

Women's Hearts and Tobacco: Equality in Health

Timothy A. O'Leary,

Senior Communications Officer

World Health Organization's Tobacco Free Initiative,

Geneva, Switzerland

Global Burden of Tobacco

Tobacco killed 100 million people in 20th Century

- The worldwide leading preventable cause of death kills up to half of all people who use it

Without urgent action, 1 billion dead in 21st Century

- Annual death toll surpass 8 million by 2030 and keep rising, with more than 80% of deaths in developing countries

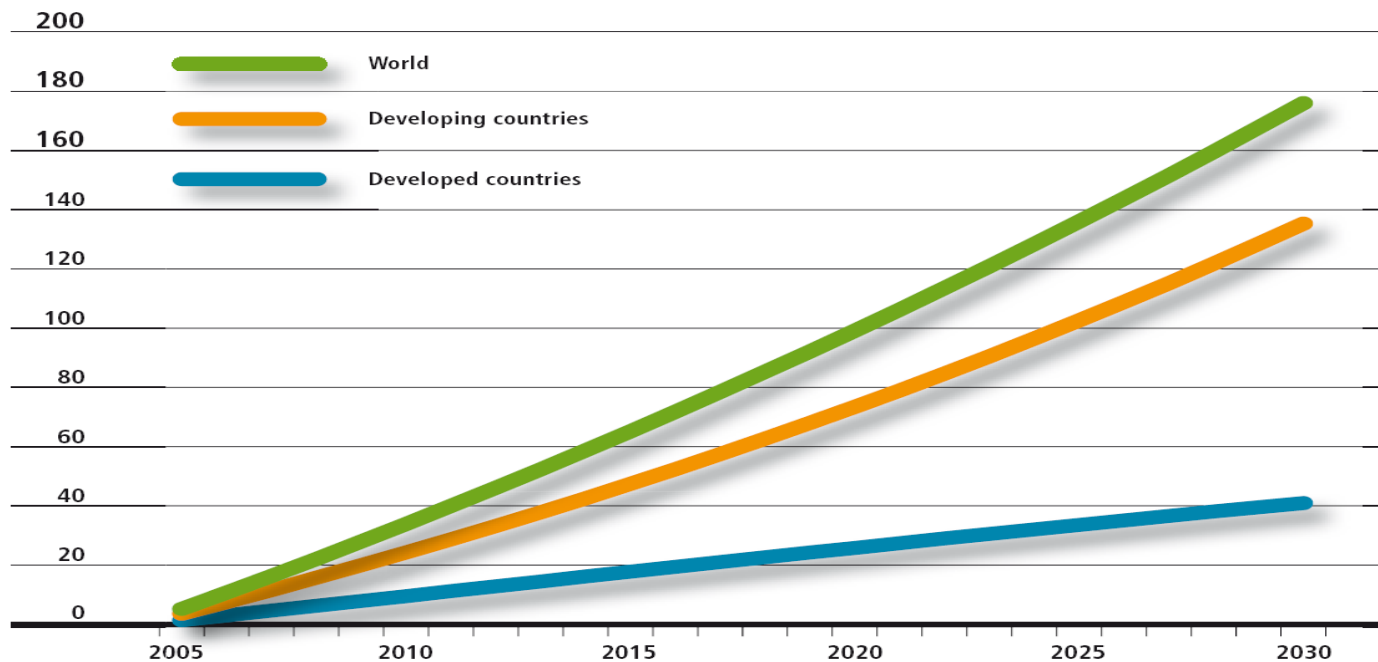
... **Unless we act now**



Epidemic Threatens Developing World

TOBACCO WILL KILL OVER 175 MILLION PEOPLE WORLDWIDE BETWEEN NOW AND THE YEAR 2030

Cumulative tobacco-related deaths, 2005–2030



Source: WHO Report on the Global Tobacco Epidemic, 2008: The MPOWER package. Geneva, World Health Organization, 2008.





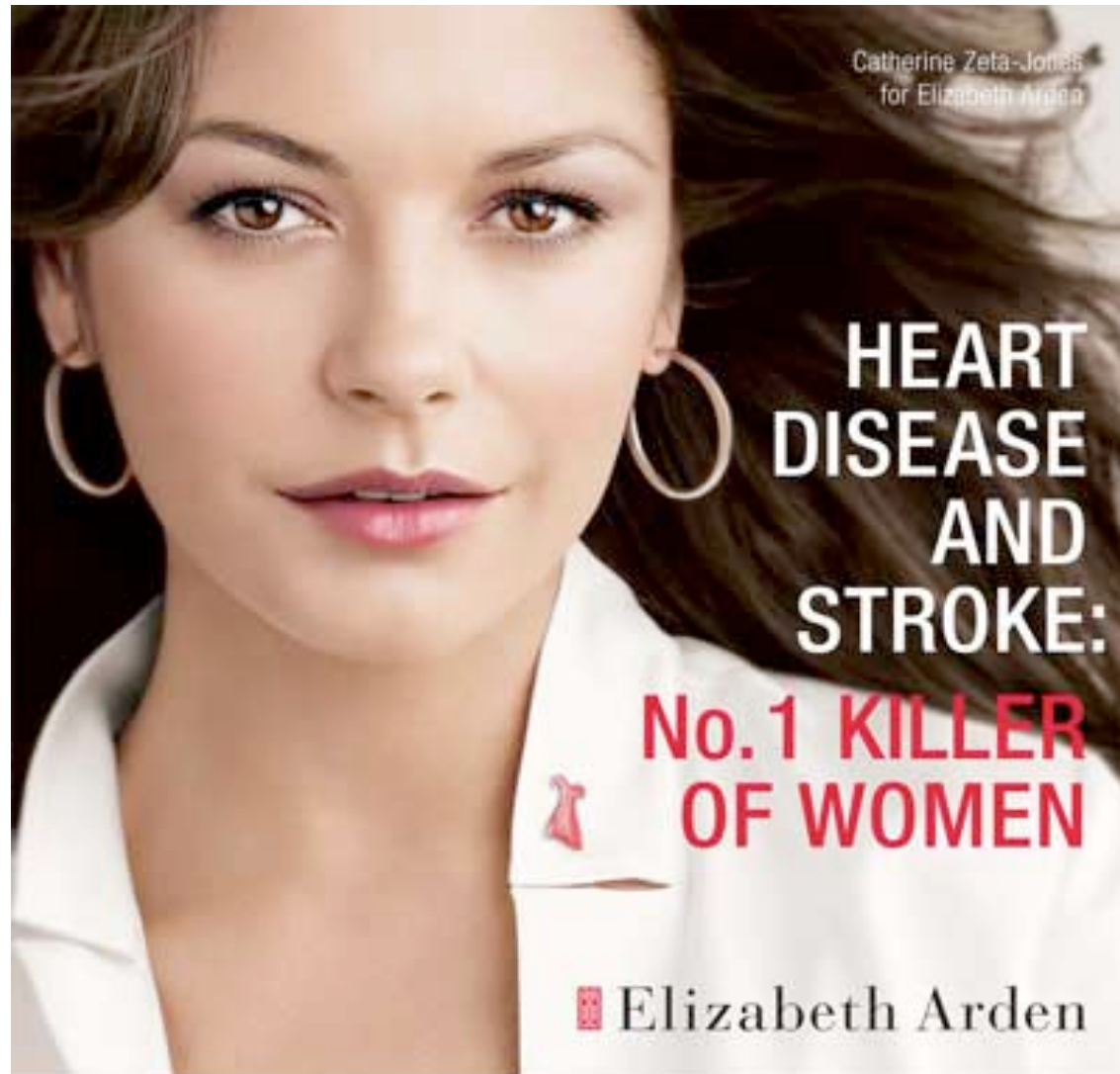
10 October 2008, Brussels

Objectives of "Go Red for Women"

- Raise awareness among health professionals, the public, patients, policy-makers and the media of cardiovascular disease in women to increase prevention, diagnosis and treatment.
- Encourage women to take better care of their heart health.
- Encourage policy-makers to include cardiovascular disease on the women's health agenda.
- Encourage medical professionals to focus particular attention on the prevention, treatment and diagnosis of cardiovascular disease in women.

Red Dress Italia






Catherine Zeta-Jones
for Elizabeth Arden

**HEART
DISEASE
AND
STROKE:**

**No. 1 KILLER
OF WOMEN**

 Elizabeth Arden

Catherine Zeta Jones images are the property of Elizabeth Arden and cannot be used in whole or part, and may not be downloaded.

10 October 2008, Brussels

Key tobacco control strategies



World No Tobacco Day 2008

Theme: Tobacco-Free Youth



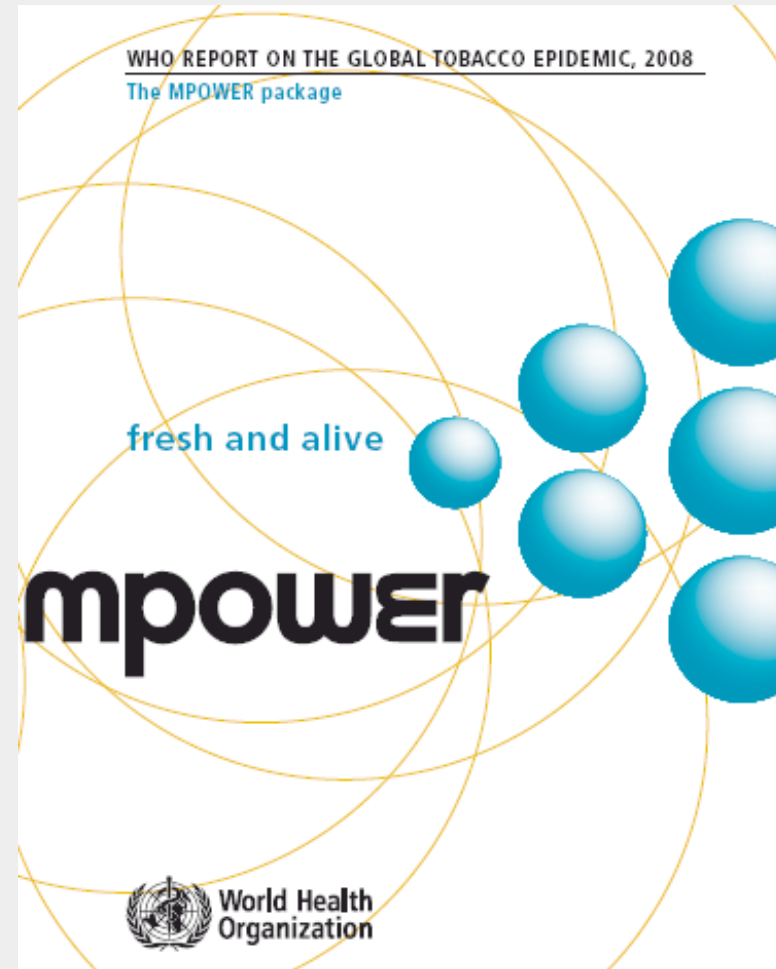
WHO Report on the Global Tobacco Epidemic, 2008

"Throughout most of Europe...rates of tobacco use by males and females have been converging for decades. Today, tobacco use rates are decreasing among European men while they are increasing among women, particularly in eastern, central and southern Europe. In most European Union countries, teenage girls are as likely to smoke as boys, if not more likely."



MPOWER: Six tobacco-control policies

- m**onitor tobacco use and prevention policies
- p**rotect people from tobacco smoke
- o**ffer help to quit tobacco use
- w**arn about the dangers of tobacco
- e**nforce bans on tobacco advertising, promotion and sponsorship
- r**aise taxes on tobacco



We must act now

“Reversing this entirely preventable epidemic must now rank as a top priority for public health and for political leaders in every country of the world”

-- Dr Margaret Chan, WHO Director-General



This paper was produced for a meeting organized by Health & Consumer Protection DG and represents the views of its author on the subject. These views have not been adopted or in any way approved by the Commission and should not be relied upon as a statement of the Commission's or Health & Consumer Protection DG's views. The European Commission does not guarantee the accuracy of the data included in this paper, nor does it accept responsibility for any use made thereof.