

Tobacco Control Policy: Strategies, Successes, and Setbacks tells the stories of recent struggles, successes, and setbacks in six countries—Bangladesh, Brazil, Canada, Poland, South Africa, and Thailand—in which fervent and determined effort helped strengthen policies to reduce tobacco use. This collection of experiences in diverse economic, social and political situations demonstrates the varied and important roles played by activists, health practitioners, policymakers, researchers, NGOs, politicians, and the press.

Tobacco Control Policy Strategies, Successes and Setbacks

Health has a strong impact on people's social and economic well-being, in developing and developed countries. Tobacco use causes diseases and premature death, and threatens both social and economic development. This book will help countries that are struggling with the tobacco epidemic to rethink their strategies, and to do more to protect the health of their citizens.

Maureen O'Neil
President, International Development Research Centre (IDRC), Canada

This is inspiring reading for policy makers seeking to implement the provisions of the Framework Convention on Tobacco Control in their countries. The six country case studies show how important it is to have good science placed in the right hands at the right time. Tobacco control can be achieved when scientists communicate with policy makers, when policy makers act on science, and when the media and NGOs are effective. It doesn't matter if a country is a major tobacco producer or a consumer, from the North or the South or from the developing or developed world. I look forward to the day when all WHO Member States will have positive case studies of success to report.

Dr. Gro Harlem Brundtland
Director General of the World Health Organization

These accounts of how six countries put public health before corporate profits and developed strong anti-tobacco policies are a fascinating complement to the rigorous analytic work on the economics of tobacco control policies previously published by the World Bank, World Health Organization and others. There is clear evidence that strong tobacco control policies can reduce tobacco use, and could reverse the alarming increase in deaths caused by tobacco use in many low- and middle-income countries.

James D. Wolfensohn
President of the World Bank



THE WORLD BANK



research for international tobacco control
recherche pour la lutte mondiale contre le tabac

Bar Code



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Strategies, Successes and Setbacks
Edited by Joy de Beyer and Linda Waverley Brigden



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