

Fighting the Global Tobacco Epidemic

Tobacco is the leading preventable cause of death and disease in the world. Cigarette smoking is still common in many parts of the world, particularly in Asia. In order to confront and reverse the global epidemic of tobacco-related disease, aggressive measures must be taken. These include public education campaigns, legal strategies to limit smoking in public places and to restrict the sale of cigarettes to children, and economic strategies to raise the price of cigarettes. With these strategies it is possible to lower smoking rates dramatically. This lecture will review proved strategies for lowering smoking rates.