more than 37 percent of the world's cigarettes. China's monumental addiction is, according to Philip Morris, "the most important feature on the landscape." Escalating health and economic tolls imposed by tobacco threaten to impede the stable development of this major world power.

Fact: China's 311 million male smokers exceed the entire population of the United States.





Monitor tobacco use and prevention policies

Protect people from tobacco smoke

Offer help to quit tobacco use

Warn about the dangers of tobacco

Enforce bans on tobacco advertising, promotion and sponsorship

Raise taxes on tobacco

Building on the first-ever global public health treaty - the Framework Convention on Tobacco Control (FCTC) - the World Health Organization (WHO) in 2008 issued a comprehensive country-level report on the global tobacco epidemic. This report provides data from 179 countries covering 99% of the world's population and sets baselines for implementation and enforcement of the six evidence-based and cost-effective policies of the WHO MPOWER strategy. Currently only 5% of the world's population is fully protected by any one of the MPOWER interventions and no country implements and enforces all of them. By taking action to implement MPOWER, the leaders of governments and civil society can create the necessary environment to protect children from tobacco, help people quit tobacco use and save millions of lives a year.

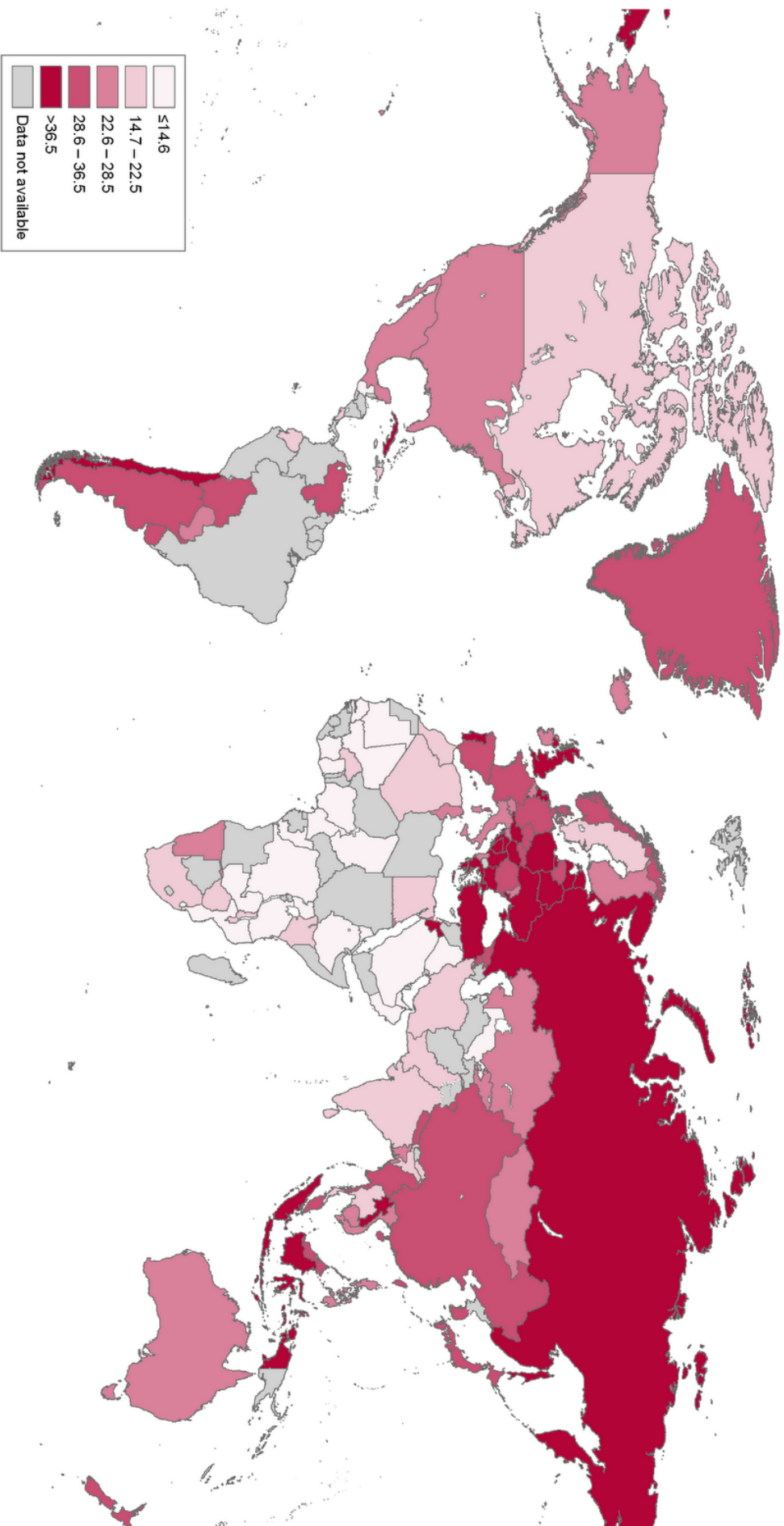
The final version of the online Tobacco Atlas will have information on MPOWER steps related to the issues portrayed on each map.

“It is more important to concentrate on strong masculine user imagery than to risk diluting this image with low tar.”

—R. J. Reynolds internal memorandum, 1980



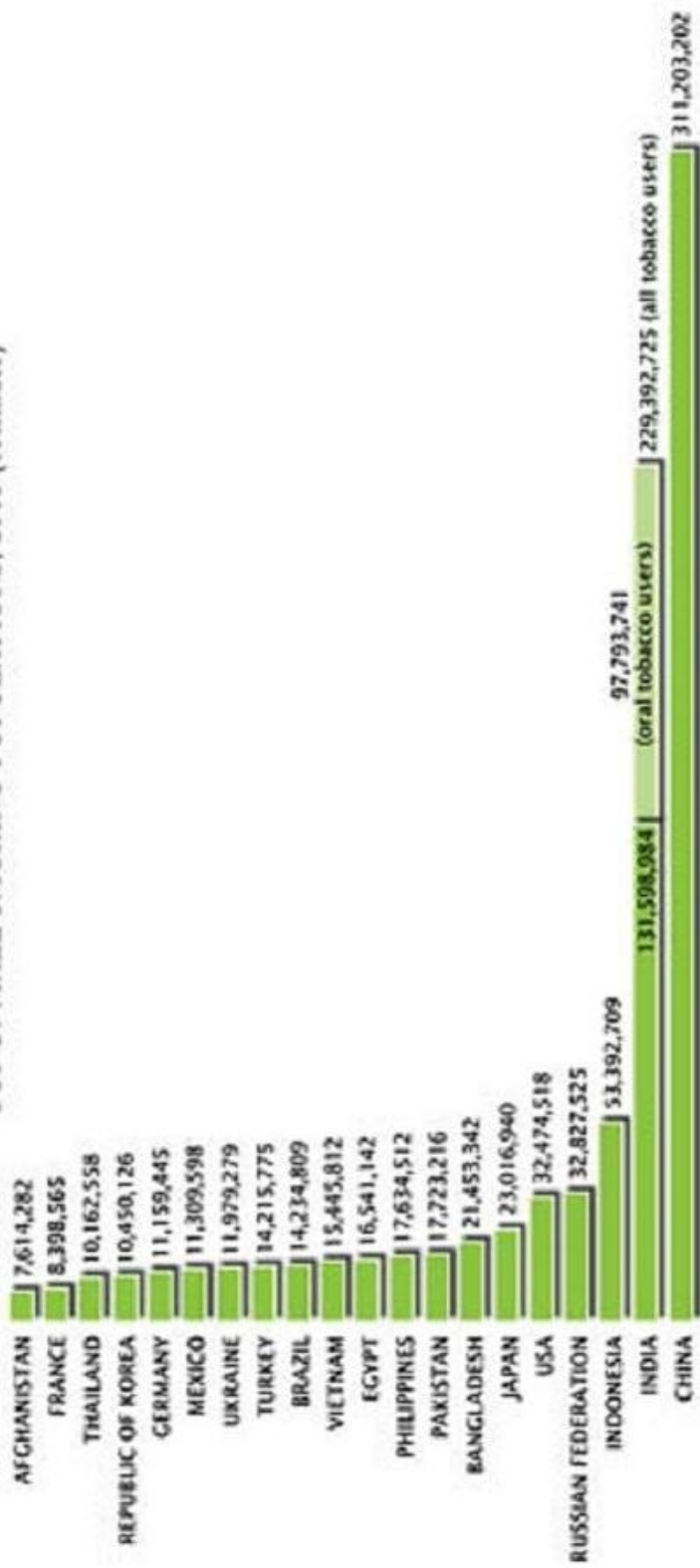
Percentage of tobacco use among adults, 2005



The boundaries and names shown and the designations used on this map do not imply the expression of any opinion whatsoever on the part of the World Health Organization concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. Dotted lines on maps represent approximate border lines for which there may not yet be full agreement.

Data Source: World Health Organization
Map Production: Public Health Mapping and GIS
World Health Organization

TOP 20 MALE SMOKING POPULATIONS, 2008 (estimate)



SMOKING TRENDS

Adult male smoking prevalence, 1960-2007 (or most recent available year)

