# DYING FOR A SMOKE

The role of health professionals in curbing tobacco use illustrates the health sector's capacity to mobilize and engage on issues that present a clear threat to public health. Beginning with the first US Surgeon General's report in the early 1960s, health professionals gradually assumed a leading role in reducing tobacco's impact on public health.

Two University of California researchers for the World Bank found that five major policy drivers are central to achieving comprehensive tobacco control: **"science to inform policy, information strategies to educate consumers, advocacy to stimulate interventions, legal actions to develop regulations, and international collaboration**."

Globally, the health sector organizing to combat the health consequences of smoking engaged WHO to take unprecedented international action, adding a **"new legal dimension around international health cooperation."**
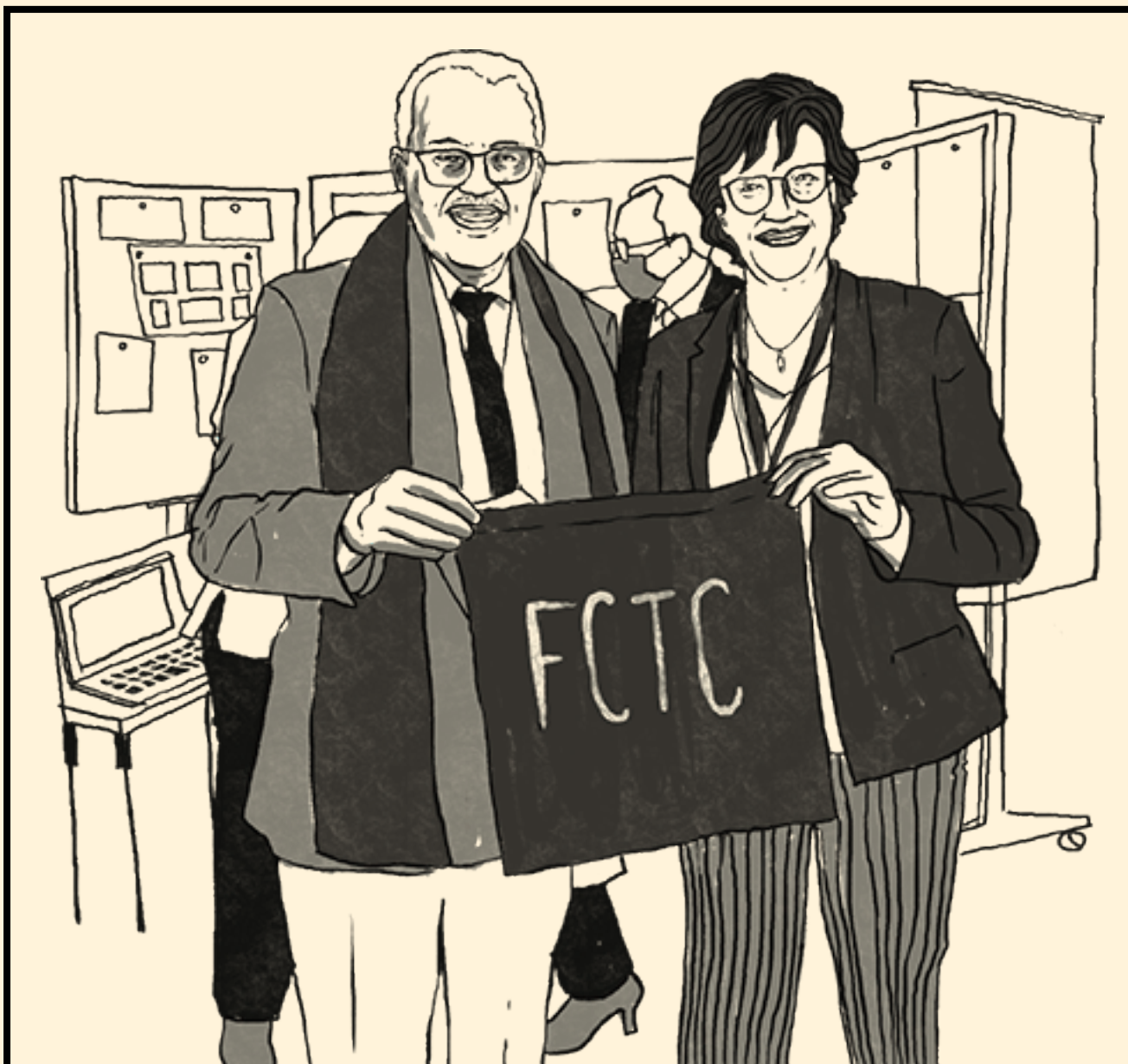
WHO Framework Convention on Tobacco Control (FCTC) is the first public health treaty negotiated under the auspices of WHO and represents a watershed moment for international public health.

It seeks "**to protect present and future generations from the devastating health, social, environmental and economic consequences of tobacco consumption and exposure to tobacco smoke**" by enacting a set of universal standards stating the dangers of tobacco and limiting its use in all forms worldwide.